

GALLEY Briefs



December / January

Holiday Greetings!

It's that time of the year again. The holiday season is upon us and our lives are busier than ever. IABC is not slowing down either. Take some time out to enjoy and participate in one or more of the many great activities IABC has planned for 2011.

IABC is also gearing up for the upcoming year's **Renaissance Awards**, honoring the best in business communication. Keep reading to find out more about when forms will be posted and entry deadline information.

You definitely will not want to miss the next **Detroit IABC Webcast** featuring Linda Dulye, President/Founder, Dulye & Co. Linda will share valuable lessons on ways to obtain valuable feedback and use it to get increased business performance results. This informative webcast will take place on **Jan. 25, 2011, Noon-1:15 pm EST**. Read on to find out more.

Join us **January 27, 2011** when Mayor Dave Bing taps into an audience of marketing, advertising and communications professionals, where he'll challenge us to help him continue the work he's already begun to improve the city's reputation.

We are proud and excited that the 2011 IABC Heritage Regional conference comes to Detroit in October. IABC Detroit can't wait to host this fantastic event and show off our amazing city. Keep your eye out for more information coming soon.

As always the IABC Detroit website is filled with valuable information and links to help keep you informed. Keep logging in to find out the latest and greatest news and information.

Best wishes to you and yours for a warm and relaxing holiday season.

Gary Spondike
IABC Detroit President

IABC Detroit Members Celebrate the Holidays at Pewabic Pottery

IABC Detroit members enjoyed an evening of networking, fun, and a tour of the National Historic Landmark Pewabic Pottery. Check out the pictures on our [Facebook page](#).



Pictured are Kim Zitny and Eric Longs.



Deborah Wilson, Jennifer Richmond and Kim Zitny get to making their tiles.

Upcoming Events

2011 IABC Detroit Webcast Speaker: Linda Dulye, President/Founder, Dulye & Co.



Topic

In Search of Feedback?: 7 Practices to Pump Up Conversations in Your Workplace

Date

Jan. 25, 2011, Noon-1:15 pm EST

Register for this Free webcast at:

<https://www2.gotomeeting.com/register/695456683>

Questions? Anyone? Anyone?

Does an eerie silence take over Town Hall or staff meetings when employees are asked for comments, questions or ideas? If so, your organization is losing opportunities to build engagement and drive innovation.

In this engaging, high-energy webcast, IABC All Star Speaker Linda Dulye, president of Dulye & Co., will share actionable practices that you can use today to get feedback—and put it to use—to support business performance. You'll learn practical techniques for creating a 2-way communications culture through a team-based approach that relies on front-line managers and senior leaders, as well as communication pros, to spark meaningful conversations in the workplace.

Participate in this webcast and find out how to:

- Get managers to ditch fancy presentations and embrace a no-finesse presence in the workplace
- Make it safe to speak up
- Encourage and reward constructive feedback
- Improve leaders' listening skills and follow-up to questions
- Elevate ideas that add value

Of course, Linda will answer your questions about getting more – and better – feedback from your employees.

About the Speaker: Linda Dulye is internationally recognized for using 2-way communications, employee engagement and disciplined measurement to create the Spectator-Free Workplace© that delivers increased business performance at some of the world's most admired companies. A former communications leader for GE, Duracell and Allied Signal, Linda founded Dulye & Co. – formerly L.M. Dulye & Co. – in 1998 with a disciplined approach for improving communications effectiveness and impact on business performance. Linda and the Dulye & Co. team have built an impressive client roster of Fortune 500 and other large organizations, among them Lockheed Martin, Tyco, Cardinal Health, ThermoFisher Scientific, Novo Nordisk, Rolls Royce and the US Army Corps of Engineers. Dulye & Co. has earned global recognition for its results, including four IABC quill awards over the

past 3 years.

Join IABC Detroit, PRSA Detroit and the Adcraft Club for Lunch with Mayor, Dave Bing

Are You Up For The Challenge? It's not often, if at all, that one can claim success in three distinct areas—professional sports, business and politics. Yet, Dave Bing did just that when he was elected the 62nd Mayor of the City of Detroit in May 2009 as part of a special election. Join IABC Detroit in January for a special luncheon with Mayor Bing as he shares his plans to help rebuild a city he has loved and been a part of for more than 40 years. The luncheon will be held in partnership with Public Relations Society of America – Detroit and the Adcraft Club.

Proving that the basics of good performance, integrity and business can be applied to any area or industry, Bing has brought a renewed sense of trust and hope to the City of Detroit. He'll share with us some of the ways he hopes to combat the negative perceptions surrounding Detroit and discuss ideas for helping to promote a more positive image of our city. Tapping into an audience filled with marketing, advertising and communications professionals, he'll issue a challenge to help him continue the work he's already begun to improve the city's reputation. Are you up for the challenge?

Don't miss your chance to be a part of this important discussion.

Thursday, Jan. 27, 2011

Detroit Athletic Club, 241 Madison Avenue, Detroit

Lunch: 11:30 am Program: noon

Tickets: \$35 Members; \$45 Non-members; \$25 Students

Register online at www.adcraft.org or call 313-872-7850.

IABC Detroit February Luncheon – What's your employee value proposition?

Every organization has an Employee Value Proposition. The difference -- and this can make a dramatic impact in everything from employee engagement to bottom line business results -- is whether or not it's formalized, clearly articulated, and well communicated to your employee

population John Finney, Senior Communication and Change Management consultant, along with Pamela Collins, Communication and Change Management Consultant of Towers Watson will lead the discussion and share research on these issues.

During this session, we will discuss:

- Developing a sustainable EVP
- The importance of tailoring EVPs to reflect the needs of specific employee populations and whether you've recalibrated it to reflect the new composition of your organization
- Advice on how to get started, including case studies and audience interaction

Thursday, February 24, 2011

Lunch / Program: Noon – 1:30 p.m.

Lawrence Technological University

21000 West Ten Mile Road, Southfield, MI 48075, Room M336, Buell Building

Tickets: \$20 for members, \$30 for non-members. [Click here to register.](#)

It's Never Too Early to Think About Renaissance Awards

This year's Renaissance Awards, honoring the best in business communication, is celebrating its 30th anniversary! Look for forms to be posted on the website the first week of January. Entry deadline will

be March 4 (early discount) and March 11 (final deadline).

If anyone is interested in being part of planning this spectacular event, please contact Claudia Acosta Saliba at: marketrepclaudia@gmail.com.

Plans are underway for the 2011 Heritage Region Conference

As savvy communicators, we're in the know about a lot around our town. But sometimes we may get tangled in the details of our own stories that we lose sight of some of the other great things happening here. From cars to music to movies, communicators throughout Michigan have reinvented their communications and are ready to share their secrets with others. Mark your calendars for next **October 9, 10 & 11, 2011** at the Westin Book Cadillac Hotel when it will be lights, camera, action as the Heritage Region conference comes to Detroit. Zoom in....we're ready for our close-up!

The conference committee is currently seeking volunteers to assist with the planning. Contact Nancy Sarpolis at nancy.a.sarpolis@gm.com or Deb Salem at dsalem@asgren.com.

Recruit a member, get a lunch

Congratulations to Kelly Nichols of NSF International in Ann Arbor! Kelly convinced co-worker Dan Artman to join the chapter and can now attend one IABC/Detroit lunch or breakfast program free of charge. Congrats also to Allan Nahajewski, who successfully recruited Julie Rogier to rejoin the chapter.

In the current IABC/Detroit membership campaign, any member who successfully recruits a new member to the chapter before the end of the year can attend one IABC/Detroit luncheon or breakfast meeting at no cost.

So if you know anyone who can benefit from joining IABC – and you probably do — now is a great time to spread the word. Joining is easy. Visit www.iabc.com/join.

Welcome, new members!

Daniel Artman

Writer/Editor, Corporate Communications
NSF International
Ann Arbor

Sara Baker

Communications Manager
Community Legal Resources
Detroit

Beth Ann Bayus

Head of Internal Branding
Chrysler Group LLC
Auburn Hills

Margaret Cendrowski

Senior Copywriter, Global Marketing
Kelly Services Inc.
Troy

Ryan Darling

Associate Manager
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Lauren Dubilzig
Internal Communications Manager
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Megan Grassa
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Big Rapids

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Elizabeth Peery
Senior Manager, Internal Communications
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Senior Director, Corporate Communications
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Battle Creek

Julie Rogier
Principal
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Rochester Hills

Catherine Smith
Founder/Senior Consultant
Requisite Communications
Clarkston

Vicky Thompson
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