

# Byword

## Are you proud of your work?

Of course you are.

You're a communications professional. So why not submit it to the Cactus Quill? Your efforts can get recognized and maybe bring home a nice piece of hardware that proclaims you are indeed very good at what you do.

This is your chance to impress your boss, dazzle your clients and earn yourself a suitable-for-the-living-room-mantel saguaro statuette.

*Even the very act of preparing the entry will clarify why and how you did what you did.*

It is also suitable for putting in a prominent place in your office or reception area.

Another benefit of entering the Cactus Quill is the constructive comments you will receive from communications

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## Secrets of a successful community campaign

When members of the Sonoran Desert Mountain Bicyclists began planning construction of a new, 25-mile segment of the Arizona Trail, they realized turning out a dozen volunteers once a month wasn't going to get the job done.

They decided to make it a community project. Bringing in some help from the equestrian and conservation communities, they formed a steering group, put together a plan and launched a guerilla marketing campaign.

Their goal was to turn out 30 or so volunteers twice a month. The effort was so successful that they had to limit work events to 50 volunteers to keep it manageable, and events have been filling as much as three weeks ahead of time.

Mark Flint, a segment steward for the Arizona Trail Association, advocacy director for the Sonoran Desert Mountain Bicyclists and one of the members of the steering group, will share the secrets of this project's success at the April 7 meeting of IABC-Tucson. Flint, a member and past president of IABC-Tucson, will tell how a small group of people on a limited budget were able to communicate their enthusiasm for the project, and raise not only



**April speaker Mark Flint, shown here riding a trail he helped design and build.**

a broad base of volunteer support, but \$10,000 in contributions.

The meeting will be at McMahon's Prime Steakhouse, Ft. Lowell & Swan Roads, and runs from 11:30 a.m. to 1:15 p.m. Cost is \$18 for members and \$25 for guests and members without reservations and \$14 for student members. No-shows will be billed.

To make a reservation, email Mimi Gibson, [mimiv@trico.org](mailto:mimiv@trico.org), or call 744-2944, Ext. 1363 by Monday, April 4.

# Dr. Nedd helps us learn to reduce stress

**By Kathy Hippensteel**

If we didn't learn anything else, IABC members from all across the world certainly left February's Leadership Institute Conference in Seattle with powerful knowledge of how to overcome stress.

How could I forget Dr. Nedd? He said when things become stressful, sit up straight, take a deep breath and repeat, "My arms and legs are heavy and warm." Relax, look up, smile and release the inner tension.

According to Dr. Nedd, it's all part of a psycho-physiological technique to help you stay healthy and happy in this journey called life.

Dr. Kenford Nedd, a practicing medical doctor in the field of

family medicine with a special practice in behavioral medicine and stress, skipped to Reggae music up to the podium with a mission in mind — to transform every IABC member in the room to a state of relaxation and happiness, and to pass along valuable

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*It's all part of a psychophysiological technique to help you stay healthy and happy in this journey called life.*

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information to overcome stress — or to sell books. For me he did both. He was a great speaker.

We probably won't be able to secure Dr. Nedd as a speaker at a

chapter meeting, so I'll share some of his thought-provoking comments:

- Remember that no amount of success can make up for failure of health.

- Happiness is a single factor for a long life. Workers work better, medicine works better — in other words, everything works better.

- Happiness is inside and you carry it with you. Don't allow circumstances to affect your happiness.

- Behave with greatness of other people in mind. Catch people doing things right and get to know everyone you come in contact with daily.

- Keep your cool under stress

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khippens@hughesfco.org

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flintmedia@earthlink.net

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geib@u.arizona.edu

## Byword

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### Editor:

Michelle Marie Dupray  
mdupray@hotmail.com

### Production:

Mark Flint  
flintmedia@earthlink.net

# IABC's Leadership Institute teaches lessons that can be used at work and at home as well as in chapter management

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— overlook things, some mistakes and things will fall off.

- Back away from conflict — remain calm, relaxed and alert.

- Your state of mind (emotion) affects your state of energy, so build positive emotions.

- Assume happiness and enjoy a good diet.

I realize that a lot of this is easier said than done and it might not get you to rush out and buy his book, but when we left the room we were *all* relaxed and happy — and so was Dr. Nedd because he was selling books.

## Want to attend LI?

If you're interested in serving on the board, learning new skills to apply to your job, networking with IABCers from all over or being reenergized — try to attend a Leadership Institute Conference as a member of IABC. It's one of

## ICP members cruise favorite eateries in Tucson

Have you been to Tooley's for lunch? Tried Indian or Middle Easter Cuisine?

One of the side benefits of meeting with the Tucson IABC Independent Communications Professionals is sampling members' favorite eating places.

Each month the meeting is held at a different restaurant, from the East Side to Midtown and Downtown to Northwest.

Even if you're a dedicated wage slave, you're welcome to join the ICP egroup and meet with them for lunch. Contact Mark Flint or Elena Acoba to be added to the group.

the many benefits of IABC, and our chapter believes in its value so much that we help pay to send at least two members every year.

## Realignment update

Our Tucson Chapter has made the initial contact to realign with

the new Pacific Plains Region. At this time, the regions are the process of formatting their by-laws, choosing officers and developing their budgets. The final vote to merge with the Pacific Plains will take place in June. Watch for more information as it becomes available.



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

[www.penderproductions.com](http://www.penderproductions.com)

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[www.simner.com/web/html](http://www.simner.com/web/html)

**Susan Guerrero**

[sguerrero5@earthlink.net](mailto:sguerrero5@earthlink.net)

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# Careful planning can save time, money in video production

Save time and money on your video productions by getting it on paper before you shoot. That's the advice on script writing that producer Steve Pender gave at the chapter's March luncheon.

Before shooting, Pender recommends creating a project profile or planning document that lists the following project dynamics: objectives, schedule, media mix, content, budget and audience.

"A good project profile should eliminate guesswork, increase efficiency and impress the client," said Pender.

After you finish the project profile and have an understanding of your message, start writing the script. The script should contain both audio and visual elements. Pender advises listing these elements side-by-side to

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help give the client a complete picture of what is seen and heard.

Your project's visuals need to help communicate your message. Avoid visuals that give a simple backdrop or wallpaper effect to your production which do not reinforce what you are communicating.

"We typically remember more of what we see than what we hear," says Pender.

To go along with your visuals, the audio for your script should include short descriptive sentences. Pender recommends reading your script out loud. This will help ensure that it is written to be heard, not read.

## Cactus Quill: your chance to shine

Continued from page 1

professionals in other states. Even the very act of preparing the entry will clarify why and how you did what you did. And if you still need a reason to enter, the Cactus Quill is a great opportunity

to raise funds for IABC-Tucson.

Recognizing excellence in business communications, the Cactus Quill competition is open to professionals and students in Arizona. Categories include

marketing, electronic communications, Internet, print, writing and design. Sponsored by the Tucson Chapter of the International Association of Business Communicators.

Here's how to enter:

- Go to [www.iabctucson.com](http://www.iabctucson.com), download and fill out the entry form.
- Write work plan description.
- Make copies of work plan and work sample.
- Fill out your entry fee check.
- Drop your entry off in the mail.

We look forward to seeing your entry, and in June, your excitement at the awards luncheon.

But do not procrastinate. Entry deadline is April 1.

### **PROOFREADING, COPY EDITING**

Do you worry about the spelling and grammar in your reports, articles, newsletters, dissertations, ads, books, or other written materials?

I can help. With more than two decades experience working as a professional proofreader and copy editor, I can turn awkward text into flowing prose.

***DOUG JENNESS***

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# Life may be like a box of chocolates, but branding — well, that's more like a salad

**By John Brown**

When you think of IABC, and more specifically, your Tucson chapter, what comes to mind?

Hopefully your answer was along the lines of, "We have a fantastic chapter with savvy members, rousing programs and job-enhancing services."

Your answer is important because your perceptions, and those of the professionals you interact with, play a large role in shaping the IABC brand.

At the Leadership Institute in Seattle Feb. 24-26, H.K Stewart, a writer, graphic designer and creative consultant in Little Rock, likened the brand process to making salad. With salad, you start with a large bowl, and each ingredient you add changes the meal's flavor, texture and appearance.

In terms of a brand the empty bowl is filled with each idea, perception and concept of an organization. The totality of those ideas – the ones marketed by the organization and developed through an individual's experience – is the brand.

But unlike a salad where a person can pick out croutons to lower carb intake, changing one's perceptions of an organization, once fully ingrained, is no easy task; they tend to shift as easily as the Earth's tectonic plates.

No amount of logo exposure on fancy coffee mugs, postcards and Web sites can alone budge a brand on a downward trend. (However, going to jail seems to help; see Martha Stewart.)

Building awareness of your local chapter starts inside, not outside. It begins with knowing

who you are and where you want to go. Your chapter is doing just that.

In recent weeks, a committee has been working on a Tucson chapter marketing action plan. It's part of an effort to identify ways we can enhance our brand to several audiences.

We're excited to share the results of the committee's work when it's completed later this year.

However it's already clear

that the most important ingredient to the chapter's brand is you.

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*Changing one's perceptions of an organization, once fully ingrained, is no easy task; they tend to shift as easily as the Earth's tectonic plates.*

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Be IABC in every capacity that you can. It's the best way we can reinforce our qualities as knowledgeable, connected and helpful professionals with a vision for the future.

**This has  
your name  
written on it!**



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# Bob McCord's consulting work takes him to far-flung destinations

Chapter member Bob McCord moved his consulting and training business from Seattle to Tucson two years ago. He lives with his wife Patricia near Sabino Canyon.

## What is your current position?

I'm a communication consultant to businesses and organizations. I help them recognize and

win government and commercial contracts. I train teams to manage their projects, the success of which depends on effective communication. I also conduct training programs on such skills as understanding communication styles, writing email and memos, building high-performing teams and delivering powerful business and sales presentations.

I work with clients across the United States and I've conducted training programs in Australia, Canada, China, Italy, South Korea and the Netherlands. I'm on a lot of airplanes.

*I've always wanted careers that revolved around change and new challenges. I've never wanted to do the same thing for 40 years and retire.*

reduce the cost of ineffective communication in their organizations, which, sad to say, is increasing. Talk is not cheap, and it can be debilitating to a company's profits and reputation. That's why they need us IABCers.

Specifically I do three things. I help companies' technical experts develop persuasive proposals to

## Did you always want to do this?

I've always wanted careers that revolved around change and new challenges. I've never wanted to do the same thing for 40 years and retire. So I kept searching, bumping into opportunities, discovering jobs that I didn't know existed, then deciding *that's* what I always wanted to



**BOB McCORD**

do. Most of my jobs have found me that way, and I've been pleased that they've worked out. I like the variety, the surprises, and the travel to new places.

## How did you get started in this profession?

After grad school, I went looking for a writing job. I started out as a technical writer and worked my way up to manager of writers and editors at Boeing in Seattle. That was a fine position from which to observe the importance of effective communication for a large global company. We did all kinds of projects, from space and defense, to commercial airplanes, to employee communication, to film and events, to community involvement. I was able to create two new services while in that job that set me up for the kind of work I do now. The first was training engineers and technical experts to be more

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**MARK FLINT**  
MEDIA CONSULTING SERVICES

6364 N. Camino Hermosillo • Tucson AZ 95718  
**520-299-9151**  
flintmedia@earthlink.net  
<http://home.earthlink.net/~flintmedia>

# Member profile

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capable presenters in winning new business. The other was training company spokespersons on how to respond to the media regarding incidents with hazardous materials.

## How do you spend your free time outside of work?

I spend time exploring. With all the traveling I do, I look for ways to learn something new about the cities and countries I visit. I've stood on the tower at Cape Kennedy after a shuttle launch, walked the "prairie" where the Wright Brothers learned to fly in Dayton, and

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*You might not know that in a museum in San Jose, Calif., is the curl that inspired the book Beethoven's Hair. And there's a Tucson link to that snippet of hair.*

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visited houses of famous writers from Henry Wadsworth Longfellow in Cambridge to Robinson Jeffers in Carmel. You might not know that in a museum in San Jose, Calif., is the curl that inspired the book *Beethoven's Hair*. And there's a Tucson link to that snippet of hair. Fun factoids can take us off in unexpected directions. Discovering is something I have to do because I may not be returning to some of these places. To miss the opportunity brings regret. I'm just beginning to discover Southern Arizona.

## What are your non-writing interests?

Arts of all kinds — drama, music, movies — continue to draw me in and hold my interest. I also enjoy the architecture and history of the places I visit. I read a lot — I have four books going now — about a variety of topics.

## Where have you traveled or lived outside of Tucson?

In addition to my overseas travel, I'm fortunate to have traveled in all but seven states in the United States. I was born and raised in the Los Angeles area,

served in the Air Force and completed graduate school in Spokane, Washington. My three kids were born there. I lived in Seattle for 20 years — *that* was unplanned. I missed the sun.

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

Clint Eastwood filmed part of Million-Dollar Baby in the church where I spent my growing up years. That's probably the only part of my life that will show up on the silver screen.



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