

Byword

Upcoming meetings

Steve Weathers, president of the Tucson Economic Council, will be November's guest speaker. The topic for the December meeting has yet to be finalized. Watch for announcements in your postal service or e-mail boxes. In the meantime, save these dates:

Nov. 1

Steve Weathers

President, Tucson Economic Council
Old Pueblo Grill, 60 N. Alvernon
11:45 a.m.

\$18 for members

\$25 for nonmembers

Dec. 6

a joint lunch with PRSA

(Public Relations Society of America)

November speaker to discuss Tucson's economic future

Before taking the helm of the Greater Tucson Economic Council, Steve Weathers spent 10 years with the San Diego Regional Economic Development Corporation. During his tenure there, he played a key role in helping the San Diego region diversify its economy.

Weathers' achievements in San Diego include facilitating the relocation and expansion of more than 300 companies, creating a regional one-stop permit assistance process, and advocating for the reduction and elimination of various fees and assessments.

He is a strong advocate for developing regional business incentives.

Weathers formerly held positions with Morgan Stanley Dean Witter and Wells Fargo Bank. He earned a bachelor's degree in economics from California State University, Chico.

IABCers attend international conference

Imagine you're on location. You'll ride up and down escalators or elevators to arrive at various (IABC International Conference) workshops, round-table discussions, the registration booth, sponsors' displays, the ballroom for speakers' presentations, Gold Quill Award display and more.

The Hilton is prepared to serve great numbers of people. From all appearances, IABC is the main attraction. Outside the hotel, New York City is the main attraction!"

That's how Marilyn Pincus began her report on the annual conference to

IABC/Tucson members who met in July. Ginny Geib, Jan McIntire and Katie Riley also went to the Big Apple in late July to enrich their communications knowledge, meet fellow IABCers and take in the sights. Look on pages 4-5 for their impressions and tips they got from attending the sessions.

What things are most important to you?

Find out and learn how to make time for them

By Elena Acoba

In a powerful presentation using examples from her own life, Joan Gustafson offered IABC members her method of freeing up time to do the most important things in our lives.

Gustafson, who owns Success and Leadership Dynamics, said it took the deaths of her mother and a close friend to realize she needed to learn how to manage her life. She pointed out that you can't manage time because it is fixed.

This is the formula she presented at September's general meeting:

- *Determine your true values. You should end up with no more than seven items on your list.
- *Prioritize your list by picking the top priority and then the bottom. If you have more than seven items, cross out that bottom priority until you get to seven. Then prioritize the other five.
- *Classify activities and actions on whether they are important or not, urgent or not. She suggested making

a list of what you did yesterday, then classify those activities and determine what you did that were "time-wasters" based on your priority list.

*Plan and prioritize your activities by making to-do lists and scheduling a block of time on your calendar to work on your priorities.

*determine values

*prioritize

*learn to say no

*reward yourself

*Develop milestones for large projects and reward yourself for reaching them.

*Make time for your highest priorities by learning to say no, eliminating time-consuming activities that don't fit your values list and delegating.

Gustafson's company specializes in personal, professional and organizational growth. Her Web site is www.leaderdynamics.com.

Mark my words

By Mark Flint, chapter president

Do you feel like you're in a bit of a rut? Your job is, well, kind of boring, and you find it harder to work up enthusiasm for work each day. Or maybe you'd like to find out the latest research on Web communications. Perhaps you've been thinking about gaining some new skills in areas where you'd like to branch out.

You're ready to grow.

As a member of IABC you are in the right place. Growth opportunities abound, from the excellent professional development programs at our general meetings to workshops put on by Tucson and other chapters on up to the high-powered seminars sponsored by the IABC International office.

One of the best growth opportunities I've found is the District 5 Conference. The only one of its kind, it offers two days chock full of informative and motivating presentations across the spectrum of business communications.

And there's usually a session or two geared to provide personal motivation.

As with all good conferences, I've found a lot of value in the networking between sessions. When I first traveled to a District 5 conference I remember realizing, "Hey, Tucson isn't an exception. All of these people are bright, friendly and know a lot about this business."

As you read this, Nichole Lien and I will be preparing to share our experiences from the 2001 conference in Houston. We'll have lots to relate, but the best advice we'll offer is this: don't miss it next year.

Meet your IABC/Tucson Board of Directors

President & District 5 Jr. Delegate

Mark Flint
299-9151, flintmedia@earthlink.com

President Elect

Donna Breckenridge
626-2277, dbrecken@azcc.arizona.edu

Secretary

Lynn Brown-Quick
622-2277, lbrownquick@pimacc.pima.edu

Treasurer

Kathy Hippensteel
794-8341, khippens@hughesfco.org

Past President/District 5 Sr. Delegate

Marilyn Pincus, IABC/Tucson director
744-3667, Mpscribe@aol.com

Appointed positions

Technology Director

Maintains web site, member roster, data base
Susan Guerrero, IABC/Tucson director
529-4750, sguerrero5@earthlink.net

Membership Director

Coordinates recruitment, registration
Rob Raine, IABC/Tucson director
626-4413, rraine@azcc.arizona.edu

Communications Director

Oversees newsletter, news releases, and chapter marketing
Carolyn Smith
321-7989, ext. 214, csmith@cancer.org

Professional Development Director

Organizes monthly general meetings
Jennie Stack, IABC/Tucson director
stack@uswest.net

Judging/Awards Coordinator

Organizes judging of other chapters' contests
Nichole Lien
327-4505, nlien@codac.org

Accreditation

Helps members earn ABC designation
Katie Riley, ABC, APR
626-4828, riley@u.arizona.edu

Special Projects

Oversees ad hoc activities
Ginny Geib, IABC/Tucson director
621-3413, geib@u.arizona.edu

Library

Maintains member-shared material
Ginny Geib

Just deserts points update

You have fewer than three months to get in your points for the Just Deserts program. The first two who get 100 points for volunteering earn a \$100 credit on their membership renewal.

These are the top point-getters so far:

Lynn Brown-Quick, 84
Wendy Oden, 76
Susan Guerrero, 67
Jennie Stack, 54
Marilyn Pincus, 45
Mark Flint, 45
Krista Neis, 33
Elena Acoba, 30
Karen Dahood, 24

You can still get some big points for the rest of year by writing an article for the newsletter or donating an item to the chapter library. You can also rack up points for attending general monthly meetings. Contact Susan Guerrero to report your points.

New members join IABC Tucson chapter

Steve Pender is an independent scriptwriter and producer/director specializing in treatments, scripts and flowcharts for video and multimedia programs. He also creates videos, commercials and PSAs; coordinates projects for companies and organizations; works as a contractor to businesses; and writes Web copy. Steve said he joined IABC "for the mix of education and networking IABC offers."

Shannon Field, of Great Communications, also recently joined.

Search for members in any chapter through iabc.com. Click on Member Centre and then Member Search.

Byword

published bi-monthly
by IABC, Tucson chapter

Editor: Elena Acoba
(acoba@mindspring.com)

Design/production: Karen Wood
(kbw1@mindspring.com)

IABC members eligible to join Hughes Federal Credit Union

by Kathy Hippensteel

According to the Consumer Federation of America, you can save up to \$500 a year in financial fees by belonging to a credit union.

Hughes Federal Credit Union is pleased to offer IABC members the opportunity to join the credit union and take advantage of our free interest-earning checking, competitive savings, low loan rates, friendly service and more... Your family members are also eligible to join.

Hughes Federal Credit Union is a full-service financial institution offering many of the same products as banks.



Check out the credit union's Web site at www.hughesfcu.org for information

about products and services, including online banking and bill paying.

As a credit union member, you can attend any of free financial seminars, purchase discount movie tickets, apply for a loan online and more... To join, fill out an application online, visit any of our four Tucson locations, or call 794-JOIN.

Hughes Federal Credit Union is now offering your business the opportunity to join the credit union. Offer credit union membership to your employees as a free benefit. There's no cost to you. You can also take advantage of our business checking account that earns interest, with no minimum balance or service fee. To find out more, contact Elsa Jacklitch at 794-8341.

More cynical definitions

Publication: The male equivalent of childbirth. (Richard Acland)

Publishers: People who kill good trees to put out bad newspapers. (James G. Watt)

Writing: The hardest way to earn a living, with the possible exception of wrestling alligators. (Olin Miller)

Take note: MEMBER NEWS

☛ Donna Breckenridge and Karen Dahood both won Silver Quill awards in the District 5 competition. Details were incomplete as of publication time, but look for more information on the Tucson/IABC Web site and in the next newsletter. The awards were presented in early October at the IABC conference in Houston. Donna is publications editor at the Arizona Cancer Center and president-elect of the chapter. Karen is a freelance writer who specializes in education, history, arts, travel and culture.

☛ Steve Pender recently wrote and directed a PSA for Phoenix-based St.

Mary's Food Bank. The theme: "Hunger isn't a game." The spot, featuring four hungry children competing for meals in a game of musical chairs, dramatizes the problem of childhood hunger in Arizona and asks viewers to help fund the food bank's efforts. The PSA is appearing on Phoenix-area cable and broadcast stations.

☛ IABC members Mark Flint, Susan Guerrero, Nichole Lien, Lesley Merrifield and Janni Lee Simner plan to ride in the El Tour de Tucson perimeter bicycle event on November 17. Mark will be riding the 75-mile route; the rest of group will ride the the 31-mile route.

Volunteers: who are they and what do they do?

Your chapter's hard-working elected board and appointed directors strive to provide you useful benefits.

But there are also a number of people behind the scenes who help out on a regular basis. Here are a few:

*Elena Acoba writes and edits copy for *Byword*.

*Karen Cartwright sends out membership packets to trial members.

*Janni Lee Simner moderates the general membership and independents listserv.

*Al Whitehurst produces news releases about chapter members and activities for local newspapers.

*Karen Wood designs and coordinates production of *Byword*.

Other members step up when the call goes out for help. These people recently judged Silver Quill Award entries: Lynn Brown-Quick, Karen Dahood, Kim Evans, Mark Flint, Ginny Geib, Susan Green, Susan Guerrero, Roger Hagle, Krista Neis and Pat Susin. Nichole Lien coordinated the judging and reviewed a few entries herself.

Tucson IABC bulletin board

The next issue of *Byword* will trace our chapter's history in time for its 20th anniversary in January. If you have a memory about IABC that you'd like to share, no matter what year, send your comments to Elena Acoba, acoba@mindspring.com. We'll print as many as we can fit.

Technology director Susan Guerrero is making changes in the content of our Web site and welcomes any suggestions or comments. Take a look at iabc.com/~tucson, then contact her at sguerrero5@earthlink.net.

The Tucson chapter tries to subsidize a few registration fees for IABC events such as the international and district

conferences. To apply, contact Mark Flint, flintmedia@earthlink.com.

If you have not received an entry form for next year's IABC award program, look on the Web site, www.iabc.com. The award recognizes the best work from the past year. Judges look for excellence in process and product. Each entry, for which there is a fee, must detail reasons why the product was needed, the steps to execute it and the measurable results that proved its success.

Have an idea for a professional development program? We're always looking for interesting and educational topics and speakers for our monthly meetings. Send your thoughts to Mark Flint.

nformation and inspiration

International IABC conference in New York City provides perspective, focus and networking opportunities for Tucson chapter attendees

An obviously impressed Marilyn Pincus presented an overview of her attendance at the IABC International Conference during the Tucson chapter's regular meeting in July. She supplemented her report with a five-page handout of highlights. Below are some excerpts that give her impression of how the conference was run:

"Upon arrival: You register and receive a black tote bag with the words "New York 2001, IABC Conference. Watson Wyatt Worldwide." The tote contains many items (including a black baseball-type cap that touts HBO and its hit show, the "Sopranos"...).

"People carrying these tote bags were easy to identify as attendees. Then, too, there were the name badges, which hung from neck chains. Colorful ribbons could be added to your badge to identify you further as a chapter

president or to promote Chicago next, etc. Since people were easily identified as conference attendees, one-on-one conversations were initiated in the hotel lobby, just outside the building or places other than meeting rooms. A friendly atmosphere prevailed.

"I occasionally found myself seated at tables with people who came from great distances to be in NYC and who came from many different countries. The one-on-one conversations were priceless! It was an extraordinary opportunity to network and listen and to gain a broad perspective of what's happening in our field of endeavor."

Marilyn, the chapter's past president and current district 5 senior delegate, attended the conference with financial support from the chapter. She is an author and consultant to companies on business procedures.

When Web sites go bad: how to protect your company from cyberspace defamation

By *Katie Riley, ABC, APR*

Probably the most interesting and chilling session I attended concerned rogue Web sites. Speaker Charles Pizzo showed us dozens of these sites, many of which were truly vicious, vulgar or both.

Pizzo estimated there are at least 1,000 attack sites already on the Web. He suggested we take the following steps to protect our organization's reputation on the Web:

*Periodically scan *vault.com*, *community zero/hypergrape*, *epinion.com*, Google's *dejanews.com*, etc. to see if your company is being pilloried on Web sites, message boards or news groups.

*Register Web site names that cyber-graspers might want to use, for instance, *companynamesucks.com* or *Ihatecompany name.com*.

*Be sure that your Web site's URL registration doesn't slip. There are porn companies just waiting to snap up your expired domain name.

Many rogue Web sites contain outright lies and trademark infringement. But unless the site affects the bottom line, companies should avoid legal action, Pizzo said. Litigation only brings further attention to the Web site and guarantees its longevity.

Katie is associate director in the office of public affairs for the Arizona Health Sciences Center. She's been an IABC member for at least 10 years and has served as chapter treasurer. Katie earned her Accredited Business Communicator designation in 1994 and provides advice to IABC members who want to obtain the title.

IABC conference at a glance

IABC International Conference

June 24-27, 2001

New York City Hilton Hotel

1,600 attendees

Delegates from 45 countries

IABC/Tucson's involvement

*Four members attended.

*District 5 senior delegate Marilyn Pincus voted on district and national issues.

*Our chapter earned a mention as a \$100 donor to the IABC Research Foundation.

*Two lifetime members—Susan Guerrero and Stephen Reidy—were listed in information about the 500 Club.

For more information:

*A Book of Proceedings detailing sessions, schedules and speakers is in the chapter library. You can borrow it at the monthly meeting or contact Ginny Geib, *geib@u.arizona.edu*, 621-3413.

*The IABC Web site, *www.iabc.com*, includes audio interviews with speakers, download-able presentation slides and notes (most need Power Point or Adobe Acrobat Reader), links to sponsors' Web sites and information about ordering audio tapes of the conference sessions.

*Marilyn Pincus can answer your questions and show you conference materials. Contact her at *Mpscribe@aol.com*, 744-3667.

Measuring the intangible: proving internal communications' worth

By Jan McIntire

I could not have chosen a better resource than the IABC International Conference for inspiration and focus for my new position as corporate director of internal communications for Canyon Ranch Health Resorts. I attended many sessions and discovered "nuggets" in every one that are useful in establishing internal communications as a major contributor to the company's success.

Here are a few highlights:

Improvisational thinking and planning

Here's one quote from presenter Joe Williams (Joe Williams Communications Inc.) that says it all:

"If it's true that whatever we are ready for doesn't always happen ... that whatever we are unprepared for often occurs ... that change and chaos tend to blindside us and come at the worst times ... that there is never enough time to plan ... and therefore we don't do it because it takes too long and isn't followed once it's done ... then we should learn how to think and plan improvisationally because it's not going to stop changing!"

Williams' presentation was punctuated with interludes by a jazz trio that helped

illustrate the concepts of improvisation. It was an effective blend of information and entertainment.

Piano lessons for 1,000 pound gorillas: How to help managers tap internal communication's bottom-line value

What do bananas have to do with communications? You feed them to "corporate gorillas" who only think they know about the role and value of communicators.

According to Roland Draughon from Gavin-Hodges Associates, communicators have to understand that our job is to change the way people act, not to enhance messages and provide a "better brochure." That means creating a communications plan for each initiative, using three fail-safe questions to guide its preparation:

- *What are you trying to get done? (The objective)
- *Who exactly can make that happen? (The audience)
- *What do you want that audience to do to make it happen? (The desired behavior)

Spending more time defining the problem and offering strategy is an appropriate and effective approach

that will calm the gorillas when you're out of bananas.

Strategic planning: the communicator's key to effective business communication

Les Potter is an IABC fellow and author of IABC's top-selling manual, *The Communication Plan*. Here are his 10 key components of a strategic communication plan that works:

- *Executive summary
- *The communication process to help non-communicators understand the plan
- *Background showing understanding of the business situation addressed by the plan
- *Situation analysis establishing causality
- *Messages and emerging themes, including the overall message
- *Publics, audiences and stakeholders, divided by each segment and its priority in the plan
- *Message to each key audience. Think in terms of 20-second sound bites.
- *Implementation using a matrix for all activity.
- *Budget showing the cost versus benefit relationship.
- *Measurement and evaluation using surveys, media searches, data retrieval, focus groups, etc.

Jan was an IABC member earlier in her career and rejoined the Tucson chapter when she accepted her position with Canyon Ranch resorts.

What the future may hold:

video phones, creative campaigns, measuring results

Changes in the business communications field were among the broad themes of the international conference, according to Marilyn Pincus and Ginny Geib. They offered these observations from attending various sessions:

- *The next generation of technology will rely on more visual media such as those promised by video phones.
- *The role of the communicator as the keeper of the message is weakening. People will insist on engaging in dialog, which means communicators must provide that opportunity.
- *Chaos management may be a misnomer. Speakers at one session contended

that chaos could not be managed and that in crisis communications "the game plan you start out with isn't what you end up with," said Marilyn.

- *The keynote address put on by Walt Disney Parks and Resorts officials showed, according to Marilyn, "that you can invigorate your PR and communication campaigns with a generous dose of creativity to differentiate your organization and attract new audiences."
- *Ginny noted another important aspect of the address. "They measured everything they did at least 20 different ways."

IABC organizational finances rebound

IABC is "in good shape" and on the right track, reported Ginny Geib, who provided at the chapter's July meeting her impressions of the organization's health as revealed at the international conference.

In light of a financial crisis that headquarters is still working to rectify, IABC has started to focus on strengthening its chapters, said Geib.

"The emphasis is on chapter development," she said. The organization wants to provide better support through speakers, materials and communications.

Janni Lee Simner

Janni Lee Simner freelances in a variety of markets and media: Web design, Web site maintenance, business writing and feature writing for local and national clients.

The 33-year-old, Long Island native has published three children's books of fiction with Scholastic: *Ghost Horse*, *The Haunted Trail* and *Ghost Vision*. She's also published more than two dozen short stories for children and adults in magazines, including *Realms of Fantasy* and *Girl's Life*, and in the anthologies *A Starfarer's Dozen*, *Ghosts and Golems* and *Half Human*.

Janni has been an IABC member for more than five years and served as technology director and coordinator of the freelance job bank.

How did you become a communications professional?

Halfway through college I changed my major from chemistry to English and was faced with the question of what to do after graduation. I looked at internships and spent a summer providing support for science-textbook production for publisher C.V. Mosby, as well as several semesters as a publications assistant at my alma mater, Washington University in St. Louis.

I surprisingly enjoyed producing marketing materials for the university more than working on textbooks. I'd never pictured myself as a marketer, but I realized that as long as I believed in whatever I was selling, this was work I could enjoy.

When Washington University offered me a position as an assistant editor after graduation (BA with concentrations in English and biology), I accepted. My focus was on editing and production, though I also wrote for and eventually edited the alumni magazine.

When I moved to Tucson about eight years ago, I worked for UA's Extended University, where my focus shifted to marketing writing and then to Web design. I'd left my chemistry major behind, but I was still part-techie at heart and Web work appealed to me.

What do you like best about your career/your profession?

It's always changing. I'm never doing quite the same thing. That makes it hard to get bored, which keeps me striving to do the best job I can.

What's your communications philosophy?

To be honest. People react well to tactful truth and directness. I also never say anything I don't believe. We're responsible for our words, whether we write or speak them for an employer or a client or ourselves.

What do you enjoy doing when you're not working?

Camping and hiking in Tucson and throughout the West. Reading. Running a Girl Scout troop.

What's on your reading pile at work? At home?

The work and home reading piles are the same: *Drujienna's Harp*, a young adult fantasy by Ellen Kindt McKenzie, and Seamus Heaney's translation of *Beowulf*.

What are your proudest professional and personal achievements?

I wrote an article about an inner-city school teacher that mentioned how it

was a challenge for her district to afford even enough paper for her students to write on. The article moved a reader to arrange for monthly donations of paper to the classroom. Donations continue to this day and, as a result, kids are able to accomplish more. It's not often I've had such concrete evidence that the words I chose make a difference. I treasure that.

What other types of jobs have you had?

An eclectic mix of summer and college jobs. I've shelved books for a used bookstore and a library, worked in hospital food service, taken atmospheric measurements for a chemistry professor, answered phones for a temp agency and assisted with behavioral research in a child psychology laboratory.

What drives you crazy about work?

The paperwork. It piles up, no matter what I do, on my desk as hard copy and in my e-mail box, too.

What's your favorite way to keep up with trends/professional development?

Through talking with other IABC members and simply noting how various messages are communicated to us throughout our lives. I've found my communications skills serve me well as a fiction writer. Marketing, editing, and PR are all relevant to getting one's books in front of the public, as are business organization and public speaking skills. Some of these skills I've learned elsewhere and applied to my fiction; some I've learned from my fiction and applied to my communications work.

What's the greatest benefit of your IABC membership?

The chance to talk and network with colleagues and to feel not quite as isolated in my work as I would otherwise. As a freelancer, I've found the independent contractor's special interest group very helpful.

By Pat Susin

Finding content for your company's intranet is always a fun challenge. One of the best ways is by creating a wish list.

Wish lists help you find content to publish either immediately or in the future. They also help you generate the statistics you need to effectively sell intranet enhancements to your technology information group or upper management.

Create a wish list for the content and graphic concepts of your intranet

A well-developed wish list begins as a table with headings across the top, followed by many blank rows for recording information. The headings vary, but some basic ones are Content Name, Contributor, Format (Word, Excel, etc.), Audience and Security.

Once you've designed your table, make a zillion copies, then don't let them gather dust.

Personally meet with each department head with the goal of communicating what the intranet can do and getting some content ideas. At each meeting:

- *Note the department name, manager and telephone extension at the top of each page of the list.
- *Determine how much the manager knows about the company's intranet. If the manager knows very little, briefly discuss goals and capabilities.

Keys to success: believe, dream, focus

Joan Gustafson, who presented her ideas for time management at the September general meeting, included these keys to success:

- *Believe in yourself. Self-confidence can be developed.
- *Dare to dream. Visualize your reality.
- *Determine your priorities and live them each day.
- *Set powerful goals. Stretch yourself in the process.

*Explain that together you'll create a dream list of everything the manager would like to have published on the intranet. Be clear that you can't implement all of the "wishes" now, but that you will work toward going online with everything as technology and systems allow.

*Look at what already exists. How was it created? What is the format? Who uses it? Is it confidential?

*Let your imaginations go wild with an "anything is possible" attitude. If the department head wants something that whirls, twirls and spins, write it down.

*Rank all of the wishes by urgency and ability to implement. You're sure to find content that you can add quickly.

Keep all of the wish lists in a binder and review them at least once a month. Ask yourself: Can I publish any content now? Do I need to make follow-up phone calls? Has anything in the system changed that will now allow me to publish content that I couldn't before?

Your wish lists will become an effective tracking tool, helping you to find and publish a wealth of meaningful content.

Pat Susin is an award-winning intranet content administrator, senior technical writer and a 20-year business communicator who's published print and online documentation for the manufacturing, retail and aerospace industries. She has recently decided to leave Tucson. The chapter will miss her and her contributions.

- *Ready, aim, take action. Start now.
- *Stay focused, but be flexible.
- *Remain positive, no matter what. A winning attitude can open doors.
- *Live your life with integrity. Without this, other efforts lack importance.
- *Take time to enjoy your life. Create some balance while doing it.
- *Continue to learn. Engage in a continuous learning program.

Resources to go:

IABC's lending library

By Ginny Geib, IABC/Tucson Librarian

Our chapter maintains a lending library of helpful resources. There is no time limit on how long you can keep a book or tape, but you do need to sign it out. The library is on display at general meetings. A red notebook explains how to check out materials.

We also encourage members to donate books, magazines, tapes and videos that they no longer need. Please let me know if there are other types of resources you'd like to see in the library or IABC material you'd like the chapter board to consider purchasing.

The current library list includes:

Books

Basic Design, Roger C. Parker

Communicating Change: Ideas from Contemporary Research, Nancy Welch and Mark Goldstein, IABC Research Foundation

Data Smog, David Shenk

How To Conduct a Readership Survey, W. Charles Redding

Looking Good in Print, Roger C. Parker

The Successful Communication Consultant, Corrine G. LaBossiere, ABC, APR

Visual Explanations, Edward R. Tufte

Writing for the Wired World, Shel Holtz, ABC

Audiotapes from 1998 IABC Conference

Developing Content for Your On-Line Audience, Thomas Petryshen

Going Out on Your Own, Jillian de Beer and Kim Karnett

Guerrilla PR for Non-Profits, Keith Sheldon

Making the Client-Consultant Relationship Work, Caroline Sapriel

No Small Change: Marketing Yourself in a Rapidly Changing Environment, Les Potter and Christine Loeffler

Not Measured; Not Managed, Valerie Schonfelder and Marcel Daniels

The News Is Not the Truth, Ken Coach

Audiotape from 1997 IABC Conference

Power Schmoozing, Terri Mandell

Assorted copies of *Communication World* also are available.

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