

edit

2004
International
Chapter of the Year!



5 Time Winner!

www.iabcphoenix.com

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Summer 2004

Get It In Writing

When Business Is At The Door, You Need Answers

By Marilyn Pincus

Owner and Operator, Marilyn Pincus, Inc.

- Q. How do you know what to charge for a job?
- Q. Will clients pay you promptly?
- Q. What happens when a client doesn't release promised information in a timely fashion?
- Q. How do you set deadlines you can meet?

When business is at the door — you need answers.

The answers to these questions vary but all come with a common denominator learned from experience: **GET IT IN WRITING.**

Whether you're a freelancer with a day job or an independent contractor who depends exclusively upon this work for income — spell things out:

- Here's what I do
- Here's what you do

Establish a fee schedule and put it in writing.

Post fees where you can see them and don't quote a fee without checking this reference. If you shoot from the hip you're likely to injure yourself (i.e., do the work for too little or miss getting the work because your fees are excessive.) For starters, consider what would be a fair hourly wage and multiply it by your guesstimate of how long a job will take to complete. Or, estimate cost per page or cost per word and let that be your guide. Review your fee schedule often. Once work is pouring in you'll probably boost fees.

One way to be paid promptly is to insist on partial payment before work begins.

Your Letter of Agreement (i.e., contract) should state when payments are due and what's at risk if a payment isn't received in a timely fashion. Will you suspend work and push off the deadline date? Should a penalty fee be added to late payments? Consider all parameters and GET IT IN WRITING. When you and your client sign on the dotted line, payment terms are not in doubt. To avoid bleeding red ink, your contract with a client can't dance around this issue.

“Whether you're a freelancer with a day job or an independent contractor who depends exclusively upon this work for income — spell things out.”

If you're working with a client who must give you materials you need to do your work, include specifics in the Letter of Agreement.

For example, “Web site copy will be provided no later than June 15th. At the sole discretion of the writer, advance monies may be forfeited if materials are not received by that date.” Consult with a legal expert to determine an appropriate course of action that responds to your needs. After all, lost time costs you money. GET IT IN WRITING so that your client can't plead — “I didn't know.”

Setting reasonable deadlines and meeting them is the mark of a trustworthy professional.

Here again, GET IT IN WRITING. Track projects on an office bulletin board or electronically or in any way that suits your style. But don't be whimsical about setting goals. If a new client wants something done by next week but you're too heavily scheduled to deliver — say no. Of course, you may be able to hire help or take other steps to accommodate the client's wishes. You'll maintain your sanity and your reputation by keeping careful records and honoring deadline promises.



Marilyn Pincus has written for all the major publishers of business information. Based near Phoenix, Arizona, she owns and operates Marilyn Pincus, Inc. She writes policies, procedures and specialty material for corporate clients and foundations and ghostwrites trade books for others. Several of her books have been published in multiple languages and are sold in many countries. You can contact Marilyn at MPscribe@aol.com.



Len Gutman, ABC
IABC/Phoenix President

Taking The Plunge

You wouldn't believe how many people have approached me over the past three years and told me how jealous they were that I "went out on my own." Everyone says they're overworked. Everyone's boss is a pain in the neck. Everyone wants to be a freelancer. If I didn't know any better I'd think everyone was miserable in their job.

Sure, I suppose I have some wisdom to pass on when it comes to "taking the plunge" into the freelance market. Here's a nugget: Be careful what you wish for – you just might get it!

There are a lot of reasons to join the ranks of the self-employed and not all of them are the right ones. Getting fired or downsized from your job is not a good reason to become a freelancer (although it can help pay the bills while you are between jobs). If the results of your latest personality profile indicate you "don't play well with others," that's also not a good reason to start your own firm. And of course, if you've always wanted to prove to everyone you've ever worked for that you were better than them – again, not a good reason to hang up your shingle.

Working for oneself certainly has its advantages, but it's not for everyone. I began working for myself because I had trouble keeping a real job. Seriously. After nearly 15 years in corporate America I finally came to realize that I was a square peg trying to cram myself into a round hole. Each time I left a job I blamed the company, rationalizing to myself why it didn't work out. In 2001, I actually got fired from a job for what I'll just call "conduct unbecoming" (okay, I cursed out the CEO's uncle). That was when I had my epiphany – become a freelancer!

I really had no idea if I had the right stuff to be a successful entrepreneur. I hated selling things, so how was I going to sell myself to prospective clients? I had no idea how to manage my own finances, let alone operate a business.

There were so many questions. Should I incorporate? What does it mean to incorporate? Can I write off lunches? Do I need a separate fax line? And of course the big one – why in the world would anyone hire me? But despite all the trepidation, I knew the timing was right for me to go solo and that I really had nothing to lose. In fact, after 15 years of corporate communications work I suddenly had a strange sense of calm come over me and, as the German poet Goethe predicted, things started to fall into place.

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Through my network of IABC friends I got my first client within a few weeks. Shortly after that, I got a call from a prospective client who was referred to me...yes...by another IABC member, and they became a client. Soon I was busy enough to stop thinking about how scary it really was out there on my own.

That was three years ago. I'm still working for myself. I'm busy. And most of all, I'm happy. The work is interesting. I'm making enough money. I seem to have found a nice little niche for myself.

Again, going solo isn't for everyone. You have to be okay with the uncertainty (then again, how secure are you in your job?). It helps to have a spouse who works and gets health care benefits. Keeping track of mileage and expenses is a pain (although the tax advantages are worth it). The 15th and the 30th don't have as much significance anymore. And frankly, sometimes it's lonely working by yourself.

Should you go solo? Ultimately it's a personal decision. But if you've been thinking of going out on your own for a while now, I have just one thing to say – what are you waiting for?

"The moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred... whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now."

— Johann Wolfgang von Goethe

edit



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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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Don't Miss The IABC D5 Conference

Join communication professionals from throughout the Southwest as IABC/Phoenix hosts this year's District 5 Conference, "**Communications A-Z**".

When: September 26th - September 28th, 2004

Where: La Posada resort in Scottsdale, Arizona

Conference Fees:

- **Early registration deadline:** August 1st, 2004
 - **Member:** \$300
 - **Non-member:** \$350
- * **Register by July 1st, 2004** – Your name is entered into a drawing for a \$50 gift certificate good at the IABC Communications Book Store.
- * **Register by August 1st, 2004** – Your name is entered into a drawing for "Communicating for Change – Connecting the WORKPLACE with the MARKETPLACE," by Roger D'Aprix. (\$40 value)
- **Regular registration:** August 2nd through September 22nd, 2004 (Online registration will not be available after September 22nd. Mailed registrations must be postmarked by September 22nd, 2004.)
 - **Member:** \$375
 - **Non-member:** \$425
- **Onsite registration**
 - **Member:** \$400
 - **Non-member:** \$450
- **IABC Student Chapter Members registration fee:** \$100 (Online registration requires input of school name and IABC chapter affiliation name.)



For more information on the conference:

<http://www.iabcphoenix.com/D5conference.asp>

IABC/Phoenix Becomes First Five-Time Winner

On February 20th, IABC/Phoenix became the first five-time winner of the International Association of Business Communicator's **International Chapter of the Year** at the 2004 Chapter Management Awards (CMAs) ceremony in Atlanta. The chapter also won the title in 1990, 1994, 1999 and 2002.

"There's nothing more rewarding than being recognized by your peers for being exceptional at what you do and this honor is a tribute to the volunteer leaders of IABC/Phoenix and the entire chapter," said Len Gutman, President, IABC Phoenix. *"Past President Lorenzo Sierra and his board did a fantastic job running the chapter last year and this honor is a testament to his vision and leadership."*

In addition to **International Chapter of the Year**, IABC/Phoenix was named **Co-Large Chapter of the Year** with IABC/Dallas.



WORTH ATTENDING

IABC/Phoenix Monthly Luncheon

Employee Communications In A Changing World

Lessons from three top Valley employers

Date of Event: Thursday, June 17th, 2004

Time of Event: 11:30 a.m. to 1:00 p.m.

Location: University Club of Phoenix, 39 East Monte Vista

IABC Member Cost: \$17 (online registration and payment)

Non-Member Cost: \$25

Contact: Bill Hiniker

RSVP: Online at www.iabcphoenix.com

There was a time when communicating with employees meant churning out the monthly newsletter and making sure the new safety notice was posted neatly on the bulletin board. But today, the best communicators and enlightened management teams know that employees are a lot more interested in straight talk than straight posters.

The most effective employee communicators have an important seat at the leadership table and employee communications is embraced across the organization as a critical management strategy. Employee communications is still about getting the word out quickly and accurately. But it's also about engaging employees and making sure that everyone in the workplace knows what the organization is trying to accomplish and what they can do to help.

IABC/Phoenix Communication Dialogue

Balancing Family And Career - It Is Possible!

Date of Event: Tuesday, June 22nd, 2004

Time of Event: 11:30 a.m. to 1:00 p.m.

Location: R&R Partners, 80 E. Rio Salado Pkwy, Ste 210

IABC Member Cost: \$5

Non-Member Cost: \$10

Contact: Jeanene Fowler at (602) 277-3550

RSVP: Online at www.iabcphoenix.com

Does a more typical day go like this: Your two-year old refuses to put on the matching outfit you have picked out and instead insists on wearing her furry Winnie the Pooh costume and it's July. Your dog just threw up, not on the tile, on the freshly shampooed carpet when you then manage to spill coffee on your crisp white shirt and frantically looking at your watch, you realize you are already 15 minutes late to getting on the road to work. On your way home, after passing all of the grocery stores you suddenly realize you are out of milk and haven't a clue as to what you and your family will eat for dinner.

If these experiences sound familiar, please join other parents (newbies and old time pros) to discuss how to balance family and a career at the next Communications Dialogue.

Freelance...The Almighty Juggle

Juggle Away

By Rhonda Bannard
Owner, Rhonda Bannard Consulting, Inc

"You've just driven through McDonald's to get your kid a happy meal and a potential client or reporter calls and you have to act professional while your kid is screaming for you to open up the toy and you are trying to drive at the same time. Not safe and not good for sanity," says one East Valley freelancer.

But there are benefits, no doubt.

Plenty of folks are opting to leave their commutes and offices behind in exchange for fuzzy slippers, a Starbucks charge card and wireless Internet access to tend to their craft on the couch or outside in the Spring sun. The life of the freelancer sounds appealing. No more bosses, office walls, and mandatory staff birthday parties. Instead, the freedom to roam, create, control and communicate.

But make note. The life of a freelancer comes with its own set of challenges you must be prepared to address.

Juggling the Workload

When do you say "no" to more work and figure out that right balance when enough money is coming in the door? That's tough. While a few projects may take you through June, you need to get something else to replace it on the radar screen before the mini-drought sets in over the Summer. Mixing your client agreements and project structures can help. Let's say you've got one or two clients on retainer that provide your base, and others are shorter term projects that are based on an hourly or project fees providing a nice spike in the income stream from time to time. Just remember, your retainer clients come first...they've made the long term commitment to you.

Can you say "multi-task" and dial the phone and send out an e-mail at the same time – for three different clients?

One freelancer says, *"My typical workday now includes everything from selecting flowers for an event to taking photos at a reception, to designing advertisements for a local newspaper. Though the clients expect the communication support, other duties creep in and you have to be willing to take them on to make it all work."*

Serving Many Masters

All clients want to feel important. They want to be number one on your list. Work hard at this. Don't talk about other clients unless there is a creative connectivity between them that would benefit both. Frequently update your to do/task lists so that you stay on top of the always expanding responsibilities that grow after every meeting, e-mail, phone conversation. Modify your communication style to work with that group, company or organization. Don't try to change their style or culture to fit yours. Your paths may only cross for weeks or months - merge and blend, then veer off leaving them whole, but better.

The Misnomer of "Free" Lancers; The Bygone Days Of 8-To-5

This is my world, so it may be different from others, but there's not a whole lot of "free," at least not the way you think of it, in the world of a freelancer. Billable hours turn everything on its ear! First, every 15 minutes costs you money or makes you money and furthers a project toward completion. If life gets in the way, as it has a habit of doing, you're making it all up in the wee hours of the night and on weekends. Sometimes life suffers, family members get short shrift. But some love the mix.

One Phoenix freelancer says she loves the way that there is no clear separation between her work and personal life. She doesn't have to "fit her personal life" into her off time anymore. She works and plays whenever it's most convenient. *"Often I get the most work done for my clients late at night and I do my shopping and run my errands during the day when there are no lines in the stores."*

You've got to be fluid, flexible and creative. Cell phones become a regular appendage between meetings; Starbucks serve as satellite offices whether you drink coffee or not.

Network, Grow, Learn, Or Die

A lunch or event well spent can lead to business development down the road. And that's the rub for some freelancers. It's outside the "comfort zone." Plenty of freelancers would rather work their craft than a room. But you must do it to keep the work coming. And use the IABC "network." It works! And don't ever go anywhere without a business card.

You must value professional development and do what you can to integrate it into your annual plan. It's easy to skip, especially when you have to pay for it. But freelancers can easily get behind the curve on skill growth if not smart about it.

The Fun And Freedom

How many job situations allow you to fit in a workout at 2:00 p.m., have lunch with your kids, snuggle with them after they wake from a nap, take a Friday afternoon off without having to ask your boss, go mobile to a gymnastics class or t-ball game, or allow you to take all of December off (well, I'm gonna try!)?

Yes, you've got to pay your bills, invoice your clients, deal with accounting issues, find someone to fix your computer, do all your own equipment upgrades, buy your own toner, and visit Kinko's when you need lots of copies. No postage meter or nice copy machine to use anymore. There are tradeoffs anywhere you look in life. You just have to figure out what fits for your life at any given time. But the journey is yours to take. Just don't any pay attention to that person in the back of the room with all those balls up in the air. She's concentrating!

Rhonda Bannard has 20 years of experience in the communications field and served for six years on the IABC/Phoenix board of directors, including as President. Her company, Rhonda Bannard Consulting, Inc., works predominately with non-profit agencies supporting their strategic planning, marketing, PR, event and fund development needs.



Answers To Media Relations Quiz

Find Out How Well You Scored On Our Media Relations Quiz

Think you know a lot about media relations? In the March issue of edit we asked you to take a simple quiz to test your media relations know how. Find out how well you scored by reviewing the answers below. A big thanks to Wilma Matthews, ABC for providing the questions and answers to the quiz.



Wilma Matthews, ABC is the co-author of *On Deadline: Managing Media Relations*, and author of *Effective Media Relations: A Practical Guide for Communicators*.

1 Who is generally credited with writing the first press release in the United States?

B. Jesse James.

Jesse James has long been credited with producing the first true news releases in this country. He may also have been the first publicist. On January 31, 1874, he and four others robbed the Little Rock Express in a small Missouri town called Gads Hill. The "captain" of the robbers came prepared with a pre-written press release that he gave the trainman to relay to the newspapers. The release, which chronicled the gang's exploits, ended with "There's a hell of an excitement in this part of the country."

2 Who said that the media are "...unable, seemingly, to discriminate between a bicycle accident and the collapse of civilization.?"

C. George Bernard Shaw.

Shaw had a particular disdain for the media and is infamous for this quote which best reflects that disdain.

3 B Roll is:

C. "Safety" footage for a film and D. stock video that TV stations can use any time in stories about your company

Long considered "safety" footage, b roll also can fulfill a need for your company as stock video. This is especially useful if you have a highly secure facility into which media cannot go.

4 "No comment!" means:

C. "I'm guilty as hell but will never admit it."

This is the connotation people have when someone says "No comment!" However, the answer also could be A. ("I can't talk about this because the judge won't let me.") as judges sometimes issue a gag order on proceedings and "No comment" is used instead of "The judge won't let me talk."

5 The majority of media interviews are conducted:

C. On the telephone.

Everyone gets this right. However, the majority of people who provide media training overlook the necessity of training for telephone interviews.

6 "News" is defined as:

E. Whatever the editor says it is.

Editors use key criteria to make decisions about what goes into the paper or on the news show so, in the end, they define what news is for that day/edition.

7 "Off the record":

D. Does not exist at all.

"Off the record" exists only in theory and there is no legal recourse if a reporter uses your "off the record" comments.

8 The most important element of media training for executives is:

B. Connection of media interviews with the organization's marketing strategy

Executives need to stay focused on the organization's message/marketing strategy in order to make every interview a plus for the organization.

FASTFORWARD

“*The entrepreneur is essentially a visualizer and an actualizer... He can visualize something, and when he visualizes it he sees exactly how to make it happen.*”

- Robert L. Schwartz

Blow The Lid Off: Rise To New Heights In Your Professional Life

12 Ways To Massively Increase Your Visibility And Results

By Debbie Christofferson CISSP, CISM
Owner, Sapphire Security Services

- 1 **Join a board or a committee in a professional association that is related to your field of expertise or your target market.** Expose yourself to contacts and opportunities new to your line of sight. Fully immerse yourself into the field and build new leadership skills.
- 2 **Write articles for business publications—newspapers, magazines, newsletters, and publications for business and association groups related to your field.** These increase your visibility in the market and the perception of your credibility and expertise.
- 3 **Speak up! Utilize professional speaking at local events for groups you belong to, or those of your friends, family and business associates.** Share your expertise with groups that can benefit from your knowledge. Informally, speak up and contribute more often in groups where you might previously have been silent. This increases your visibility and credibility, while also building new skills. Join Toastmasters or take a local college public speaking class if you need help.
- 4 **Teach a class.** This gets you in front of people to share your knowledge, and it affords you the opportunity to learn more about your own craft in the process. Teaching exposes you to new audiences.
- 5 **Get out there and network!** Informal and formal, personal and professional...they all work. Adult or child sporting events, or professional trade groups, both present opportunities. We base relationships on trust, and we transact business first with those we know.
- 6 **Get involved in volunteer work.** If you have a specific passion in a given area, choose that as your place to give back. Give as much or little as your schedule allows. Opportunities are limitless in anything you can imagine. This exposes you to new people and contacts.
- 7 **Stay in touch with key contacts on a regular basis, for associates, customers, friends, or family.** Keep yourself in front of people continuously, so you remain locked in the forefront of their minds. When they need your services, your name will come quickly to mind.
- 8 **Write a newsletter for current and prospective clients.** Electronic format is easiest and costs you virtually nothing. People will sign up if they know and trust you, and IF you offer valuable information that will benefit THEM. A newsletter also can be used to bring in new readers and potential clients.
- 9 **Toot your own horn.** Document your accomplishments, and let others know. Share a high level summary with key clients and stakeholders periodically on what you've achieved, and relate it to the impact on their business. This keeps you visible, and shares what you are doing to benefit others.
- 10 **Apply for industry awards, or have friends or associates nominate you, where your qualifications fit.** Seek out specific awards you want to win, and check out the criteria to qualify. Build your qualifications to match the criteria.
- 11 **Give away promotional items for your services, products, or other offerings, to prospective or current clients, to charity events, or as door prize drawings to local groups you belong to.** Promotions enhance your visibility and credibility.
- 12 **Write a book.** Everyone possesses skills and knowledge they can share. Offer a free e-book, which costs you nothing to publish or distribute. A book cements your expertise in a given topic and makes you instantly more credible and visible.

Whether you take a single step, or all twelve, your actions will open doors to huge opportunities, and evolve your career to far greater heights.

For a free guide to **Career Strategies That Work in any Market**, send Debbie an e-mail at: security@sapphire-security.com.



Debbie Christofferson's experience covers 20 years of Fortune 500 enterprise management before starting her own company. Debbie co-authored two books, including "Real World Career Development Strategies That Work". She helps organizations identify and manage IT security risks that impact their bottom line through speaking, writing, and consulting.

2003 IABC/
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Report Available
Online

The 2003 IABC/
Phoenix Annual
Report now is
available online.

Follow the thrilling exploits of Virginia Mason, ABC, and her team as they race the creative clock and crushing deadline in this fun and informative report about IABC/Phoenix benefits, members and finances.

The report is available for viewing or downloading at www.iabcphoenix.com/about.asp.

IABC/Phoenix would like to thank Jeff Jones, Rick Forgus and Cereus Graphics for making the 2003 Annual Report such a success.



Equestrian Center's Annual Fundraiser Acclaimed A Success

IABC Committee Helped Launch An Aggressive Media Campaign

By Carolina Hunt

Communications Specialist/Editor, ValueOptions

Spawled in a beautiful 14.5 acre ranch in North Scottsdale sits an equestrian center quite unique to others. It's not simply a center dedicated to raising and training horses. This center focuses on improving the quality of life for Arizona's disabled children and adults through horsemanship and outdoor education.

It's called Camelot Therapeutic Horsemanship and it's been operating for over 20 years as a non-profit organization. Many of the proceeds gathered to help maintain this center and its educational programs come from grants, donations corporate sponsorships and fundraisers.

This year, as in the previous year, the "Hooves and Heroes" fundraising event was held in mid-March to build awareness of the organization's success and raise money for the coming year. About 300 people gathered on a warm, sunny Saturday afternoon in this scenic desert setting to enjoy a day of family fun activities, which featured Native American dancers, live music, food, kids games, a silent auction and raffle.

According to event organizers and the program's executive director, this year's fundraiser was a big success. The event met its goal and raised \$21,000 for the organization. "We're so excited with the results and outcome of the event," said Eileen Szybhowski, Camelot's executive director. "We were able to literally double our proceeds from the previous year."

It was through a lot of planning, coordination and teamwork that Camelot was able to stage a successful fundraiser. Camelot members and volunteers worked extensively on the details of the event, while an IABC communications campaign committee, led by Linda Capcara, helped to promote the fundraiser and the organization.

The IABC committee's planning started early in January and this involved a TV, radio and print media campaign, as well as special media training provided to Camelot staff. In the end, their efforts paid off as they were able to secure media coverage through the Arizona Republic, KTVK/Channel 3, North Scottsdale Independent and other horse trade publications.

IABC committee members who were involved in this promotional campaign included **Kathy Kerchner, Peggy Bieneck, Sheila Rose, Tobey Erskine, Laura Capello, Marcia Chapman and Carolina Hunt.**

"The level of professionalism and dedication that IABC demonstrated was outstanding," said Michelle Harrison, Camelot's Director of Community Relations. "It was a wonderful experience working with IABC and its members. We are very thankful for the support and cooperation that they provided."

Now Camelot hopes to partner with IABC in future promotional campaigns to help boost the organization's visibility and the meaningful role they perform in helping disabled children and adults.



Carolina Hunt is a Communications Specialist/Editor at ValueOptions, where she also handles spanish-language communications for the company. Carolina can be reached at Carolina.Hunt@Valueoptions.com.

Camelot is About Hopes and Dreams.

"It is a bridge leading to a life of freedom and self-fulfillment for children and adults with physical disabilities" – as noted in their web site. It's a program that uses horsemanship as a means of therapy to improve strength, balance, coordination and self-esteem for its students.

Through one-on-one instruction in this two-year program, students learn all aspects of horsemanship from riding, grooming, training, showing, breeding, vet care and stable management. In fact, the center is set up like no other in a wheelchair friendly barn that allows students and volunteers to saddle, ride and groom the horses with minimal help.

For the students, it's all about learning to become stronger than the obstacles in their paths and achieving personal independence and dreams.

Gail Irons, a long-time volunteer and former student, always loved horses as a child growing up in the Midwest and she feels it's been a dream come true. She's learned to groom, saddle and ride horses as well as mentor other students. "In looking back, it's been a wonderful and rewarding experience for me. There's something mystical, spiritual about working with horses," she expressed.

While for Tami Butler, a new student in the program, she has high hopes and expectations of what she will continue to learn. "I've enjoyed learning a lot about the horses, like proper grooming and safety issues in dealing with them. It's been a great release and getaway for me and I look forward to another year in the program," she said.

Potential students or anyone interested in learning more about Camelot can link to their web site at www.camelot-th.org. The program is no cost to students and volunteer opportunities are available. **For more information about these opportunities, contact Michelle Harrison at 480-515-1543.**

POSITIVE MOVES

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Don't Be Shy: Share Your Positive Moves with Fellow IABC/Phoenix Members!

Do you have a promotion you would like to share with fellow IABC/Phoenix members?

Did you recently change jobs or companies?

Whatever your news, share it with your fellow IABC/Phoenix members! Please send a quick e-mail to Holly Dean, co-editor, at Holly.Dean@cox.com and we'll include your news in an upcoming edit newsletter's **Positive Moves** section. We're looking forward to hearing from you.



edit

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Editor's Note: We hope you have enjoyed the newsletter themes we introduced last September. 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 **Freelance/Consulting**.

Although there is a central theme in each newsletter, we will still 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 8/20/04.

VOLUNTEERS OF THE MONTH

Each month the board nominates a candidate who has gone above and beyond IABC's expectations regarding volunteer efforts.

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!

March

Tobey Erskine - Volunteer for Copper Quills, Network Night, and the District 5 Conference
Student, University of Phoenix

April

Guy Mancuso - Photographer For Chapter Annual Report
President, Guy Mancuso Photography

May

Jessica Prunty - Co-director/director of Student Chapter
Communications/Membership Director, Arizona Pharmacy Assoc.

IABC/Phoenix relies entirely on volunteers to plan for and run the organization. Make this the year you get involved and be part of this award-winning chapter. Volunteering is a great way to expand your skill base, network with other communications professionals and have fun.

With your help, IABC/Phoenix will continue to be an organization you and your colleagues will find beneficial. To learn more about these committee positions and other volunteer opportunities (like our 2004 chapter project - Camelot Therapeutic Horsemanship), **please contact Linda Capcara, IABC/Phoenix VP of Community Involvement at 602-808-1166.**



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