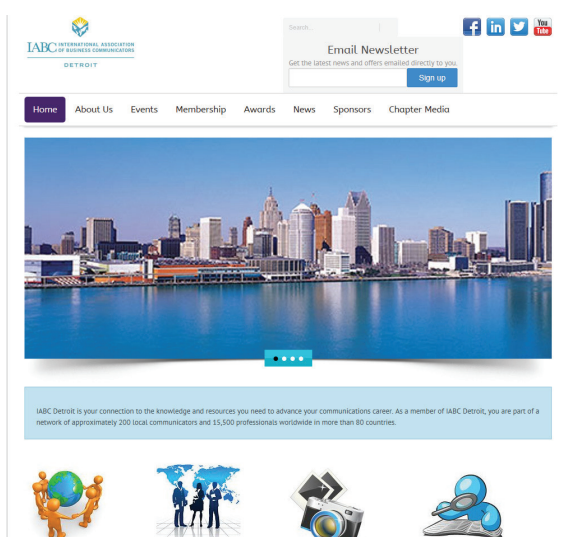


New website launches, more connections



The dust has settled! Go see the new look and feel of our IABCDetroit homepage. The design is lighter, with more visual navigation. Moving around on the site is more intuitive.

Many of the changes happened behind the scenes. Your favorite features are still there, like the quick way to sign up for events. And now, it's even easier to access member information and renew (hint, hint!). You can now see photos from our events and one click takes you right to the job bank. Have a look around and send us your feedback!

www.iabcdetroit.com

Fall events...

'A different approach'

A hometown favorites -- Zingerman's Roadhouse -- hosted one of the most well-attended member events this year on October 17 in Ann Arbor.

Pete Sickman-Garner, Marketing Manager for the Zingerman's Community of Businesses (ZCoB), answered questions and shared the experiences of leading a small team of communicators for a large and complex organization of businesses. He shared his approach, or lack there of, to this common problem of juggling multiple (8) businesses and multiple owners, visions and needs, all while staying true to the spirit of ZCoB.

"All of the content comes from the people who own it, believe in it, work with it. It feels organic. We err on the side of enthusiasm," Sickman-Garner said. "The branding comes naturally after the experience."



Left, Zingerman's Marketing Manager Pete Sickman-Garner answered questions about branding and said he believed, "Being different is a really good thing." At the end of the evening, one of the company's Managing Partners, Ari Weinzweig, stopped by. He spoke about many of the company's strategies, but emphasized the importance of starting with a vision.

Vision quest

He was joined at the end of the session by Ari Weinzweig, one of Zingerman's Managing Partners who is at the Roadhouse almost every night talking to patrons. Weinzweig answered a few questions and explained that one of the secrets to the success of ZCoB is to have a vision right from the start.

"What's your vision? It begins by writing it down. It guides you, the decision makers agree to it and it is then communicated," Sickman-Garner agreed. With the vision down on paper, it can be referred to and inform the content. The content then grows organically, along with the branding. At this point, his team can skip the question of whether or not they like the look and feel that has developed, and move onto "if you think its effective."



Leading the way

In November, John Finney, Senior Communications Consultant for Towers-Watson, spoke during a members-only event in Southfield about the priorities and benefits of engaged employees.

At the Skyline Club, high atop the 2000 Tower of the Town Center, the research Finney shared brought everyone back down to earth. There seems to be a disconnect between what drives employees and what employers think drives them.

This can mean significant roadblocks in communication and retention. The two studies he shared, the 2012 Global Workforce Study and the Change and Communication ROI Study, clearly demonstrate the benefits when companies can get it right and employees become engaged.

The ROI's study's bottom line: companies that are highly effective at communication are 1.7 times as likely to



outperform their peers. And companies that are highly effective at both communication and change management are 2.5 times as likely to outperform their peers.

Finney said it is key to find new ways of thinking and communicating. As the workplace changes from an "about me" culture to an "up to me" culture, it is imperative to "tie the message to what your employees are doing."

For more information on the studies, go to www.towerswatson.com

New members

Rebecca Kavanagh
Sara Gill
Aimee Andrion

Anniversaries

Laura Vultaggio
(22 years)
Helen Stojic (6 years)

For suggestions for up-coming issues of *The Galley*, please contact: Christina Wootton at ctwootton@yahoo.com