

# edit

www.iabcphoenix.com

A publication of IABC Phoenix, five-time winner of the International Chapter Of The Year award

Summer 2007

## Get the Most Out of Your IABC Phoenix Membership

### *Are you taking advantage of networking opportunities to get the most from your IABC Phoenix membership?*

By Cory Craft

IABC Phoenix Vice President of Membership

Networking with other communicators is one of the primary benefits of IABC membership, according to the IABC Web site.

IABC Phoenix ranks as the 12th largest chapter in the world - above the chapters of several major metropolitan areas in the U.S., including San Francisco, Houston and Los Angeles. Nearly 280 members strong, IABC Phoenix boasts among its membership ranks some of the Valley's best and brightest in the fields of internal and corporate communications, media and public relations, marketing, graphic design, strategic communication planning, writing and editing and much more. Members work in all types of organizations, from agencies to nonprofits to Fortune 500 corporations, and have a wealth of experience. With access to all these great resources right in your own backyard, the question is - are you taking advantage of networking opportunities to get the most from your IABC Phoenix membership?

Attending the monthly luncheons is a great way to meet other members and expand your network of personal and professional contacts. And if you're looking for a new career opportunity, you can hear about current job openings at local organizations and let other members know about your special talents and skills. Plus, you're bound to learn something new, with topics ranging from Web 2.0 to business etiquette! Luncheons are held on the third Thursday of every month at the University Club of Phoenix.

When it comes to networking, there's no better place to exchange business cards than at Network Night, the annual fall event hosted by IABC Phoenix. Each year, members and nonmembers gather for cocktails and hors d'oeuvres at a local hotspot to get to know each other a little better and forge friendships. This year's event, currently being planned, promises to be lots of fun so watch for more details and make plans to attend.

### Monthly Luncheon Programs

The IABC Phoenix monthly luncheon programs provide attendees with an opportunity to expand their network of business communication professionals and attend informative presentations delivered by top communicators.

To learn more about the luncheons please see page 5.

If you're thinking of penning that first novel, want to foray into new avenues of writing or need expert advice on that writing project, you'll find good company in the Writer's Support Group. The group meets monthly and is open to members and nonmembers.

Another great way to get to know your fellow IABC Phoenix members is by volunteering. Whether you enjoy event planning, welcoming new members, helping with registration at events, mentoring other members through the accreditation process or helping with IABC Phoenix's community involvement efforts, there are plenty of opportunities to get involved.

Students and seasoned pros all profit from the many networking opportunities available as an IABC Phoenix member. So what are you waiting for? Visit [www.iabcphoenix.com](http://www.iabcphoenix.com) to learn more about all the opportunities available and start enjoying the many benefits of your IABC Phoenix membership today!



Cory Craft serves on the Board of IABC Phoenix as Vice President of Membership. She has been an IABC Phoenix member for 11 years. Craft currently is a Senior Communications Manager at American Express in Phoenix. She can be reached at [cory.craft@aexp.com](mailto:cory.craft@aexp.com).

## A Message From Our Chapter's President

### Make IABC the bedrock of your business communications career



Jean McHale  
IABC Phoenix President

Photo: Tim Trumble  
Tim Trumble Photography  
www.timtrumblephoto.com

I joined IABC Phoenix in the early 1990s, while working in employee communications for a multi-state bank. I moved from the private sector to the public sector as a public information specialist in Arizona State government. Next, it was on to higher education as public relations director for a health professions graduate school. Currently, I manage public relations at the international headquarters of a non-profit association. IABC has remained the bedrock of my career throughout this journey. IABC continues to provide the resources, tools, and counsel that help me understand the complex and demanding role of business communicator.

As we all navigate our unique career paths, IABC Phoenix endeavors to be relevant and responsive to all members. This goal can, at times, create huge demands on volunteer time, resources and sanity. Our guiding vision is to remain the premier organization for communications professionals. I'd like to devote some space in my first column as chapter president to introduce the IABC Phoenix board. Your volunteer board and their network of committee members devote precious time, expertise, and patience to bring you a variety of professional development and networking opportunities. We're glad you're part of IABC Phoenix and we're striving to make your membership experience an indispensable part of your career. Your volunteer board for 2007-08:

Past President **Heidi Frei** is director of marketing and membership at the Arizona Society of CPAs.

Executive Vice President **Rachel Pearson** is director of corporate communications for the Scottsdale Convention & Visitors Bureau.

**Peggy Bieniek, ABC**, is serving as vice president of Member Benefits. Bieniek is marketing communications manager for Prudential Real Estate and Relocation Services.

**Scott Bracken** is serving as vice president of Marketing. Bracken is corporate support representative at PBS Eight, which broadcasts from the campus of Arizona State University.

**Cory Craft** is serving as vice president of Membership. Craft is senior communications manager in the Risk Management division of American Express in Phoenix.

**Barbara Deters, ABC**, is serving as executive secretary. Deters is manager of internal communications for international mining industry leader Freeport-McMoRan Copper & Gold Inc. (formerly Phelps Dodge).

**Mary Ehlert, ABC**, is serving as vice president of Special Events. Ehlert is marketing director for Arizona Department of Health Services Tobacco Education and Prevention Program.

**Jessica Hansen** is serving as vice president of Professional Development. Hansen is a public relations account executive for McMurry.

**Suzanne McCormick** is serving as vice president of Special Events. McCormick is an independent consultant specializing in internal and external communications and project management.

**Jessica Prunty** is serving as vice president of Internal Communications. Prunty is an internal communications specialist at Blue Cross Blue Shield of Arizona.

**Lisa Sorg-Friedman** is serving as vice president of Finance. Sorg-Friedman works at Cisco Learning Institute, a nonprofit spin-off of Cisco Systems.

**Jenna Wright** is serving as vice president of Professional Development. Wright is communications leader at Honeywell Aerospace primarily supporting the Integrated Supply Chain and Finance.

*Jean McHale is public relations manager at Tempe, Ariz.-based Institute for Supply Management™, a professional association with 40,000 members worldwide.*

# edit

edit is published four times a year by IABC Phoenix.

### Editing, Design and Layout

Editing, design and layout is provided by HD Communication Solutions.

HD Communication Solutions

Phone: (480) 766-3178

Fax: (866) 859-0222

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www.hdcommsolutions.com



### Printing

Partial complimentary printing and mailing is provided by Print Time.

Print Time

4820 N. 8th Place  
Phoenix, AZ

Phone: (602) 252-3900

Fax: (602) 252-1122

pt4@printtime.com

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## IABC RESOURCES AVAILABLE TO YOU WITH YOUR MEMBERSHIP

Log onto [www.iabc.com](http://www.iabc.com) with your membership ID and password to access these resources.

## Publications

### Best Practices in Communication Planning and Implementation 2006

Benchmark your communication programs against the very best in the industry today. Best Practices in Communication Planning and Implementation is the one resource where there are “no secrets” to outstanding communication practices. This collection gives you an inside look into the 2006 Gold Quill Award-winning programs, and will inspire you to reach for new levels in your communication planning.

Member price - \$199.00

### Core Communication: A Guide to Organizational Assessment, Planning and Improvement

Core Communication provides an integrated approach to assessment, planning and improvement, drawing on the framework of the Malcolm Baldrige Program of the National Institute of Standards and Technology. The Baldrige framework is widely acknowledged as one of the most useful and influential organizational assessment models ever developed. This two-book guide provides a synthesis of the perspective and language of this robust framework as applied to communication organizations. The approach stresses the importance of organizational leadership, effectiveness, assessment, continuous improvement, strategic planning, performance and outcomes measurement.

Member price - \$99.00

### Crisis Management and Communication: How to Gain and Maintain Control

IABC's definitive guide to crisis communication—loaded with strategies, templates and real-life examples to prepare to communicate effectively to all audiences when a crisis strikes. This guide includes: how to get management's attention when there's a smoldering crisis that could go public; how to respond to negative media coverage; techniques for managing a crisis at the crisis site and sample policies, guidelines and reports.

Member price - \$199.00

## Articles

### Time for Inspiration by Suzanne Salvo

Summertime is nearing an end. Many were able to take a much-needed break from their usual routine. Work slows down as vacationing colleagues leave vacant seats at meetings. Days are longer and twilight lingers. The slow pace and warmth tempt us outdoors and out of our usual work-a-day thoughts. We take time to watch the setting of the sun, and our minds and hearts are magically renewed and refreshed. We are inspired by nature's awesome beauty. We want to remember this moment, this feeling. We yearn to capture it and draw inspiration from it at a future time. But how? Why by photographing it, of course.

Read the entire article online at: [www.iabc.com/cw/private/cwb/2007/0807/VisuallySpeaking.htm](http://www.iabc.com/cw/private/cwb/2007/0807/VisuallySpeaking.htm).

### Using New Media to Tame a Crisis by Chip Griffin

New media have drastically altered the way we communicate, particularly during a crisis. With the blogosphere, Web 2.0, Second Life and social media sites like, Flickr, Twitter, Blogger, Facebook and MySpace, it seems that a new way to spread information crops up on a daily basis. Since crises can originate or be perpetuated online, communicators must incorporate social media into their existing media monitoring efforts. A solid online communication strategy is a must-have element of any crisis plan, as problems can go from “minor” to “disaster” in the blink of an eye. Just recently, Apple saw this happen when a hoax e-mail claiming that the iPhone would be delayed made its way to the popular tech blog Engadget. Within minutes, the company's stock had lost US\$4 billion of value on the U.S. stock exchange.

Read the entire article online at: [www.iabc.com/cw/private/cwb/2007/0707/Griffin.htm](http://www.iabc.com/cw/private/cwb/2007/0707/Griffin.htm).

### The Digital Debate: Should CEOs blog? by Steve Cody

It's no news that the way we gather information has changed dramatically. With the rise of high-speed Internet, free and easy-to-use online publishing tools, and technology that can “push” information to the masses, everyday citizens are gaining a voice and becoming amateur journalists. In fact, Technorati currently tracks 79.2 million blogs, a number that increases by 175,000 new blogs every day.

Read the entire article online at: [www.iabc.com/cw/private/cwb/2007/0607/cody.htm](http://www.iabc.com/cw/private/cwb/2007/0607/cody.htm).



## Class of 2007 Accreditation Ambassadors Includes IABC Phoenix Members

### *Maxwell, Snow, Taylor honored for support of accreditation*

By Mark Estes, ABC  
Senior Corporate Communication Strategist, SRP

// Accreditation is IABC's professional credential program recognizing communicators who have reached a globally accepted standard of knowledge and proficiency in their chosen field. //

Three IABC Phoenix members recently were honored for their work to further IABC accreditation.

In recent years the IABC Global Accreditation Council has been recognizing "accreditation ambassadors" for dedication in supporting and promoting the value of IABC Accreditation for business and organizational communicators. Among those honored in the "Class of 2007" accreditation ambassadors are:



**Linnea Maxwell, ABC:** Maxwell, aside from being a past president of IABC Phoenix, was chapter accreditation chair in the mid- to late-1990s, when she oversaw about more than a dozen IABC Phoenix members become accredited. She still supports accreditation as an exam grader and a test proctor.

**Kevin Snow, ABC:** Another former IABC Phoenix president and chapter Communicator of the Year, Snow has hosted a number of IABC Phoenix accreditation exams. He continues to serve as an accreditation proctor for both the written and oral versions of the exam.

**Linda Taylor, ABC:** Taylor is a former IABC Phoenix board member and former member of the IABC Accreditation Council, wherein she served as Director of Portfolios. Taylor currently helps evaluate candidate portfolios as part of the IABC Phoenix accreditation portfolio grading center, and continues to serve as an accreditation exam proctor.

These three join **Crystal Thompson, ABC**, who was selected as an accreditation ambassador in 2006. Thompson served as the IABC Phoenix chapter accreditation chair since the late 1990s, and also formerly coordinated the IABC Phoenix portfolio grading center.

Accreditation is IABC's professional credential program recognizing communicators who have reached a globally accepted standard of knowledge and proficiency in their chosen field. Accredited communicators have the proven ability to think and plan strategically and to successfully manage the skills essential to effective organizational communication.

Almost 40 IABC Phoenix members are accredited. For more information about accreditation, contact **Joe Ricciardi, ABC**, Director of Accreditation for the local chapter, at [Joe.Ricciardi@etelecare.com](mailto:Joe.Ricciardi@etelecare.com).



Mark Estes, ABC, is in his second term on the IABC Global Accreditation Council. He is a former IABC/Phoenix board member and chapter accreditation chairman.

Estes is a senior corporate communication strategist at SRP. He can be reached via e-mail at [mwestes@srpnet.com](mailto:mwestes@srpnet.com).



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# Monthly Professional Development Luncheon Programs

**Expand your network and learn important information at the IABC Phoenix monthly luncheons**

By Jessica Hansen  
IABC Phoenix Vice President of Professional Development

The IABC Phoenix monthly luncheon programs provide attendees with an opportunity to expand their network of business communication professionals and attend informative presentations delivered by top communicators.

IABC Phoenix luncheon programs are held the third Thursday of each month (excluding December) at the University Club of Phoenix. Visit the IABC Phoenix Web site for descriptions of the upcoming events, as well as information on sponsorship opportunities.

If you would like to suggest a speaker and/or topic for a future monthly luncheon program, please contact IABC Phoenix VP, Professional Development (Luncheons) Jessica Hansen via e-mail ([jessica.hansen@mcmurry.com](mailto:jessica.hansen@mcmurry.com)) or telephone (602-395-5850).

## WHAT'S NEW WITH YOU?

Have you recently moved to a new company/agency? Did you land a new account? Inquiring minds want to know! The Edit and Edit Express teams are looking for any tidbits you'd like to share about your latest business happenings so we can help spread the good news to your fellow IABC members.

We know you have news you'd like to share. It's as easy as pretending we're standing around the water cooler just talking about what's been going on lately. We do it every day - well, maybe not the whole "standing around the water cooler" thing, but more than likely, we're all guilty of chatting it up with our office buddies on a regular basis. We're just looking for you to expand your communication circle just a smidgen!

Submit your "What's New?" update to [cory.craft@aexp.com](mailto:cory.craft@aexp.com) and we'll post your news in an upcoming edition of Edit Express or Edit.

## IABC PHOENIX MONTHLY LUNCHEON PROGRAM PRICING

REGISTRATION TYPE	PRICE
Member: RSVP & Pay Online	\$20.00 (\$22.00 if RSVP is received within three days of event)
Member: RSVP & Pay at Lunch	\$25.00
Member: Walk-in	\$30.00
Nonmember: RSVP & Pay Online	\$25.00 (\$27.00 if RSVP is received within three days of event)
Nonmember: RSVP & Pay at Lunch	\$30.00
Nonmember: Walk-in	\$35.00

### Advertise in IABC Phoenix's edit Newsletter

Would you like to advertise your services to fellow IABC Phoenix members? Do you have a new book or speaking opportunity you would like to promote?

Reserve space now in an upcoming issue of *edit* for as low as **\$25 for an 1/8 page ad** or **\$50 for a 1/4 page ad**.

IABC Phoenix members can submit a print-ready ad or the details of what needs to be advertised and we will create the ad for you.

For more details, please contact Holly Dean, editor, at (480) 766-3178 or via e-mail at: [hdean@hdcommsolutions.com](mailto:hdean@hdcommsolutions.com).



### IABC Network Night Ideas/Items Needed for Silent Auction

Planning is underway for our chapter's annual networking event and silent auction.

If you have any ideas/items for the silent auction, please contact Suzanne McCormick, Co-VP, Special Events at [Suzanne.McCormick@gdc4s.com](mailto:Suzanne.McCormick@gdc4s.com).

Auction proceeds will support the chapter's efforts to provide effective professional and educational opportunities for IABC members.

## WORTH ATTENDING

## Upcoming IABC Events



## September 2007 Luncheon

Know Something About Your Customers and Then Do Something with the Knowledge

Sept. 20, 11:30 a.m. – 1 p.m.

University Club of Phoenix, Phoenix, AZ

Recently, there have been books published chock-full of high-minded hyperbole about the importance of 'know thy customer' while articles in the trade press are extolling the virtues of internal and external customer relationships. Join Steve Bast of Nucleus Marketing Lab and revisit the basics of what communicators should really know about customer research, how to do it right, and then how to activate those insights to ignite intelligent marketing decisions.

For more information or to register, visit [www.iabcphoenix.com](http://www.iabcphoenix.com).

## Earning Your IABC Accreditation

Sept. 27, 8 – 9:30 a.m.

Office of AZ Society of CPAs, Phoenix, AZ

Have you ever wondered how your knowledge, experience and results compare within the wide world of professional communications? Do you want to validate your hard-earned expertise, but aren't sure how? Maybe you want to differentiate yourself from the communications pack for that next big opportunity. Accreditation is IABC's professional development program that can help you in all of these areas. It offers communicators a way of demonstrating their ability to think and plan strategically and to successfully manage those skills essential to effective organizational communication, which could include internal communications, media relations, crisis communications and external relations. In this session, learn about the professional benefits of becoming an Accredited Business Communicator and how you can do it with the support of IABC Phoenix.

For more information or to register, visit [www.iabcphoenix.com](http://www.iabcphoenix.com).

## IABC Southern Region Conference 2007

Oct. 18 - 20, 2007

Renaissance Hotel, Tampa, FL

The Tampa Bay Chapter of the International Association of Business Communicators (IABC) is hosting the IABC Southern Regional Conference at the beautiful Renaissance Hotel on October 18 - 20, 2007. The conference opens with the Silver Quill Awards and Recognition Program on Thursday evening, Oct. 18, and runs through Saturday afternoon, Oct. 20.



This educational and exciting conference is open to anyone in the communications field and features an extensive group of excellent speakers covering a wide variety of communication topics ranging from communication and leadership skill development, to internal communications, marketing and branding, and public relations.

Plan to take advantage of Tampa Bay's great attractions via one of their stay n' play events at Bern's Steakhouse, Busch Gardens, or Clearwater Beach. The Renaissance Hotel is also conveniently located close to the Tampa Airport, and within walking distance to the area's most eclectic shopping experience' the International Plaza mall.

For full information and to register for this exceptional conference now and take advantage of their early-bird discounts, please visit the conference Web site at: [www.iabcsrc2007.com](http://www.iabcsrc2007.com). You may also e-mail [info@iabcsrc2007.com](mailto:info@iabcsrc2007.com) with any questions.

# How to Respond When Accusations get Personal

## *Dealing with a difficult client situation like a game of poker*

By Marilyn Pincus

Author/Ghostwriter/Consultant-to-Management, Marilyn Pincus, Inc.

Courteous, discourteous, decisive, wishy-washy and creative are some adjectives you might use to describe various clients.

On occasion, however, a client comes along who literally makes you want to *lose your lunch*.

This client makes hurtful accusations:

- *You didn't listen!*
- *This is entirely your fault!*
- *What kind of fool are you?*

How should you handle the situation?

### Poker Anyone?

A great poker player knows how to proceed. Poker player or not, you can follow this lead:

*"Poker is a game of decision making. If we are better at making decisions than our opponents we will win. Good decisions are made by maximizing the information our opponents offer us at the table."*

– from *How I Raised, Folded, Bluffed, Flirted, Cursed, and Won Millions at the World Series of Poker* by Annie Duke

What did you learn when you were *at the table*?

Poker players seek a "tell"...mannerisms that tell more than is otherwise apparent. This might be a left-eye-twitch whenever this individual bluffs.

Here's an illustration:

Jennifer owned the company. When Carl approached her about writing for a franchise he was developing, he expected her to use the printed matter he supplied even though he didn't own it.

*Was he serious?* Clearly, this man didn't know anything about intellectual property. Or, did he? Did he expect her to abandon her professional integrity for money?

She focused on recent events and conceded that he knew lots about franchising but probably nothing about business writing. He didn't just enter a room; he made a grand entrance as evidenced by his late arrival and strut. When he spoke at meetings, he only made eye contact with the men. Was he uncomfortable with women?



*Bingo...* Jennifer, a woman, was widely known as a business communications expert. He probably thought that when he belittled her; everyone would know he was still the most important one... not her!

### A Smart Bet

She could work with him or, she could turn away his business. The same would be true even if she didn't own the company. After all, no one should work with someone who makes her want to *lose her lunch*!

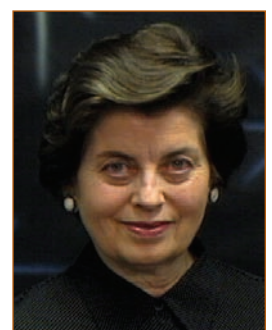
Jennifer believed if she persisted in saying "We can't use this!" nothing would change. Instead she said, *"We can use the material you gave us as a model. We'll refer to it as we write all new material for your manual."*

She never approached this client before assessing what to say/how to say it. He never made it to her favorite client list but, that wasn't the goal. She completed his work. He promptly paid the bill.

### Aces are Powerful

There are a handful of effective methods for dealing with offensive clients but, *maximizing the information the offender provides* is the proverbial ace up your sleeve!

Marilyn Pincus is an author, ghost-writer and consultant-to-management. She can be reached at [MPscribe@aol.com](mailto:MPscribe@aol.com) or (480) 883-1958. You can also visit her Web site at [www.marilynpincus.info/](http://www.marilynpincus.info/).



# edit

**Editor's Note:** If you have any suggestions for themes of future issues of *edit*, we would like to hear from you. The theme for this quarter's issue is utilizing your IABC Phoenix membership.

Although there is a central theme in each newsletter, we will run articles and features that we hope are of interest to the majority of our readers.

The theme of the next *edit* newsletter is still to be determined. If you have articles or feedback you would like to share, please contact the editor by 10/26/07 at [hdean@hdcomm solutions.com](mailto:hdean@hdcomm solutions.com).

## STAR VOLUNTEER OF THE QUARTER

With dedicated members, we are able to offer all of our members more services, opportunities and resources to grow socially and professionally. It was only through our members' help that IABC Phoenix Chapter attained the title of World's Best Chapter in 1990, 1994, 1999, 2002 and 2004.

### 2nd Quarter Winners

Sarah Meske

Senior Communications Specialist, TriWest Healthcare Alliance

Sarah coordinated a two-year community service project with Shoebox Ministry. Thanks to Sarah's sustained attention and guidance, Shoebox Ministry now has:

- A newly designed Web site [www.shoeboxministry.org](http://www.shoeboxministry.org)
- New collateral to solicit donations and promote mission
- An updated PSA which includes new Shoebox Ministry logo



Laurie Mahoney

Founder, The Designet Group

Laurie has tirelessly been performing Web site design and maintenance for IABC Phoenix for years. She has contributed to *edit*, providing HTML tips. Dozens of chapter volunteers and leaders have submitted Web content to Laurie and her quick response allows us to keep the chapter Web site current, accurate and relevant. Laurie's company, The Designet Group, also offers graphic design and Web design consulting: [www.designetgroup.net](http://www.designetgroup.net).

### Help Us Recognize Our Star Volunteers

IABC Phoenix would not be the great chapter it is without the help of all our wonderful volunteers including board members, directors and committee members. Everything that is done through the Phoenix chapter is done completely by dedicated volunteers. We want all IABC members to have the opportunity to thank one of their fellow members for the work they have done to make our chapter so strong. We will recognize up to three star volunteers once a quarter, so please help us by nominating someone you feel deserves this honor. To nominate someone, simply contact a member of the IABC Phoenix Board of Directors via their contact information listed on [www.iabcphoenix.com](http://www.iabcphoenix.com).