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Winter 2005

Sound Career Strategy

Tips For Moving Up The Strategic Food Chain

By Bill Hiniker

President, MessagePoint Communications

A client wanted to take a clear-eyed look at communications in his organization, a division of a big company. He wanted to know how management viewed his team and its contributions. So, he asked me to interview the top nine managers, one at a time.

First the good news: The leadership team respected the communicators and appreciated all their good work. During the interviews I heard about dynamite websites, newsletters that almost jumped off the racks, great-looking marketing brochures, inspiring employee meetings, and videos that watered the eyes of cynical shop stewards.

Praise for the communications team was universal and consistent. But so was the demand for more. Of course, the execs wanted more of the same good stuff they'd come to expect from communications. But they also wanted a different kind of "more" from the team. To a person, they said they wanted their communicators to be more strategic.

My client had heard that before. You probably have too. Gone are the days when communicators just report on what's going on. Progressive organizations want and need communicators and communications programs that roll up their sleeves, pay for themselves and help the organization achieve its most important objectives.

The best communicators, the communicators most valued by their organizations, the communicators with the greatest influence and the communicators who will grow fastest and go furthest in their careers, are those who think and act strategically. That means making sure you:

- 1 Learn all you can about your organization and industry.** Know what your organization is trying to achieve this month, this quarter, this year and beyond.
- 2 Don't just react to demands from the organization.** Be proactive. Offer ideas about how communications can contribute.
- 3 Develop communications solutions to address non-communications problems.** This is what the organization values most.

"The best communicators, the communicators most valued by their organizations, the communicators with the greatest influence and the communicators who will grow fastest and go furthest in their careers, are those who think and act strategically."

- 4 Develop an annual communications plan linked to organization priorities and get management's buy-in.** Develop second-tier plans for major initiatives and projects.
- 5 Use your plans to guide your daily priorities.** Spend most of your time working on things that are important rather than just urgent.
- 6 Invite yourself to the table.** Volunteer to work on projects the organization values most – even if they're challenging and time-consuming.
- 7 Help clients think about the audience, objectives and message –** rather than the deliverable they *think* they need.
- 8 Measure your results and prove you're making a difference.**

Most communicators are under a lot of pressure these days with multiple bosses, shrinking staffs and to-do lists that spill over onto their desk blotters. Who has the time to become more strategic?

Here's who: Communicators who want to work on the things that are most important and valuable to their organizations, rather than things that don't really matter; communicators who want to learn, develop and grow in this profession; and communicators who want to advance in their careers and move up in the food chain.

Bill Hiniker is president of MessagePoint Communications, a business writing and communications consulting practice. He has more than 30 years of organizational communications experience. His e-mail address is messagepoint@cox.net.



A Message From Our Chapter's President



Johna Burke
IABC/Phoenix President

“Why not resolve to do something to boost your career prospects in 2005?”

January is here and that means it's time to start thinking about those dreaded New Year's resolutions.

Along with the promises to yourself to mash out that last cigarette, eat healthier and finally finish that book you've been using as a door stop, why not resolve to do something to boost your career prospects in 2005?

⇒ **Moving sideways.**

Some people think “career development” is synonymous with “promotion.” Sure it's nice if you can move up the ladder, but that's usually outside your control. Develop by adding skills, knowledge and experience – so you'll be ready when opportunities present themselves.

⇒ **Finding balance.**

Set some non-work objectives, too. Learn to tap dance, play the piano or fly an airplane this year. Finish that novel and be healthy, of course. And make it to as many IABC events as possible in 2005!

Think about:

⇒ **Trying something new.**

Step out of your comfort zone. If you're an employee communicator, try your hand at PR. If you're a writer, learn a web-design program or help plan a special event. If you can't stretch yourself at work, volunteer to help a nonprofit. IABC offers lots of great opportunities to try new things and build your portfolio; just ask the people who put together our great newsletters, websites, special events and chapter annual report.

⇒ **Networking.**

I'm always amazed by the number of people who don't start networking until they need something – a new job, for instance! By then, it's too late. Stay in touch with what's going on in the field and in our community of communicators by getting out and meeting people. IABC/Phoenix provides the best networking opportunities in town – and around the world – for communicators.

⇒ **Making a plan.**

For me at least, the chances I'll complete something increase dramatically if I write it down. Lots of employers have formal career-planning processes. But even if yours doesn't, what stops you from making your own career plan? Set career goals for the year and check them off as you complete them.

Have a safe and happy 2005.

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Contributing to *edit*

Would you like to contribute to *edit* or have a topic you think would be relevant to IABC/Phoenix members? Please write or e-mail the editors.

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Phoenix Scores Again

The D5 Conference Is Deemed A Success

By Linnea Maxwell, ABC

In case you missed it, here is what IABC Chairman David Kistle, ABC, said about Phoenix in his blog:



"I had a great opportunity to attend the IABC US District 5 Conference in Phoenix – another great event for learning and networking. The Phoenix chapter – the reigning IABC Chapter of the Year – proved worthy of the title by delivering solid content, a great venue and a high standard for professional development. My sincere appreciation and compliments to Kevin Snow and Linnea Maxwell – and the whole conference team in Phoenix who did such a great job and left us wanting more."

Wow...that's high praise from someone who has attended a lot of conferences. Kevin and I still have swollen heads. As David correctly pointed out, it was a team effort. We couldn't – and wouldn't – have done it without the help of many people, including:

Jean McHale, ABC. A whiz at multi-tasking, Jean managed finances, coordinated online registration, fielded registration calls, helped the Logistics committee, and coordinated with the Web designer. When all the bills are paid, the profit will be in excess of \$12,000, which will be split equally between the Phoenix chapter and District 5.

Paul Barton, ABC and Lorenzo Sierra, ABC. With the assistance of a few volunteers, Paul and Lorenzo planned the entire program, secured the speakers for keynotes and breakout sessions, and personally moderated the Hot Topics Panel. Best of all, speaker evaluations were overwhelmingly positive.

Ruth Ann Speer, ABC. As marketing chair, Ruth Ann encouraged us to set high goals when attendance had been 130-140 in recent years. We budgeted for 200 and ended up with 226. Ruth Ann recruited designer **Cindy Araujo, ABC**, who was responsible for the outstanding logos, postcard and brochure designs.

Andrea Parsons, ABC. Andrea took charge of the Logistics committee when co-chair **Vivian Adamson, ABC** went on maternity leave. Together with **Jennifer Honea, ABC, Rachel Pearson, ABC, Toni Graham, ABC, Johna Burke, ABC and Stacy Damp, ABC**, this team selected the food, planned a golf outing and post-conference desert tour, stuffed the registration packets, had the nametags ready, hired a steel drum band for the reception, and flawlessly organized the dine-around.

Barbara Deters, ABC. As Secretary, Barbara kept committee members apprised of upcoming conference calls, and made sure that no action item fell through the cracks. Barbara created a detailed crisis communication plan for the conference that, thankfully, was never implemented.

Danielle Sittu, ABC and DeEtte Person, ABC. These two former chapter presidents sold sponsorships and coordinated the exhibitors' needs with the hotel. Through their efforts, we had 10 cash and in-kind sponsors that greatly contributed to the bottom line.

Laurie Mahoney, ABC. As she has done for the chapter, Laurie designed our Web site and online registration forms. The site was dynamic, and updates were handled quickly and cheerfully.

Dave Wiley, ABC. For the 2003 conference, Dave wrote and produced a promotional video when only the name of the hotel and dates were confirmed. **Kathy Kerchner, ABC** provided the voice talent. After speakers were confirmed, Dave updated the video and duplicated it for distribution to all D5 chapters.

Crystal Thompson, ABC. As local accreditation chair, Crystal revived the tradition of holding an exam in conjunction with the conference.

Carol Hughes, ABC. Just when we thought there weren't enough hours to get everything done, Carol stepped up and coordinated the A/V needs of all the speakers with the hotel, made sure the right equipment was in the right room for each session, and even found ways to save money.

In addition, each of these people had other people helping them before, during, and after the conference. Thanks again to everyone who attended, sponsored, volunteered, and helped make the 2004 D5 Conference a win for Phoenix!

*Linnea Maxwell, ABC, specializes in helping clients with marketing and communication challenges.
Contact Linnea at 480-813-7700, linnea@maxwellco.com, or visit www.maxwellco.com.*



Career Development Through Networking

IABC Membership Provides The Opportunity To Discover The Advantages Of Networking

By Jessica Dippold

Account Coordinator, Brodeur Worldwide

Becoming a member of the International Association of Business Communicators (IABC) professional organization provided me with the opportunity to discover the advantages of networking. Participating in various chapter events, as well as volunteering for opportunities with a variety of committees enabled me to build relationships with professionals in several industries. These networking opportunities, provided by my involvement in IABC, have allowed me greater personal and professional development.

After a few years' hiatus, the IABC student chapter was reintroduced on the Arizona State University (ASU) campus for the first time during the 2002-2003 academic school year. I joined the student chapter that year and was elected the VP of recruitment. My first experience with the IABC organization enabled me to volunteer for several community service projects, attend chapter events, and recruit student members for the chapter. Through my leadership role in the student chapter, and my involvement in the organization, I discovered the most beneficial opportunity that my membership provided me – networking with professionals. These networking opportunities led to internship positions that I held prior to earning my Bachelor of Science degree in communication from ASU.

My internship positions, which came as a result of networking at IABC events and meetings, enabled me to learn more than what is taught through college course work and textbooks. The experience I gained through internships with the Phoenix Coyotes Hockey Club and Brodeur Worldwide public relations firm provided me with valuable insight into the career path that best fit my strengths and interests. Through my sports marketing internship with the Phoenix Coyotes organization, I learned about working in a fast-paced, high energy, team environment. Through my nine-month public relations internship with Brodeur Worldwide, I learned valuable knowledge about global marketing communications and, more specifically, about public relations for technology-driven companies. My internship experience with Brodeur Worldwide led to an exciting career opportunity and my current position as an account coordinator with the company. My internship experiences, although in different industries, provided me with knowledge that was instrumental in my transition from college to a career.

My involvement in IABC as a student at ASU provided me with networking opportunities and internship experiences that helped determine my passion to work in public relations. I was able to gain knowledge and experience through the interview processes and job positions that provided me with important skills for my future career growth, both personally and professionally. I am now a professional member of IABC and I continue to volunteer for community service projects, attend chapter events and meetings and, most importantly, network with industry professionals. I believe that networking and internship experience are two very important parts of a successful transition from college to a career. I am now involved with the IABC ASU student chapter as the co-director of the organization, now in its third consecutive year on campus. This position enables me to be a resource for the students, encourage them to participate in beneficial internships, and explain to them the important advantages of networking – all of which are very valuable to career development.

Jessica Dippold is an account coordinator for Brodeur Worldwide, a global marketing communications company specializing in public relations for technology-driven companies. Her e-mail address is jdippold@brodeur.com.



Do you know somebody who would benefit from a student membership to IABC?

To join, contact Jessica Prunty, co-director of IABC/Phoenix's Student Chapter,
at pruntyjessica@hotmail.com or e-mail iabcphoenixstudents@yahoo.com.

Cost of a student membership is only \$40.



WORTH ATTENDING

IABC/Phoenix Monthly Luncheons

January 2005:

Monthly luncheon featuring Deborah Ostreicher

Date: Thursday, January 20th

Time: 11:30 a.m. - 1:00 p.m.

Location: University Club of Phoenix, 39 East Monte Vista

IABC Member Cost: \$17 (online registration & payment), \$18 at the door

Non-Member Cost: \$25

RSVP: Online at www.iabcphoenix.com

For ten consecutive months Phoenix Sky Harbor Airport has set records for the number of passengers and is on track to break last year's record of 37 million passengers. How does it do it? Deborah Ostreicher, the airport's acting deputy aviation director for communications/community relations, will address the question, why does the airport need to market if it's the only game in town? Deborah will explain how the airport markets locally, nationally and internationally to generate traffic and passengers that significantly impact the regional economy.

Upcoming IABC Conference

IABC 2005 International Conference

IABC celebrates its 35th anniversary on June 26th - 29th in Washington D.C. at the 2005 International Conference. The program includes:

- ⇒ Chapter-led excursion to a Washington D.C. attraction on Saturday for early conference arrivers
- ⇒ Essential pre-conference workshops on Sunday are now a part of the conference program and fee
- ⇒ Expanded exhibition hall with Internet café and new small business exhibits
- ⇒ 35th anniversary luncheon with *TakingITGlobal* co-founder, Jennifer Corriero, on connecting with youth
- ⇒ Elegant Gold Quill Awards reception celebrating 2005 award winners
- ⇒ Networking dinner at the John F. Kennedy Center for the Performing Arts
- ⇒ Breakfast meetings with IABC fellows on sensitive communication issues
- ⇒ Plenary session panel featuring the "best companies to work for"
- ⇒ Closing general session on Wednesday with 2005 EXCEL winner
- ⇒ Post-conference media tours are available at an additional fee
- ⇒ Post-conference workshop with Joe and John Williams of *Joe Williams Communications* on quantifying and transforming employee communication is also available at an additional fee

The early program and registration are now online at:
<http://www.iabc.com/conf2005>

THANK YOU

IABC/Phoenix Network Night And Silent Auction

This year's Network Night & Silent Auction was a huge success – combining great food, a fun atmosphere and the best of the Valley's communications professionals.

The event was held on December 9th at Upper Deck Sports Grill in downtown Scottsdale. Nearly 80 people were in attendance, and the silent auction helped to raise more than \$1,800 which will be used for IABC educational programs and scholarships. Some of this year's most popular silent auction items included Cox Digital Dollars, a gift certificate to Cowboy Ciao, Phoenix Suns tickets, a weekend stay at the Carefree Resort & Villas, and a spa package for The Spa at Gainey Village.

A special thank you goes to our event sponsor, **Moda Fina Fine Diamonds & Jewelry**, and our printing sponsor, **Print Time**, for their support of our chapter. In addition, a special thank you goes to the businesses and individuals listed on the right who donated to the silent auction:

*Photo
(left to right):*

*Cecile Duhnke,
Barbara Deters,
Michelle Olson,
and DeEtte
Person*

AJ's Fine Foods
APS
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Ballet Arizona
BlueCross BlueShield of Arizona
Buckets Restaurant
Carefree Resort & Villas
Conrad J. Storaad
Council of Communication Management
Cowboy Ciao
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Desert Botanical Garden
Fairytale Brownies
Freestyle Marketing
Jane Anderson
K. Kuhljuergen
Moda Fina Fine Diamonds & Jewelry
Mr. and Mrs. Robert Hoyt
Phoenix Coyotes
Phoenix Suns
Raven Golf Club at South Mountain
Scottsdale Desert Stages Theatre
The Phoenix Zoo
The Spa at Gainey Village



Preparing Award Entries

How IABC's Awards Programs Help Members Develop Professionally

Tips To Help You Create A Winning Award Entry

By Linnea Maxwell, ABC

When you enter an IABC awards competition, you have hopes of winning a "Quill" – either a Gold Quill at the International level, a Silver Quill from the District competition, or a Copper Quill from the Phoenix chapter.

As a writing instrument, the feather quill hasn't been used lately. As a symbol of professional excellence, the light bulb seems more appropriate. It's used in cartoons to show that the character has an idea, or "gets it." When you judge a few awards competitions, you can recognize which entrants "got it" and sadly, how many wasted their company's money.

Phoenix gets frequent requests to judge for other chapters. Judging other peoples' work is a great opportunity to learn and teach at the same time. Sometimes you see some great examples of best practices. One night, however, several of us met to judge entries from New Jersey, and discussion around the table went from how bad some of the entries were to wondering how some entrants even keep their jobs.

One entrant blew a \$200,000 budget on a campaign for the 100th anniversary of the company's mascot. I'm sure most of us have some of this company's products in our homes. Brand awareness is *not* an issue. The entrant spent a lot of time coming up with clever tie-ins, such as having the mascot appear with centenarians during Older Americans Month. The entrant filled a two-inch binder with news clips as proof of the campaign's success. But did the company increase sales by at least \$200,000 during this campaign? For a retail product, sales should have been easy to track, but it was never mentioned.

Under the heading Marketing Communications Objectives, another entrant listed "highlighting the variety of work the company does." Sorry, that's not an objective. Generating leads is an objective. Even better, increasing leads by 15% is a measurable one.

If an entrant can't quantify the project's outcome to us, what happens if his or her department is faced with budget cuts? Who's going to argue to save a project, publication or position if nobody's bothered to keep track of the ROI?

However, if you correctly prepare Quill entries or an accreditation portfolio, you have a format that can demonstrate any project's value to your employer or client.

I'd like to believe those bad entries are due to inexperience, and I suppose my first one was just as dismal. The longer we're involved in IABC, the more we gain exposure to the best practices of our profession. It comes from getting feedback on our non-winning entries, and when we examine the winners at the awards event. Then we win a few Quills, then judge other entries, and eventually find a mentor to help us through accreditation. It's a cycle that works to develop newer members. To me, it's a pleasure to sit around the judging table, having discussions with former new members who now "get it."



Linnea Maxwell, ABC, specializes in helping clients with marketing and communication challenges. Contact Linnea at 480-813-7700, linnea@maxwellco.com, or visit www.maxwellco.com.



Learn How to Prepare a Winning Entry

- When:** Tuesday, January 18th, 2005, from 6 p.m. to 9 p.m.
- Where:** Banner Good Samaritan Amphitheatre, 1111 E. McDowell, Phoenix (Park in main lot and enter through lobby)
- What:** Expert judges will offer instruction on creating a winning entry. Former Gold Quill winners will also provide examples and advice.
- How Much:** Cost will be \$20 and will include a sandwich box.

For more information, contact Hollie Costello at holliecostello@hotmail.com, or watch your e-mail for *Edit Express*.

Board Bulletin

Best Wishes For A Wonderful 2005 From Your IABC/Phoenix Board Members:

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FASTFORWARD

“Communication is a continual balancing act, juggling the conflicting needs for intimacy and independence. To survive in the world, we have to act in concert with others, but to survive as ourselves, rather than simply as cogs in a wheel, we have to act alone.”

- Deborah Tannen

2005 Copper Quill Call for Entries

2005 is here and it's time to be thinking about Copper Quills!

The 2005 Copper Quill Call for Entries is now posted at www.iabcphoenix.com. The awards deadline is Friday, February 18th by 4:30 p.m., with the winners announced at the Copper Quill Awards Dinner, Thursday, April 28th at the Arizona Historical Society in Tempe.

Complete details can be found at www.iabcphoenix.com.

For those interested in a little help organizing and submitting their 2005 Copper Quill nominations, IABC/Phoenix is holding a seminar Tuesday, January 18th at Banner Good Samaritan Hospital amphitheatre, 1111 E. McDowell Road, starting at 6:00 p.m. Expert judges and past winners will be on hand to discuss their nominations and provide IABC members with the details and insight that yield Awards of Excellence!

For additional details, please see the sidebar on page 6.



Mining for Copper Quills

Copper Quills



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Editor's Note: We hope you have enjoyed the newsletter themes we introduced last year. 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 **Development...Personal/Professional/Business.**

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 editors at holly.dean@cox.com or joseph.ricciardi@cox.com by 02/18/05.

STAR VOLUNTEERS 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. Thank you for helping us earn the title again in 2004!

3rd Quarter Winner

Dave Wiley

Director of the IABC/Phoenix Directory

Dave singlehandedly took on the challenge of creating an IABC/Phoenix membership directory for all 300 of our members. Recognizing that the membership VP was still learning the role, Dave stepped in to offer his assistance on this very important membership tool and took on the entire project from start to finish.



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. **So we have decided to make a few changes to the volunteer recognition program.**

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. **You can go to our website to download a nomination form, or contact Laura Capello, VP of Member Benefits at lcapello@bbbsaz.org.**

For IABC/Phoenix membership information visit: http://www.iabcphoenix.com/join_iabc.asp