

Byword

August meeting

August 7

Tucson Sidewinders
Thursday, August 7, 11:30 a.m.
McMahon's Steak House
2959 N. Swan Road

Watch your e-mail for RSVP information

Sergio Pedroza, community relations director for the Sidewinders, has been working to crank up support for the Arizona Diamondbacks' Triple-A minor league squad.

This year the Sidewinders is celebrating 35 years of pro ball in the Old Pueblo (remember the Tucson Toros?), adding an extra challenge for Pedroza to stir up excitement for this quintessential summer activity. Find out how Pedroza and the rest of the Sidewinders organization put together and implemented their plan to laud tradition.

Come early to meet your fellow IABC/Tucson members, then enjoy lunch, find out what IABCers are doing and get the latest chapter news. This is the first monthly professional development meeting that's headed up by the new board, led by President Steve Pender.

The meal costs \$18 for members, \$25 for guests and members without reservations and \$14 for student members. No-shows will be billed for reserved meals. A vegetarian option will be available.

Remember, July is one of the two months (January is the other) that the chapter takes a break from its monthly professional development meetings.

Also, the new professional development committee always welcomes ideas for future meetings and workshops. Send your thoughts to director Kathy Hippensteel, 794-8341, khippens@hughesfcu.org.

Head to Austin for D5's "Communications in Concert"

By Laura Thomas

Like the live music Austin is famous for, effective business communication demands that professionals with many different talents work together to carefully craft a message that achieves a specific goal.

At "Communications in Concert," the 2003 IABC U.S. District 5 Conference, we'll focus on ways that communicators work in concert with other business functions to contribute to organizational success.

This year's conference will be held Oct. 1-3 in Austin, Texas, at the Hyatt Regency Austin on beautiful Town Lake (austin.hyatt.com/property/index.html).

Keynote speakers include Elizabeth Allen, vice president of corporate communications at Dell Computer Corp., and Ginger Hardage, vice president of public relations and corporate communications at Southwest Airlines.

In between, there will be 22 concurrent sessions on a variety of topics presented by professionals from across the nation and as far away as South Africa.

There also will be plenty of time to network with your peers while dining around town and cruising on Austin's beautiful Town Lake. And special kudos will get handed out at the annual Silver Quill awards presentation.

Registration costs \$375 for members and \$475 for non-members before Aug. 29. After that, it's \$450 and \$550, respectively. Stay at the Hyatt Regency



Austin for \$119 a night for a single, \$129 per night for a double.

A complete program is posted at www.iabcaustin.com.

Laura, communications advisor for Dell Financial Services, co-chairs the D5 conference committee, which is made up of IABC/Austin members.

Need more convincing?

If you haven't been to an IABC District 5 conference, you are missing out on what many of us consider among the top three reasons for belonging to IABC. In addition to outstanding professional and personal development presentations and keynote talks, you get to network with IABC members from around the district and beyond.

With airfare, lodging and registration, you probably won't have a lot left over from a thousand-dollar bill, but it will be worth every nickel. I know a lot of employers are cutting back on travel, but my boss told me to do what it takes to get there and he'd find a way to pay for it. (OK, I'm self-employed, so it was a little easier to sell, but seriously, I consider it an investment that will pay off handsomely. You should, too.)

Mark Flint
IABC Tucson fundraising chair

The Prez Sez

By Steve Pender, chapter president

IABC/Tucson is on da wing!
Spring is sprung
Da grass is riz
I wonder where da boidies is?
Da boids is on da wing I hoid.
Dat's funny—I thought da wings was on da boid.

I don't know who wrote this poem (my mom taught it to me when I was a sprite), but I always think of it when spring rolls around. I don't have any grass around my westside Tucson home, but "da boids" have certainly been on "da wing."

My snowbird neighbors have moved to their summer nesting grounds and quail, pyrrhuloxia, mourning doves, finches and others have returned en masse, filling the days with their songs, squawks and chitter-chatter.

I've also been hearing quite a bit of chitter-chatter about IABC/Tucson these days. We've had a great year with interesting monthly luncheon programs, inexpensive brown bag lunches, casual networking, a dynamite (and profitable) branding seminar and another successful Cactus Quill Awards.

I'm confident IABC/Tucson will have as much, if not more, to offer in the coming term. So I hope you'll continue to roost with IABC/Tucson—AND I hope you'll invite friends and colleagues to our events and encourage them to join. The bigger our flock, the higher we'll all fly.



Doing a survey?

Need help formulating a survey to measure your communications efforts? Linda Welter Cohen, who spoke at a chapter meeting in the spring, gave us this list of Web-based survey tools. Start off each URL with www., then type in

- zoomerang.com
- websurveyor.com
- coolsurveys.com
- infopool.com
- guidestarc.com
- esearch.com
- infotekonline.com
- informative.com
- perfectsurvey.com
- surveymonkey.com
- websm.org

She also suggested reading "Making Surveys Work for You" on www.vocus.comprpro/2002/0202/index2.html. Need more tips? Cohen included the link to *The Measurement Standard* newsletter about measuring results. Find it at www.measuresofsuccess.com.

Meet the 2003-2004 IABC/Tucson Board of Directors

President & District 5 Jr. Delegate
Steve Pender
743-4090, steve@penderproductions.com

President Elect
Kathy Hippensteel
794-8341, khippens@hughesfcu.org

Secretary
John Brown
884-3797, jcbrown@tucsonelectric.com

Treasurer
Kay Lehman
743-8279, agavecom.comcast.net

Past President/District 5 Sr. Delegate
Donna Breckenridge
626-2277, dbreckenridge@azcc.arizona.edu

Appointed positions

Communications Director
Oversees newsletter, news releases, and chapter marketing
Carolyn Smith
321-7989, ext. 214, csmith@cancer.org

Membership Director
Coordinates recruitment, registration
Rob Raine
626-4413, rraine@azcc.arizona.edu

Professional Development Director
Organizes monthly general meetings
Kathy Hippensteel
794-8341, khippens@hughesfcu.org

Technology Director
Maintains Web site, roster, data base
Susan Guerrero
529-4750, sguerrero5@earthlink.net

Accreditation Chair
Helps members gain accreditation
Katie Riley, ABC, APR
626-4826, riley@u.arizona.edu

Fundraising Chair
Coordinates fundraising efforts
Mark Flint
299-9151, flintmedia@earthlink.com

Library Chair
Coordinates chapter library
Ginny Geib
621-3413, geib@u.arizona.edu

Judging/Awards Coordinator
Organizes judging of chapters' contests
Janni Lee Simner
319-0854, janni@simner.com

Byword

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Editor: Elena Acoba
acoba@dakotacom.net

Design/production: Karen Wood
kbw1@comcast.net

Thanks for the memories

Breckenridge reviews her year as president

By Donna Breckenridge

As our IABC year draws to a close, I want to thank you for the privilege of serving as your chapter president. I tell people that I chose a great year to be president because I've had such a dedicated and energetic Board. They have done the work and I've just been their cheerleader. I'd like to start by thanking my "right- and left-hand men."

Steve Pender has been a "one-man show" as your president-elect and professional development chair. He did it all—found interesting speakers, made arrangements with restaurants, sent out e-mail invitations, handled RSVPs and coordinated on-line publicity. At our monthly luncheons, we've learned about everything from working with newspapers to streaming media.

And if that weren't enough, Steve put in countless hours organizing our April workshop with branding expert Rick Sharga. It was an overwhelming success, drawing more than 100 attendees and raising more than \$1,000 for our chapter. Steve also added two brown-bag luncheons to our schedule this spring, also quite successful.

With Steve at the helm in July, we can look forward to a fantastic year!

"I chose a great year to be president because I've had such a dedicated and energetic Board. They have done the work and I've just been their cheerleader."

On my other side has been *Mark Flint*, our immediate past president. Mark has boundless energy, always coming up with new ideas and always willing to lend a hand. He has served as your senior delegate to IABC District 5 and has also been the district's "technology geek." I had the privilege of traveling with Mark to attend two district meetings: one in Topeka, Kansas, and the other in Estes Park, Colo.

Mark also co-chaired our chapter's second annual Cactus Quill competition and arranged for our Web store, where you can order IABC items.

And Mark isn't finished yet. He's agreed to serve as chairman when we host the District 5 conference in 2006. Stay tuned; plans are already under way!

Susan Guerrero, another past president, has not retired either. She was the other co-chair for Cactus Quill and she has been our technology director, maintaining our Web site and keeping everything up to date. Susan won the award of IABC/Tucson's "Miss Hospitality" last year and she's continued in that role, hosting our Board retreat in July as well as several Board meetings.

This year's secretary, *Lynn Brown-Quick*, was my roommate at the Topeka conference and put up with me for two nights! Lynn has faithfully attended every Board meeting and has kept us on track. She's also made arrangements for meetings at Pima College and has assisted with check-ins at our monthly luncheons.

Kathy Hippensteel, as our treasurer, has done a great job managing our finances. We've never had to worry about our bank account with her in charge. I'm very pleased that Kathy has agreed to serve as our president-elect and professional development chair for next year. She'll do a wonderful job!

I'm sure all of you have met our very friendly and outgoing membership chair, *Rob Raine*. In addition to preparing name tags and serving as our official greeter at meetings, Rob has sent his famous "perky patrol" letters to prospective members. He'll continue next year and I'm sure we can look forward to even more enthusiasm!

Our publicity team has been headed by *Carolyn Smith*. They've handled press releases (faithfully sent out by *Al Whitehurst*) and our newsletter. Editor *Elena Acoba* and graphic designer *Karen Wood* have produced a top-notch

publication on a shoestring budget. What a fantastic team! They have set a high standard that I hope we can continue to maintain.

Carolyn also helped publicize our final event of the year, The Big C (communications) networking evening. *Marilyn Pincus*, another tireless past president and our special events chair, was busy organizing the event and coordinating all the arrangements with five other professional groups.

Finally, *Janni Lee Simner* has served as our judging chair. She has coordinated judging for five other IABC chapter competitions and has organized several "judging parties" featuring pizza and chocolate. Who can resist that?

I could say so much more about each of these Board members, but I've run out of space! So I'll just say thanks again to all of them and to you, our members, for supporting us this year.

Donna, publications editor for the Arizona Cancer Center, moves into the position of past president/District 5 senior delegate for the new Board year, which starts July 1.



Fanning the spark of creativity

By Elena Acoba

Stuck on a project? Release your creativity by changing the way you see the world. That was René Freedman's message at "Uncorking Your Creativity," a May brown bag lunch for IABC/Tucson members.

"Changing how you observe yourself and the world gives you a new set of actions," said Freedman, an executive and personal coach, "which creates a new set of results."

To illustrate the concept, Freedman asked the group to describe her, first through the eyes of a 5-year-old ("old," "tall"), then through a 95-year-old's ("young," "less experienced").

She provided a list of 36 perspectives to try, including gender, education, geographical, politically, car, technical and fitness.

Along with shifting perspective, she offered these ideas for getting creativity energy to flow:

- *Play with wild abandon.
- *Use another medium. If you're stuck in writing, then paint or garden.
- *Have a positive attitude to attract creativity.
- *Rev up your energy engine with exercise, napping or pampering.
- *Change your location or environment.
- *Use your intuition. Clear your mind, breathe deeply, press your belly "and listen to what comes up."
- *Make up and answer questions imaginatively.
- *Give yourself credit for getting to where you are. Accept that being stuck is an opportunity to learn something.
- *Ask advice of someone you would never normally seek out. Freedman mentioned how she consulted a Korean dry cleaner on something and got a fresh perspective.

Shop at the IABC store

Advertise your IABC/Tucson membership with pride.

A new store at our chapter Web site lets you order from a catalog of 86 items such as t-shirts, attaches, blankets and youth sports caps.

Shopping here helps raise funds and awareness for the chapter. About 20 percent of your purchase goes to the chapter for activities.

Just log-on tucson.iabc.com and click on the credit card icon.

Direct mail marketing: what it can do for your organization

By Carolyn Smith

Although direct mail marketing isn't always the "sexiest" advertising a business can undertake, it can be the most effective at targeting the right customers at the right time with the right message.

That's what the 17 participants at the inaugural IABC/Tucson brown bag lunch at the American Cancer Society heard in an enlightening spring presentation on "Hitting the Bull's-eye: Planning a Successful Direct Mail Campaign" by Leah Bruns.

While everyone can choose not to purchase a newspaper or listen to their radio, everyone has to pick up their mail, said Bruns, who works for ADVO Inc., the nation's leading direct mail marketing organization. It is this

opportunity that allows direct mail marketing to be visually engaging, she said.

Some of the topics Bruns covered included techniques for maximizing ad dollars with direct mail, bringing your strategy to life, executing your strategy, cost-effective "shared mail" and getting the greatest return from your direct mail investment.

"Everyone has to open their mail or do something with their mail..."

"You have to consider if direct marketing is good for your business," she said. "Direct mail marketing is part of a good media mix to get your message out to your targeted audience, and it is now a \$45 billion dollar industry with about half of all direct advertising efforts done via direct mail."

Bruns discussed the advantages and costs of a solo mail piece and of shared

or "marriage" mail with multiple advertisers. She noted there are more than 900 demographic variables to help the client identify a target market, including age, income and likelihood of children.

One benefit of direct mail marketing is that a business can find out soon after their mailing how successful it was. Businesses can ask a customer how they heard about them or notice if they use a coupon or a special phone extension that was printed in the piece.

"Everyone has to open their mail or do something with their mail," she said. "If you search out your targets and have visually appealing pieces, you have a few seconds to grab the customer and make it effective."

Carolyn, the chapter's communications director, is regional communications director for the American Cancer Society.

Photography: how to get the most from your assignments and your photographer

By Elena Acoba

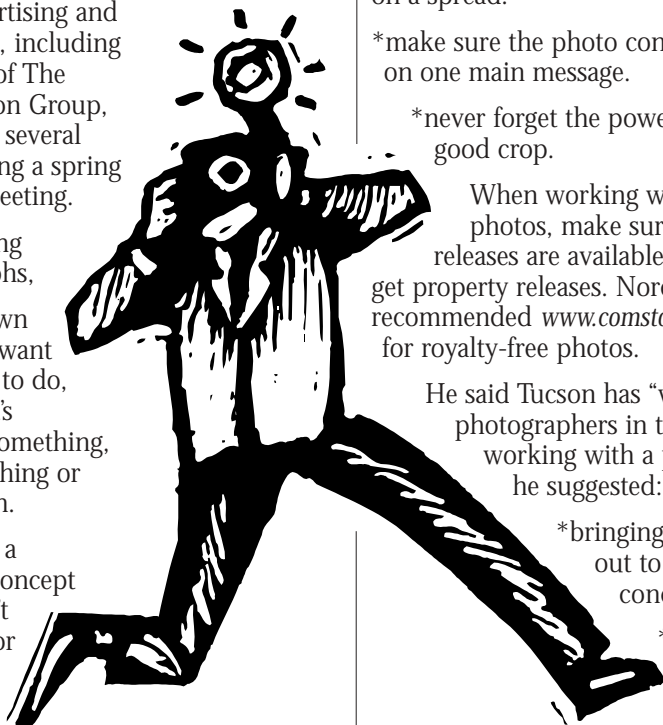
Advertising executive Jeff Nordensson gave us a view of using photographs from a perspective most of us come from: the eyes of a copywriter. Using his nearly 30 years of experience in local advertising and marketing, including as owner of The Nordensson Group, he offered several ideas during a spring chapter meeting.

When using photographs,

*write down what you want the photo to do, whether it's to know something, feel something or take action.

*think up a different concept if you can't afford color but absolutely need it.

*pick black and white when you want to convey facts and



truth. Color tends to turn on emotions that can get in the way of the message.

*allow enough space for the photos to succeed. Don't squeeze too many on a spread.

*make sure the photo concentrates on one main message.

*never forget the power of a good crop.

When working with stock photos, make sure model releases are available and always get property releases. Nordensson recommended www.comstock.com for royalty-free photos.

He said Tucson has "world-class photographers in town." When working with a photographer, he suggested:

*bringing along a layout to discuss the concept

*mentioning the budget

*always drawing up a contract.

Before digital Memories of an ex-photojournalist

When I was a callow J-school graduate (back in the '70s), communicators took their own pictures. For the most part, we with "house organ" in our job description shot available-light b/w photos with 35mm, fully manual cameras. Over a decade, I moved from producing shots that looked like drunk people took them to winning photography awards. It was quite a journey.

Because I worked at a hospital, I shot everything from heart transplants and 12-hour craniofacial reconstructions to administrators dishing up chow for employee appreciation week. As my previous experience via a small-town daily had involved assignments like Bible school classes and oddly shaped zucchini, this was a whole new world. I learned how to apply photojournalism principles to manufactured situations and how to get interesting shots of retirement parties and bake sales and the occasional volunteer painting tennis shoes with glitter.

However, the '70s were early days for professional communicators (in-house newsletters used to be done by the human resources staff) and administrators weren't used to the switch. I successfully evaded the standard "grip and grin" mandates, but they never went away. I endured being art-directed by physicians, the nursing staff and the women's volunteer auxiliary.

Still, there were perks. I met each year's Derby-week celebrities and dashed around behind jockeys visiting sick children. I got to ride in a hot-air balloon. I met hometown favorite son Muhammad Ali. One Halloween, I shot the pediatric attending staff dressed up as Teenage Mutant Ninja turtles.

You know, I kind of miss it.

Karen Wood

Tucson member news

Kathy Hippensteel was part of the four-person team at the Hughes Federal Credit Union Marketing Department that won a Diamond Award of Merit from the Credit Union National Association Marketing Council last spring.

The service mission project, "Always Make a Positive Difference in Each Member's Financial Life," aimed to provide employees with the tools and training to be able to tell credit union members how they could save time and money, make money, get peace of mind or receive a convenient service. "Mouse pads, buttons, posters, fliers and a radio commercial were developed to support

the theme," explained Kathy, the company's marketing manager. "We also developed several teller handouts on different products and services as part of the project."

Alison Bolen and hubby, Jeromy, welcomed their first child, Robey, into the world on March 31. Alison is taking some time off from her editing and writing work as an independent contractor. "We're spoiling Robey with love," Alison said after returning from the hospital, "and my mom is here spoiling us all with home-cooked meals." The family left Tucson in early June for Jeromy's next military assignment.

Member profile

Ginny Geib

Ginny Geib has lived several places in her 55 years: Ohio, California, South Carolina, Texas and Michigan before arriving in Tucson. One of her constants has been communications, a business she's excelled in for more than 25 years. In Tucson she's worked at Tucson General Hospital, Villa Campana Retirement Residence, Carondelet Healthcare and HealthPartners Health Care (now United). She's currently communications director for the UA College of Education.

Ginny has served as secretary, newsletter editor, president, past president and on special projects for IABC/Tucson, which she joined in 1997 or thereabouts. She's won regional IABC awards in Ann Arbor, Mich., and Tucson.

How did you become a communications professional?

My interest in communications began in high school. I graduated in the mid-1960s when it was still a bit novel for young women to see themselves as professionals or breadwinners. I admired my English/journalism teacher and saw myself as a future English teacher. One day she took me aside and said she didn't think my personality was well-suited to being a classroom teacher: too opinionated and pushy! When I went to Ohio University, I stuck with English literature as a major, but I took journalism as a minor and worked summers on small newspapers. I expected to work professionally as a newspaper reporter. Following a year of grad school, I did a stint as a general assignment reporter with *The Youngstown Vindicator*. That taught me quickly how consuming being a reporter could be—covering late-night meetings and staying even later to meet the deadline, working holidays and weekends. Many events intervened after that reporting job. I changed direction fairly early to public relations and business communications.

What do you do in your current position?

I am an adviser to the dean regarding strategies for building awareness and positive image about the college, its programs and people. This includes helping the dean develop persuasive strategies for diverse audiences, from

state legislators to private donors to area school leaders. As the single staff member charged with communications, I also am the resident communications technician, producing internal and external print publications, managing the content for the college Web site, coordinating displays, producing multimedia, planning special events and overseeing the communications budget. Another component is coordinating alumni outreach. I work closely on special projects with the college's alumni volunteer group and produce a newsletter and other publications.

What do you like best about your profession?

I like that it requires me to be a creative problem-solver. There is always an inherent challenge in figuring out how to work efficiently and effectively with the time and resources available and there is always a thrill when you make decisions that work well.

What drives you crazy about work?

My work seldom drives me crazy. The people who decide and control my work frequently do.

What's your communications philosophy?

I do have some work mottos that I try to keep in mind: Keep it simple. Easy writing = hard reading, hard writing = easy reading; the goal is easy reading. Honesty and frankness make you vulnerable; be honest and frank anyway. You

can't please all the people, so find a better way to measure your success. There is always room to improve, which is why "that's the way we always do it" is NOT my motto.

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

I read a lot of "potato-chip novels"—empty calories for the brain—that take me away from the here and now but are not too taxing to the gray cells or the emotions. I also love movies and theater. I much enjoy being with my family. I am lucky enough to have my parents, sister, nephew, great-niece in Tucson and my son is in Chandler.

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

At work, government reports on education issues, *Education Week*, *Chronicle of Higher Education* and professional publications such as *Web Content Report* and *Communications World*. I skim the *New York Times* every day for education news and find it almost impossible not to wander into all the other interesting stories and editorial pieces. At home, all those frivolous thrillers and pop fiction books mentioned above.

What's your proudest professional achievement? Personal accomplishment?

In April I received a UA Staff Award for Excellence. That was very nice as it recognized all of the work I have done in my current job of 4.5 years. I am most proud of having gained the respect of other professionals in all my job settings. Personal accomplishment? Without a doubt, being a mom. My son is 30, hard-working, fun to be with and successful and I have a wonderful daughter-in-law. As the years have unfolded, my role as a parent has changed, but it is always at the core of who I am and how I feel.

What other types of jobs have you had?

Every paid job I have had has involved some form of writing: reporter, copy editor, marketing, public relations, community relations, desktop publisher, publications editor. For a month in college I was called a secretary, but even that summer job was really about writing reports.

Branding: how to differentiate your company from the competition

By Wendy Oden, MTA

More than 100 people heard an in-depth, no-nonsense presentation on branding by national expert Rick Sharga.

Sharga, a former executive with NeoBrands, has formed CJ Patrick Co. to help companies find ways to grow their business, increase profits and improve operating efficiencies.

Sharga's enthusiastic and lively presentation last spring to marketing and communication professionals expanded a talk he presented to our chapter last year.

He reiterated that branding is not a logo or company name nor advertising, publicity or promotion. Branding is the essence of a company's whole-customer experience, everything you want to communicate about your product and the stuff you communicate in spite of yourself.

Brands matter because they are the competitive differentiator that help you:

- *gain market share at prevailing prices
- *maintain market share at a premium price
- *claim a premium price for your products and stocks.

It permeates the entire company and sets the perceptions and expectations you create among all of your potential audiences or the future performance of your company.

A brand's essence consists of "three Cs": customer needs and motivations, your core competency and your company's competitive opportunity.

The Internet has significantly changed the notion of branding. Yesterday it was about creating perceptions; today it is about encouraging interaction and nurturing relationships among individual customers.

The Internet has significantly changed the notion of branding. Yesterday it was about creating perceptions; today it is about encouraging interaction and nurturing relationships among individual customers. Gone are the days of targeting mass audiences. Now your brand must speak to each customer individually. Branding activities must be simultaneous and tightly integrated. Online marketing activities must correlate with whatever you are doing offline.

Sharga offered other key points:

- *"Infotainment," online gaming and other "ya-ya" technology has put ad agencies in competition with Hollywood producers.
- *Brands must be mobile. Successful brands (Disney, Mountain Dew, Starbucks) own the entire customer experience.
- *Your brand needs to seek out and find its audience or give them a reason to find you. Audiences aren't where you want them when you want them.
- *Branding should be 360 degrees. All public relations, advertising, direct

marketing and event marketing efforts must be integrated and synchronized.

Understand why brands matter, how to measure its impact and value and learn the "Seven Rules for Building Successful Brands" in Sharga's full PowerPoint presentation at tucson.iabc.com/pastmeetings.html.

The three-hour seminar, sponsored by Tucson Electric Power Co., was presented by IABC/Tucson with Tucson Advertising Federation, Public Relations Society of America and area chapters of the American Marketing Association.

Wendy, MTA, is a marketing and PR consultant and IABC/Tucson member.


Hats off to...

Congratulations to the nine Award of Excellence and 12 merit winners in our second Cactus Quill competition for the best communication practices in the region.

A contingent of Phoenix winners came down to accept awards at the June chapter luncheon, as did local recipients of the distinctive crystal cactus awards.

The chapter was well-represented with members Donna Breckenridge, Susan Guerrero, Krista Neis and Dennis St. Germaine winning kudos.

IABC members in Pittsburgh, Pa., Orange County, Calif., and Kentucky judged the entries. Innovative Mail Services, Pecan Press and Skyline Printing sponsored the competition, which IABC/Tucson members Susan and Mark Flint co-chaired.



WRITE ON!

The Name: **Steve Pender**

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

520.743-4090
steve@penderproductions.com
www.penderproductions.com



Editing • Writing • Print Production

299-9151

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

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