

empart

IABC/Atlanta's
Emphasis on
Communication

Winter 2010 - 2011

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Going for Gold: A Look at Three Golden Flame-winning Entries

Printer AD

“The way we communicate with others and with ourselves ultimately determines the quality of our lives.”

Anthony Robbins

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 Anne Wainscott-Sargent at communications@iabcatl.com. *empart* is published four times a year for the members, sponsors and friends of IABC/Atlanta.

Address correspondence to:

The Editor, *empart*
P.O. Box 550088
Atlanta, Ga 30355

Editorial Board

Anne Wainscott-Sargent, Maureen Tschirhart, Rookmin Maharaj, Laurie Scott

Contributing Writers

Chip Bush, Rookmin Maharaj, Anne Wainscott-Sargent, Maureen Tschirhart, Tori Vogt, Terry Cerisoles

Design

Laurie Scott

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2010? Check!

Communicators around the world had many stories to tell this year – devastating earthquakes in Haiti, Chile and China; the Deepwater Horizon oil platform explosion in the Gulf and the ensuing BP public relations "exercise;" ash from a volcanic eruption shuts down European airspace; and Chilean miners live to tell the tale.

IABC/Atlanta had its own stories to tell as well ... hosting the best Golden Flame awards ceremony EVER at the Biltmore Hotel, and then pulling off the Southern Region conference in one of the most challenging economic environments for discretionary spend by individuals and companies.

It has been a distinctive honor to serve as your chapter president, and I recognize the many volunteers who helped make 2010 a most successful year. We had been challenged in the past to "Be Heard" as one of the largest IABC chapters, and I think we managed to turn up our volume quite a bit! I look forward to seeing that trend continue into the years ahead. Thank you for making IABC/Atlanta a premier organization for business communicators!

– Chip Bush, 2010 Chapter President

2011? Bring it on!

"Dedication is not what you expect from others, it is what you give to others." Those words are as true today as they were in the 14th century when penned by St. Catherine of Siena.

Dedication is what I and the other directors pledge to give you, our fellow members, in 2011. We will work to continue IABC/Atlanta's tradition of excellence.

The New Year holds much promise. Among our goals are to develop and implement a strategic plan for the chapter. Spearheaded by our President-Elect Jo Ann McCracken, this initiative will help align our efforts around key member needs. In programming, you can expect the same high-caliber chapter meetings and SIGs. But also look out for new opportunities to network with fellow members. And as always, pencil in the annual Golden Flame Awards gala for October.

IABC/Atlanta's success depends on the hard work and dedication of many volunteers, and we'd like to encourage more members to get involved. Speaking from experience, volunteering with IABC is the key to getting the most from your membership. We'd welcome your involvement, so don't be shy about stepping up. 2010 is a wrap. **Bring on 2011!**

– Lawson Cox, 2011 Chapter President

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Web Site Sponsor: Prescott Alexander

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Design Sponsor: Scott Design

Upcoming Events

March

3 – Employee Communications SIG

5 – Thrashers Game with UGA Student Chapter

22 – Monthly Luncheon: Panel featuring Atlanta area firms named Best Places to Work by

Fortune Magazine

29 – Technology SIG

April

26 – Monthly Breakfast

27 – ICR Breakfast

May

24 – Monthly Luncheon

Employee Communications SIG

March 3

Time: 11:30 – 1:00

Where: AT&T Lenox Auditorium
Lunch Provided

Cost: \$10 for members; \$15 for non-members

We'd like to kick off the 2011 Employee Communications Special Interest Group with a showcase of YOUR talent!

As IABC Atlanta welcomes its newest members, we'd like to express our appreciation for the loyalty of the chapter over the last year. Dan Earle, 2011 membership director, comments, "In a 2010 that saw an overall decline in national IABC membership, our chapter was among the few that saw growth. In a city with such a rich economic presence, the potential for our expansion is limitless and I look forward to interacting with each of you."

newmembers

Jay Jones, Specialist Master, Deloitte Consulting
Rochelle Wilson

James Worrell, Vice President of Human Resources, Georgia Gulf Corporation

Jennifer Darling, Communications Manager, Turner Broadcasting

Robert Nesmith, Communications Officer I, Georgia Tech Research Institute

Jocel Thornhill, Turner Broadcasting System

John Deaver, Executive Director, Corp. Communication, Intergraph

Caroline Aiken-McGee, Content Supervisor, UPS

Julie Greenwell, Web Content Delivery Spec., UPS

Anne Suvada, Publications Editor, UPS

Shawn Butler, Content Manager, UPS

Carla Plouin, Director, Account Management, Georgia Dept. of Economic Dev.

Chuck Allen, Director, Internal

Communication, SunTrust Banks, Inc.

Sophia Glover, Brand Comm. Specialist, NASCO

Mary Dugenske, HR Communications Manager, Cox Enterprises, Inc.

Alison Feeney, Internal Comm. Specialist, RaceTrac

Tyler Durham, Managing Director, Ketchum Pleon Change

Hannah Molette

Renee Hastings, Morrison Management Specialists

Jennifer Dowd, Business Development Executive, Definition 6

Scott Hamilton, Partner, Prescott Alexander LLC

Daniel Earle, Marketing Coordinator, ABM Industries

Denise Ward, Senior Consultant, Booz Allen Hamilton

Melinda Rosenberger, IT Communications Manager, Genuine Parts Company

Raymond Reboulet

A CLOSER LOOK

AT AWARD-WINNING CASE STUDIES FROM IABC/ATLANTA



IABC/Atlanta Golden Flame Winner:

User-friendly Energy Website Hits the Mark with Customers



By Rookmin Maharaj

The Situation

6 Spark Energy, a Houston, Texas-based electricity and natural gas service provider, recognized that the company's website was a crucial customer touch point that needed to be refreshed to ensure its effectiveness. As the company's footprint grew, so did the variation of the products it offered. It was time for a site that made product offerings appealing and simple to navigate for customers.



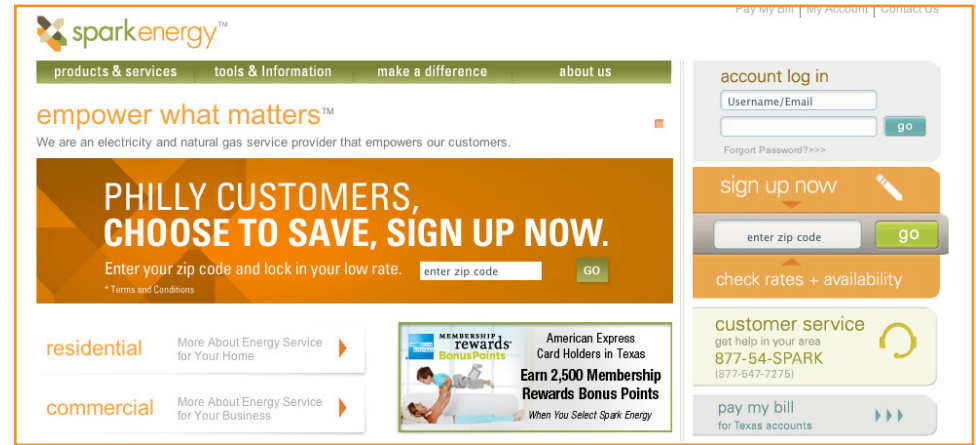
A new website also meant strengthening Spark Energy's brand identity in the eyes of its customers. The ultimate goal of the redesign was to increase

customer enrollment. The company's customer base includes residential and commercial gas and electricity users nationwide.

Due to the necessary function the website provided in linking customers to the business, it was imperative that the site launch happen quickly—in fact, the website was completed in 12 short weeks.

In order to better understand their customer experience and regain their competitive edge, Spark Energy engaged Sparks Grove, a strategic marketing agency based in Atlanta, Georgia, to rebrand their company and completely rebuild their website.

(l-r) Minsoo Pak, Sparks Grove Chief Creative Officer, and Sharon Jenkins, Vice President of Mass Marketing, accept award for Design-Digital Website at Golden Flame Award Ceremony.



The Challenge

Not surprisingly, given the tight delivery date, staying on track proved to be challenging at times, especially since each deliverable step could affect the next. Another area that proved challenging: understanding the customer sign-up funnel and incorporating it into the website's navigation.

“How customers sign up for services is very complex - there are many sign-up scenarios based on variables such as geographic location, product offering and prospect credit quality,” notes **Sene Sorrow**, technology strategist at Sparks Grove.

A key challenge was that Sparks Grove web developers and the Spark Energy IT team had to work on the site concurrently to meet an aggressive launch schedule.

“As Sparks Grove designers continued to design portions of the site, Spark Energy IT started implementation to ensure staying

on target,” says **Lauren Thames**, account manager on the project at Sparks Grove. She admits that it would have been an easier process if there was time to better establish the communication and coordination efforts much earlier in the development phase. “There were some challenges with the very short timeline, but cooperation and communication between the two teams allowed us to pull this off,” says Thames.

“In the end, we arrived at an excellent process for determining which pieces are owned by the agency, how to prioritize all the moving parts and how we can partner with the clients' IT team to complete the website on schedule,” Thames says.

The Answer

Key customer needs, such as account log-in, customer service and bill pay, were brought to the home page and highlighted

“The site enhanced the customer experience, while building brand awareness, and increasing customer count – achieving the key business objectives for our client,” notes Sene Sorrow.

through original graphic treatment in order to make the site user-friendly as well as visually appealing. The website redesign approach ensured that *SparkEnergy.com* reflected a thorough understanding of the needs and motivations of existing and prospective customers. The site now better represents who Spark Energy is as a company and where it is headed in the future.

8 “The site enhanced the customer experience, while building brand awareness, and increasing customer count – achieving the key business objectives for our client,” notes Sorrow.

Her team also created success metrics and an analytics strategy for future monitoring, A/B testing of campaign and search landing page and online conversion optimization.

The Result

Prior to the website launch on July 14th, Spark Energy averaged approximately 30 – 50 online enrollments each day. Post launch, daily sign ups increased substantially. On August 2nd, enrollments hit on all-time high of 323 in one day. Analyzing consumer experiences with the new site, Sparks Energy discovered:

- The website re-design reduced the site page count by 60 percent while increasing the pages per visit by 10 percent and average time on the site by 50 percent.

- Without ANY new or changed marketing or traffic efforts, the new site converted the consumer at three times a greater rate than the site prior to the re-design launch within the first 15 days.

Overall, the re-architected site impressed users as an easy and user-friendly website. The site’s usability and navigability resulted in a dramatic spike in use and online conversions within less than a month of the site’s launch.

Spark Energy also discovered that designing a site that places online enrollment as its primary goal was imperative to provide a seamless, branded experience that was plug-in free and conventional web-browser friendly. The reason for this is simple — users visit the site through many different platforms.

Sparks Grove’s team of designers wanted to guarantee that visitors to the site would enjoy an equally engaging experience from their desktop as well as from their iPhone or iPad.

Summarizing the final result, **Minsoo Pak**, Sparks Grove chief creative officer, concludes, “We were excited to deliver a website that launched the Spark Energy brand, worked flawlessly across multiple platforms and devices, and drove stellar business results. This was only made possible because as an agency, we do not look at these as competing variables.”

IABC/Atlanta Golden Flame Winner:



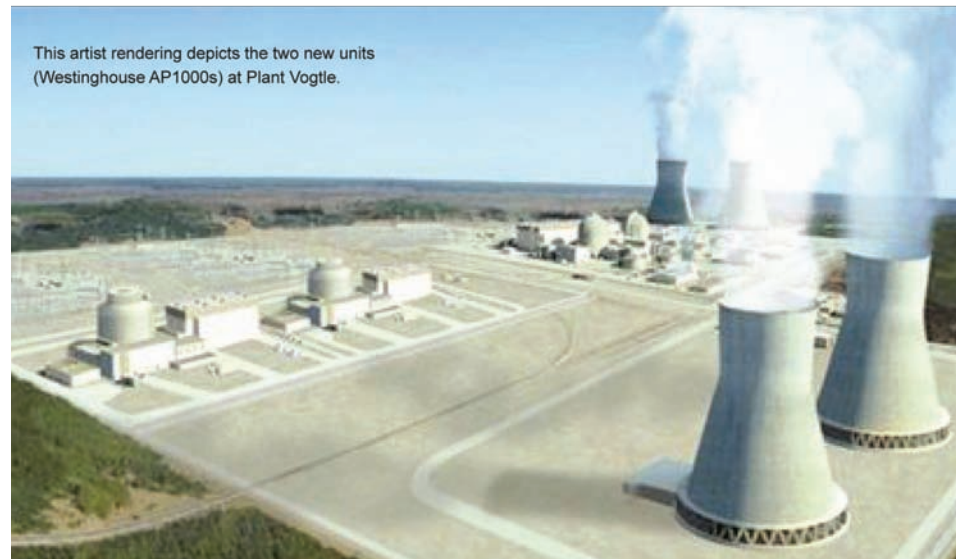
Southern Company Mobilizes "Real-time" to Seize National Spotlight

by Maureen Tschirhart

The Situation

Atlanta-based energy service provider Southern Company had the good fortune in 2010 to receive federal approval for \$3.4 billion in loan guarantees — the first in nearly 30 years — for the construction of two new nuclear units at Plant Vogtle in Waynesboro, Georgia. The Department of Energy informed Southern Company of the news on Feb. 13 — only three days before President Obama made the public announcement on Feb. 16. Despite having

submitted the loan guarantees application in 2008, sudden federal approval required the Southern Company media relations team to kick into action immediately and plan a strategy to maximize communication opportunities from the announcement. “The team did a great job of gaining positive exposure for our company and getting our messages out,” said **Elena Mappus**, a communication manager at Southern Company and an IABC member. Though



not directly involved in the project, she submitted the Golden Flame Awards entry on behalf of the team.

The Challenge

In addition to very limited lead time, Southern Company's media relations team was aware that President Obama would not specifically name the company as part of his announcement. This practice is in keeping with his administration's objective not to promote one company over another or make statements that may be polarizing.

10 Therefore, it was up to Southern Company to make its identity known and explain to its many stakeholders the benefits of the federal loan guarantees and the project. This included \$15-\$20 million in interest savings annually for Georgia ratepayers, 3,500 construction jobs and 800 high-paying permanent jobs, and the ability of partner Georgia electric utilities on the project to provide power to 4 million expected new Georgia residents by 2030. The media relations team needed to develop an outreach effort that would complement the administration's approach



while providing more detailed information. This regional energy provider would briefly have the national spotlight, and its communication game plan had to be well coordinated among many parties and flawlessly executed.

The Answer

The team held an emergency meeting on Sunday, Feb. 14, to work out a plan — coincidentally Valentine's Day and quite fitting for this "sweet" opportunity. The strategy centered on Southern Company holding its own separate press briefing the same day that President Obama delivered his announcement. National media would be focused on the news, and the window of opportunity was very limited for Southern Company to come forward and gain additional exposure. Other communication tactics were poised and ready to be launched immediately once the initial briefing was triggered. Besides distributing press kits at both briefings, the team released ads, created dedicated Web pages for the media,

made courtesy calls to targeted publications, and posted articles and manager talking points on the company intranet. Southern Company even ventured into the social media realm and utilized Twitter for the first time. Furthermore, the team had to work with Southern Company's subsidiaries Georgia Power and Southern Nuclear as well as its partners in the project, including the companies building the new nuclear units, to ensure information shared was accurate.

The Results

Measured across the board, the plan was a resounding success and generated an estimated \$7.05 million in positive media attention, according to Cision media monitoring service. Highlights included 38 media representatives at the company's briefing in Washington D.C.; 1,941 Web site visits; over 100 calls and interviews handled by the media relations team; over 500 articles in print media that were reprinted thousands of times online; and four live broadcast interviews including CNBC, Fox News and Bloomberg. The company reached 156 million potential broadcast viewers per Cision.

In addition, Southern Company's 10 tweets were received by more than 28,000 followers in a three-day period demonstrating the growing viability of this new media. "The team working on this project and company leaders were proud of the outcome of these



11 efforts," said Mappus. "The team provided easily accessible information to the media and made company spokespeople readily available. In the end, customers, ratepayers, employees and other audiences received information about the guarantees through different channels." According to Mappus, IABC judges cited involving employees in the communication efforts and developing and executing the plan in three days as notable strengths in feedback when awarding the Golden Flame to Southern Company for excellence in the category "Public Relations Campaign — Media Relations."

"After the team won the Golden Flame, I caught IABC awards fever," Mappus said. "I just submitted the award for the international IABC Gold Quill competition and am analyzing projects to see if they'd be worthy of a nomination next year."

Construction work progresses on Plant Vogtle units 3 and 4, targeted for completion in 2016 and 2017 respectively, and on track to be the first new-generation nuclear facility in the nation. Existing units 1 and 2 shown in the background. © 2010 Southern Company

IABC/Atlanta Golden Flame Winner:

Telling the Customer's Story Revamped McKesson's Customer E-zine Delivers

by Anne Wainscott-Sargent

MCKESSON

The Situation

McKesson Provider Technologies (MPT) needed to reach decision-makers within its customer base of hospitals and health systems. The goal: provide actionable insight about how health IT could help their organizations. That's why *Performance Strategies*, MPT's online thought-leadership publication, tackles a key executive challenge every issue. It also spotlights an industry expert, whose insights are immediately of value to readers looking to improve the clinical, financial and operational performance of their healthcare organizations.

"The magazine is designed to focus on the customer and the role IT plays in helping them solve their problems," says Elaine Marano, editor and a multiyear Golden Flame award winner. "Our main goal was to get our message to a greater number of people by

expanding awareness and readership of the magazine."

The Challenge

Faced with how best to increase the reach of its flagship customer magazine, in De-

Performance Strategies
for Healthcare Leaders

Use IT to Advance Care and Performance Vol. 4, Issue 8, 2010

IN THIS ISSUE:
Today's economic and regulatory environments require health organizations to "do more with less." In addition to improving patient outcomes, organizations must protect their bottom line by improving efficiencies. How can you address this challenge? IT can help streamline and automate workflow, enable the application of best practice order sets, and analyze data to provide actionable intelligence to improve outcomes and reduce costs. This issue features organizations recognized with McKesson's Distinguished Achievement Award for using IT to support efforts to achieve advancements in care and organizational performance.

EXPERT STORIES

It's Not Either/Or: Measuring Results to Achieve Financial and Clinical Success
Healthcare organizations no longer have to choose between high quality and low cost. Measuring clinical and financial results in healthcare can enable you to achieve both.
By Adam Gale, President, KLAS Enterprises LLC, Orem, Utah

Use the Power of IT to Promote Transformational Change
Facing perpetual regulatory change and working to improve performance and outcomes, leaders can look to IT to support improved organizational well being.
By Dave Souerwine, President, McKesson Provider Technologies

SUCCESS STORIES

Using Enterprise IT and Process Improvement to Transform Patient Flow
Disappointed patient flow at HealthEast was literally driving patients away. With new enterprise technologies and process improvement efforts, synchronization is the order of the day.
By Mac McClurkin, Vice President/COO, HealthEast Care System, St. Paul, Minn.

Four Home Health Agencies Centralize, Improving Service and Bottom Line
In today's tough economic climate, Valley Health decided it could improve service, reduce costs and improve revenue by combining its four home health agencies into one.
By Patty Klinefelter, Director, Valley Health Home Health Serving Virginia, West Virginia and Maryland

ember 2009, Marano took several steps to expand both customer and sales readership. First, the publication's navigation was improved so customers could more easily scan the content in the e-mail that connects readers to the magazine Web site. In addition, online advertising and social media channels were employed to take the magazine to the next level.

"Our biggest challenge was to figure out how to drive people to the magazine, and increase our publication's open rates and visits," says Marano.

In a tough budgeting year for publications and other marketing communications deliverables, Marano had to stay within the prior year's budget amount while adding advertising and publication enhancements.

The Answer

The MPT team met with constituents in sales education, field marketing and the customer briefing center to collect the best recommendations for ways to expand awareness and readership. A key part of the analysis included getting customer preferences regarding communications.

The new e-mail format was rolled out in March 2010. The magazine also included an "In this issue" teaser at the top of the e-mail to pique readers' interest in the contents of the issue, since it would be visible in the reading pane. Previously, readers saw the main article and short "sidebox" summaries of the others. Now the e-mail



shows summaries of all issue articles – with the industry expert in the top left position.

The publication features three to five success stories focused on strategies and best practices used by customers to address challenges along with articles by a McKesson and industry expert. Marano linked editorial calendar topics to industry events, and current McKesson sales and marketing efforts. In addition, the content reflected industry hot topics, ranging from electronic health records to IT adoption by clinicians and computerized physician order entry.

Finally, she rolled out an advertising plan in August 2009. The full-scale advertising campaign included web, e-newsletters and use of a third-party mailing list. The most successful banner-ad campaign ran on *Modern Healthcare's* website and featured short customer quotes from articles that described a success. The ad used giant quote marks to grab readers' attention and was followed by a teaser, "Find out Who. Find out How."

Industry experts included executives with the Centers of Medicare and Medicaid and with the American Hospital Association.

Mindful of budget realities, Marano trimmed costs by notifying featured business units of the need to underwrite the cost of contract writing for more than three customer features, and moving e-mail production to a lower-cost graphics contractor. She also reduced the number of high-cost full issues by featuring a white paper twice per year to further lower production costs. For several issues, Marano leveraged internal writers to avoid contractor charges.

The Results

The web metrics of *Performance Strategies*' higher readership in 2010 speak for themselves: Marano reported a nearly a 44 percent increase in visitors to the magazine's website from the second quarter of fiscal year 2010 to the first quarter of fiscal year

2011. The web advertising campaign in Modern Healthcare generated a click rate that was 5.5 times the industry average. On another industry site, advertising click rates were 50 percent higher than the industry average. Within McKesson's own social media channels, Twitter referrals almost tripled — going from 54 to 148. On McKesson.com, Marano says there was a 42 percent increase in website referrals in one month over the year-to-date total. She continues to test subject lines and “from” addresses.

Clearly, the success story of *Performance Strategies* is a model for IABC publication editors looking to reach more customers online, leveraging smart publication design and the power of web-based advertising and social media.

My First Leadership Institute Conference

by Terry Cerisoles

When I was asked to fill the Director of Marketing position on the IABC Atlanta board late last year, I agreed but knew that I had a big learning curve ahead of me. So when I heard about the IABC Leadership Institute conference, I jumped at the opportunity, knowing that I would have the opportunity to learn from others. At the reception on Thursday night, I had a terrific conversation with a Canadian who owns a research company and received a great briefing on the importance of tracking key statistics for our chapter. Luckily we have been keeping good stats over the years which enables us to see our growth and opportunities. The keynote by Nancy Duarte (<http://www.duarte.com/>) was outstanding and I came away with a new appreciation of the emotional ingredients in good storytelling. I chose the “Reinventing Sponsor Relationships” session and began to realize that YOU our members are a prize audience!

You are the ideal target demo for those who wish to have their message carried far and wide, and I will strive to cultivate those relationships for our mutual benefit. The

networking luncheon featured our own John Christopher on behalf of the IABC Research Foundation and their critical work on our behalf. The session on chapter branding was particularly intriguing with lots of great examples of how other chapters deal with competing organizations and how IABC can differentiate itself.

If you've heard **Mark Schumann** speak, you know why he's the compelling voice of IABC. As if winning 17 Gold Quills isn't enough, his book “Brand from the Inside” is a must read. Mark's description of IABC's value proposition reminded us of how many ways we can take advantage of their vast resources.

And on Friday, I attended “Influencing Without Authority” which was both the most fun session and one of the most useful. An interactive exercise reminded us of the great maxim: “KNOW YOUR AUDIENCE.” We can't change the receiver, so we must remember to adjust our style to them. A great reminder that I'm putting into practice this week. I'm delighted to join the Board this year and look forward to seeing you all at our events.



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Above & Beyond

American Fox Terrier Rescue Inc.

By Tori Vogt, MBA, CC

She got her first Fox Terrier 20 years ago, and today, she leads an organization that saves hundreds of these furry friends each year from some of the most heartbreaking circumstances. Our heroine is none other than Terry Cerisoles, who, by day, commands the helm of Technology Communications for Turner Broadcasting. But, above and beyond her day job, she serves as President of the American Fox Terrier Rescue Inc. (AFTR), a network of volunteer groups throughout the United States and Canada committed to advocating for, fostering and re-homing Wire and Smooth Fox Terriers.

Much of what AFTR volunteers do is take in these Terriers from animal shelters — where pets typically have only days to live before they're euthanized — and help find forever homes for Fox Terriers whose owners have had to give them up. Cerisoles and her army of superheroes also rescue Foxies who

are in need and the breeder or owner can't or won't help. AFTR has helped uncover unscrupulous breeders or "puppy mills" and works with the appropriate authorities to rescue these dogs, get medical care for them, secure foster homes and therapy, and find permanent, loving families for these pets. Along with serving on the administrative level, Cerisoles continues to roll up her sleeves and work on the front lines. In the past several years, Cerisoles has personally fostered and placed more than 200 Fox Terriers.

So how did Cerisoles get involved with such a massive undertaking? "It's pretty simple," she says. "I began volunteering at my local animal shelter, just bathing dogs on Saturday mornings to increase their chances for weekend adoptions. Later I organized a dozen people to go bathe the shelter dogs and teach obedience to make them more



adoptable. Then for several years I was on the county shelter board. I got my first wire fox terrier, "Gracie" in 1990 and was hooked on their intelligence and playfulness. I began volunteering with Fox Terrier Rescue here in Georgia in 2001 but the state coordinator resigned shortly after due to health reasons. I have served as the Georgia Coordinator since then, and in 2007, I was elected national President of AFTR."

Under Cerisoles leadership, AFTR has developed a sophisticated Web site foxterrierrescue.net, a massive, 30-plus page newsletter, and a Facebook page that draws more than 1,400 fans. Each of these communication tools skillfully and methodically tell the compelling stories of each Fox Terrier from rescue to re-homing, a strategy that engages supporters by drawing them into each success story, furthering loyalty to and support of the AFTR mission.

In addition, a major challenge that Cerisoles inherited when she became president in 2007 was that, unbeknownst to her, the or-

ganization's IRS 501(c)3 5-year conditional non-profit status was up for review. In order for the AFTR to continue to receive tax-exempt status, detailed financial records and documentation of services substantiating the organization's viability had to be presented to the IRS. Cerisoles rose to the challenge and successfully secured AFTR's permanent 501(c)3 status. This effort led to a nomination for the Andrew Heiskell Award, Time Warner's Outstanding Volunteer honor.



Although she's grateful her forte for strategic planning as well as her communications skills allow her to advocate for these wonderful pets, AFTR offers ways for just about everyone to pitch in. "We

have some volunteers who are homebound and comb Petfinder and shelter listings for Fox Terriers and alert us so we can begin the rescue process. Whatever you can do, whether it's making phone calls, sending e-mails, or visiting your local shelter to bathe dogs, your efforts will benefit a worthy cause." For more information, visit foxterrierrescue.net or talk with Terry Cerisoles at an IABC | Atlanta meeting.

Scenes from IABC/Atlanta Golden Flame Event



Photos provided courtesy of Leland Holder. Last photo (bottom - right) provided by Atlanta Event Photography.

the 9to5



Greg Guthrie

MANAGING EDITOR OF ACS INTERNAL NEWS

What did you have for breakfast? I usually have cereal and fruit with a cup of coffee.

What are you working on this week? I am a member of the internal communications team at the headquarters of the American Cancer Society. In my role as Managing Editor for ACS Internal News, this week will involve regular projects for me like the development of internal news content to be posted on our internal Web sites seen by staff nationwide and production of a weekly e-newsletter on ACS activities that is distributed to headquarters staff.

What is your greatest professional achievement? In a previous job position at the American Cancer Society, I had the privilege of managing the successful production of an American Cancer Society publication called *The Tobacco Atlas, Third Edition*. This publication, a key resource in global tobacco control efforts, involved the production of four language versions and tens of thousands of print copies. I was responsible for coordinating the work of numerous collaborators and ensuring a high quality of content produced on tight deadlines.

It was quite a challenge, considering this was my first involvement in any sort of book production! I will always feel grateful to have had the opportunity to contribute to the production of a resource that will help save lives in the fight against global tobacco use.

What did you want to be when you were a kid? I wanted to be an astronaut!

Who would you most like to work with? Why? It would be wonderful to work with an eco-tourism company in Costa Rica. My wife is from there and I have spent a lot of time traveling all around the country. I love outdoor activities like hiking, zip lines, and white-water rafting. Costa Rica offers plenty of these types of activities in a wide range of picturesque settings, from mountain ranges to beaches. I would be happy showing tourists Costa Rica through outdoor activities!

Whose job do you really want now? Fareed Zakaria's jobs focused on analysis of international affairs, including bestselling author, columnist for *TIME magazine*, and host of CNN's superb TV program, "Fareed Zakaria GPS."



INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS
Atlanta Chapter

IABC

P.O. Box 550088
Atlanta, Georgia 30355

ATLANTA