

Update IABC

Fall 2002

Quarterly Newsletter of IABC/Madison

IT'S ALL ABOUT COMMUNITY

With the economy stumbling and the threat of war on the horizon, the importance of community continues to grow. All of us, members and non-members alike, can benefit from the community that groups like IABC create and reinforce. Our IABC community is only as strong as the bonds and relationships we as volunteers and participants create and experience during the year. Your board is trying to contribute to this community by delivering educational programs and events, offering leadership volunteer opportunities and creating networking occasions to help your personal and professional development as a business communicator.

To help in this role, the IABC/Madison Chapter has instituted several new services for our members. The first of these is an expanded networking period immediately prior to our lunch meetings. We encourage members and guests alike to take advantage of this early bird period to share experiences with each other.

We've also launched a new member benefit, the "Breakfast Briefings" to be held every other month on the second Wednesday of the month at the offices of one of our member companies. The event gives members an opportunity for informal interaction with their peers on some of the most current topics in business communications. Our first briefing, on effective e-newsletters, was held October 9 and was hosted by board member and membership director Kelly Lietz at Williams Young, LLC. We're also planning a specialty group of independent communicators who will meet periodically to share best practices, referral opportunities and tips to grow their businesses. Stay tuned for more information on this group in the next few weeks.

As winter approaches, we're looking for volunteers who might be interested in expanding their involvement in our community by joining the 2003/2004 Board or one of our standing committees. We'll need people to help out with the



President's Message

Quill Awards, with programming for our annual symposium (hosted with the SE Wisconsin IABC Chapter) and with the many other activities pursued by the board. If you'd like to get involved please give me a call at 608/255-4092.

Our community is only as good as the energy and effort that our members and guests put into the club. We look forward to broadening our community to help you grow in the months to come.

Paul Gibler

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Principal consultant,
CONNECTINGDOTS
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DUES INCREASE TO FUND NEW INITIATIVES

IABC/Madison members will have new program opportunities as a result of a small increase in dues this coming year. A plan by IABC International reduces the number of dues levels that chapters can charge, thus simplifying accounting systems and allowing for ease of online renewals.

District dues will increase to \$10, and chapter dues will now be \$40. This increase will fund several new or recently initiated benefits, including the Creativity Journey workshop, the Breakfast Briefings series, and the annual Party on the Pier.

Questions regarding IABC dues can be directed to IABC/Madison President Paul Gibler at pgibler@connectingdots.com.

IABC/MADISON LEADS DISTRICT IN RETENTION

The IABC/Madison Chapter was the only chapter in District 4 to have a positive growth rate in new members. Membership grew four percent last year. The Madison chapter also had the highest retention level in the district, reaching a retention of 87 percent.

PARTY ON THE PIER



IABC/Madison's social at the Edgewater Hotel's pier on August 28 provided the perfect atmosphere to network with communications professionals in the Madison area. The annual event is a free benefit for members.

FALL IABC MEETING ROUND-UP

Choosing and Using Internal Communications

IABC/Madison members and guests met for lunch at the Edgewater on October 30. The event featured a panel of experts including Paul Bauman of Alliant Energy, Jill Hatelberg of TDS Telecom, and Mary Vertacic of American Family Insurance. These experienced business communicators, all of whom are responsible for internal communications in their organizations, discussed how they use electronic as well as traditional tools to get the word out. The group shared valuable e-techniques and proven strategies for gaining audience acceptance.

Tom Still Talks Media Relations

On September 25, IABC/Madison welcomed Tom Still for a conversation about working effectively with the media. Still, the former associate editor of the Wisconsin State Journal, recently became president of the Wisconsin Technology Council. This nonprofit organization advises the governor and Legislature and serve as a catalyst for development and retention of science- and technology-based businesses in Wisconsin. Still brought valuable insider insight to the question handling difficult media relations.

Communicator Considerations

In this new UPDATE column, we'll examine the opinions of communicators on serious and not-so-serious topics facing them today. Watch for future questions, commentary and the occasional witty remark in this and future issues.

What do you look for in a mentor?

"Someone who guides without pushing, challenges without demeaning and has the grace to step aside and let you fly."

-Mary Maher, Mary Maher Writing & Creative Concepts

"Strength of character, example by actions not lessons by words, and an ability to look beyond the immediate. I also think it is important to have more than one mentor. Pulling the best from those around you has advantages."

-Kary Beck, Marketing and Communications Manager, Mead & Hunt

"Someone I admire for their knowledge and also someone who will be demanding of me in a positive way so that I am able to grow professionally."

-Vicki Hearing, Public Information Officer, State of Wisconsin Investment Board

MARK YOUR CALENDARS

Wednesday, November 20, 11:30-1 pm

Brand Marketing...Greater Madison Style!
Edgewater Hotel/Madison

IABC/Madison invites the Greater Madison Convention & Visitors Bureau to describe the intricate and interesting process that culminated in its all-new *Lake. City. Lake.* trademark. Join GMCVB's Krista Flanagan and The Hiebing Group's Dave Florin and Emily Gress for a look at putting Madison on the brand-marketing map. **RSVP by Friday, November 15 to Christine Dehlinger at cdehlinger@fioreco.com.** Include your lunch choice (salmon or marinated vegetable salad) and contact information. Cost to members is \$15; guests and non-members, \$22.

Wednesday, December 11, 8 - 9:30 am

Breakfast Briefings - Communicating a Move
Hosted by Paul Bauman, Alliant Energy
Members only

Moving 700 employees and their critical equipment is never easy. Learn how Alliant maximized key communication tools to make it easier by preparing employees, customers and the public during the two years before relocating its worldwide headquarters. Stick around after the briefing for a tour of the impressive new American Center facility.

Wednesday, January 29, 11:30-1 pm

Program TBA
Edgewater Hotel/Madison

Wednesday, February 12, 8 - 9:30 am

Breakfast Briefings
Topic TBA
Members only

BRING A COLLEAGUE FOR FREE!

IABC/Madison members can bring one colleague to a meeting for free when they pay their own meeting registration fee. This coupon, which can be used once per member, per year, is a great opportunity to introduce a fellow communicator to the benefits of IABC membership. Simply RSVP for you and your guest to a meeting of your choice, then present the coupon with your own payment at the meeting!



MEET YOUR BOARD OF DIRECTORS

Back row, L-R: Treasurer **Gretchen Rodefeld**, Director of Public Relations **Leslie VanHierden**, Director of Membership **Kelly Lietz**, Co-Director of Professional Development **Vicki Hearing**. Front row, L-R: Director of Communications **Rebecca Smith**, President **Paul Gibler**, Quill Award committee member **Anne Smith**. Not pictured: Co-Director of Professional Development **Mary Maher**, Director of Member Services **Christine Dehlinger**, Director of Electronic Communications **Kary Beck**, and Director of Awards **Mia Beltran**.

FIRST BREAKFAST BRIEFING A GREAT SUCCESS

The IABC/Madison Breakfast Briefings series got off to a great start October 8 when a IABC/Madison board member **Kelly Lietz** hosted a breakfast discussion on “eMail Marketing that Works” at Williams Young Associates. About a dozen members participated with enthusiasm and gave the new concept, which is a free benefit to IABC/Madison members, high marks.

Lietz did a great job setting the stage for an in-depth discussion about eMarketing and eCommunications, providing a focus with his impressive electronic external newsletter project. The intimate setting allowed for an interesting Q&A, solid idea sharing and serious networking.

Evaluations indicate that virtually everyone agreed the briefing offered valuable insights into the communication challenge presented, and that it was a useful forum to learn about and share solutions.

IABC/Madison members are welcome to attend the second Breakfast Briefing on December 11. See “Mark your Calendars” for more information.

MEMBER NEWS

Paul J. Gibler a.k.a “the Web Chef” is building the ConnectingDots speaking and training product lines with a number of engagements including: the Wisconsin Women’s Business Initiative Corporation - “Internet Marketing - the Basics” / the University of Wisconsin Executive Education Integrated Marketing Communications class - “Branding on the Internet” / Sales & Marketing Executives Madison Chapter - “Attracting Customers Online” / Madison LGBT Business Alliance - “e-Mail Permission Marketing” / and the Indianapolis Chapter of the International Association of Business Communicators - “Attracting and Retaining Customers Online.”

KNOW NEWS?

IABC/Madison Update welcomes your story ideas, member news and other items to Rebecca Smith at rsmith@bus.wisc.edu. The deadline for the next issue is January 17.

2002 BRONZE QUILL AWARDS

In June 2002, IABC/Madison and IABC/Southeastern Wisconsin joined forces to create a statewide Bronze Quill Awards Program. This program recognizes accomplishments in communications and provides entrants with feedback to improve communications. Congratulations to all winners:

External Relations-Awards of Merit

- Anne Smith, General Casualty
Paradise in Maui
Brooke Miller Hall and Sandra Wein of General Casualty Marketing Communications also accepted the award
- Jamie Banks, Mueller Communications
Miller Park Tribute to Workers
- Brandon Adams, G-Communications
Anti Tobacco Campaign
- James Pugh, Wisconsin Manufacturers & Commerce
WMC Campaign Kills Business Tax Hikes
Heidi Garvin and Leah Schuman of WMC also accepted the award

One-to-Three Color Internal Newsletters-Award of Merit

- Kathy Quirk, UWM Communications & Media
UWM Report
Nancy Mack of UWM also accepted the award

Four-Color Internal Newsletters-Awards of Merit

- Charles Mortell, Bemis Flexible Packaging
Flex News
- Robert Peacock, Miller Brewing Company
Miller Time Quarterly
Kathy Clarke of Clarke Marketing also accepted the award

Four-Color External Newsletters-Award of Excellence

- Rachel Rich, Intl. Foundation of Employee Benefit Plans
Employee Benefit Digest

Four-Color External Newsletters-Award of Merit

- Mary Beth Winkowski, St. Joseph's Community Hospital
Healthy Living

Annual Reports-Award of Excellence

- Charles Wright, A. O. Smith Corporation
2000 Annual Report
Mark Fossen and Thomas Edwards also accepted the award

Brochures-Award of Excellence

- Charles Wright, A. O. Smith Corporation
2001 Values Recognition Brochure
Mark Fossen and Thomas Edwards also accepted the award

Sales Promotion Publications-Award of Excellence

- Nellie Schmitz, MOR Design
Kalahari Resort Convention Center

2002 BRONZE QUILL AWARDS, Cont.

Writing/Features-Award of Excellence

- Tom Kobinsky, CUNA Mutual Group
Sky's the Limit

Writing/Features-Awards of Merit

- Tom Kobinsky
Go All the Way With A Form 10-K
- Janet Masters, Rayovac
CEO Letter to Employees
- Brooke Miller Hall, General Casualty Insurance
From House to Home
- Kathy Quirk, UWM Communications & Media (2 awards)
Treehorn Turns 30 & Live Long and Die Healthy

Writing/Editorials-Award of Excellence

- James Pugh, Wisconsin Manufacturers & Commerce
- Bill Strips Freedom of Political Expression

Marketing- Awards of Merit

- Mia Beltran, Boomerang Marketing/Communications
- Alliance Laundry Genesys
Lynn Entine, Entine & Associates
- Kalahari Resort Convention Center
Laura Strehlow, WPS Health Insurance
- WPS Medicare Companion
Carrie Sturn, St. Joseph's Community Hospital
- New Life Center Binder

Special Theme Issue-Award of Merit

- Rachel Rich, Intl. Foundation of Employee Benefit Plans
In Focus

News Stories-Award of Merit

- Kathy Quirk, UWM Communications & Media
Hispanic Libraries

Audio-Only Programs-Award of Merit

- Brandon Adams, G-Communications
Anti-Tobacco Campaign

Electronic Newsletters-Award of Merit

- Heidi Garvin, Wisconsin Manufacturers & Commerce
WMC Online Action Center

Internet Sites-Award of Excellence

- Joseph Hanneman, Malcolm Marketing Communications
Case Online Media Kit

Internet Sites-Award of Merit

- Kyle Schwarm, WTCS Statewide Marketing Consortium
Witechcolleges.com

Sara Belda and Jannice Flanagan of WTCS also accepted the award