

Byword



Karen Lundstrom

What shape are you?

Are you a box? Triangle? Circle? Rectangle? Or squiggle? At IABC's Feb. 3 luncheon, Karen Lundstrom, a professional counselor and business trainer, will keep you thinking, chuckling and learning as you explore the shape of your communication.

You'll discover what your "shape" says about you: Why you and those around you feel ... act ... worry ... communicate ... work and live the way you do. Once you understand human differences, you'll get along better with the people you work and live with every day.

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Tucson opts to go West

Many members may not notice a difference, but in July 2005 IABC Tucson plans to be part of the Pacific Plains Region. This will put us in a different region than the other soon-to-be former District 5 chapters. Those chapters will be part of the South region, combining with District 2, which is comprised of chapters in the South.

The Pacific Plains Region is a combination of District 6, which includes chapters in the West and Pacific Northwest, and District 4, which is comprised of chapters from the Midwest. District 6 has chapters located in Hawaii, Las Vegas, Los Angeles, Orange County, Oregon Columbia (Portland/Vancouver), Sacramento, San Diego, San Francisco, Seattle, Silicon Valley and Utah. District 4 chapters are Chicago, Great Plains, Iowa, Lincoln, Madison, Minnesota, Omaha, Southeastern Wisconsin and St. Louis.

IABC is reorganizing chapters in the United States from seven districts to four regions. When the new regions came out, IABC-Tucson board members looked at them and agreed that it would make more sense for us to be in a grouping with chapters in California, Nevada, Utah and the Pacific

Northwest.

The three reasons for going with the Pacific Plains Region are:

- We are more likely to have business relationships in the Pacific Plains Region than in the South, and most members who do business in other states do

We ran it by our members, and the response was unanimous and adamant: put us in with the West and Northwest.

them in cities in the Pacific Plains Region.

- Travel is easier and less expensive. We made airline price comparisons using the same days and dates for 10 cities in the two regions. Excluding Honolulu, the average ticket cost in the Pacific Plains Region was \$192. The average ticket cost in the South Region was \$322.

- We share more in common culturally with the states in this region than with the South.

We ran it by our members, and the response was unanimous and adamant: put us in with the West and Northwest. Or, as one respondent said, "We would have much more in common with Los Angeles, San Francisco or Las Vegas than with Georgia, Florida

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A busy board year passes the halfway point

We're halfway through the year and I'm here to say it's been an interesting year — that's for sure.

Aside from our regularly scheduled luncheons, last September several members took the trip up the road to attend the D5 Conference in Scottsdale. John Brown and I both attended the D5 board meeting, which involved discussion about the reorganization of chapters across the country into different regions.

It wasn't until after that meeting that we realized the Southern Region probably wasn't in the best place for the chapter. Alignment with the Pacific Plains Region seemed more logical and economical.

Further research, and input of members, supported that posi-

tion. A special thank-you to everyone who took the time to respond to our survey regarding the alignment. I feel comfortable that it is the right decision. In February, I am attending the D5 midwinter board meeting in Ft. Worth, at which time the D5 board will vote on our decision.

Also, February 24-26 is when the Leadership Institute is being held in Seattle, so if you haven't registered yet, time is running short. So far, John Brown and I are planning to attend and hopefully meet up with representatives from the Pacific Plains Region. Please let someone on the board know if you plan on attending the conference.

February is also Worldwide Membership Month. During the month of February, when any

new or lapsed member joins or rejoins IABC, headquarters will waive the application fee — \$40 for faxed/mailed/phoned enrollments or \$30 for Internet enrollments.

This helps you save a few bucks while you gain the benefits of business tools, networking opportunities and professional development programs. Applications must be received at IABC headquarters during February to qualify. You can check out the IABC website or contact our membership chair, Elena Acoba.

We're off to a great start and a great New Year! Thank you for your membership and everyone's help this past year. I look forward to seeing you at the next IABC luncheon. Spread the word about IABC.

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Byword

*Published bi-monthly
by the IABC Tucson Chapter
of the International Association
of Business Communicators*

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Want to get in touch with your creative side? Hook up with the new IABC-Tucson Creative Writing Special Interest Group

Are you in a rut? Bored with the same old writing tasks? Set your writing free at IABC Tucson's new Creative Writing Special Interest Group.

For regular and trial IABC members who want to explore creative writing, group members will delve into anything that is different from what they do for a living.

Whether the form is a novel,

short story, biography, screenplay, poetry, journaling or blogging, this is an opportunity to try something new.

Members with specific interests or skills will be encouraged to lead a meeting on that topic. They will share resources to expand their knowledge of a given area, and experiment with writing exercises that stimulate our creativity and develop our skills.

They may even decide to share finished work with the entire Tucson IABC membership.

If your writing routine is putting your creativity to sleep, join the Creative Writing SIG and wake up your enthusiasm! Drop-ins are welcome.

Contact Marsha Baker at marshabaker1@msn.com or call 743-8503 to find out more.

Speaker helps businesses put the right people in the right job

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The monthly luncheon, which runs from 11:30 a.m. to 1:15 p.m., is held at McMahan's Steakhouse, on the southwest corner of Ft. Lowell and Swan roads.

The cost is \$18 for members, \$25 for guests and members without reservations and \$14 for students. Meal selection is meatloaf with mashed potatoes and gravy, seasonal vegetables. The vegetarian option is Mediterranean lentils with rice and seasonal vegetables. Salad is served with both entrees.

Make your reservation by emailing mimiv@trico.coop or calling 744-2944, Ext. 1363, by Monday, Jan. 31.

Karen Lundstrom is president of Blue Sun Solutions — www.bluesunsolutions.com — a full service answer to people problems. Blue Sun Solutions

offers assessments to provide business owners information to hire the right people and place the right people in the right job, and coaching and high performance training to maximize the performance of those "right" people.

Lundstrom has a master's degree in Psychology with an Emphasis in Counseling from Chapman University and a bachelor's degree from the University of Nebraska. She is a Licensed Professional Counselor.

Region alignment

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or Missouri, for Pete's sake."

A full explanation of the alignment can be found on the IABC-Tucson Website, www.iabctucson.com.

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Seven secrets to survey success

By **Susan Guerro**

Upon attending a D5 conference online survey seminar, I was pleasantly surprised to learn practical usable information.

Presenter Jeanne Kiefer, who formerly conducted surveys for *Consumer Reports* magazine, wowed seminar attendees with the following points:

- Think like a participant – keep the focus on the respondent.
- Value survey results – respondents are doing you a favor.

It's important to be honest: tell respondents up front what the survey is used for.

- Minimize respondent burden (this is her mantra).

- Test your survey on a few people first.

Kiefer makes surveys that are attractive, professional, easy, and fun to take. She adds graphs, gives the questions a logical flow, and makes the experience seem worth the time and effort. She emphasized that it's important to be honest: tell respondents up front what the survey is used for.

Design the survey so your respondents:

- Feel anonymous and don't feel like they are being tracked.

- Take 5 minutes and answer a maximum of 20 questions.

- Understand immediately the purpose in a brief, informative introduction.

- Are thanked three times: at the beginning, in the survey middle and at the survey end.

- Feel like the message is dedicated and has no distractions.

- Feel the survey has no open-ended questions. (You can always add "Use this space to explain your answer more.")

- Understand they will receive a timely survey results.

- Feel comfortable by asking easy ques-

tions first (like identification or male/female questions; then ask interesting, more sensitive questions.

- Feel good about answering the most important, sensitive questions at the survey conclusion.

Be prepared for negative feedback and be sure to produce a public report for your clients. In your survey results report:

- Chart positive results only.
- Highlight significant ups and downs (good results in blue;

bad results in red).

- Provide trend data.
- Note specific findings, recommendations, action items.
- Note problems/clarification in footnotes.

- Quantify open ends.

As a special bonus, Kiefer promised to assist IABC Tucson with a member survey in the future. She recommended several online survey programs she regularly uses. Kiefer can be reached at:

Jeanne Kiefer, Feedback Inc.
(480) 595-8437
jeannekiefer@earthlink.net
www.feedback-inc.com

Membership update

IABC-Tucson welcomes the following new members who joined in the second half of 2004:

Kitty Aughey, KBAssociates; **Marsha Baker**, Marsha Baker Comm; **Doug Jenness**, Independent Copywriter/proofreader; **Monica Contreras**, government and public affairs director at Cox Communications; and **John Patterson**, Raytheon. Also new to the chapter are transfers **Judy Nagle**, who moved here from Cleveland, and **Kimball Jensen**, recently of Salt Lake City.

Bill Patterson of Pecan Press and Patterson Graphics is moving back to Tulsa to be closer to his family. We'll miss Bill's energy and support of chapter activities.

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It's NOT DiGorno, it's Pizzo

By Rob Raine

"When news breaks, 40 percent of reporters will call for comment; but 37 percent will check your website first," said Charles Pizzo of PR, Crises and Labor Communications. Pizzo outlined his tips, tricks, and secrets of Internet PR during the District 5 Conference in Scottsdale.

During his 90-minute breakout session, Pizzo boiled down the issues facing web communicators to speed, content and accessibility.

(Lack of) speed kills

"People want information now!" Pizzo said. They want accurate, up-to-the-minute material, but the audience isn't limited to media. Employees, shareholders, and customers also routinely check out corporate web newsrooms looking for information.

This instantaneous world means communicators must be able to access and update corporate Websites from anywhere. We can no longer rely on I.T. to "upload information when there's time."

Content counts

Given the need for quick and readily usable material, the best company sites present information in a magazine format: small, digestible blocks, designed to maximize information and minimize delay. Pizzo recommended building concise and information packed "textual sound bytes" for your company. Simply a "who, what, when, where, why and how" about the organization, that reporters can cut and paste. He noted that search engines make review of information and press-release archives easy. Finally, with

audience diversity in mind, make content punchy, fresh, credible, and avoid corporate jargon.

Accessibility advances your cause

Web newsroom accessibility simplifies reporters' busy lives. Add a link to the web newsroom from your corporate home page. Avoid support programs like Flash, Shockwave or Acrobat; they take valuable time while opening.

Pizzo recommended keeping information "short, sweet and to the point." Think electronically; think visual media. "Does your material fit on half an 8.5 x 11 sheet of paper? Because that's how much a computer screen displays." Pizzo said. Add links to high-quality corporate logos, photos, and graphics.

"Design for speed and low-tech," Pizzo said. "Design your web newsroom to provide 'info at a glance' so reporters can get what they need fast, and they'll use your site."

Charles Pizzo's full presenta-

tion is available on the web at www.iabcphoenix.com/d5.speakers.asp#PricklyPear (scroll down to item P-5).



Lynn Brown-Quick, ABC, accepts her award from D5 Director Scott Cytron.

Two bring home some silver

Two IABC-Tucson members were awarded Silver Quills at the D5 Conference in Scottsdale.

Donna Breckenridge received an Award of Merit for her publication *A Place of Hope, Healing, and Discovery*. Lynn Brown-Quick received an Award of Merit for her online publication *@PimaNews*.



Having Phun in Phoenix

Enjoying the Silver Quill lunch at the IABC District 5 Conference in Phoenix are, from left, John Brown,

Michelle Marie Dupray and Lynn Brown-Quick, ABC.

IABC-Tucson was well represented at the conference.

Member profile

Stephen Reidy credits IABC for career help

Fourth-generation Tucsonan Stephen Reidy got his start in communications on his high school newspaper. He currently works as an editor at Raytheon Missile Systems and credits much

Stephen enjoys traveling around the world and has visited, among others, London, San Francisco, New Orleans and Vancouver.

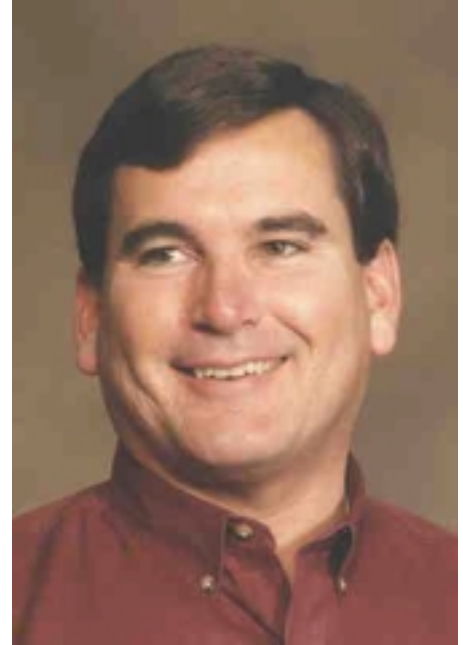
What is your communications philosophy?

The hallmark of professionalism in our field is research before, during and after communications. Also it's critical to set measurable goals, each with four elements: specific task, defined

audience, desired outcome, and time frame. For continuous improvement, I employ six-sigma tools.

'The most valuable membership benefit is board service. It's the ideal way to develop skills and market yourself in a town where many good jobs are filled by invitation.'

of his career success to being involved on the board of IABC-Tucson from 1988 to 1999. In his spare time,



What is your current position?

I edit internal communications for the 5,000-member Engineering Directorate at Raytheon Missile Systems.

Did you always want to do this?

In college I had too many interests so I earned both a BA and a BFA. I decided to become a professional business communicator after joining IABC in 1988.

How did you get started?

Our high school newspaper consistently ranked among the nation's top six.

There I learned to write clearly and concisely. Since then, I've made a very good living from that skill. As Jefferson wrote, "The most valuable of all talents is that of never using two words when one will do."

What are your greatest professional and personal achievements?



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Member profile

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Three come to mind: serving as IABC/Tucson president and District 5 Secretary, earning accreditation from the Public Relations Society of America, and founding Raytheon's Gay, Lesbian, Bisexual and Transgender Alliance (GLBTA), which currently has 60 Tucson members and six chapters across the country.

How do you spend your free time outside of work?

For the last five years, I've served on the GLBTA board and been president of my homeowners association. I'm also secretary of two church committees, and enjoy spending time with friends and family.

What are your non-writing interests?

Reading and travel are my main interests. I also collect books on art and architecture.

Where do you see yourself 10 years from now?

Planning my retirement!

Where have you traveled or lived outside of Tucson?

As a fourth-generation Tucsonan, I've always lived here. My favorite places where I've visited more than a week are, in order of preference: San Francisco, London, D.C., New York City, Boston, Chicago, San Diego, Los Angeles, New Orleans, Las Vegas, Atlanta, Dallas, Santa Fe, Cabo San Lucas, Mazatlan, Vancouver, the Carolinas, and Phoenix.

How do you keep up with professional trends and development?

As a life member of IABC and PRSA, I benefit from both groups' publications and conferences.

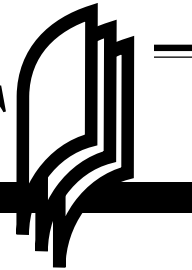
What have you gained from being in IABC?

The key factor in landing my last three jobs was my ability to demonstrate my capabilities and character as an IABC chapter and district board member from 1988 through 1999. Membership has enriched my life in many ways.

Any secrets you want to share with your fellow IABC members?

The most valuable membership benefit is board service. It's the ideal way to develop skills and market yourself in a town where many good jobs are filled by invitation.

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