



UPDATE

Winter 2003

Quarterly Newsletter of IABC/Madison

OVERCOME THE “FUD FACTOR”

With the drumbeat of war sounding at an ever-increasing pace, American businesses, local governments, consumers and organizations have been struggling due to the “FUD Factor” (fear, uncertainty, doubt factor).

In this uncertain environment, what can we do to overcome the inherent negativity of the current situation? For some of us the answer is to reach out and get involved. As you contemplate your response to the current environment, I'd encourage you to seek this involvement in the organizations that can make a difference to your development. Make IABC one of these organizations by donating your time, energy and enthusiasm.

Examples of this involvement are many as evidenced by the contributions of your board. For example, Co-Directors of Professional Development Mary Maher and Vicki Hearing have put together an outstanding program year for our club. This excellence is continuing with the upcoming multicultural media panel on March 26 and our joint program with the SE Wisconsin Chapter to be held in late June. Other examples of this involvement include the roles of our directors who keep the website up-to-date (Kary Beck), develop and disseminate this newsletter (Rebecca Smith) and communicate with the media about our upcoming programs (Leslie VanHierden). Kelly Lietz has taken a lead in developing a new member brochure and conducting a direct mail campaign to attract new members.

Complementing these contributors are Treasurer Gretchen Rodefeld, who keeps us on track financially, and Director of Member Services Chris Dehlinger, who makes sure that our monthly meetings come off without a hitch. Finally we have the role of awards director held by Mia Beltran, who coordinates our Chapter's Quill Awards involvement. I extend my thanks to these board members who have kept our chapter vibrant, energized and meaningful.

As you look to the future, I'd like to invite you to join our board and to become actively involved in sharing your



President's Message

perspectives and energy in building our chapter. Your involvement is critical for the ongoing success of the club and could prove beneficial to your career and professional development.

Don't let the “FUD Factor” get you down—jump on the opportunities that contribute to our overall well-being like those at IABC. If you're interested in serving on the board, contact me at 608/255-4092 or pgibler@connectingdots.com.

Paul Gibler

President, IABC/Madison
pgibler@connectingdots.com

Principal consultant,
CONNECTINGDOTS
higher resolution marketing

HOST A BRIEFS!

Planning has begun for IABC/Madison's upcoming *Breakfast Briefs* series. In 2002/03, *Briefs* traveled to member venues for dynamic briefings on eMarketing, communicating a move, managing the media and more.

These morning sessions are intimate, interactive and informal gatherings of communication pros ready to trade ideas and solutions. Do you have a strategic challenge or success story to share?

Would you like to showcase your work, or market your firm or organization? Host a members-only *Briefs* session in 2003/04. Or suggest someone else who would or should. Contact Mary Maher (mmmaher@writingandcreative.com) or Vicki Hearing (hearivl@swib.state.wi.us) to learn more.

MARK YOUR CALENDARS

Wednesday, March 26, 11:30 a.m. - 1 p.m.

Spread the Word — Reach a Wider Audience
Tips from a Cross-Cultural Media Panel
Edgewater Hotel

IABC/Madison invites members of Madison's community-based, cross-cultural media to talk about their publications and their programs, and introduce us to their reach and impact. Representative from *The Madison Times*, *La Comunidad*, *UMOJA*, *Voz Latina* and La Movida Radio, and WORT-FM offer tips on the best way to work with these important outlets to secure coverage and spread the word.

Wednesday, April 9, 8 - 9:30 a.m.

Breakfast Briefs
Hosted by Steve Hughes, Kramer Printing
Members only

IABC/Madison's dynamic new series continues with a briefing at Kramer Printing to learn about the latest printing technology. Watch for details.

Wednesday, April 30, 11:30 a.m. - 1 p.m.

Edgewater Hotel
Program TBA

Wednesday, May 28, 11:30 a.m. - 1 p.m.

Edgewater Hotel
Program TBA

COMING SOON

Watch for our upcoming special event—a trip to the William Eisner Museum of Advertising & Design (www.eisnermuseum.org) and dinner in Milwaukee. Stay tuned for more information.

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 Monday, April 14.

25 WAYS TO POSITION YOURSELF AS A LEADER

During the roundtable discussion at the January meeting, members of IABC/Madison shared ideas on ways for communicators to become leaders within their organization. Here is a list of 25 ideas that were the result of our meeting.

1. Keep senior management aware of consumer and industry trends
2. Create a chain to top management through natural work contacts
3. Take advantage of time you may get with key people
4. Brand yourself as an expert, dependable, trustworthy, etc.
5. Manage people's expectations
6. Educate yourself on important issues
7. Develop key skills beyond those required for your job
8. Be proactive
9. Find measurement tools to indicate effectiveness of your initiatives
10. Embrace challenges
11. Take advantage of time (Bring something to read in case of an unexpected delay)
12. Understand strategies (sales, corporate, etc.)
13. Develop relationships with senior management
14. Serve internal customers well
15. Be professional
16. Show respect to all staff
17. Do your best
18. Keep staff informed
19. Communicate clearly to clients (peers) in their chosen method
20. Exceed expectations
21. Win over the media with good service and professionalism

Corporate Communication Summit

The 2003 Corporate Communication Summit is scheduled for March 6-7 in Philadelphia, Pennsylvania. This two-day summit is designed for senior corporate communication professionals responsible for creating and demonstrating financial results to the business. The summit is presented by IABC with the Council of Communication Management in association with Watson Wyatt Worldwide and The Empower Group. The full conference program and registration is online at www.iabc.com/events/summit.

IABC International Conference

IABC's annual International Conference, set for June 8-11 in Toronto, features 65 sessions in six educational tracks, with exhibit hall, Internet cafe, silent auction and extraordinary networking. Register online at www.iabc.com/events/conf2003.

Second Annual Symposium Scheduled

The Second Annual Joint Symposium with the Southeast Wisconsin Chapter of IABC (www.iabc-sewis.com) is planned for late June. During this joint event you'll have a great opportunity to network and learn from a great group of presenters. More information on the symposium will be available shortly.

CONFERENCE SCHOLARSHIP AVAILABLE

IABC/Madison and IABC/District IV offer a scholarship to cover the registration fee for one of our members to attend IABC's International Conference in Toronto on June 8-11. The organizations will reimburse you for the early registration fee of \$775 if you are selected for this valuable member benefit.

Interested applicants should submit a one-to-two paragraph description on why you should be selected to attend. We will ask the selected member to write about the conference for the fall and winter issues of the chapter newsletter and give a brief presentation about key things learned during the conference at our September meeting. IABC/Madison will distribute the scholarship as a reimbursement of the registration fee following the conference. All active IABC/Madison members are eligible.

If you are interested in applying for this scholarship, please submit your request and statement to Paul Gibler at pgibler@connectingdots.com by April 4, 2003. The Board of Directors will evaluate applications and select and notify the winning applicant by April 18, 2003.

WINTER IABC MEETING ROUND-UP

Communicating Business As Usual

At the February 26 IABC/Madison meeting, Chris Mordi, Lands' End Senior Corporate Communications Specialist, shared insights on how the popular Dodgeville-based direct merchant maintained "business as usual" after acquisition by Sears—and the role communication played in that effort.

Brand Marketing...Greater Madison Style!

The Greater Madison Convention & Visitors Bureau joined IABC/Madison on November 20 to describe the process that culminated in its new *Lake. City. Lake.* trademark.

Breakfast Briefs

A free benefit to IABC/Madison members, the new Breakfast Briefs series landed at the State of Wisconsin Investment Board on February 12. Public Information Officer Vicki Hearing shared her strategies for educating stakeholders and stockholders alike. On December 11, Paul Bauman showed how his company, Alliant Energy, maximized key communication tools to prepare employees, customers and the public before relocating its worldwide headquarters.

ENTER IABC'S SILVER QUILL

Don't miss this opportunity to be among the best in the Midwest. Enter the 2003 IABC District 4 Silver Quill awards program and reap the benefits.

The Silver Quill awards program showcases the outstanding work of business communicators in Illinois, Iowa, Minnesota, Missouri, Nebraska, North Dakota and Wisconsin. Submission criteria are patterned after the IABC Gold Quill program, which recognizes international communications efforts.

The early bird deadline is Friday, March 7, and the final deadline is Friday, March 21. When you enter, you could be helping your chapter earn a day with internationally renowned communicator Fred Halperin, ABC. Winners will be posted on the District 4 website, and they will receive their awards at a chapter event. To learn more, visit <http://usd4.iabc.com>.

2003 WISCONSIN BRONZE QUILL

Are you among the best of the best? Find out by entering your work in the 2003 Wisconsin Bronze Quill Competition, co-sponsored by IABC-Madison and IABC-Southeastern Wisconsin. **Watch your mailbox for this year's entry form—it will arrive soon!** This statewide awards program is designed to recognize the best in communications. It also provides you with feedback from fellow communicators to help you improve your work.

The Wisconsin Bronze Quill competition is open to any professional communicator, and there is no limit on the number of entries an individual or an organization may submit. To qualify, your work must have been completed between January 1 and December 31, 2002, and you must have been directly involved in producing the material entered.

Fees are \$45 per entry for IABC members in good standing and \$60 for non-members. The 2003 Wisconsin Bronze Quill Awards will be presented at a special awards banquet, to be held in June.

Each entry must be accompanied by a completed work plan, an entry form, and a check made payable to IABC-Southeastern Wisconsin. All entries must be received no later than Friday, April 11, 2003.

Questions? Contact co-chairs Mia Beltran at 920/361-1930, miabeltran@centurytel.net or Chuck Wright at 414/359-4104, cwright@aosmith.com.

IABC/MADISON 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
608/274-1980, 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