

Update IABC

Late Winter 2002

Quarterly Newsletter of IABC/Madison

1+1=3 . . . HOW ALLIANCES AND COLLABORATIONS BUILD SUCCESS

We simply can't do it alone. Whether we represent an organization, a business or we're entrepreneurs, we benefit from the synergies created by alliances with others. These alliances bring together complementary resources in such a way that the whole is bigger than the parts. The creative energy and enthusiasm generated by these partnerships can play a significant role in creating change or in moving initiatives forward.

As we look at 2002, our chapter is putting this philosophy into practice. We're doing this through alliances with other IABC chapters, joint planning/communication with other professional organizations involved in marketing, communications and design and through greater utilization of the national and district IABC resources. We feel confident that these alliances will increase the value of our organization to you, our members and guests.

One alliance you'll be

hearing more about is the first annual Wisconsin Bronze Quill Awards being cosponsored with the Milwaukee IABC Chapter. This awards competition expands the pool of potential entrants beyond our market area. Through this alliance we hope to have an even livelier competition--one that allows us to learn from each other. The competition will culminate with a joint educational program and awards banquet June 26 at the Olympia Resort in Oconomowoc. Mark your calendars and get ready for an afternoon of education and an early evening celebrating the best communication strategies and tactics in the state.

We are pursuing other alliances by sharing meeting information, exploring joint events and other initiatives with groups like the Society for Technical Communications, Association of Women in Communications, Design Madison, the Madison Advertising Federation



President's Message

and others. We strongly feel these activities will benefit Dane County business communicators, marketers and visual designers.

I encourage you to look for ways to build alliances within our organization and with other businesses and individuals. This outreach effort will pay off for you in new energy, ideas and an expanded network.

Paul Gibler

President, IABC/Madison
pgibler@connectingdots.com

Principal Consultant,
CONNECTINGDOTS
higher resolution marketing

UPCOMING MEETINGS

At the February IABC meeting, Tom Kermgard and Jim Stiener of ProVideo discussed the rapidly developing ways video is enhancing the communications process.

Diverse topics have also been slated for upcoming professional development lunches:
March 27 - Interactive session on team building with Stuart Daily of Howick Associates
April 24 - Attorney Jim Peterson to speak on copyright issues
May 29 - TBA
June 26 - Joint gathering with Southeast Wisconsin Chapter
July - No meeting
August - After work social (time TBA)

TALL TALES TOLD

Madison Magazine, Edgewood College and University Book Store are pleased to present the Fourth Annual Madison Magazine Short Fiction Contest. The first-place story will be published in the August issue of Madison Magazine. First prize: \$500, second prize: \$250, third prize: \$100. The deadline: March 1. For details visit www.madisonmagazine.com.

MADISON CHAPTER SEES INCREASE IN MEMBERSHIP

While overall IABC membership declined almost eight percent during 2001, the IABC/Madison chapter added two new members. The chapter is the only District 4 organization that saw any increase in membership.

"I credit our chapter's growth the outstanding efforts of our current members. Our programs and networking opportunities are second to none in the community," said Paul Gibler, president of the Madison chapter. "It is disappointing to see that the overall organization's membership has fallen, but not surprising in light of the current economic conditions, the alternative organizations that we all can join and the uncertainties that the international group was experiencing over the past year."

IABC membership dropped 7.64 percent overall. The district/region with the highest overall growth percentage was Europe, with 2.19 percent growth rate.

If you haven't joined IABC/Madison yet, please consider doing so. Contact Janet Ady, membership vice president, at jady@pike-company.com for additional information.

ATTENTION UW-MADISON ALUMNI

Are you willing to help students make a decision about what career or industry to pursue? Would you like to share your expertise and knowledge with a student? If you answered yes to either of these questions, then being a job shadow host might be the right opportunity for you.

The Wisconsin Alumni Association is partnering with the College of Letters and Science Human Ecology Career Services office to pilot this Spring Break 2002 Job Shadow program with students in the residence halls. They are asking alumni in Chicago, Milwaukee, Madison and the Twin Cities to consider hosting a student at their workplace for two or more days during March 25-29, 2002.

Visit <http://www.uwalumni.com/career/jobshadow.html> for information and a printable copy of the registration form. If you decide to participate, simply fill out the form online or, if you'd prefer, download a copy and fax it to the career services office at 608/262-3992. The deadline to participate in this year's program is March 1, 2002. In early March you'll receive information about your student match. The student will also receive your information and will contact you to determine the details of the job shadow experience.

NAVIGATING YOUR CAREER IN UNCERTAIN TIMES

Charting your career path can be challenging in even the best of times. So how do you search for a job in a down economy? Smooch Reynolds president and CEO of the Repovich-Reynolds Group, shares her career navigation advice:

Brand Your Career. What is it that makes you different? What do you add to a company? How do you exceed expectations?

Build Visibility. Volunteer to work across different functions in your company, such as human resources and finance.

Network and find mentors. Even if you're happy with your current job, network and meet new people. Have lunch with someone new every month, and get involved in professional organizations such as IABC.

Lateral moves are OK. In this economy, your next move may not be a linear move up the ladder. Consider lateral moves or a step backward if you can gain experience in a new industry.

Know your weaknesses. Ask a trusted mentor to help you assess your skills. Where do you fall short? When you know your limits, you can work to strengthen those skills by taking classes or simply not look for jobs that focus on those areas.

Gain business knowledge. Now's the time to think about an MBA or to take classes in business or investor relations.

Go after your passion. Passion is the most important element in a job search strategy. It shows in interviews if you have a gut-level drive.

From IABC/LA's Dateline

JOB POSTING

Marketing assistant/ graphic designer

Potter Lawson, Inc., is hiring a marketing assistant/graphic designer. Responsibilities include designing and producing marketing materials to communicate corporate goals, assist in marketing efforts and coordinate company-wide events. Other responsibilities include web site development and presentation preparation. Candidate must have strong written communication skills and proficiency in Photoshop, PowerPoint, PageMaker, FrontPage, Word and Excel. Send resume, references and salary history to:

Christin Miller
Potter Lawson, Inc.
15 Ellis Potter Court
Madison, WI 53711
christinm@potterlawson.com

DALTON PEN COMMUNICATIONS AWARDS

Warwick Publishing presents the Eighth Annual Dalton Pen Communications Awards Program 2002. The deadline is March 22, 2002. Categories include publications, graphic design, writing, illustration, annual reports, corporate programs and campaigns, video, marketing communications, photography, advertising and electronic communications. Senior communicators from eBay, Hewlett-Packard, Agilent, Blue Martini, LookSmart and several agencies will judge the entries.

Enter your materials and add your name the list of winners including AT&T, Lucent, Cisco, Xerox, FedEx, MetLife, Sprint, Fox, Sony, Mercedes-Benz and others worldwide. For more information, please visit <http://w2.mailsubs.com/offers/enter.asp?SEID=19288946-2637>

IABC INTERNATIONAL CONFERENCE: CHICAGO 2002

Register today for IABC's 2002 International Conference, happening June 9-12 in Chicago, Illinois. This year's opening session and keynote address will be presented by Andrea Mitchell, Chief Foreign Affairs Correspondent for NBC News. Mitchell will discuss how the media must balance the lure of the breaking news story with the responsibility of getting the news first, but also getting it right.

Your full conference registration will get you this plus your choice of 70 breakout sessions and a variety of valuable networking opportunities. Get full details and register online at <http://www.iabc.com> or call 800/776-4222.

IABC LEADERSHIP POSITION OPEN

Are you looking to get involved in making our club a great place for members and guests? Consider joining the IABC/Madison Board of Directors. Its a great way to make friends, enhance your resume and contribute to our community. We are looking for individuals interested in board participation as the membership director and professional development director. These crucial positions play a big role in continuing to make our organization a healthy one. For more information contact Paul Gibler, IABC/Madison president, at 608/255-4092 or pgibler@connectingdots.com.

WINNING WEBSITE

The CONNECTINGDOTS website was named the Marketing "Coolsite" for January 2002 by Emerald, a UK-based publisher of over 100 management journals. The independent selection is based on the review and evaluation of sites on the following five criteria: style, structure, ease-of-use, information quality and value. For more information, visit <http://www.connectingdots.com>

SEND US YOUR NEWS

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 May 15, 2002.

MEMBER NEWS

Rebecca Smith, IABC/Madison director of communications and newsletter editor, recently accepted a new position as assistant director of alumni relations with the UW-Madison School of Business.

Paul J. Gibler, IABC/Madison president and founder of CONNECTINGDOTS, has been sharing insights to attract and retain customers online with his presentation "*Shake & Bake – Attracting & Retaining Customers Online*" in a series of presentations to Advertising Federations in the region. The series began with a January 24 presentation to the South Dakota Advertising Federation and will include March presentations to associations in Bismarck, Fargo and Dubuque. Gibler helps attendees create a customer-centric web presence that builds on the 5 C's—content, community, commerce, creativity and customer service—to help businesses attract and retain customers online.