

# Byword

## November meeting

### November 7

*Graphic Design Secrets Revealed:*

*An Interactive Lab*

Dan Blumenthal

Blumenthal Design Group

Thursday, Nov. 7, 11:45 a.m.

Old Pueblo Grille

60 N. Alvernon Way

RSVP by Monday, Nov. 4

743-4090 or

[steve@penderproductions.com](mailto:steve@penderproductions.com)

You've just created the perfect headline and body copy. Now comes the next step: What's the ad going to look like? Where should the headline go? What images should you select? And how will they all fit together?

Dan Blumenthal, owner of the Blumenthal Design Group, will help you answer these graphic questions while you stretch your creativity. You'll learn how to choose fonts, incorporate and manipulate images, figure out proportion and scale, determine appropriate mood and feeling and more. Bring your willingness to explore and an extra 15 minutes to spare. You'll rediscover how much fun cutting and pasting can be and leave the session with your very own ad.

Blumenthal Design Group, a graphic design and marketing company, specializes in creating marketing materials that establish brands and build bottom lines.

Blumenthal began his career as an accountant. At 25, he opened a clothing store in the Berkshires of Massachusetts and spent the next 10 years learning to appreciate the value of proper imagery.

Lunch costs \$18 for members, \$25 for guests and members without reservations. People who reserve a lunch but don't show up will be billed. When RSVPing, indicate if you prefer a vegetarian meal.

## UNDER FIRE

### crisis PR during the Rodeo-Chediski fire

By Lisa Lurie



Whoever said that bad publicity is better than no publicity has never been impacted by fire.

While it's true that the Rodeo-Chediski Fire last summer put eastern Arizona's White Mountains on the map for the news media and the public, it also burned an image into their minds that isn't quickly or easily overcome.

I work for the public relations firm for the town of Pinetop/Lakeside as well as for the White Mountains Partnership, which includes Pinetop/Lakeside, the city of Show Low, HonDah Casino on the White Mountain Apache Reservation and Snowflake/Taylor.

Our challenge was and continues to be that many potential visitors believe that

there isn't anything left of these communities after the fire.

The truth is, because of the efforts of the firefighters, these communities were completely untouched. In fact, the drive into the White Mountains along U.S. 60 shows almost no hint of the tragedy.

Our task today is to try to replace the many hours of graphic fire footage and the human interest stories from the communities farther down the mountain that were scarred by the fires with images of the cool, green forests which await visitors who come up to the tourism destinations on top of the mountain.

Before the fire, we were producing a regular schedule of news releases, media tip sheets and other media information materials that highlighted

*continued on page 7*

## Pender wins Silver Quill at D5 conference

Steve Pender's award-winning product demo can add one more accolade: Silver Quill.

Our president-elect received word that his "Pender Productions CD-ROM Demo" was a winner in the annual District 5 competition for best communication practices.

His demo showing his work as a scriptwriter, producer and director of corporate videos has won awards from the Media Communications Association's state chapter and the international

The Communicator Awards 2001 Video Competition. At publication time he didn't know which award he won. But President Donna Breckenridge picked it up when she went to the Topeka, Kansas, conference in September.

Donna also picked up a \$400 grant that D5 awards each year to help defray the costs of chapter delegates who attend the conference.

Look for reports on the conference from Donna and chapter Secretary Lynn Brown-Quick in the next *Byword*.

## From the president

By Donna Breckenridge, chapter president

Ever wish you could go back to your “student days,” knowing what you know as an older adult? If you’re like me, you’d probably take some things more seriously, a few things less seriously and definitely take advantage of more opportunities. Well, when you hear what IABC/Tucson has to offer student members, you’ll really want to travel back in time.

Students can join IABC for \$35 a year (international dues). Our local chapter collects no dues from students and offers a student discount rate for our monthly professional development luncheons: only \$14. And get this: Upon graduation, student members qualify for one-half off the international membership dues and exemption from the application fee if they joined IABC as a “practitioner member” within one year of their graduation date. That’s a total of \$127.50 off.

Who can qualify? Full-time students of a college, university or other educational institution or part-time students working toward a degree who are not presently engaged in the organizational communication profession.

What are the benefits? The same as regular members. That’s too numerous to list here, but go to [www.iabc.com](http://www.iabc.com) for complete information. In addition, several of our board members have expressed interest in serving as “IABC mentors” to new members, including students. Imagine how many real-life experiences we “old folks” have to share.

Please help us spread the word about student membership and bring a student to our next luncheon. For membership information, contact Rob Raine at 626-4413 (or [rraine@azcc.arizona.edu](mailto:rraine@azcc.arizona.edu)). If you want to be an IABC mentor, call Mark Flint at 299-9151 ([flintmedia@earthlink.com](mailto:flintmedia@earthlink.com)). Who knows—you might “adopt” a student and relive some of those good old days!

## IABC/PRSA meeting set for December

Watch your e-mail in the next few weeks for information on the annual joint meeting of IABC and PRSA in December. As usual, a special presentation will enliven the lunch gathering, which gives us a chance to chat with colleagues from one of Tucson’s other professional communications groups.

Also watch for word on these events:

- \*Networking lunch in January
- \*February chapter lunch on “Down by the Digital Stream: Streaming Media and Its Role in Business Communications”
- \*Spring networking brown-bag lunches and presentation of Cactus Quill winners
- \*April workshop on branding
- \*May chapter meeting on “Get the Picture? Communicating with Photos”
- \*June “Big C” social with other professional communication groups

If you have an idea for a potential professional development topic for lunch or a workshop, contact Steve Pender.

## 2002-2003 IABC/Tucson Board of Directors

**President & District 5 Jr. Delegate**  
Donna Breckenridge  
626-2277, [dbreckenridge@azcc.arizona.edu](mailto:dbreckenridge@azcc.arizona.edu)

**President Elect**  
Steve Pender  
743-4090, [steve@penderproductions.com](mailto:steve@penderproductions.com)

**Secretary**  
Lynn Brown-Quick, ABC, APR  
206-4718, [lbrownquick@pimacc.pima.edu](mailto:lbrownquick@pimacc.pima.edu)

**Treasurer**  
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794-8341, [khiggins@hughesfdu.org](mailto:khiggins@hughesfdu.org)

**Past President/District 5 Sr. Delegate**  
Mark Flint  
299-9151, [flintmedia@earthlink.com](mailto:flintmedia@earthlink.com)

### Appointed positions

**Communications Director**  
Oversees newsletter, news releases, and chapter marketing  
Carolyn Smith  
321-7989, ext. 214, [csmith@cancer.org](mailto:csmith@cancer.org)

**Fundraising Chair**  
Coordinates fundraising efforts  
Mark Flint

**Judging/Awards Coordinator**  
Organizes judging of chapters’ contests  
Janni Lee Simner  
319-0854, [janni@simner.com](mailto:janni@simner.com)

**Library Chair**  
Coordinates chapter library  
Ginny Geib  
621-3413, [geib@u.arizona.edu](mailto:geib@u.arizona.edu)

**Membership Director**  
Coordinates recruitment, registration  
Rob Raine, IABC/Tucson director  
626-4413, [rraine@azcc.arizona.edu](mailto:rraine@azcc.arizona.edu)

**Professional Development Director**  
Organizes monthly general meetings  
Steve Pender, IABC/Tucson director

**Publicity Chair**  
Writes news releases

Al Whitehurst  
325-1044, [tucsonman@earthlink.net](mailto:tucsonman@earthlink.net)

**Special Events Chair**  
Coordinates special projects  
Marilyn Pincus  
744-3667, [Mpscribe@aol.com](mailto:Mpscribe@aol.com)

**Technology Director**  
Maintains Web site, roster, data base  
Susan Guerrero, IABC/Tucson director  
529-4750, [sguerrero5@earthlink.net](mailto:sguerrero5@earthlink.net)

**Byword**

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Editor: Elena Acoba  
([acoba@azstarnet.com](mailto:acoba@azstarnet.com))

Design/production: Karen Wood  
([kbw1@comcast.net](mailto:kbw1@comcast.net))

# The hands of doom and other things to avoid while speaking before an audience

By Juleen Eichinger

Many of us are terrified at the prospect of speaking publicly. We freeze, forget or mumble.

Some people are born with a gift for public speaking, said Donna G. Levy, vice president and development resource specialist at AcuComm Inc. But even the rest of us can speak effectively and comfortably with a little planning and practice.

Levy reminded attendees at the September chapter meeting that they all had spoken publicly a few minutes earlier when they introduced themselves. The knowledge and familiarity that allow us to effectively and confidently introduce ourselves in such situations are the building blocks of any public presentation, noted Levy, no matter whether the audience numbers one or 1,000.

## PR assistant, consultant/writer join IABC/Tucson

Greg D'Anna is the public relations assistant at Sunnyside Unified School District. He writes and edits newsletters and press releases, takes pictures, develops Web content and helps coordinate special events and manage media relations.

Greg is actually rejoining IABC after a two-year hiatus to launch his business, Dreamstitch Custom Embroidery, with his wife, Lori. He joined in 1996 and served as chapter treasurer. "With our company on track, it's great to be back in the communications field. I missed the professional development and networking opportunities IABC offers. I look forward to meeting IABC's newer members and getting reacquainted with old friends. Not that the friends are old, I mean...you know."

Wendy Oden is a consultant, writer and event manager primarily in the tourism field.



Prepare for your presentation, she counseled, by asking yourself: Who are you? Who is your audience? What do you want the audience to do or go away with? Your answers will become your presentation.

Next, script everything—words, gestures, pauses, position and clothing. Finally, practice everything.

Some additional tips:

- \*Don't open with a joke unless you are doing comedy. Instead, define yourself and your purpose.
- \*Don't wear bulky clothes, outlandish colors or clinking jewelry.
- \*Beware the "hands of doom." Hands are very expressive; use them to communicate emphasis or direction; don't wildly wave them.
- \*Audiences remember about 1.5



minutes from a 25-minute presentation—typically the first and last statements. Make your important points then.

\*Visuals can distract the audience. Use them only to complement your words or if you want to deflect attention away from yourself.

Finally, Levy suggested that we model ourselves on speakers whom we think are effective. She modeled all the techniques she recommended: excellent grooming and posture; purposeful movement, gestures and voice modulation; confidence, and humor when appropriate. Most importantly, she provided information (including a handout) that will be exceedingly useful when preparing our next presentations.

You can reach Levy at 290-0073, [dglevy@aol.com](mailto:dglevy@aol.com).

Juleen, a writer and editor, also serves on our chapter's professional development committee.

## IABC dispatches

\**The Intranet Advantage, Your Guide to Understanding the Total Intranet and the Communicator's Role*, 2002 edition, is available from IABC. The ring-bound manual or PDF download by Shel Holtz, ABC helps you incorporate elements, set up the blueprint, establish policies, launch the site and define staff functions. Member prices are \$130 for the PDF, \$175 for the manual. Order from the bookstore at [www.iabc.com](http://www.iabc.com) or 800-776-4222.

\*Case studies from the 2002 Gold Quill Awards are summarized in the second edition of *Best Practices in Communication Planning and Implementation*. It covers more than 90 projects and details how communicators identified needs, set goals, overcame obstacles and measured success. The entire PDF collection is available for \$130. Specific sections cost \$30 each. Details on ordering are available from the [www.iabc.com](http://www.iabc.com) bookstore.

\*Management adviser and crisis management strategist James E. Lukaszewski, ABC, APR offers these future webinars: "Influencing Employee Attitudes," Nov. 27, 10-11:30 a.m., helps you think in new ways about what's important to employees and how to use that knowledge to reach them. "Managing Bad News," Dec. 11, 10-11:30 a.m., offers steps for crisis planning. For details and to register, log onto the IABC Web site or [www.krm.com/iabc/](http://www.krm.com/iabc/).

\*It's never too early to mark your calendar for the next IABC International Conference. Set aside June 8-11, when communicators worldwide will gather at the Sheraton Centre Toronto. You'll find details of the program at the Web site in November.

\*[www.iabc.com](http://www.iabc.com) tip: You can find back issues of *Communications World* from mid-1995. You'll need your member I.D. number and your password to access the Member Centre and, from there, the online edition of the magazine.

# Print vs. online: capitalizing and complementing

By Stephen Reidy, APR

Second of three parts

In the last *Byword*, I talked about the strengths and weaknesses of various media as presented in Steve Crescenzo's *Integrating online and print communication* session at IABC's 2002 International Conference. Now we'll look at ways to capitalize on each medium's strengths and make it complement the others.

## Electronic media: push versus pull

A "push" medium like e-mail delivers information to the reader's attention. E-mail's main advantages are that it's cheap, instant, attracts attention and you know the audience received it.

E-mail publications should deliver short messages in simple formats. To keep from gaining a reputation as junk mail, these must contain information that people really need or have requested. News items should include links to detailed information if it is available.

On the negative side, e-mail is intrusive, can be perceived as junk mail and can easily be deleted if the reader's not interested.

A "pull" medium such as an intranet requires the reader to seek out information. Its strengths include the ability to create more in-depth, engaging and interactive content than e-mail. Also, the audience is presumably attentive because they are at your site by choice. For these reasons, Web communications typically score higher information-retention rates than e-mail messages.

As a "pull" medium, the Internet has several weaknesses. Because Web sites are becoming more complex, people must expend much more time and effort to reach the information they want.

"If your site isn't set up correctly, you're pulling people into a quagmire, and they'll never forgive you,"

Crescenzo said. "It's very difficult to get them to return to a bad site."

Also, there is no way to reliably determine whether a message was received by a large Web audience. (According to Crescenzo, "hits" stands for How Idiots Track Success.)

## Integrating the media

Crescenzo showed Web sites to discuss specific ways to make the media work together. Many companies have begun sending employees an e-mail periodical, preferably weekly and always with the same subject line so that recipients don't accidentally delete it as junk mail.

The message is a simple list of eight to 10 boldface headlines under the heading "Click on any item to read more about it." Shown under each headline is a one- or two-sentence key message.

Readers have the option of clicking on buttons to "Expand all stories" and "Print all stories," but most people want more information about only a few items. They can get details within seconds by clicking on a headline, which hyperlinks to a Web page containing the article's text and graphics. These should not exceed one or two screens of text depth.

Alongside each Web article are links to related pages, a "Return" button that takes the reader back to the e-mail message and an "Ask a question" button that opens a new e-mail that is addressed to a knowledgeable person.

If the article relates to a longer story in the company's print publication, the editor should link to that issue's online Portable Document Format (PDF) file in case the reader did not receive it in print.

Another button, which bears the e-zine's name, links to its home page. This lists all recent articles in a wide center column, grouped by issue date. As new items are added to this page, older articles automatically move into a searchable archive.

A narrow left column contains navigation buttons, while the right column contains an interactive area for two-way communication, a "Newsroom" listing recent company news releases, and a fun "Did you know?" area.

Until recently, such a complex system would have been impractical. However, new software tools such as Cold Fusion enable Webmasters to set up a "fill in the blanks" system that shields communicators from the intricacies of Java and Hypertext Markup Language.

To minimize reader confusion, this e-mail/Web integration works using a simple text design with minimal graphics, Crescenzo emphasized. To help readers scan and drill down into the information they need, editors must write great headlines, provide short and concise synopses and use inverted-pyramid style.

Next month, we'll cover effective print integration and ways to use one medium to improve another.

*Steve is an IABC life member and former IABC/Tucson chapter president. He produces employee publications at Raytheon Missile Systems.*

IABC International Conference 2002

### A plea from PD

Professional Development Director Steve Pender needs (picture a scream) HELP with professional development. Most of the programming for the 2002-2003 term is set, but that doesn't mean the work is over. Here are areas where Steve needs assistance:

\*Deputy Professional Development Director: Someone to learn the ropes with an eye toward becoming PD director for the 2003-2004 term.

\*Publicity: Writing press releases and submitting notices to the *Arizona Daily Star* and *Inside Tucson Business* for both their print and online calendars.

\*Check-in table: Taking payment from attendees and updating the RSVP list to ensure an accurate head count.

\*Miscellaneous: Helping out with various PD tasks as they arise.

If you can lend a hand, contact Steve at 520-743-4090 or [steve@penderproductions.com](mailto:steve@penderproductions.com).

Members party at judging parties

Many thanks to those members who

recently judged IABC Louisville's Landmark Awards and Pittsburgh's Golden Triangle: Alison Bolen, Donna Breckenridge, Lynn Brown-Quick, Kim Evans, Susan Guerrero, Kathy Hippensteel, Kay Lehman, Krista Neis, Steve Reidy and Sally Valenzuela. Judging party-goers not only got good insights on what colleagues are doing, but enjoyed pizza and/or chocolate.

Contact Janni Lee Simner, 319-0854 or [jann@simner.com](mailto:jann@simner.com), if you're interested in judging a future contest. When our chapter helps out another's contest, we create a source for judges for our own Cactus Quill Awards.

### Networking works

At a recent monthly meeting, several members pointed out a good example of how IABC networking pays off: a magazine edited by Lesley Merrifield had byline stories by three indies and one quoted another member.

Well, we checked around with other indies and found that we're plugged into IABC. Here are some recent examples of networking around the chapter:

\*Trial member *Kay Lehman* got two translation jobs after talking to members about marketing that special skill, plus five story assignments after following up on a solicitation on the indies listserv.

\**Juleen Eichinger* landed an assignment for a statewide lifestyle magazine after hearing discussion on how to pitch stories. She also won five assignments from a local journal after a member passed along her name to a publisher in need.

\**Karen Dahood* did stories for two chapter members who called her with writing needs.

\**Susan Guerrero* earned gigs in interviewing, research and writing through local IABC contacts.

\**Alison Bolen* answered a call for writers on the indies listserv and gained several newspaper writing assignments.

As member and author Marilyn Pincus, who looked for and got help from a fellow indie, observed, "We IABCers work well together."

## Building a dream

By Elena Acoba

Forty-something Jim Parker thought he was successful. He owned his first corporation when he was 22, ran a printing company, a commercial real estate brokerage and several franchise operations.

But, he told the audience at the August chapter meeting, in 1988 he also was in the throes of divorce, a workaholic and practically estranged from his four children.

"I was absolutely miserable," he confessed. That led him to a five-year spiritual quest around the world, which led him to offer his ideas on how each of us can find true success.

He spent most of his time at the meeting on the first two of eight steps to success: Identify Success and Build the Dream.

"Without that definition of success, the rest of it doesn't matter," said Parker. "We all really have our own unique definition of success."

He urged everyone to be very specific and to "dream big" in order to discover our passions and our true selves.

He also suggested doing a self-evaluation in order to figure out our strengths and weaknesses. Understanding how we behave helps us define our values, he said.

Getting this down on paper can become a "life-altering moment" if what you do now doesn't match what you define as success, he warned. That's where the other steps come in. In his hand-out, he listed them as:

\*Matching self-esteem with the dream: What is it about you that can make the dream come true?

\*Bridging the gap: Develop the skills you need to fulfill the dream.

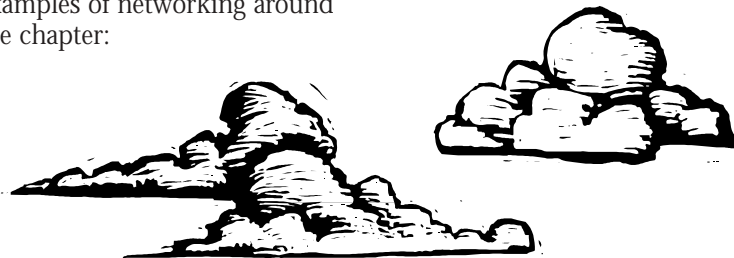
\*Create the plan for realizing the dream: The step-by-step process must detail required resources and actions.

\*Carry out the plan.

\*Let in support.

\*Evaluate, adjust and move forward.

Parker currently runs The Mentor Connection, a business coaching and consulting firm. To contact him, log on [www.mentor-connection.com](http://www.mentor-connection.com), e-mail [jparker@mentor-connection.com](mailto:jparker@mentor-connection.com) or call 370-3579.



## Libby Howell

Around Elizabeth “Libby” Howell’s home in the Indian Ridge neighborhood, it’s the two cats who boss around the family—including astronomer and college professor Gary Mechler, 15-year-old Collin and 10-year-old Paetia.

Fortunately, it’s Libby, 49, who calls the shots as the communications expert at Southwest Gas, where she’s worked since 1988. Born in Grand Junction, Colo., she lived with her grandmother in Missouri (pronounced (Muh-SUR-uh) and Tennessee (TEN-uh-see) during the school year after her mom died, visiting her dad in the summers. “When I started college,” she said, “I took speech and elocution lessons in an effort to eliminate my Ozark twang.”

She majored in music and English at Adams State College in Alamosa, Colo., where she earned her bachelor’s. Her master’s is from the University of Colorado in Boulder. She’s been an IABC member on and off since 1983, and holds a couple of posts with the Southern Arizona chapter of PRSA.

How did you become a communications professional?

I was just in the right place at the right time. I was a high school teacher when I moved to Tucson with my ex-husband in 1976 so he could attend law school here. I started work at the Arizona Bank (now Bank of America) as a real estate note teller. Eventually they discovered that I had a brain and could write, so I started working with the marketing department. I wrote copy for newsletters, statement stuffers and advertisements. Then I did business development work for them. From there I went to work at the Metropolitan Convention & Visitors Bureau, and then Southwest Gas.

What do you do in your current position?

I manage corporate communications for the Southern Arizona Division. That includes media relations, employee communications and advertising.

What do you like best about your career/profession?

I love the diversity of my days. Yes,

some days are filled with tedious editing, but other days include more “glamorous” work, like doing TV interviews outside at line breaks on 110-degree days. I also enjoy having my input and feedback appreciated by people who value my expertise. Our division has a really terrific management team that works together well.

What’s your communications philosophy?

As much as I love the written word, face-to-face is always best.

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

My family is No. One. There’s nothing I’d rather do than spend time with them. Gary and I live for our kids, so our activities tend to be related to our children. For example, I’m co-chair of the University High School Parents Association and Gary is treasurer of the Line-weaver Elementary PTA. We both volunteer for the Tucson Regional Ballet and our kids’ swim team. I also enjoy reading, decorating for holidays, entertaining, cooking (I’m darn good) and movies.

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

At work: about 100 e-mails a day; *Photoshop Fundamentals*; *American Journalism Review*; *Gas and Pipeline Journal*; *OSHA Standards for General Industry, Appendix A to 1910.1027*, “Substance Safety Data Sheet.”

At home: *John Adams* by David McCullough, *Guilt* by John Lescroart, *Smithsonian* magazine, *The Fiery Cross* by Diana Gabaldon, *Discount Dance Supply* catalog.

What’s your proudest professional achievement?

Developing and implementing an employee communications plan that has helped the company remain union-free.

Personal accomplishment?

Finding the best husband on earth and helping him raise the two smartest, kindest, fun-est kids there are.

What other types of jobs have you had?

Peach packer at an orchard, file clerk, bartender, singer with a jazz band, soprano section leader for the U.S. Bicentennial Choir.

What drives you crazy about work?

One, not having enough staff to do the job. Two, when people who know nothing about communication and public relations give directives without considering expert input (fortunately this is not much of a problem with my current management).

What’s your favorite way to keep up with current trends and professional development?

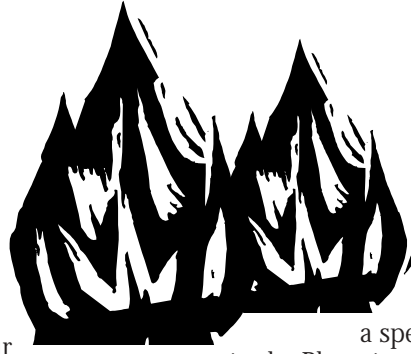
Read; talk to others; attend IABC and PRSA meetings, workshops and conferences.

What’s the greatest benefit of IABC membership?

Having access to really knowledgeable colleagues who always are terrifically willing to help and give advice. I’ve never met such a great group of people.

# UNDER FIRE

crisis PR during the RodeoChediski fire



continued from page 1

the events, activities and points of interest that would drive visitors to the area.

When the fire started, the schedule was put on hold. Instead, we focused on assisting the media with accurate information about road closures and containment efforts, as well as supplying them with contact names and phone numbers for local officials who could talk about conditions.

We tried to stay in contact with our clients—even those that were temporarily evacuated. We directed the media to information sources in the White Mountains area and arranged for some telephone and live broadcast interviews.

As soon as the fire was out, we began a comprehensive campaign to spread the word that the area was clean, green and open for business. News releases were sent out with that message. The schedule of releases on a variety of visitor-related topics was resumed, but each was re-crafted to lead off with the message that it was safe once again to come to the White Mountains, that recovery efforts were underway and that those areas of interest to visitors were virtually undamaged.

Many media outlets not only expressed interest in pursuing stories about recovery, but also wanted to help show that much of the White Mountains were open to visitors. Major features ran in

both Tucson and Phoenix newspapers.

KTVK Channel 3 in Phoenix broadcast live from Pinetop/Lakeside throughout its four-hour *Good Morning Arizona* program, as well as during the midday news broadcasts. For a total of 45 minutes they showed the lush, cool, green scenery and focused on the variety of available outdoor recreational opportunities.

KTAR radio in Phoenix did a live interview on its travel show and encouraged visitors to come back to the White Mountains.

Radio spots for the White Mountains, which had been suspended during the fire, resumed with new information

about the fact that the area was once again open for business. The Arizona Office of Tourism also initiated

a special radio campaign in the Phoenix and Tucson markets to let listeners know about the recovery in the White Mountains and Rim Country areas.

The public relations process is ongoing. We continue to work with news outlets to encourage stories highlighting that the area is cool, open and visitor-friendly and—most importantly—still there.

*Lisa Lurie has worked in public relations for 12 years and is an associate with Klute Communications, a public relations and marketing communications firm with offices in Scottsdale and Tucson.*

## Take note: member news

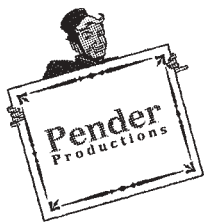
☛ Simon & Shuster published Marilyn Pincus's book, *Your Bright Future in Business Administration*, last September. It is one of a series of new career books. Marilyn is the author of several business books, consults with management on procedures and is a ghostwriter.

☛ Steve Pender is the current president of the Arizona Chapter of the Media

Communications Association-International (MCA-I), which meets in Phoenix. He produces corporate videos.

☛ Susan Guerrero recently earned her Webmaster certification. She is doing independent work in writing, editing, Web design and other communication activities.

## WRITE ON!



The Name: **Steve Pender**

The Game: **Writing, Directing, Producing-for Video, Multimedia, the Web**

520.743-4090

steve@penderproductions.com

www.penderproductions.com



Editing • Writing • Print Production

299-9151

flintmedia@earthlink.net

<http://home.earthlink.net/~flintmedia/>

## Inside this issue

### **Tested by fire**

Communicating damage and progress for Arizona's biggest fire--p. 1

### **Mentor a student**

President Donna Breckenridge talks about student membership in IABC--p. 2

### **Print vs. online: part two**

Reidy writes how to integrate print and online communications--p. 4

### **Member profile**

PR professional at work, cat-owned at home--p. 6

### **Living the dream**

An ex-workaholic envisions your perfect life--p. 5

### **The hands of doom**

Tips on how not to bomb at your next time at the lectern--p. 3

International Association  
of Business Communicators  
Tucson chapter  
PO Box 43262  
Tucson, AZ 85733-3262

**Byword**