

Update IABC

Summer 2002

Quarterly Newsletter of IABC/Madison

NEW INITIATIVES FOR 2002-2003 CREATE A STRONGER CHAPTER

Our 2002 club year is rapidly coming to a close, and I'd like to thank the volunteers who made it a success. A special thanks is extended to our departing board members—Debra Cook, Janet Ady and Paul Bauman. I appreciate their energy and commitment to our chapter. I also want to thank the board members who are continuing in their roles and welcome our new board members, Kelly Lietz, director of membership, and Vicki Hearing, co-director of professional development. You can see the full board roster later in this newsletter.

I'm excited by some of the new initiatives we've developed this year. I believe that these will provide you additional benefits in the months to come. The new initiatives include:

- **Quill Awards** - First joint awards program with the SE Wisconsin IABC Chapter.
- **Seminar** - First joint seminar with the SE Wisconsin IABC Chapter on June 26. Sign up at http://www.iabc.com/chapters/us_4/madison/meeting_joint.htm
- **Networking Event** - First Edgewater pier social hour for members and guests. Mark your calendar for the second annual social to be held on August 28.
- **Communicators Consortium** - The first meeting of the presidents from seven marketing and communications associations in the Madison area. The group will look for ways associations can collaborate in the future.
- **Expanded Programs** - In 2003, we will add a member benefit which will allow you to attend a breakfast seminar every other month at a member's workplace. The seminars will include interactive discussions on a topic of the hosts' choosing.
- **New Board Roles & Titles** - In recognition of the growth of our club and the time commitment that board members dedicate to make our club valuable to members, we've modified the board titles to include "director."
- **Independents Special Interest Group** - For our members who have their own businesses, we'll be hosting a monthly networking opportunity.



President's Message

As we move into the new club year, we're looking for your ideas and energy on ways to make our club more worthwhile to you. Let one of your officers know if you'd like to get involved, have an idea or a concern.

I hope that your summer proves enjoyable, relaxing and productive. All of us on the board look forward to your continued participation in the year to come.

Paul Gibler

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Principal consultant,
CONNECTINGDOTS
higher resolution marketing

WISCONSIN IABC CHAPTERS HOST MINI-CONFERENCE JUNE 26

IABC Madison and Southeastern Wisconsin joined forces to present a Wisconsin Bronze Quill event and half-day seminar series of creativity at work in public relations, the Internet, and on the big screen on Wednesday, June 26. Choose one or all the programs, and then join us for dinner and the Bronze Quill Awards program.

Event Schedule

- 1:00 - Tapping your creativity
- 2:30 - Convincing public relations tactics
- 4:00 - A strategic approach to the Internet
- 5:15 - Cocktails and view Bronze Quill entries
- 5:45 - Dinner and keynote speaker John Roach
- 7:00 - Wisconsin Bronze Quill Awards

Tapping your creativity

As the author of 18 nonfiction books, UW-Madison Professor Marshall J. Cook has learned a thing or two about tapping creativity. He'll offer tips on how communicators can maximize their own creative potential.

Convincing public relations tactics

When it comes to creative ways to attract publicity, few can match Joan Stewart, A.K.A. the Publicity Hound. Stewart will share tips on how to convince editors and news directors to print or broadcast your stories.

A strategic communication approach to the Internet

Jori Clarke of SpectraCom will share a basic communications strategic model that can be used to drive your Web or Intranet initiatives. Communicators will leave this session knowing how to apply their current skills to Web initiatives, ensuring a high return on your investment.

Keynote speaker John Roach

Screenwriter John Roach co-wrote the movie *The Straight Story*, which chronicles Alvin Straight's trip from Iowa to Wisconsin by lawn mower to find his estranged brother.

Bronze Quill Awards

The IABC Bronze Quill Awards not only recognizes the best accomplishments in communications, but it provides entrants with excellent feedback on how they can improve

PARTY ON THE PIER

Join your colleagues at IABC/Madison's second annual social at the Edgewater Hotel's pier on Wednesday, August 28, 2002, from 4 p.m. to 6 p.m. This gathering provides the perfect atmosphere to network with communications professionals in the Madison area.

Guests are welcome, and the social is a great way to learn about IABC member benefits. Watch for more information via e-mail and online at www.iabc.com/chapters/us_4/madison/meeting.htm.

their communications. There is one Bronze Quill Excellence Award available for each category, while Merit Awards will be awarded to the other high-achieving entries.

REGISTER NOW

Advance registration is required by June 21, as at-door registration is not possible. To reserve your spot and learn about fees, visit www.iabc.com/chapters/us_4/madison/meeting_joint.htm

FROM DISTRICT FOUR: “WE’RE HERE FOR YOU”

By Kelly Lietz, Director of Membership

The first question I had upon being asked to represent IABC-Madison at the District 4 Spring Conference in Minneapolis was, “What’s District 4?” Being a new member of IABC and having not yet assumed board responsibilities, however, I was hungry to learn about the resources and opportunities IABC offers beyond our chapter.

In addition to introducing new chapter presidents to the workings of the district (Paul Gibler was unable to attend), the conference was designed to refocus the group’s mission. We were lucky to have Tamara L. Gillis, IABC research foundation chair, guide the strategic planning process.

District 4 comprises 10 IABC chapters in seven states: Wisconsin, Minnesota, North Dakota, Nebraska, Iowa, Missouri and Illinois. Representatives of but one chapter in District 4 attended the meeting, creating a dynamic discussion of IABC’s issues, challenges and opportunities.

In case, like me, you are wondering what function the district board serves, here is the mission your representatives agreed upon:

IABC District 4 provides high quality leadership resources and member value for our chapters. We also serve as a liaison between the chapters within the districts and IABC International headquarters and the executive board.

Among the district’s responsibilities are educating chapter leaders and representatives about IABC; providing professional development opportunities; conducting awards programs; providing networking opportunities; and supporting member chapters.

Half of the day-long event was devoted to sharing experiences—discussing both the successes each chapter has enjoyed and the hurdles each faces. Surprisingly, despite significant differences in membership size and geographic dispersion, each District 4 chapter finds itself wrestling with similar concerns: maintaining an effective program schedule, building and retaining membership, recruiting volunteers and fund raising.

But with the connections made at this meeting—the ideas generated and joint efforts planned—I am confident that the network we belong to will provide the necessary support for our dedicated leadership as we chart our own future.

MEMBER NEWS

IABC/Madison Treasurer **Gretchen Rodefeld** and her husband are the proud parents of a new baby girl. Renae Elise was born Sunday, March 24. She weighed in at 5 pounds, 9.4 ounces and was 18.5 inches long. Although Renae arrived about five weeks early, she’s doing great and enjoying time spent with her new parents.

Paul J. Gibler, IABC/Madison president and founder of CONNECTINGDOTS, was selected to serve as a business advisor for the LEAP (Launching Entrepreneurial Advisory Panels). The program matches women-owned businesses with a panel of business experts who help them grow their businesses through specialized knowledge and experience. Gibler will provide his expertise in Internet marketing to a high-tech, women-owned business in Dane County over the next year.

KNOW NEWS? SEND IT IN

The IABC/Madison Update welcomes your submissions and suggestions. Please send story ideas, member news, position listings and other items to Rebecca Smith at rsmith@bus.wisc.edu. IABC/Madison Update is published quarterly; the deadline for the next issue is Sept. 16, 2002.

NETGAIN U

NetGain U is an online Web seminar service for business communications and PR pros who wants to learn more about online communications. Starting in June and running into September, NetGain U is a series of nine Webinars. To learn more, visit <http://www.netgain.org/webinar.htm>

PR COORDINATOR

Fleishman-Hillard has an opportunity for a Milwaukee-based, independent PR practitioner to join an energetic, results-oriented account team to help develop and execute a public relations program for a Fortune 100 health care brand. To learn more, visit http://www.iabc.com/chapters/us_4/madison/jobs.htm after June 21, 2002.

MEET YOUR BOARD OF DIRECTORS

Your IABC/Madison Board of Directors is dedicated to making the club valuable and worthwhile. To share ideas for improvements or learn about volunteer opportunities, please contact any of the following individuals:

- **President and IABC District 4 Delegate**
Paul Gibler, ConnectingDots
608/255-4092, pgibler@connectingdots.com
- **Director of Membership**
Kelly Lietz, Williams Young, LLC
608/270-2913, lietzk@williamsyoung.com
- **Co-Director of Professional Development**
Vicki Hearing, State of Wisconsin Investment Board
608/261-2415, hearivl@swib.state.wi.us
- **Co-Director of Professional Development**
Mary Maher, Mary Maher Writing & Creative Concepts
608/250-5141, mmmaher@writingandcreative.com
- **Treasurer**
Gretchen Rodefald, Virchow Krause & Co., LLP
608/240-2636, grodefeld@virchowkrause.com
- **Director of Communications and Secretary**
Rebecca Smith, UW-Madison School of Business
608/263-9298, rsmith@bus.wisc.edu
- **Director of Member Services**
Christine Dehlinger, Fiore Companies
608/255-5060, cdehlinger@fioreco.com
- **Director of Electronic Communications**
Kary Beck, Mead & Hunt
608/273-6380, kary.beck@meadhunt.com
- **Director of Awards**
Mia Beltran, Boomerang Marketing Communications
920/361-1930, miabeltran@centurytel.net
- **Director of Public Relations**
Leslie VanHierden, Attic Angel Place
608/662-8832, mvanhierde@aol.com

MARKETING POSITION AT WAA

The Wisconsin Alumni Association (WAA) is seeking applications for the position of senior director of marketing and membership. The position oversees marketing and communication efforts in membership, international travel and relations, affiliates, and athletics utilizing direct mail, e-mail/internet marketing, public relations, and special events. To learn more, please visit http://www.uwalumni.com/waa/market_membership.html