

---

## Welcome to an exciting new year of networking and professional development opportunities



On behalf of IABC Detroit's Board of Directors, I'd like to invite all of our members to participate with us for an exciting new year of diverse professional development and expanded networking opportunities.

But, first, I would like to thank everyone who served on last season's board and especially chapter president Eric Longs, whose tremendous behind-the-scenes work took the chapter's electronic communications to a new level – including a fantastic new website and an online process for entering the Renaissance Awards.

IABC Detroit is a volunteer-run organization. Every opportunity we bring to you happens because someone – usually several someones – has invested many hours of their time to further our mission that IABC Detroit exists to bring the best in professional career development to you, our members.

Our 2014-15 Board members represent a wealth of diverse experience – from independent practitioners to corporate communicators, from young professionals to senior communicators, and from nonprofit to for profit organizations. All of our Board members will tell you they believe that IABC is important to their career and to our Michigan membership. But, they will also tell you that the magic really happens when you get involved.

We have great ideas, and would love to hear yours, about new benefits to engage and involve all of our members from Metro Detroit to Battle Creek, Saginaw and Lansing. Even the best ideas will go nowhere if they cannot be carried in the hearts of our members and implemented through their hands as part of a shared vision that we all have a special talent that can help others as professional communicators tell their stories and tell them well.

I invite you to visit [iabcdetroit.org](http://iabcdetroit.org) and check out our events and opportunities to get involved. Everyone's time is precious; and we are committed to making the time you spend with us a valuable investment. Whether you have an hour or several hours, are a strategic planner or project implementer, or haven't quite identified your niche – becoming involved in chapter activities can help you learn a new skill, make a friend and open your mind to new opportunities.

With organizations ever more challenged to do more with less, as communicators, we often feel like we are going it alone. We are here to serve you. Use your chapter the way it was meant to be. Come to events, "like" our Facebook page, start or join in on a discussion on LinkedIn, and email our Board members if you would like to get involved.

We have a great year planned, but the best is yet to come when we meet you.

Alexandra Hichel  
Chapter President

## Board met, discussed chapter enhancements for the coming year

The Board of Directors met August 7 at the Kresge Foundation's beautiful facility located at the historic 19th century Brooks Farm in Troy.

### Planning, results already underway

Already portfolio enhancements are translating into action. Notably, in addition to the Programs team's impressive efforts to plan a slate of events through December, Career Outreach Chair

Sean Patrick shared plans to build a proper Career Center to support the needs of employers and job-seekers. As a start, you may have noticed that all job opportunities are



now shared in synch via Facebook, LinkedIn and the website. Visit the IABC Detroit Job Postings page for the latest opportunities.

We are planning an exciting year for you. Stay tuned!

### 2014-2015 Board of Directors



Alexandra Hichel, President, ahichel@att.net  
Debbie Reinheimer, President Elect, debbie@reinheimerpr.com  
Eric Longs, Past President, eric@eclipsecreative.com  
Gary Spondike, Senior Delegate, gary@pitchblackmedia.com  
Dan Saad, Judging Chair, daniel.saad@djscomm.com  
Sean Patrick, Career Outreach Chair, smpatrick1@yahoo.com  
Debra Salem, Program Marketing Director, dlsalem@sbcglobal.net  
Jaclyn Klein, Digital Media Director, jaclynklein89@gmail.com  
Andrea Kenski, Student Relations Director, kenski@franco.com  
Laura Heidrich, Newsletter Director, laurasheidrich@gmail.com  
Renee Ratliff, Website Content Director, renee.ratliff@caretech.com  
Karen Cashin, Membership Director, karen.cashin@ey.com  
Cynthia Shaw, Programs Director, cbshaw@kresge.org  
Lillian Lorenzi, Programs Director, lillian.lorenzi@gmail.com  
Michael Raveane, Programs Director, michael.raveane@meritor.com



## Join Us August 15 for 'Summer in the Sky'

You won't want to miss this! IABC Detroit members and guests are invited to experience a historical landmark in a whole new way this Friday on the Sky Deck of the

Detroit Opera House. As you mingle with fellow members, you'll get a 360 degree view of downtown Detroit and a one-of-a-kind view straight into Comerica Park where the Tigers will face-off against the Seattle Mariners.

The combination of baseball and a 360-degree panorama of the city is the perfect place to catch up with old friends, network and meet new people.

**Cost:** \$35 per person (Cost includes pre- paid parking, food and beverages)

**RSVP required no later than August 13!**

---

## Past Presidents get together

As part of a longtime tradition, IABC Detroit past presidents gathered over coffee to meet the new chapter president and catch up with each other. Tim Horton's in Ferndale served as the meeting location for this August event which attracted Allan Nahajewski ('91 and '12), Robert Herta ('95), Mary Lorencz ('96), Alexandra Hichel ('14) and Nancy Skidmore (chapter administrator). Three more past president gatherings are planned for the 2014-15 season.

## Mark Your Calendars!

•••

Stellar programs are planned through December! Our Programs Directors have been busy – already, dates are lined up through December:

**Aug. 15** – Summer in the Sky Networking Event, Detroit Opera House Sky Deck

**Sept. 9** – Emmy-Award winner Tony Collings presents How to Succeed in Public Speaking at Zingerman's Roadhouse (Ann Arbor)

**October**– Ann Arbor Meetup (date and location TBD)

**Oct. 15** – Hear 2014 Communicator of the Year Andy Hetzel speak on The State of Healthcare at Blue Cross Clue Shield of Michigan (Detroit)

**Nov. 5** – The Changing Media Landscape: What every communicator should know about Social, WOM, Multimedia and SEO, Plex Systems (Troy)

**Dec. 11** – The Jingle Mingle, Pitch Black Media (Pleasant Ridge)

## First Ann Arbor meetup held, more to come

A series of small, informal meetups are in the works to provide additional networking and socializing opportunities for IABC members and potential members. There is no cost to attend these events – and they are open to marketing, communications, social media and public relations professionals and students – as well as anyone who wants to learn about the industry.

At the first meetup – held recently in Ann Arbor at Conor O’Neill’s Traditional Irish Pub and Restaurant – conversation ranged from job search tips, advice for individuals dealing with challenging bosses, to the best islands in Hawaii.



*Conor O’Neill’s Irish Pub & Restaurant*

The Ann Arbor location encouraged attendance from people further away from the Metro Detroit area.

The next meetup in Ann Arbor will be held in October. For additional information on meetups, please contact Jaclyn Klein at [jaclynklein89@gmail.com](mailto:jaclynklein89@gmail.com).

### Welcome, Members

Rebecca Amboy  
Michael McBride

### Anniversaries

Sharon Graganta – 25 years  
Joseph Labadie – 19 years  
Cynthia Orlandi – 19 years  
Laura Heidrich – 9 years  
Sara Baker – 4 years

### Sponsors

#### Current sponsors

Towers Watson  
CareTech Solutions  
Blue Cross Blue Shield of Michigan  
NSF International  
INTEVA  
Gelia

#### Zingerman’s

In-Kind sponsors  
Skidmore Studio  
Fred Ferris Associates  
Eclipse Creative  
ASG Renaissance  
PR Newswire  
Burke video Company

[Become a Sponsor](#)

**For suggestions for upcoming issues of *The Galley*, please contact: Laura Heidrich at [laurasheidrich@gmail.com](mailto:laurasheidrich@gmail.com).**