

Byword

February meeting

Feb. 1

"Energizing Your Financial Future"

Nathan Running
Treiberg, Running & Associates
Thursday, Feb. 7, 11:45 a.m.
Old Pueblo Grill
60 N. Alvernon Way
RSVP by Monday, Feb. 4
743-4090 or
steve@penderproductions.com

Your retirement plan at work might not be enough to let you live comfortably in your third stage of life. Financial planner Nathan Running will help you figure out if you're on track for an adequate retirement benefit.

Running, who is pursuing designation as a certified financial planner, will also talk about tax-efficient investments and creative alternatives to traditional retirement programs.

Running has been a financial planner for six years. He also is a registered principal for securities transactions. Running has a bachelor's degree in business management.

Arrive early for some networking before sitting down to lunch, brief business announcements and our speaker. Lunch costs \$18, \$25 for guests and members without reservations. People who reserve a lunch but don't show up will be charged full price so that the chapter can cover the cost of the order.

When RSVPing, indicate if you prefer a vegetarian lunch.

Watch for details on these upcoming chapter presentations:

- *March 7: Kendall SummerHawk
"Words That Change Minds"
- *April 4: Cactus Quill Awards
- *May 2: Rick Sharga
"Building a Successful Brand"

Tracing our IABC history Tucson chapter marks 20 years

"A Dream Comes True"

That headline marked the lead story in the first newsletter produced by IABC/Tucson. Here's what it said about early attempts to form a group of Tucson communicators:

"Over the years some attempts were made to round up local members and get a Tucson chapter going. But somehow, no one had the stamina to see it through... Enter Ellen North in 1980. She decided

that a Tucson chapter was a must. And doggedly she pursued her course...Before you could say 'IABC/Tucson,' things were rolling along and a chapter application had been filed."

Chapter certification came in January 1982 and the official presentation from IABC Vice President C. Eugene "Jake" Jacobs came in March. Find out what's happened in the 20 years since then on pages 4-5.

Crisis communicating: will you be ready?

By Laura Fairbanks

It's impossible to come close to highlighting everything presented in the recent IABC teleconference *Managing Bad News: The Crisis Communication Response Planning Process*. So I decided to write about two of the topics James E. Lukaszewski, APR, covered in his presentation.

Lukaszewski set the stage by defining crisis "as a people-stopping, show-stopping, reputationally defining event, which creates victims and/or explosive visibility." He talked about how to identify and help victims.

*An organization facing a crisis does not decide who the victims are. Victims define themselves. For example, if you are dealing with an explosion, don't tell concerned residents that they live too far away to have been affected. Always react with empathy. To do otherwise will be viewed as arrogant.

*Do not whine. Do not say, "We're victims too!" If people have been injured or killed (your own employees or others) because of the crisis, immediately extend your sympathy

to the victims, their families and community, but do not publicly feel sorry for yourself.

Your efforts and energy are needed to implement the following seven steps to regain public credibility:

- **Candor*: Promptly and publicly verbalize acknowledgment that a problem exists. This is a good time to apologize.
- **Explanation*: Do not wait to briefly explain why and how the problem occurred. Immediately share the information you have. Share additional information as it becomes available.
- **Declaration*: Publicly commit to and discuss specific, positive steps that will address the issues and solve the problem.
- **Contrition*: Continually verbalize expressions of regret, empathy, sympathy and even embarrassment. Take appropriate responsibility.
- **Consultation*: Promptly ask for help and counsel from victims, government and the community of origin, even from your opponents.

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Mark my words

By Mark Flint, chapter president

The more you give away, the more will come to you. I heard this, not for the first time, at the IABC District 5 Conference in October. Presenter Brad Whitworth was referring to making your job obsolete instead of trying to build and protect a fiefdom, but it's one of those universals you can apply to just about any aspect of your life.

I've found this to be true in ways I never could have imagined. I joined the board of a regional drug awareness group and met another board member who was the HR director of a company.

After some months of working together, he mentioned that he was looking for someone to do an employee newsletter, and was I interested. Fifteen years later, he is still a client.

I joined IABC, as most of us have, to get better connected in Tucson. I volunteered to serve on the board because I wanted to give back to an organization that gave to me. My involvement has brought me enough

business to pay around 50 years worth of dues.

Volunteering for an organization is a great way to showcase your abilities, and to become better known in the community. IABC is an excellent opportunity to meet (and hopefully impress) people who might need your skills or know somebody who does.

While IABC is an excellent opportunity, there are many others. Find an organization that supports a cause you believe in, give them your time and unanticipated benefits will follow.

Or, to put it a little more succinctly, do it for the love and the money will come.

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, khipples@hughesfscu.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
Steve Pender, IABC/Tucson director
steve@penderproductions.com

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

Brown-Quick wins 2001 Just Deserts contest

Lynn Brown-Quick, ABC, APR, earned 124 volunteer points this year, qualifying her for a \$100 discount on her dues renewal or conference attendance. Congratulations, Lynn!

IABC/Tucson offers the stipend to the first two members who earn 100 points for volunteering or attending meetings. A new round of the Just Deserts program starts in January.

For information on how to earn points, contact Ginny Geib at geib@u.arizona.edu.

October-November meetings recapped

Two recent chapter meetings covered Web site design and the role of the Greater Tucson Economic Council.

Attendees of the October luncheon got to quiz Webmaster Molly Holzschlag, president and owner of Molly.Com Inc. Her engaging, enthusiastic speaking style dazzled the audience and heightened the interaction with multitudes of Web questions and comments from members and guests. Reported Susan Guerrero: "Three people told me she was the best speaker we've ever had!"

In November, Steve Weathers, president of GTEC, said his group was trying to find a brand identity for Tucson as it helps companies get through the bureaucracy and logistics of locating to our city.

He also revealed a program called the High School Venture Fund. Students with entrepreneurial ideas can ask for funding through a traditional venture-capital competition. The first program will be at Flowing Wells High School.

Byword

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THEY'RE THE TOP

By Donna Breckenridge

When I received an e-mail message back in September with the subject line "you're a winner!", I almost deleted it. I get way too many junk e-mail messages and I trash most of them unseen.

Something made me look at this one, though, and I was very surprised to learn that I had won District 5's Silver Quill Award for the Arizona Cancer Center's newsletter.

Even though fall is the busiest time of the year at my job, I decided, what the heck, I'll go to Houston and pick up my award in person. After all, I might never win again and this might be my one chance! I picked up an Award of Merit in the periodicals category.

I had another surprise in store. It turned out that the conference itself was even better than picking up the award. I met so many fantastic, friendly people and the workshops were fun and very informative. They covered everything from crisis communications to online media relations to photography.

Of course, the most exciting part was actually the fire alarm when we all filed out and waited outside the hotel on the last morning of the conference. This made everyone a bit nervous, considering all the recent terrorist threats, but it turned out to be a false alarm.

Several people have asked, "What's the secret to winning an award?" The only advice I can give is to be stubborn and persistent. This was my fourth year to enter. Of course, you always hope you might win and in some sense it's like buying a lottery ticket. You just never know!

But unlike a lottery, you still get something for your money when you enter an IABC competition, even when you don't win. The feedback you receive from the judges is very valuable. It's extremely helpful to read what someone else in your profession, maybe thousands of miles away, has to say about your entry.

That's an important thing to keep in mind when we're judging competition

The D5 conference and how it feels to be a winner

entries from other chapters. Our opinions really do count and we should take the time to be as specific as possible in our comments and suggestions.

So keep entering, keep judging for other chapters and don't rule out going to an IABC conference, even if you think you're too busy. It's well worth the time!

Donna becomes chapter president in July. She's publications editor at the Arizona Cancer Center.

Dahood wins writing award

Karen Dahood also won a Silver Quill Award of Merit, which Donna retrieved for her at the conference.



Karen, a freelance writer, won in the writing category for *Dakota Report*, a newsletter for which she produces copy. Dakota Builders Inc. is a home remodeling company in Tucson.

"I felt that the award let me know I was on the right track," Karen said. "It was a highly professional confirmation of my intuitive decisions about how to present my client. This is especially important when you work alone."

Best part of D5 conference? MEETING THE PEOPLE

By Nichole Lien

Hmmm...my favorite part of the Houston 2001 District 5 Conference...

Maybe it was the Starbucks right in the hotel. Or the "Amazing Face Reader" who could tell by my cheek structure that I work far more than I'm compensated for. Actually, what I enjoyed most about the October conference were the great people.

This was my first professional conference and I worried that people might be hard to meet. I discovered that IABC members in other states are just as down-to-earth and friendly as those in the Tucson chapter. I met people from Kansas, Colorado and Texas, just to name a few places.

The sessions I went to were indeed helpful and informative, but I also learned a lot from other members. Since I am just starting out in my career, I drilled many IABC members about how

they got to where they are now. They shared with me what they did in school, what duties are really called for in some jobs, where to move, etc.; in short, insider's tips not found in school books.

I also took part in the dine-around, an evening where IABCers paired up for dinner. I learned about other members' lives—where they live, their families, even their pets. These are the types of real connections found only over good conversation and laughs. The IABC members I met are the kind we remember not only for the betterment of our careers, but for the betterment of our lives.

Thank you to the IABC/Tucson chapter for sponsoring my trip and giving me the opportunity to meet such wonderful people.

Nichole is public relations coordinator for CODAC and coordinates our chapter's judging of entries from other chapters.

Remembering how we came to be

IABC Tucson marks 20 years of promoting professional communication

By *Settle Madden*

The early '80s, when IABC/Tucson began, were exciting. The country was coming out of recession, revitalizing the Rust Belt and beginning the Electronic Age. The economy was growing and Tucson was growing even faster.

Those early chapter meetings were very animated. I don't remember why I started attending in fall 1981, but my friend David Silverman remembers why he did. A former chapter member, he owns and operates an editorial services firm in Long Island.

"...the chances to train, to begin long-term relationships and to communicate broadly, even globally, are better than ever."

David wrote in an e-mail: "I read in the *Tucson Citizen* (in mid-1981) about formation of the new group and attended a meeting with Ellen North as the founding president...We fulfilled a need for communications professionals in Tucson. It became an essential

meeting place both professionally (for information and networking in the relatively small Tucson area) and also as a good social outlet for meeting people with similar interests."

Henrietta Terrazas and her husband, George Dyer, (they own Terrazas and Dyer Public Relations and Advertising) told me that the variety of professions at the meetings inspired them. "The chapter embraced marketing and marketing practitioners," Henrietta recalled, "and the people who participated were serious, but not pretentious."

That variety helped me in my job. I was then editor for the University of Arizona Foundation. That position included traditional media and public relations functions, as well creating publications to report activities and expenditures and to motivate giving.

The foundation board insisted, however, that the publications never ask directly for contributions. This meant that these publications had to make often highly technical topics understandable, inspire readers to contribute and assure the board that communications costs were sound fund-raising investments.

IABC colleagues shared experience, advice and resources that helped me do that. Through them I learned to apply a marketing communications approach to publications and designed a survey that, in 1991, showed a giving response rate of 10 percent (much higher than the average direct mail appeal) that greatly pleased the board.

That was only one membership benefit. Others came early and often. I served in almost every chapter office and as facilities coordinator for a District 5 conference. I write "served" because those positions trained me for management and professional challenges.

In our chapter's 20th anniversary year, the times are far more uncertain and challenging than in our first. But the chances to train, to begin long-term relationships and to communicate broadly, even globally, are better than ever. Meetings today seem more thoughtful and considered, but IABC opportunities remain exciting.

Settle Madden is marketing and training coordinator with High Technology DKA Inc. Far as we can tell, she is our most senior chapter member.

What we've accomplished: In two decades, chapter doubles membersh

January 1982
Tucson becomes an IABC chapter.

March 1982
The chapter, with 23 members, formally receives certification.

November 1982
"Back to Basics," the first chapter-organized workshop, is aimed at organizational communicators. The chapter roster boasts 56 members.

January 1984
Members can no longer belong only to the chapter. Now everyone has to pay dues to the international organization.

Also, members could find the latest employment opportunities through a phone database called JobLine.

March 1984
P.O. Box 43262 becomes the chapter's official address. It's the same one we use today.

April 1985
In addition to monthly dinner meetings, "working lunches" give members more opportunities to hone their skills.



September 1986
Tucson hosts the District 5 conference at the Westward Look Resort. Kenna Smith and Jean Roberts chair the organizing committee. One attendee comments, "Tucson is a great place for a conference. I'm in love with this place."

September 1993
The Tucson chapter organizes and runs the Silver Quill Awards competition for District 5. Jan Howard heads the committee.

Proving what you know is one of the benefits of IABC accreditation

Katie Riley and Lynn Brown-Quick recognized that IABC offers much in professional development and recognition. They became accredited business communicators, Katie in 1994 and Lynn in 1996. As our chapter's only ABC's, they talk about why they did it.

Why did you decide to pursue IABC accreditation?

Lynn: Initially, I viewed accreditation as a way to validate what I knew about organizational communication and public relations. When I got involved, my view changed. It was an excellent way of learning more about communication and public relations. Our study group, facilitated by a skilled leader, was really a learning community. It brought together professionals with diverse experiences and expertise to bear on the study topics.

Katie: I sought accreditation as a personal and professional challenge. I liked the process because it was completely self-paced and I could fit it around my own schedule.

How has becoming an ABC helped your career?

Lynn: Finding and completing a good postgraduate program in public relations isn't always possible. On the other

hand, IABC's accreditation program is accessible to all members who meet its minimum requirements. It is universally accepted as a measure of accomplishment. Being accredited is a good marketing tool and can open many doors.

Katie: Accreditation was a great learning experience and also a boost to my self-confidence. And of course, accreditation looks good on a resume. It probably helped me survive the many downsizings, mergers, acquisitions and restructurings I've experienced in health care over the past several years.

Lynn joined IABC in Kansas City in 1994 or 1995 and is serving her second term as our chapter secretary. She works in community relations at Pima Community College.

Katie, an associate director in the public affairs office for the Arizona Health Sciences Center, has served as chapter treasurer during her 10-plus years as an IABC member.

And the Silver Quill goes to...

We've had our share of award-winners, people whose work has been recognized by other communicators throughout the world. They include District 5 Silver Quill winners:

Betsy Bolding
Donna Breckenridge
Philanne "Topsy" Burke
Karen Dahood
Sarah Harris
Deborah Hoffman
Traci Jones
Settle Madden
Carolyn Neithammer
Pam Powers
Martha Retallick
Jean Roberts
Nancy Rzewuski
Dennis St. Germaine
Joy Schmidt
Marjory Vals Maud
Dana Wier
Laurie Young

And Lesley Merrifield took home a Gold Quill Award of Excellence given at the international level.

hip, hosts District 5 conference and wins a management merit award

April 1994

Tucson chapter President Pamela Powers joins the District 5 board of directors as the newly created manager of technology issues.

July 1994

Monthly meetings move from dinner to lunch.

September 1994

Katie Riley becomes the first chapter member to earn IABC's accredited business communicator designation.

September 1996

A freelance job bank provides leads to work for independent contractors.

February 1997

The chapter celebrates its 15th anniversary with a quinceañera theme. District 5 board member Susan Coffroth joins the festivities, which include a special celebratory cake.

July 1998

Steve Reidy becomes District 5 secretary for a year.

August 1998

The chapter goes online at www.iabc.com/~tucson.

February 1999

A lending library provides books, journals, tapes and manuals to members.

May 1999

A special interest group for independent contractors meets monthly to discuss issues important to this specific brand of communicator.

September 1999

Steve Reidy and Susan Guerrero head the committee that organizes and runs the chapter's second sponsorship of the Silver Quill Awards competition.

September 2000

District 5 presents IABC/Tucson with a Chapter Management Award of Merit for Communication for our newsletter, Web site and other elements of the 1999-2000 information program.

Judith Brown

Judith Brown directs the public information staff at the city of Tucson as its director of community relations. Originally from New Jersey, Judith earned music and liberal arts degrees from Boston University, where she also received a graduate degree in art history.

She likes to say she's "51 years young. I'm a Capricorn. We get younger as we age." She lives with her two teenage kids.

How did you become a communications professional?

By accident. I was coordinating conferences at the University of Arizona in the late '70s and early '80s. Aspects of the job included keeping the media informed of these events, inviting the general public to some of the sessions and personally addressing large audiences with specific conference information. I found that I really enjoyed communicating.

What do you like best about your career/profession?

I enjoy working with creative people and bringing information to the public. I think what we do really makes a difference in people's lives and motivates Tucsonans to get involved in their community.

One unique aspect of my job is producing and hosting the public affairs program *Topic of Tucson* that airs on KGUN-9 and the city's Channel 12. I enjoy the opportunity to interview Tucson's top decision-makers and to give the general public an opportunity to "meet" them as well.

What's your communications philosophy?

Tell the story honestly as soon as you can. Respond to news organizations immediately and help them get their information as thoroughly and quickly as possible.

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

Being with my kids and friends is always a source of great joy. Quiet pursuits include music and reading. My community pursuits include a great deal of volunteer work. I'm a board member of the Community Foundation for Southern Arizona, Tucson Jewish Community Center, TUSD's community advisory board and immediate past president of my synagogue.

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

At work there is a constant stream of memos and mail, including e-mail, to keep up with. It's very dry reading, so when I go home I enjoy escape novels. Good mysteries top the list.

What's your proudest professional achievement? Personal accomplishment?

I've enjoyed too many professional achievements to specify one. At heart, I want to leave the world in a better place than it is now. In Hebrew it's called *Tikkun Olam*, the responsibility we each have to *repair the world*. So very small things that make a difference really motivate me. I am blessed with the ability to do this in my professional role at the city of Tucson.

My greatest personal accomplishments are my two children, who are growing up to be very caring, exceptional young adults.

What other types of jobs have you had?

I've actually had a number of interesting careers preceding my current position. As a child I was a serious musician and actually started earning money playing the harp when I was eight years old. That career helped to put me through college.

I briefly taught as an adjunct professor of art history. In 1976, the University of Arizona recruited me from Boston to coordinate university conferences. I enjoyed that job for seven years before moving to the city of Tucson to accept my present position.

What drives you crazy about work?

I wish there was more time to be with family and friends. Sometimes the hours really prevent me from having enough personal time.

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

Networking and conferences. I am always energized by talking to others about their creative solutions to the issues that we face.

What's the greatest benefit of IABC membership?

I particularly like the people in our local chapter and the annual international IABC conference. I wholeheartedly recommend attending an annual conference.



Trends

what's hot
what's not

Here are some current trends in photography that Donna Breckenridge picked up at a District 5 conference session:

Hot

- *Black and white photos, duotones
- *Icons
- *Silhouettes
- *Unusual croppings
- *Strong, unexpected perspectives
- *Movement
- *Cross processing, what used to be called pushing or pulling film
- *Limited depth of field

Not

- *Montages
- *Cliche poses
- *Glamour products and people
- *Poor quality in the field

More cynical definitions

Journalism: The ability to meet the challenge of filling space. *(Rebecca West)*

Publishing: The self-invasion of privacy. *(Marshall McLuhan)*

Writer: A frustrated actor who recites his lines in the hidden auditorium of his skull. *(Rod Sterling)*

Writing: What keeps me from believing everything I read. *(Gloria Steinem)*

IABC accreditation: how-tos from an expert

By Katie Riley

Accreditation is a three-part process and may take many months, so patience and tenacity are requirements! There is a \$250 fee for IABC members.

First you complete an application demonstrating that you have at least five years of experience and a bachelor's degree or nine years of combined experience and college. Once your application is accepted, you prepare

a portfolio and workplans of your best work. After your portfolio is approved, the last step is a 4½-hour written and oral exam.

The entire process is detailed at www.iabc.com/about/accredit/abc.htm. I would be happy to walk you through the steps. Please e-mail me at riley@u.arizona.edu.

Be prepared: tips for communicating bad news in crisis situations

continued from page 1

***Commitment:** Publicly set your goals at zero: zero errors, zero dumb decisions, zero problems. Promise that, to the best of your ability, situations like this will not occur again.

***Restitution:** Find a way to quickly pay for compensation to victims. Make required restitution. Go beyond community and victim expectations. Adverse situations remediated quickly cost a lot less and are controversial for much shorter periods.

Lukaszewski advised conference viewers that they should not allow their legal departments to prevent or limit apologies or acceptance of responsibility. He noted that only 3 percent of cases ever go to trial; most cases are settled out of court.

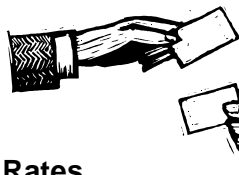
Even if your company does end up in court, juries are increasingly looking to industry standards and practices to help determine the basis for compensation.

Laura is community relations specialist with Pima County Wastewater Management. After she attended the October teleconference in Phoenix, she helped set up an encore presentation in Tucson in mid-November.

New member is PR coordinator at CODAC

Nichole Lien is public relations coordinator at CODAC Behavioral Health Services Inc., her "real" job after graduating from the University of Arizona with a journalism degree.

She says she joined IABC as part of her launch into the professional world, but "I quickly discovered that IABC not only offers great networking and professional development opportunities, but has also provided me with a group of warm and supportive friends."



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\$50 per year (members)

\$75 per year (non-members)

Third-page size

4.75" x 3.5"

\$100 per year (members)

\$125 per year (non-members)

To place, contact Carolyn Smith at Carolyn.Smith@cancer.org



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Member profile

She is active in the community and works in the public eye--p.6

From then to now

The Tucson chapter timeline and how we got to today--p.4

How to get accredited

Katie Riley offers tips on how to navigate IABC's accreditation process--p.7