

Update IABC

Summer 2001

Quarterly Newsletter of IABC/Madison

President's Update



Summer and the living is easy

With summer in full bloom it's often hard for many of us to keep focused on the job at hand. With this in mind, we cancel our July meeting and gradually move into our club year with August's social event at the Edgewater pier. We hope to see all of you there to take advantage of this opportunity to socialize with your fellow members.

As your new club president, I'd like to thank past-president Gretchen Rodefeld for her outstanding service to the organization. Her leadership

transformed IABC/Madison into the club it is today.

During the upcoming year, we'll focus on these objectives:

Alliances—We'll begin exploring how we can work more closely with other marketing and communications clubs (Madison Advertising Federation, Design Madison, American Marketing Association, etc.).

Communications—Whether through our website, newsletter or public relations activities, it's important that we capitalize on all of the available channels to get word out about the club's activities. We also encourage you to keep us informed on your news and accomplishments so we can publish it in this newsletter.

Leadership—We have a great group of volunteers supporting our objectives, and I look forward to the continued development of this team and ongoing volunteerism from all interested members.

Membership—During the year, we'll be taking steps to retain members and build the diversity of our group by attracting new members.

Programs—Starting with Jody Glynn Patrick, publisher of In Business magazine, at our September 26 meeting, we'll be bringing you a variety of interesting topics.

Regional/National Liaisons—As part of IABC we gain advantages that we'll continue to try to capitalize on throughout the year.

As we look at the role that the club can play in your life, we see its mission as assisting you in the following:

Professional Development—gaining perspectives and insights that will enhance your business effectiveness.

Networking—providing you opportunities for career development and business referrals.

Recognition—through professional certification or participation in the Bronze Quill Awards, your club offers you many opportunities to showcase your talents.

I look forward to another great year and encourage you all to contact me with ideas and suggestions to make our chapter even better in the year to come. You can reach me pgibler@connectingdots.com or 608/255 4092.

Paul Gibler

E-Marketing Strategist and Principal Consultant
ConnectingDots

Bronze Quill winners announced

Six area business communicators were honored as winners in the Bronze Quill 2001 competition, sponsored by the Madison Chapter of the International Association of Business Communicators (IABC). Awards were presented on Wednesday, May 30, at the Edgewater Hotel in Madison.

The awards are given annually in recognition of the most accomplished and effective communication efforts. Bronze Quill 2001 awards were presented for projects in the categories of external relations,

annual reports, sales promotion publications and writing.

Excellence Awards were given to **Cheryl McCollum** of the Wisconsin Bankers Association; **Christine Zigmont** of Manifesto Advertising, and **Tom Kobinsky**, CUNA Mutual Group. Merit Award winners included **Theresa Paprock**, Energy Center of Wisconsin; **Glenn Deutsch**, CUNA Mutual Group, and **Rebecca Smith**, Engineering External Relations, University of Wisconsin.

IABC/Madison names new leadership team

IABC/Madison recently named its board of directors and committee members for 2001-2002. Positions, names and contact information follow:

- President and IABC District 4 Delegate **Paul Gibler**
ConnectingDots, 608/255-4092, pgibler@connectingdots.com
- Director of Membership **Janet Ady**
Pike & Company, 608/833-0088, jady@pike-company.com
- Treasurer and Past-President **Gretchen Rodefeld**
Virchow Krause & Co., 608/240-2636, grodefeld@virchowkrause.com
- Director of Professional Development **Paul Bauman**
Alliant Energy, 608/252-3511, PaulBauman@alliant-energy.com
- RSVP coordinator **Debra Cook**
Virchow Krause & Co., 608/240.2615, dcook@virchowkrause.com
- Registration table coordinator **Christine Dehlinger**
Fiore Companies, 608/255-5060, cdehlinger@fioreco.com
- Secretary and Director of Communications **Rebecca Smith**
Engineering External Relations, 608/265-8592, rebeccas@enr.wisc.edu
- Board member **Mary Maher**
Mary Maher Writing and Creative Concepts, 608/250-5141, mmmaher@mailbag.com
- Website coordinator **Kary Beck**
Mead & Hunt, 608/273-6380, kary.beck@meadhunt.com
- Publicity coordinator **Leslie VanHieren**
Attic Angel Place, 608/662-8832, mvanhierde@aol.com
- Quill award coordinator **Mia Beltran**
Boomerang Marketing/Communications, 920/361-1930, miabeltran@centurytel.net
- Quill award committee **Anne Smith**
General Casualty, 608-825-5498, Anne.M.Smith@GeneralCasualty.com

Upcoming programs

August 29—Join IABC/Madison members for an informal networking opportunity from 4 p.m. to 6 p.m. on the Edgewater Pier.

September 27—Jody Glynn Patrick, publisher of In Business magazine, will discuss how to develop a relationship with the magazine's editor. More details will soon be available at www.iabc.com/chapters/us_4/madison/meeting.htm.

Chapter welcomes new members

IABC/Madison's ranks grew again the past several months with the addition of eight new members. Welcome aboard to:

Janet Ady

Director, Business Development
Pike + Company
jady@pike-company.com
608/833-0088

Peggy S. Nolan

Account Executive, Marketing Comm.
The Alliance
pnolan@alliancehealthcoop.com
608/276-6626

Gail L. Bender

President
High Profile Communicators, Inc.
gailb@hpcommunicatorsi.com
920/928-6122

Karrie R. Plaisance

Corporate Communications Specialist
School Specialty
kplaisance@schoolspecialty.com
920/734-6276

Louise G. Downey

Owner
Page One Communications, Inc.
ldowney@execpc.com
608/236-0498

Traci L. Suiter

Consultant
scheckel@aol.com
608/754-7309

Kelly J. Mlsna

Account Executive
The Hiebing Group
kmlsna@hiebing.com
608/256-6357

Randy L. Zehr

Design Schedules
RandyZ@designschedules.com
608/837-7076

Chapter reminders

- Do you know anyone who should be added to the IABC/Madison e-mail distribution list? If so, please contact Membership Director Janet Ady at jady@pike-company.com or 608/833-0088. To fill out a membership application, visit www.iabc.com/chapters/us_4/madison/member_ap.PDF
- When sending your RSVP to chapter meetings, remember that it's used to provide a luncheon count to the Edgewater. Unfulfilled RSVPs must be paid, as the cost of a meal is already incurred.

Attracting reporters to your website

By Bill Spaniel, ABC

Is your web press room designed for your audience's needs? Most are not, and that's a turnoff to reporters, say the presenters of the "Media Conversations" session at IABC's spring eCommunication Conference.

"We need to organize web sites for the external world, not for the internal world, which is how most organizations put together web sites," said Jim McAvoy, director of media relations for Accenture. He explained that corporations must give reporters what they want the way they want it.

Major turnoffs to reporters are corporate speak and superlative statements. McAvoy noted that reporters would not trust high tech corporations that tout "enterprise solutions" and similar buzz phrases.

McAvoy's advice is to speak to reporters, both through the web and e-mail, in conversational English. Don't use words that make little

sense outside a company or industry. Use language that reporters can use when talking to their own audience—the average reader or television viewer who wouldn't know an integrated enterprise solution from industry-standard application programming interface connectors.

Peter Evans, association director of Rare Medium, an Internet services firm, concurs. He advocates web sites that are user-centric designed. Ask reporters what they want. Get them to sit at the design table—literally.

He recommends that corporations set up a separate newsroom home page. The newsroom site should have all the basic press kit materials (executive biographies, fact sheets, releases), a media contact list, and audio and video files. There should also be an option for online new conferences. He encourages asking reporters to register on the site and provide feedback, and help improve site services.

2001 IABC International Conference

More than 1,600 communicators from 45 countries attended IABC's international conference at the New

York Hilton June 24-27, 2001, for four days filled with seminars, sessions, networking, and receptions.

New York was the place where Charles Pizzo, 2000-2001 Chairman, stepped down and the vote for John G. Clemons, ABC, APR to be ratified from Vice Chair to 2001-2002 Chairman took place. Clemons began his first few hours as chairman by

introducing IABC as the new and improved brand, "The New IABC."

"You can think of IABC as a tried and true consumer product that you use on a regular basis," said Clemons.

Selling a destination: June program

On June 21, 2001, IABC/Madison convened at the new Hilton Hotel near Madison's Monona Terrace to learn how to "sell" a destination.

marketing of a destination, and the expected and unexpected rewards of "selling" a product like Greater Madison.

For guest speaker Deb Archer, president of the Greater Madison Convention & Visitors Bureau, Madison's more than just home—it's a travel hotspot. During the meeting, Archer discussed the challenges behind successful packaging and

Archer has led the remarkable growth of GMCVB for more than six years. Her past experience includes executive positions with convention and visitors bureaus in Greater Kansas City and Park City, Utah, and conference hotels in Salt Lake City.

For more information on IABC/Madison, including upcoming programs, job opportunities and a membership directory, check out our homepage: www.iabc.com/chapters/us_4/madison/index.htm.