

# Byword

## August meeting

### August 1

*All Aboard the Success Express!*

Jim Parker, business coach  
Thursday, Aug. 1, 11:45 a.m.  
Old Pueblo Grill  
60 N. Alvernon Way  
RSVP by Monday, July 29  
743-4090 or  
[steve@penderproductions.com](mailto:steve@penderproductions.com)

How do you know if you're on the right track to success? For that matter, do you know what success is?

In a fun and engaging session, Business Coach Jim Parker will help you create a personal definition of success. He'll offer some tools and techniques to help steer you on your life path and keep you focused on success in your business and personal lives.

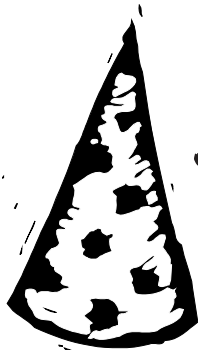
Parker started his first business when he was 11 years old and owned his first corporation at 22. He's created a printing company, a commercial real estate brokerage and several franchise operations. In 1988 he embarked on a five-year journey of personal discovery, visiting Italy, Greece, India, Ireland, Mexico and Spain.

He shares his experience, passion and insight with business people as a certified professional behavioral analyst, a certified professional values analyst, a graduate of Coach University and a member of the International Coaching Federation.

Chat with fellow members and guests before sitting down to lunch. You'll meet all the attendees and get the latest chapter news before Parker speaks.

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 lunch.



## spellbound

Move from muggle to wizard  
at Kansas D5 conference

Hone your professional skills, expand your area of expertise and network with fellow IABC members at District 5's "Communications Wizardry" conference in Topeka, Kansas, Sept. 29-Oct. 2.

The keynote speakers include

\*Bill Kurtis, anchor for the top-rated A&E programs "American Justice" and "Investigative Reports," who will share his insights to an industry that has become "online all the time"

\*Stewart Bailey, an Emmy-winning writer and producer of "The Daily Show," who will document his rags-to-riches story in electronic media

\*Frank McCarton, deputy commissioner of public information for New

York City's Office of Emergency Management, who dealt with the ultimate crisis communication event, Sept. 11.

Breakout sessions will explore social marketing, freelancing, branding issues and much more. The District, which represents 14 IABC chapters, also will award its annual Silver Quills.

Conference host IABC Topeka has planned generous time slots for networking, taking in some great local entertainment and feasting on regional specialties.

Early-bird registration through July 31 is \$325 for IABC members, \$375 for non-members. Add \$50 more after that.

Log on [www.iabctopeka.com](http://www.iabctopeka.com) for continuing updates and to register.

## Branding: what it means for your company

By Elena Acoba

A lively Rick Sharga went through a fast-paced presentation of branding at our April chapter meeting.

Sharga, an executive with NeoBrands, an integrated marketing and branding consultant in Southern California, used real corporate examples and a concise overview to explain the concepts and steps to establish a brand for your company.

His invigorating discussion generated comments like this one: "Rick was superb!! Very, very worthwhile. Great info and applicable!"

Sharga explained that a brand "is what people think of when they hear your company name." It's what the company stands for, its reputation and its essence.

He suggested, for instance, that Volvo's brand is "safety" while BMW's is "performance." Arthur Anderson's recent escapades demolished its brand of "reliability."

As promised, Sharga listed seven steps to building a successful brand:

\*Build the brand around the customer:

*continued on page 7*

## From the president

By Donna Brechinridge, chapter president

What's in it for me? If you're like me, you were probably taught at a very young age that you should put others first—be more concerned with their needs than with your own. "Put others first" was drilled into your head, along with sharing and the Golden Rule. But is there really anything wrong with thinking about yourself sometimes and asking, "What's in it for me?"

As IABC members, I think we're allowed to ask that question whenever we want! And my answer is: a whole lot! I've been a member of the Tucson chapter for five years now and I've certainly gained a lot more than I ever thought possible.

I've learned a great deal from the outstanding meetings, made some wonderful friends and developed new skills from networking and getting involved.

Many of our members have found their current jobs through IABC and our independent contractors (or "indies," as they like to call themselves) can tell you that they've met many of their clients through IABC. And did I mention the fun? Being a member and

becoming involved with the Tucson chapter is just plain fun!

Now I have the honor of serving the chapter as president for 2002-2003. That's a challenge, but again, I know I will probably be surprised at how much I'll gain from this experience.

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**Everything you gain from your IABC experience will benefit others—your peers, your clients and even your boss.**

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There's a very talented group of people—your board members—who will make this a fantastic year for all of us.

So if you're not yet an IABC member, now is the time to sign up! June is "membership month" and all new members joining in June will receive a \$40 discount. You can't beat that! (See Rob Raine, our membership director, for all the details.)

And if you're already a member, be sure to join us at our monthly professional development meetings. Our professional development director, Steve Pender, has some fantastic programs lined up for us.

And if you come to meetings but aren't really getting involved in the chapter, how about serving on one of the board committees? You'll be surprised at how much fun you'll have and how much you'll learn!

Finally, if you're still feeling guilty about being selfish, consider this: Everything you gain from your IABC experience will benefit others—your peers, your clients and even your boss. When you grow professionally, they benefit as well. So put yourself first. I'll see you at our next professional development meeting!

## Meet your IABC/Tucson Board of Directors: new officers' slate 2002-2003

**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  
206-4718, [lbrownquick@pimacc.pima.edu](mailto:lbrownquick@pimacc.pima.edu)

**Treasurer**  
Kathy Hippensteel  
794-8341, [khippens@hughesfcu.org](mailto:khippens@hughesfcu.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 other chapter's contests  
Janni Lee Simmer  
319-0854, [janni@simmer.com](mailto:janni@simmer.com)

**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

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

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

**Byword**

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([kbw1@comcast.net](mailto:kbw1@comcast.net))

Mark Flint cycles off as president

## “A joy and an honor to work with all of you”

June is transition time in Tucson. Spring yields to the summer monsoon and we all hunker down for the siege to come, seeking out shaded parking spots, getting up before dawn to exercise and waiting for the rains to invigorate the desert.

It's also a transition time for IABC-Tucson, the changing of the guard. So as I stumble off into the sunset of my year at the helm of this cruise ship, I'd like to thank a few people who made what started out to be a very trying year into a rewarding one.

We started with a series of lurches, as job changes and moves left us shorthanded the first few months. We got it righted and have had one heck of a year, thanks to a lot of good people, including:

**Marilyn Pincus**, past president, whose attention to detail, willingness to listen patiently to my whining and gentle guidance made my job so much easier.

**Susan Guerrero**, our beloved technology director and so much more. Susan is the most giving and helpful person I've met in Tucson; her cheerful spirit, sense of humor and institutional memory are exceeded only by her generosity.

**Lynn Brown-Quick**, our secretary, whose warmth, positive attitude and absolute dependability should have earned her a thousand thanks during the year.

**Ginny Geib**, past president two years ago who hung in with us on special projects. Ginny's straightforward, cut-to-the-chase approach helped keep our board meetings short and her work, particularly on the Cactus Quill and Seize the Dais conference, was invaluable.

**Steve Pender**, professional development director, who came in to fill a vacancy last fall. Steve's enthusiasm, energy, professionalism and hard work have earned him more work and responsibility. We're lucky to have Steve as our current president-elect.

**Donna Breckenridge**, our new president, also stepped into the breach.

Donna filled in wherever needed and prepared herself for the year to come. It will be a good one.

**Kathy Hippensteel**, our treasurer, who filled yet another void and has been an ideal board member, always giving, always reliable, always upbeat.

**Carolyn Smith**, our communications director, has helped us come a long way in both our internal and external communications.

**Al Whitehurst**, publicity, who keep the lines of communication open with the media and does a thankless but important job. Thanks, Al.

**Nichole Lien**, our awards chair, whose job was to round up judges, the IABC equivalent of herding cats, and help us help other chapters so we can keep what goes around coming around.

**Rob Raine**, our membership director, who also stepped in and stepped up, making a firm commitment to increase our numbers.



**Elena Acoba and Karen Wood**. “Wow” is the first word that comes to mind. The chapter has done a lot of new and wonderful things this year, but the reformatted, revised and revamped newsletter has to be the *pièce de résistance*. It's a great read, it provides useful information and helps keep us better connected.

**Past leaders**, including Steve Reidy, Susan Green and Janni Simner, who jumped in to lend guidance, advice and wisdom.

**You**. The members who come to meetings when they can, serve on committees and make this chapter what it is: a great organization that takes care of business and manages to have a lot of fun along the way.

I've been involved in a slew of volunteer organizations over the years and IABC-Tucson is the best. It is truly a joy and an honor to work with all of you.

### IABC dispatches

\*An updated second edition of Crisis Management and Communication, How to Gain and Maintain Control, is IABC's definitive guide to crisis communication. It's loaded with strategies, templates and real-life examples to prepare to communicate effectively to all audiences when a crisis strikes. The manual costs \$175 for members. Download the PDF file for \$130. To order, log on [www.iabc.com](http://www.iabc.com) and click on IABC Store.

\*In the face of the Enron debacle, IABC has put together a resource list on business ethics. You can read articles, download guides, learn the best practices of Quill winners and

link to Web sites that help you and your company hone your ethics policies. Some sample titles include Evaluate Your Ethics Efforts and Complete Guide to Ethics Management: An Ethics Toolkit for Managers. There's a special link to the resources from the IABC Web site's home page.

\*Couldn't make the International Conference? Missed the presentation you wanted to get to? IABC's Web site has a wealth of follow-up information, including summaries, links to PowerPoint and other session presentations and tapes of all the sessions. Click on the “conference” link for details on accessing these resources.

# inside the Cactus Quill

Here's a peek into the whys and hows of the winning entries in the Cactus Quill Awards culled from their entry forms. You can contact the individual winners for more information.

## Targeting Cancer in the 21st Century

Excellence in Annual Reports

*Submitted by Donna Breckenridge,  
Arizona Cancer Center,  
626-2277, dbrecken@azcc.arizona.edu*

"The purpose of our annual report is to share our excitement about what has transpired during the past fiscal year at the Arizona Cancer Center, as well as our plans for the future.

"The annual report is our chief communication tool, providing an overview of our research, treatment and outreach/educational efforts. It gives our audience a yearly update, demonstrates how their gifts are impacting our research and acknowledges our donors by name.

"We must provide information that the general public can understand, yet does not insult the intelligence of our scientific and professional readers.

"(F)or measurable evaluation and to do some fundraising, we included a coded donation envelope in each copy."

*The judges said:* The entry had clear objectives and solid descriptions of budget, background and production schedule. The report had a great measurement device.

## Jackson Properties Your New Benefits Home

Excellence in Intranets

*Submitted by Andrea Parsons  
Aon Consulting in Phoenix  
602-427-3207  
andrea\_m\_parsons@aoncons.com*

"Jackson Properties, a Gilbert, Arizona-based residential homebuilder...envisions empowering its employees. One way to do this is through a benefits Web site hosted on the company's intranet.

"Because employees can find answers to routine questions and access information quickly, Jackson Properties wants employees to view self-service as an additional benefit. Concurrently, the Web site would help educate employees about the benefits...while decreasing the inquiries directed at the personnel office.

"A heavy emphasis was placed on the Web site's design to entice readers to use the site. Using whimsical clip art and navigation with self-explanatory titles helped present complicated material in an easy-to-understand manner. A conversational tone, hyperlink to further information about concepts and bullet points also aided in making the site user-friendly.

"(S)everal pieces were developed to support and promote the Web site."

*The judges said:* The entry had clear and detailed descriptions of objectives, measurements, audience and goals. The site is well designed and inviting.

## "Basket Lady"

Merit Award in Features and Promotional Writing

*Submitted by Mark Flint  
Mark Flint Media Consulting  
299-9151, flintmedia@earthlink.net*

"The client, Tailwinds Magazine, is a regional fitness magazine. The magazine seeks not only to reinforce fitness and cycling, but also to motivate recreation riders and non-cyclists to appreciate the benefits of cycling as a fitness activity.

"As a freelance writer, my assignment was to write about somebody who inspires and motivates others."

*The judges said:* The article contained interesting subject matter and profile

that was very appropriate for the target audience.

## Your Journey Begins

Merit Award in Multi-Page Publications

*Submitted by Ginny Geib  
UA College of Education  
621-3413, geib@u.arizona.edu*

"The purpose of the viewbook is to provide the University of Arizona College of Education with a print publication that will support a broad spectrum of student recruitment activities at both the undergraduate and graduate levels. The purpose of the companion brochures is to provide additional information to a more targeted audience interested in a specific program of study.

"The creative challenge...was to produce a publication that would present a great deal of...information concisely and clearly and still encourage appealing, positive feelings about the college...The strategy...was including many 'happy people' pictures and developing the journey theme in text and visuals."

*The judges said:* The entry had a thorough description of audience and budget. The viewbook and brochures made an attractive piece.

## University Advancement Web Site

Merit Award in Most Improved Web Sites

*Submitted by Nancy Guthrie  
and Sandra Hallenbeck  
UA University Advancement  
621-6461, nguthrie@u.arizona.edu*

"(E)very University Web site must comply with...University policy regarding accessibility standards by January 2002. The University Advancement site did not meet those standards. (F)eedback from visitors and internal discussions told us there were many areas for improvement. The timing was perfect for the University Advancement site to evolve toward its own next phase."

*The judges said:* The entry was very complete and succinct. The Web site is very professional and has a clean approach and design.

# How to win a Cactus Quill for yourself

By Elena Acoba

Knowing how to compile a Quill Award entry is just as important as the entry itself. That reality was restated at the May presentation of our chapter's first-ever Cactus Quill awards that recognized regional excellence in business communications.

Of the 30 entries in this inaugural competition, two won Awards of Excellence, while three earned merit awards. (See related story.)

Based on a point system judging the project description and the work sample, Excellence awards were given to entries that scored at least 45 points out of a possible 50. Merit recognition went to entries with 40-44 points.



Quill competitions not only judge the final product, but the process from setting goals and identifying audiences through measurements of the project's effectiveness.

These tips came out of the lunch's discussion on entering and winning Quill awards:

- \*Be as thorough as possible about describing the project.
- \*Include specific budget and usage numbers.
- \*The results of a project's effectiveness need not be positive. The important point is that there is a way to measure the results.
- \*For writers, some ideas for measurement include readership figures, specific reader comments to articles and feedback that the subject/interviewee received about the story.

Raim and Associates also received special recognition for donating the cost of printing the program's call-for-entries brochures.

By Steve Pender

IABC chapter leaders from around the world descended on Baltimore's Inner Harbor earlier this year. Our reason for visiting "Charm City?" The 2002 Leadership Institute.

The Institute began with a dynamic and interactive presentation by Thomas Lee of Arceil Leadership Communication, Ltd. His message: Leadership and management are different animals. If you're setting out to change the way your chapter is run, you're embarking on leadership.

Another important point: Leadership without communication will fail. Likewise, communication without leadership will be ineffective.

After the opening session, we chose from a variety of breakout sessions focusing on the "nuts and bolts" of running successful IABC chapters. Topics included chapter management, chapter finance for communicators, membership recruitment, professional development and more.

The sessions provided a wealth of information, but they weren't the only venues for exchanging ideas. We all took advantage of meals and coffee breaks to network and discuss mutual concerns and challenges.

I was thrilled to meet our District 5 colleagues from the Phoenix chapter. Being somewhat familiar with Baltimore, I led them on a Friday night dinner excursion to Fells Point, a wharf area packed with local bars and restaurants. On Saturday, they cheered for me when I won a door prize: a blues harmonica. A few minutes later I happily applauded the Phoenicians as they won a raft of honors, including Chapter of the Year and International Chapter of the Year.

Thanks to the Leadership Institute, I left Baltimore with a greater understanding of IABC, some great contacts and a host of professional development ideas.

*Steve is the chapter's president-elect and director of professional development. He writes and produces corporate videos.*

By Janni Lee Simner

I attended a fall weekend conflict resolution workshop by the through American Friends Service Committee's Alternatives to Violence Project (AVP). While not specifically focused on business issues, I found many of AVP's principles applied to workplace conflicts. I thought I'd share my experience.

\* Look for common ground. In workshop role plays, I saw that putting too much energy into justifying my position only resulted in everyone becoming more entrenched in their views. When we each simply stated what we wanted and then looked for the common ground among our positions, we moved closer to real solutions.

\* Understand that, like you, others have basically good intentions. During the role plays it became clear that no one held a position just to be difficult. We all have positive intentions and that's often where common ground lies.

\* Truly listen. During some workshop sessions we simply listened to each other without interruptions, questions or even attempts to help each other along. I found that at the points where I normally would have spoken, I didn't always understand as well as I thought I did. I also found that when others fully listened to me, I understood more clearly what I meant to say.

\* Base your position on truth and be ready to revise if you discover it's unfair. AVP workshops are based on the belief that since people tend to seek truth, positions based on falsehoods don't ultimately prevail.

\* Don't underestimate the power of humor. It can help everyone step back and gain perspective.

AVP workshops are open to anyone in the Tucson community. Details are available at 623-9141.

*Janni is an independent business and fiction writer and Web designer.*

## Marilyn Pincus

**M**arilyn Pincus has found so much success as an independent contractor—indie in IABC parlance—that she’s moved on the business ladder from Sole Proprietor to Inc. Not bad for someone who started out trying to find a career that accommodated her already full-time job of raising a family.

Marilyn started life in Albany, N.Y., attended city college in New York City and raised her family in New Jersey. She’s lived in Tucson for 10 years.

A five-year IABC member, she was our chapter president for the 2000-2001 year and just completed her term as the senior delegate to District 5. Marilyn’s also a long-time member of Toastmasters International’s Fountain-Flyers Tucson Chapter.

How did you become a communications professional?

I was a full-time mom to my three terrific kids and when they went to school, I wanted to work at something that would give me flexible hours. Since kids were the center of my universe at the time, I began to write for them. I studied publications that were targeted to young readers. I learned which editors would look at unsolicited manuscripts. I obtained “author’s guidelines” and the rest is history. My first sale (fiction) was to *Highlights for Children*. I was paid the important sum of \$35. Sounds easy, doesn’t it? I also “earned” enough rejection slips to wallpaper a small castle. I always loved to write.

My articles were published in many prestigious publications for young readers, including *Cricket* and the “For Children” page of the *Christian Science Monitor*.

After a few years, I turned my attention to business-related topics and began writing for those audiences. I was no longer writing on speculation. I’ve written hundreds of articles for all the major publishers of business information: Prentice-Hall, Economics Press, Research Institute of America, Dartnell

and others. I “hung out” in libraries and researched. Much of my research was/is interview-based. Eventually, I was listed in Bowker’s *Literary Market Place* and was discovered by a terrific editor at Barron’s.

What do you do in your current position?

Everything! I’m it. I’ve been an “independent” for all these years, approximately 20, the early years as a part-timer and then as a major business operator. At the end of February Marilyn Pincus, Sole Proprietor, became Marilyn Pincus Inc.

I write my own books. I write other people’s books (i.e., ghostwrite). The “Consultant-to-Management” portion of my “Author and Consultant-to-Management” business spotlights my work as a writer of policies, procedures, job descriptions, employee manuals and related material for clients, not publishers.

When time permits, I write direct mail copy and script. I design and present “Talkshops” for employees, 45-minute presentations that target specific business success skills.

What do you like best about your career/profession?

I love the diversity. I work with so many talented and interesting people. I’m always learning. I enjoy having flexible hours. I squeeze in extras such as speaking to groups about topics that may assist them to succeed. For example, my book, *Interview Strategies That Lead to Job Offers*, is a topic I’ve shared with special-needs audiences. These are unpaid gigs, but memorable and enriching to me.

What’s your communications philosophy?

It’s my responsibility to understand my reading audience. It’s up to me to give them what they need. It’s up to me to deliver it in an appealing and easily digestible manner. When I’m a “ghost” I must become my client—a neat challenge.

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

I love to cook. I’ve got dozens of well-worn, well-loved cookbooks. It gives me great pleasure to plan, cook and serve meals to family and friends. I love to hike. Six or seven mornings a week you’ll find me at the gym. I’m an exercise addict.

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

At work, business titles. I typically skim or read all popular titles. At home, everything that’s exquisitely written. I most recently finished *The Unknown Errors of Our Lives* by Chitra Banerjee Divakaruni.

What’s your proudest professional achievement? Your proudest personal accomplishment?

My work is now published in eight languages: Korean, Portuguese, Indonesian, Danish, Spanish, two versions of Chinese and English. French may be next. It energizes me to know that people in many countries read what I wrote for audiences in the United States.

It’s tough to pull myself away from the professional achievement, but, although not exactly a personal achievement, I’m enormously proud of my three children and their spouses and one very special extraordinary granddaughter, Emily.

What’s your favorite way to keep up?

Networking. Attending seminars. Reading. Lots of time surfing the Web.

What’s the greatest benefit of IABC membership?

It’s an unmatched venue for relationship-building. I even do business with one person in London and all because of IABC.

## Tucson IABC bulletin board

There are only a few days left for folks to become IABC members at a \$40 discount. Stop sitting on the fence and act now! Or use this to convince a friend or colleague to join. Contact Membership Director Rob Raine, 626-4413, [rraine@azcc.arizona.edu](mailto:rraine@azcc.arizona.edu) to get signed up.

Let people know about your company and help our chapter defray the cost of Byword. Place an ad for six issues at \$50 or \$100, depending on the size. Talk with Communications Director Carolyn Smith, 321-7989, ext. 214, [csmith@cancer.org](mailto:csmith@cancer.org) for details.

Download a PDF copy of Byword—the current and past issues—on our chapter Web site, [www.iabc.com/~tucson](http://www.iabc.com/~tucson). You also can read recent presentations on branding by Rick Sharga and forces

shaping communication by IABC executive board member Charles Pizzo. The site also has links to some of our other recent speakers.

**Remember, we're not meeting** in July, one of two months that our chapter doesn't have a professional development lunch. The other is January. If you want a topic discussed at a future lunch, suggest it to Professional Development Director Steve Pender, 743-4090, [steve@penderproductions.com](mailto:steve@penderproductions.com).

**Look for details** on these future professional development meetings:

Sept. 5, Public speaking with Donna G. Levy, V.P., AcuComm Inc.

Oct. 3, What Makes a Good Business Story by Sheila Storm, editor of Inside Tucson Business

## Behind the scenes: who did what this year

We've had a lot of busy members pitching in and volunteering their time and expertise in various projects:

Judging recent entries from fellow IABC chapters were Donna Breckenridge, Lynn Brown-Quick, Karen Dahood, Shannon Field, Kim Green, Susan Guerrero, Krista Neis, Marilyn Pincus, Stephen Reidy and Sally Valenzuela.

Helping Steve Pender plan those lively and informative monthly professional development meetings are Juleen Eichinger and Dennis St. Germaine and trial member Kara Smith.

Writing copy for our redesigned newsletter this year were Donna

Breckenridge, Judith Brown, Lynn Brown-Quick, Karen Dahood, Laura Fairbanks, Mark Flint, Susan Green, Susan Guerrero, Kathy Hippensteel, Jan McIntire, Steve Pender, Marilyn Pincus, Rob Raine, Stephen Reidy, Katie Riley, Janni Lee Simner, Carolyn Smith and Karen Wood; trial members Melissa Romsos and Amy Schoenherr, and past members Vicki Gaubeca, Ginny Geib, Nichole Lien, Settle Madden and (trial member) Pat Susin.

Your chapter board and directors can always use the help. Contact any of them—you'll find them listed on page 2—to see how your know-how can keep chapter activities strong. And give you some new experiences.

## Build the brand align the brand be the brand

from page 1

target the right customer, make the brand personal for them, use it to make every experience positive.

\*Build the brand from the inside: Establish it and explain it to the entire company, from corporate executive to employees and partners. They can then relay the brand to analysts and editors, who carry the concept to customers.

\*Align the brand with the company and value proposition; don't "overshoot" the brand; that is, make sure your deeds match your reputation.

\*Be the brand: It's ultimately the CEO who has to develop and live the philosophy of the company and get employees on board.

\*"Bake your own pie." Don't be the next Yahoo, be the first at something else.

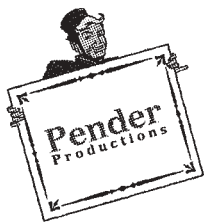
\*Focus. Don't divert resources from what establishes your reputation or expand into markets that don't match your brand.

\*Be significantly different, not a little bit better.

Sharga suggested you read *Brand Warfare* by David D'Alessandro for a good primer on the subject.

You can read his PowerPoint presentation in a PDF file on the chapter's Web site, [www.iabc.com/~tucson/pastmeetings.html](http://www.iabc.com/~tucson/pastmeetings.html), or by requesting it from Sharga by e-mail, [rick@neobrand.com](mailto:rick@neobrand.com).

### WRITE ON!



The Name: **Steve Pender**

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

520.743-4090

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