

empart

IABC/Atlanta's
Emphasis on
Communication

Summer/Fall 2010

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**Striking Out
On Your Own**

A close-up photograph of a woman's neck and shoulders. She is wearing a vibrant purple, off-the-shoulder dress with a large, jeweled bow on the left shoulder. A delicate silver chain necklace hangs around her neck, featuring a central pendant that reads "The Flames" in a cursive font. The background is filled with shimmering, metallic tinsel in shades of red, gold, and silver.

*2010 IABC/Atlanta
Golden Flame Awards
October 28*

“The basic building block of good communications is the feeling that every human being is unique and of value.”

Author Unknown

Be Heard™

Let us know what you think of *empart* as well as anything you'd like to see us cover in future issues. Contact Tori Vogt at mba1tori@gmail.com. *empart* is published four times a year for the members, sponsors and friends of IABC/Atlanta.

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Who's Running Your Show?



Poor BP can't seem to get their act together. Apple doesn't want to admit that perhaps the antenna just doesn't work! (And yes, Steve ... users expect to hold the phone any friggin' way they want to!) Toyota has been driving the obstacle course of recalls. These guys are on the stand in the court of public opinion, and it seems the media is a bulldog of a prosecutor. What will be the price for regaining control? Stockholders or victims ... who will win the battle?

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I know some of you may be saying "oil schmoil!" We have some serious stuff to deal with in our own personal lives! Many of you are still in the hunt for jobs. Those who are still working seem to be carrying more of a load than ever before. Perhaps we should give a sigh of relief ... the media isn't at our door, clamoring to find out what we plan to do about it! It does raise the question, though. What is your plan? Are you running your show? You're too valuable and smart to fall into any "woe-is-me" trap, right? Allow me to recommend two simple steps to keep you engaged. You don't even need a pen, as this isn't the radio.

Step one: VOLUNTEER. Find something you've always wanted to do. Give some time to a local Habitat for Humanity project. Ask your local school if they like to have grownups come

in to read to kids. And one of my personal favorites ... find out what YOU can be doing to help IABC. The Golden Flames "prom" is quickly approaching, with a megabyte of a Southern Region conference to be held the same weekend. We need a volunteer army ... so be drafted! Volunteering for IABC is a double whammy ... you help us do great things while staying out in front of business communicators and professionals. Not hunkered down watching Oprah.

Step two: NETWORK. Yes, yes, you've heard it all before. But it's absolutely vital. If jobs these days are all about "who you know" ... don't you want to get to know more folks? And IABC/Atlanta is making it so easy. The latest innovation is a membership mixer in partnership with the Black Public Relations Society of Atlanta where you have a "pay as you wish" option. Hope you got in on that! Monthly luncheons ... SIGs ... all here for you!

So get out there and start running your own show! Speed ... marker ... annnnd ACTION!

All the best,
Chip

Thank You to Our Sponsors

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Upcoming Events

2010 IABC Southern Region Conference

Where: Georgia Tech Global Learning Center
84 5th Street NW

When: Thursday, October 28 at 6:30 pm until
Saturday, October 30 at 12:30 pm

Visit <http://2010.iabcsoreg.com>

2010 Golden Flame Awards Ceremony

Attire is office chic, '80s glam and prom dresses are encouraged.

Where: The Biltmore, 817 West Peachtree Street

When: Thursday, October 28 from 6:00 – 10:00 p.m. Visit <http://goldenflames2010.eventbrite.com> for tickets.

newmembers

Tanya D Jacobs, Executive Assistant,
Newell Rubbermaid
Amber D Rice, Asst Director of Comm,
Georgia Tech Research Institute
Levitica Y Watts, Director of Marketing,
Elarbee Thompson
Erin E Bergman, Marketing Manager,
ABM Janitorial Services
Joseph L Harrison, Manager, CEO
Communications, Deloitte Services LP
William D Reichardt, William David Creative
Stephen C Neeley, Senior Manager, Comm/
Mktg, Geosyntec Consultants
Mary K Micheletti, Business Development
Manager, McKenna Long & Aldridge LLP
Allison K Alavi, Director of Strategic Comms,
Exxova
Adrian Brooks, Corporate Communications,
Federal Home Loan Bank of Atlanta
Beth S Taylor, President, BT
Communications, Inc.
Jackie B Barnett, B2B Sales Manager, Case-Mate
Wendy Broughton, Communications
Manager, GE Energy
Jennifer Bain, Comm. Marketing Specialist,
Danya International
Matthew G Nagel, Spokesperson, Georgia
Institute of Technology
Nicole M Kornblatt, Communications &
Graphics Specialist, Hodges-Mace Benefits
Group, Inc.

Jennifer H Haddow, Global Marcom
Manager, Elekta
Rebecca L Bannister, Manager Marketing
& Comm, Avivia Health From Kaiser
Permanente
Frances L Harrison, Director, University
Relations, Kennesaw State University
Alex M Marchetti, President, Whitestone
Marketing
Laurie B Entrekin, Manager, Employee
Insights, American Cancer Society
Mark Waldron, Copywriter, Fiserv
Ericka Davis, Director, Fulton County Office
of Communications
Deana Bishop, VP Space & Execution
Leadership, Coke-Cola Enterprises
Thom Gonyeau, Principal, Mountain
View Group
Nicole V Linton, Public Relations Manager,
Georgia Environmental Finance Authority
Kathleen M Turaski, Principal, Resonance
Marketing
Willson M Overend, VP, Consulting Services,
Sparks Grove, Inc.
Mark C Wheeler, Communications Manager,
Solvay North America, LLC
Donna M Garland, Associate Director for
Communication, CDC
Rhonda H Stack, Manager, Total Rewards
Comms., Newell Rubbermaid
Jay Jones, Specialist Master, Deloitte Consulting

Communicators to develop skills, network at IABC Conference in Atlanta



New mediums and a fresh perspective. That's how you Communicate with Byte and what you'll learn at the IABC Southern Region conference in Atlanta Oct. 28-30 at the Georgia Tech Hotel and Conference Center.

"Our mission is to advance the communication profession through exceptional professional development and networking opportunities," said Tammie Epps, IABC Southern Region chair.

The conference will kick off with an opening keynote panel on Oct. 29. The panel will feature:

- Bert DuMars, Newell Rubbermaid VP e-business and interactive marketing
- Misty Skedgell Turner Broadcasting VP corporate communications, and
- Chris Womack, Southern Company EVP and external affairs president,

The panel will be moderated by Peggy Ballard, retired vice president of strategic communications at Scientific Atlanta, a Cisco company. Also on the agenda are 28 different breakout sessions on marketing and brand, internal communication, public relations, and digital communication.

Included in the conference registration, which starts at \$410, is admission to the

IABC Southern Region Silver Quill awards luncheon on Oct. 29 and IABC/Atlanta's annual IABC Golden Flames awards gala on Oct. 29. The Golden Flames event will double as the conference opening reception and will be held at the Biltmore Hotel in Atlanta on Oct. 28 from 6 p.m. to 9 p.m.

Each year, IABC's Southern Region partners with one of its 25 chapters in the southern United States and Caribbean to put on the annual conference. The goal is to provide professional development at a great price in a convenient location.

"It's truly an honor to host the 2010 Southern Region conference," said Chip Bush, IABC/Atlanta president. "This event is planned and executed by volunteers, so we can provide a great deal of programming and networking opportunities at a lower cost than for-profit organizations. We also get a chance to highlight the talents of communicators from Atlanta and the greater southern region."

In addition to professional development keynotes and sessions, the event agenda includes a dine-around event, an IABC accreditation exam and the Southern Region board meeting. To register and learn more about the conference, go to 2010.iabcsoreg.com.

Striking Out on Your Own: Self-employed Communicators Speak Out

One in six IABC professional members worldwide is self-employed, and I proudly count myself as one of them. My editorial and PR consulting firm was launched more than 11 years ago after signing up my first client, a wireless communications firm, and I haven't looked back.

Going independent, for many of us, represents a chance to pursue clients and work that most interests us, with the opportunity to work on our own terms – in our pajamas if we like. Of course, the deadlines and expectations to deliver great results are just the same and maybe even tougher than in the full-time employee world, depending on the client load that's carried.

The jump from full-time staffer to consultant isn't as huge as it used to be, with cutbacks in full-time marketing and PR departments and

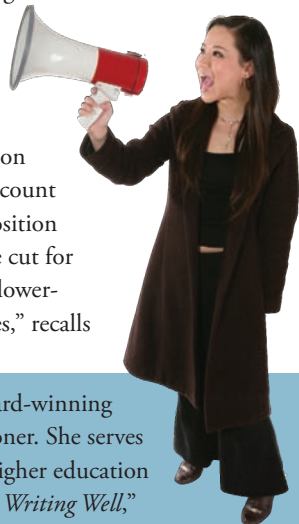
in full-service PR agencies compelling many professionals to go at it alone. Eight of the 10 largest O'Dwyer-ranked independent PR firms were in the minus column for 2009.

Also reporting negative years were 15 of the top 25 and 32 of the top 50.

For Audraine Jackson, it was one too many downsizings from area PR firms that finally prompted her to go independent 12 years ago.

“Despite delivering great work for agencies servicing clients like Kroger, MARTA, Orange Crush and Hardee's, I

was always targeted for layoffs when an account was lost or didn't pay on time. As a VP/ account supervisor, my position was the first to be cut for less experienced, lower-compensated hires,” recalls



IABC empact contributor **Anne Wainscott-Sargent** (above) is an award-winning writer and PR consultant in her 11th year as an independent practitioner. She serves as a “strategic storyteller,” specializing in the technology, health and higher education markets. Read more about Anne, including posts from her blog, “*The Writing Well*,” at: <http://annewainscott.com>.

Jackson, who knew something about the entrepreneurial mindset since her father always ran his own businesses while Jackson was growing up.

“Being independent is better now than when I started. Companies are more willing to contract out for services they used to have in-house,” says Jackson. A consultant brings value by getting the work done without the organization having to expand annual payroll, which is important to publicly-traded companies as well as smaller businesses that are scrutinizing bottom-line results, Jackson notes.

Her company, Jackson Communications, serves clientele in construction/real estate development, restaurant, government, healthcare and sports marketing. Jackson also is a highly-followed blogger whose ATLFalconFan rants and raves regularly appear at *USA Today.com*.

Attitude is Everything

For veteran communicators who have been downsized, and may be considering contract

work for the first time, “Don’t be discouraged,” Jackson says. “Some layoffs should be viewed as an opportunity for new growth instead of mourning it as a loss,” she says, noting that Oprah Winfrey once said that there had been no failures in her life -- just opportunities for lessons to be learned.

To be successful, according to Jackson, independents need to balance time each week on new business development, account service and operational functions. “It is a lot of work but they are all necessary to building and sustaining a livelihood.” She offers this helpful advice for communicators thinking about moving into the entrepreneurial ranks:

- Develop a solid business plan and know how to budget money and time.
- Close a few accounts before going out on your own full-time
- Assess your skill level and determine your hourly rate and identify clients who can afford to pay those fees.



Audraine Jackson (above) is the President and Founder of Jackson Communications which serves clientele in construction/real estate development, restaurant, government, healthcare and sports marketing. Jackson also is a highly-followed blogger and political strategist.

“The smaller you are, the smaller your accounts may be sometimes since businesses can’t afford to expend money for failed results,” says Jackson.

Jeremy Porter, a consultant specializing in tech PR and marketing for start-ups and founder of Journalistics, an expert search engine and marketing platform, says his decision to go independent a decade ago was out of a realization that he was “never good with following rules.”

“I also saw an opportunity to help clients do more with less, track results closer to real dollar values, all while making more money than I would in a full-time gig,” he says.

‘Best Time’ for Independents

Porter thinks now is the best time for communicators to go out on their own. “When I first ventured out on my own it was in the midst of the dotcom bust. Despite what you might think, it was the best time to start out. We’re in a similar place right now – companies are looking for smarter, more cost-effective resources to help them with their marketing programs. Independents are more attractive options than ever. In Atlanta specifically, there seems to be the most opportunity with entertainment, alternative energy, life sciences and the tech sectors though everything looks to be rebounding right now.”

How to keep momentum in your business going? Porter advises to stay visible.

“Volunteer on boards, speak at events, get quoted in articles, share interesting information with your contacts and don’t let two months go by without at least checking in with your top contacts.”

Jackson reads biographies of successful leaders and has found IABC a huge asset to her consulting career. “The local seminars and workshops always give me new ways to solve recurring business challenges,” she says, adding that entering and winning her first Golden Flames Award in the integrated marketing category last year was a “real confidence booster.” She also has done reciprocal award judging, which has helped her understand how others are facing similar challenges in other parts of the world – and gives her a “bird’s eye view at how they are able to tackle communications issues and overcome them.”

She advises anyone who becomes an entrepreneur to stay positive and understand that busi-



ness trends in cycles. “You must have vision, forecasting skills and sources of motivation to keep your attitude and approach right.”

Local Resources for Independents

PRSA/GA President Timothy Hussey says PRSA’s Independent Counselors Special Interest Group (SIG) (<https://www.prsageorgia.org/signs/Independent-Counselors/>) meets monthly and is one of the largest SIGs in the Atlanta chapter.

10 IABC/Atlanta recently formed a new Independ-

ent Communicators Roundtable SIG, which holds meetings every other month. Organizer Debra Jacob, owner of Jacob Market Research, a web analytics and e-marketing firm in midtown Atlanta, relocated to Atlanta in November 2009 from San Francisco, where she coordinated a similar IABC independent communicators’ roundtable, while working as a marketing communications consultant.

“The premise is to pull together independent business owners so they have a forum in which to discuss critical issues to their business – that means anything from how to bill and how to use new media, to sharing tips among each



other so they can learn from positive and negative experiences,” Jacob says, who tries to inspire a “collaborative spirit” to the group.

While outside speakers present at the roundtable, she keeps the group small (the target is 15 people) to ensure rich dialogue. “We want to hit those key target areas – what do I charge? Can I go on vacation and still run a business? How do I subcontract?” These are all critical issues,” Jacob says.

A key success factor in the roundtable format is that it’s collaborative and non-competitive: “We’re not all individuals here; we can help one another out. If I am approached with business I don’t particularly do, I can pass leads on. Especially in this economy it’s important that we be resources for each other. It’s not every man or woman for him or herself.”

D.C. Area: Steady Growth in Independents, Larger Contracts

Heathere Keenan, founder of the Independent Public Relations Alliance (IPRA), a 60-member group of independents in the greater Washington, D.C. area, reports seeing continued steady growth in the number of independents but not a major uptick as a result of the economy.

“What we are seeing is larger contracts being awarded to independents, which I think speaks to the whole concept of the virtual



model and the benefits it brings to clients, especially in this economy where budgets for integrated communications are being monitored and analyzed,” Keenan says. “I think the (independent practice) model offers serious benefits to clients looking for value, senior level talent and a flexible kind of team.”

Keenan, who is an 11-year independent practitioner through her company, Keenan PR, says that successful people in this industry have an entrepreneurial drive, believe and value this work model, and share a strong spirit of partnership.

Winning new business “is often the result of a few independents partnering together,” Keenan concludes.

A CLOSER LOOK



AT AWARD-WINNING CASE STUDIES FROM IABC/ATLANTA

By Linde Miscio



Atlantic Southeast Airlines: Among Friends

Category: Design—Print, Newsletter/
Newspaper (Silver)

The Situation

12 Like most companies in this economy, Atlantic Southeast Airlines has had to reduce costs across its corporate divisions, including its corporate communications department. Specifically, the airline's quarterly employee newsletter, *Among Friends*, was targeted for a redesign with the lofty expectations of making it more reader friendly and more cost effective.

Reaching Atlantic Southeast's 3,700 employees across a geographically dispersed workforce, *Among Friends* includes content that strategically addresses corporate business goals, builds pride within the workforce, and increases confidence in the company's management team and partnership with Delta Air Lines and United Airlines. While these objectives needed to be furthered during the newsletter's redesign, the Corporate Communications team s also focused on maximizing family readership of the publication.

The Answer

The newsletter's redesigned format hinges on shorter stories with stronger imagery. The news-

letter content continues to serve as a forum to present challenges and triumphs facing the business, providing "big picture" views of company issues, which affect the employees. While there is corporate messaging in the newsletter, it's heavily focused on employees. In fact, the 'voice' of the publication is truly employee-inspired, as it is written and designed entirely by in-house staff. Bringing the creative services in-house has not only provided an authentic voice to the publication, but it has also cut production costs in half!

The Challenges

A huge challenge for the communications team was budget—down 60 percent from the previous year. The budget considerations prompted the team to bring production in-house. Although that decision has yielded several significant benefits, it also stretches the corporate communications team, which is often pressed with staffing constraints and other issues requiring the team's full attention. Additionally, while a printed newsletter is mailed to each employee's home (four times annually), there is internal debate over the merits of a print versus online publication.

The Results

With feedback from employees, gathered through a survey on Atlantic Southeast

Airlines intranet, employee response has been overwhelmingly positive. Employees report that the newsletter's focus on employees creates a 'sense of community' within the company, allowing Atlantic Southeast Airlines to bridge the geographical gap. Specifically, employees appreciate the ability to put names with faces, and comment on the abundant

photography featuring their colleagues. Additionally, 70 percent of survey respondents indicated that they like receiving Among Friends at home. "It's nice to get a publication sent to the house that highlights our company. It allows my family to better understand how the airline works," said one pilot.

AMONG FRIENDS

FIRST QUARTER 2009

ASA CREW FLIES INTO AVIATION HISTORY
pg. 01

FINDING BALANCE; EXPANDING HORIZONS
STATE OF THE COMPANY 2009
pg. 07

CRJ900 ARRIVES
ASA BRINGS HOME A NEW FLEET QUEEN
pg. 09

30 YEARS



McKesson's Performance Strategies

Category: Overall Effort—Publications, External Series (Silver)

The Situation

Positioning your company as a thought leader and ‘partner’ is an excellent way to strengthen trust with current customers while connecting with prospective clients in a credible way. McKesson Corporation, a healthcare services and information technology company, needed a medium to do just that, and more. The company also wanted to highlight its track record of improving customers’ clinical and financial performance, and it wanted to develop materials for its sales team to use to “start conversations” with new and existing customers.

The Answer

After soliciting input from both its sales team and customers, McKesson’s communications staff conceptualized an e-magazine, **Performance Strategies**, and supporting website www.strategiestoperform.com, to deliver topical healthcare news, best practices, tips and real-world success stories aimed primarily at C-suite hospital executives. The publication tackles a variety of issues facing healthcare leaders and provides a combination of views, authored by McKesson subject matter experts, McKesson customers, and industry experts.

“Performance Strategies is designed to provide vendor-independent value to our readers,” says Elaine Marano, founding editor of the publication. “We keep product references to a minimum and provide a range of best practic-

The screenshot shows the McKesson Performance Strategies website. At the top, the McKesson logo is displayed with the tagline 'Empowering Healthcare'. Navigation tabs include 'CURRENT ISSUE', 'ABOUT US', 'ARCHIVES', 'SUBSCRIBE', 'MCKESSON.COM', and 'CONTACT US'. The main content area features a large orange header with the title 'Performance Strategies for Healthcare Leaders' and a sub-header 'Get Ready for Meaningful Use'. Below this is a featured article titled 'A Purposeful, Three-Pronged Approach to Quality — and Meaningful Use' by Brian Patis, MD, Vice President and Chief Medical Informatics Officer at HealthEast Care System. The article includes a photo of Brian Patis and a brief introduction. To the right of the article is a 'Subscribe to Performance Strategies e-magazine' button and a 'Learn More' link. Below the article is a section titled 'The First Leg of Our Journey to Meaningful Use' which lists 10 steps for getting there. The steps are: 1. Process adherence, 2. Meaningful quality, 3. Physician engagement, 4. Process adherence, 5. Process adherence is spearheaded by the HealthEast Quality Institute led by Craig Swenson, MD, 6. Process medical quality focus. The Quality Institute prioritizes clinical improvement projects based on their impact on the six pillars of Medicine (CPI) aims — patient centeredness, safety, efficiency, timeliness, effectiveness and equity — as well as cost. Each project requires: a physician champion to ensure its success, approval by its board of directors, executive committee and physician leaders.

es beyond use of information technology. The magazine shares proven strategies that readers can leverage to improve their organization’s clinical, financial and operational results.”

To support the sales team, the communications staff developed several ways to increase the value of the magazine. For instance, the editorial calendar not only reflects industry hot topics but it also considers current sales and marketing efforts. Plus, the magazine’s email format gives sales team members an easy way to forward the publication, enabling the sales force to begin dialogues in a more

informative less sales-oriented approach. To prepare the sales team for these conversations, McKesson's communications staff maintains a page on its internal Sales Portal that includes current and archived issues of the magazine, along with talking points to use with customers on various topics covered.

The Challenges

Although including customer-written editorial is an integral part of the magazine—providing credibility and authenticity—it presents challenges in terms of working through edits and approvals, and meeting deadlines. The McKesson staff troubleshoots these challenges by working on multiple issues at a time. Budgetary constraints were also a consideration when designing the newsletter, so the team decided

to go with an electronic version, with printed issues only for major conferences or customer events.

The Results

Originally, Performance Strategies, was designed as a quarterly newsletter. However, its success is mirrored in its increased frequency—now a monthly publication. Illustrating its position as a thought leader publication, the magazine enjoys increasing participation from its C-level contributors, including more CEOs as authors. It also generates valuable requests for contact regarding McKesson products and services, as well as opt-in subscribers and referrals. In the past year, the magazine saw a nearly 30 percent increase in the number of unique visitors to the site.

15

October is IABC Accreditation Month.

If you have the qualifications and have always been interested in pursuing the ABC designation, now is the time to apply. Learn about eligibility requirements, how to apply, the entire process and resources available to support you along the way.

IABC's Accreditation Program offers professional communicators a way to demonstrate their ability to think and

plan strategically and to successfully manage the skills essential to achieving effective organizational communication.

Submit your accreditation application and fee any time from October 1 through November 15, and your name will be entered to win one of several prizes. Visit www.iabc.com/abclaccMonth.htm for more information. For inquires, contact recognition@iabc.com

Above & Beyond

Each One Teach One: IABC/UGA

By Amy Burgundy

When Jessica Laiti was a senior at University of Georgia four years ago, she recognized a need to bridge the gap between communications and business. Interning at Cox Enterprises, she overheard colleagues talking about key business drivers and realized that her communications curriculum didn't address these business topics. She also recognized a need to teach business students about the value of communications.

As a result, Jessica worked with fellow UGA graduate Dan Earle, IABC/Atlanta member Chip Bush and Faculty Advisor Sherrie Whaley to develop a student chapter at UGA that remains very strong and active to this day: IABC/UGA.

"Establishing the chapter was a collaborative effort," says Laiti. "The first thing we did was garner interest from students and set up an informational meeting. We had enough support for a chapter, so we started signing people up and established chapter bylaws, goals and an executive board."

What made this new chapter unique was

Laiti's vision to bridge students between the Henry W. Grady College of Journalism and Mass Communications and the Terry College of Business. "My greatest hope," Laiti reflects "is that I've provided students another helpful avenue for leadership development and to supplement their education." And already,

that has become a reality.

At IABC Leadership Institute in February 2009, IABC/UGA chapter earned international recognition as Student Chapter of the Year, and its chapter president, Elizabeth Kirby, was named Student Chapter Leader of the Year, through the ongoing support from Laiti, Whaley,

and 2008 Chapter Liaison Audraine Jackson, also a Grady alum. Graduating in May 2009, Kirby as well as other IABC/UGA chapter members had successfully secured employment in their desired career fields prior to commencement ceremonies; each gained leadership and real-world experience by volunteering through IABC/UGA that wowed future employers.



Jessica Laiti (above and center) poses with IABC members. In addition to being an active IABC member, Jessica has shared valuable insight and best practices with IABC's international panel for Student Membership. She also works at Cox Enterprises as a Corporate Responsibility Specialist.

ONBOARD

HOW IABC/ATLANTA'S BOARD IS WORKING FOR YOU

The IABC/Atlanta Board meets each month to discuss chapter business and make decisions. Your 2010 Board kicked off this year with new goals, ideas and initiatives to continue to enhance your membership. Here are some of the ways your IABC/Atlanta board has worked for you.

President

In August, we had a very successful networking mixer with the Black Public Relations Society of Atlanta at the Prickly Pear. It was our first attempt to provide additional value through a "pay as you wish" model, and I have to say it was extremely successful from that aspect. We will consider other events in the future with the same model.

October is always a fun month for IABC/Atlanta. You will not want to miss the Golden Flame Awards Gala at the Biltmore, and the fun will continue with the Southern Region Conference at the Georgia Tech Hotel and the Georgia Tech Global Learning Center. Please consider being a volunteer as we host our communication colleagues from Arizona to the Caribbean!

Also, as we prepare for 2011, we are always looking for a few good people to serve on our board and collection of coordinators! If you want to have an opportunity to work with some of the finest communicators around in managing a non-profit industry organization,

you simply have to let us know! Past board members will tell you it's a wonderful networking and personal, professional development opportunity.

Finance

We're continually looking at ways to be fiscally responsible with our resources. In September, we switched to a different service provider for event registrations (EventBrite) that allows us to operate outside a long-term contract. Our credit card processing fees were also lowered through this new model.

You may also notice that we're processing credit card payments electronically on-the-spot for our luncheon walk-up attendees. This ensures we are protecting the personally identifiable information of our members and guests, eliminates the need to have hard copy records of credit card numbers, and makes the check-in process smoother. However, we encourage everyone to register and pay ahead of time, as that is the most cost effective method for our organization (and saves you from having to pay additional at the door!)

Professional Recognition

We continue to promote our wonderful monthly programming, luncheons and networking events via Atlanta Daybook and hope to be awarded its annual non-profit scholarship again. We celebrate our members

by posting the spotlights to Atlanta Daybook. And the promotion for the Southern Region Conference is in full-effect. We've also have been working closely with the Southern Region senior delegate and conference chair to promote the 2010 conference "Communication with Byte".

Communications

The team has finalized copy and layout for the next issue of empart, the chapter publication, and hopes to secure a print sponsor that will allow us to provide both a print and electronic version to our members again. We've been working closely with the Southern Region senior delegate and conference chair to promote the 2010 conference "Communication with Byte" which our chapter is hosting here in Atlanta.

About IABC

To help keep up with corporate, societal and technology impacts on communication, 15,000 business communication professionals from more than 80 countries turn to the International Association of Business Communicators (IABC). Founded in 1970, IABC provides volunteer, leadership, professional development and networking opportunities. San Francisco serves as the headquarters of IABC, which is called IABC International.

IABC/Atlanta represents approximately 300 professional communicators in the metropolitan Atlanta area. The chapter provides monthly professional development programming, regular networking opportunities and volunteer leadership opportunities for its members.

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the 9^{to}5

Elisabeth Holmes

MULTICULTURAL WRITER AND
COMMUNICATIONS CONSULTANT



What did you have for breakfast? I had a handful of organic granola and large cups of green tea.

What time do you start your day? I usually rise at 6:30 a.m. My client is the internal communications team of Nestlé Waters, a global company based in Paris, France. When it's 7:30 a.m. here, it's 1:30 p.m. there, which is a good time for me to contact them.

What are you working on this week? I'm writing articles for Nestlé Waters' global intranet, and placing these articles on line. I work in a global environment – literally. From my home in Atlanta I write articles for my clients in Paris announcing news on any of Nestlé Waters' 35 markets around the world.

What is your greatest professional achievement? Starting all over again from scratch, moving from France to the U.S. four years ago, and becoming a multicultural corporate writer and yoga teacher. Of course, many people have helped me along the way like Maureen Tschirhart, who is also an IABC member. She has helped me improve my English writing skills.

What did you want to be when you were a kid? I wanted to be a flight attendant because it had to do with travelling. I also wanted to help people.

What makes you good at your job? I know the basic rules of journalistic and corporate writing. I like to make people talk about their job, their lives and about what makes them tick.



INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS
Atlanta Chapter

IABC

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ATLANTA