



The GALLEY

International Association of Business Communicators | Detroit Chapter

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October/November 2014

IABC affiliation brings networking opportunities through the Detroit chapter and beyond



President's Message

Recently, our chapter initiated steps to start a student chapter at University of Detroit Mercy. In speaking with a few students before the presentation, I identified several points of value, but perhaps one of the greatest was the opportunity to network with professional communicators.

Our September event with Tony Collings at Zingerman's Road House in Ann Arbor was a great example of networking. An attendee recently mentioned, "it was like being at a wedding. Everybody moved from table to table and just had a good time learning about each other. Nobody left immediately after the speaker." That's what real networking is – creating connections at professional and personal levels.

Last month, I had business to attend to in Cleveland, Ohio. Since I was traveling alone and had a night by myself, I reached out in advance to the Cleveland chapter Board members. Two of them met with me for dinner, and we compared our experiences and our chapters. In the end, we were more similar than different, but yet just different enough to learn from each other.

One of the things I like best about IABC is that we are such a diverse organization – from entry-level to senior-level communicators, from nonprofit to for-profit and private practice, and everything from public relations, to marketing and communication strategy. There is a wealth of talent and service at each of our professional development meetings, and at our informal quarterly meetup group piloted this year in the Ann Arbor area.

We have some great programs lined up for the year. I urge you to come for the professional development, but stay for the networking and get actively involved with our other chapter activities. We are committed to bringing you opportunities, and we want you to make the most of them.

Alexandra Hichel
Chapter President

Chapter member contributes to November Communications World



While a recent Gallup poll suggests that “Americans say social media have little sway on purchases,” IABC Detroit’s own Robert Herta counters that customer stories have a large influence on the ultimate buying decision. The article – to be published in November’s Communications World - also addresses the need for companies to listen to customers and learn how to use their voice.

Beat the Fall blues and wake up to IABC



The temps may not be quite summer-like, but that doesn’t mean that the Fall has to be dreary! This month, IABC is celebrating **International Membership Month**. Through October 31, IABC is waiving the \$40 joining fee for new or lapsed members. To sweeten the deal, one lucky IABC new- or newly-rejoined member will be able to select from two prizes listed below. How’s that for a morning jolt!

1. A \$500 Starbucks Card OR
2. A Gaggia espresso machine

The **benefits of joining** are clear. Now grab that morning paper, your cup of joe and log on today!

Mark your calendar for Oct. 7 meetup!



Please join us for an IABC meetup on Tuesday, Oct. 7 from 5-7 p.m. at Conor O'Neill's Irish Pub & Restaurant (318 S Main St, Ann Arbor). This event is open to all marketing, communications, social media and public relations professionals or students, and anyone who

wants to learn more about the industry. It's a chance to enjoy conversation with individuals from the communications industry in a relaxed and friendly environment, while you enjoy Irish fare.

There is no fee to attend and advanced registration is not required. Drop by any time between 5 and 7 p.m. and stay for as long as you like!

IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
DETROIT

GREAT PROGRAMS ARE ON THE HORIZON!

Wednesday, Oct. 15, 2014
A presentation featuring Andy Hetzel,
VP of Corporate Communications, Blue Cross Blue Shield of Michigan
Sponsored by: Blue Cross Blue Shield of Michigan

Wednesday, Nov. 5, 2014
Serena Ehrlich, Business Wire's director of social and evolving media,
on *The Changing Media Landscape: What Every Communicator Should Know*
Sponsored by: Business Wire, Social Media Club of Detroit and PRSA

Thursday, Dec. 11, 2014
The *Jingle Mingle* IABC Holiday Networking Party
Sponsored by: Pitch Black Media

For details and to register, visit iabcdetroit.org

Dynamic speakers wanted!



If you have a unique communications story to tell, or know a dynamic speaker with leading edge knowledge and skills to share, then IABC Detroit would love to hear from you! Our Programming committee is working toward a stellar lineup for the 2015 season. If you have an idea for a speaker, please write up a brief summary of the topic (no more than 500 words) along with the speaker's bio and **submit it to Deb Salem by October 20.**

The Renaissance Awards are around the corner



Watch your inbox for details on the IABC Detroit Renaissance Awards. Call for Entries will come out in January 2015 with the annual awards presentation in June.

For more information, visit IABCDetroit.org or contact Nancy Skidmore at nskidmore@earthlink.net or 248.546.5490.

How to Succeed at Public Speaking



Tony Collings - Emmy award-winning former CNN correspondent and consultant - delivered tips on how you can connect with an audience while minimizing your own nervousness, during September's program at Zingerman's Roadhouse. A big "Thank You" to Tony for volunteering his time and expertise to this event, and to NSF International for their sponsorship! [View photos of the event](#) on the IABC Detroit Facebook page.

Summer in the Sky



August's fun networking event included dinner and a Tiger's game viewed from the roof of the Detroit Opera House. [Visit our Facebook page](#) to see photos from this event.

Volunteers make it all happen

As a volunteer-based organization, IABC Detroit thrives because of member involvement. We'd like to thank our volunteers for their participation in the following judging events: **Silver Quills Southern Region:** Barb Biess, Beverly Church, Alexandra Hichel, Jaclyn Klein, Lillian Lorenzi, Michael Raveane, Debbie Reinheimer and Joan Witte. **Gold Pen Awards Nashville:** Barb Biess, Bob Doetsch, Laura Heidrich, Robert Herta, Alexandra Hichel, Andrea Kenski, Jaclyn Klein, Lillian Lorenzi, Maisha Maurant, Allan Nahajewski and Deb Salem. And a special thank you to Sheila Tomkowiak for designing our postcard. If you are interested in volunteering, [please visit our website](#). The more you give, the more you get back – personally and professionally.

Looking for a new opportunity?

Make your job hunt easier by signing up for the [IABC Detroit Job Bank Alert](#) and receive email notices when new opportunities are posted on the Job Bank. [Sign up today.](#)

Welcome, Members	Anniversaries	Sponsors
Brian Bleau	Katie Bores - 8 years	Current Sponsors
Jennifer Fry	Janie Brill Hillock - 15 years	Towers Watson
Tracy Petipren	Margaret Cendrowski - 4 years	CareTech Solutions
Kaitlin Prakken	Beverly Church - 8 years	Blue Cross Blue Shield of Michigan
Brooke Ziomek	Michele Daly - 8 years	NSF International
	Kathleen Gardner - 8 years	INTEVA
	Lillian Lorenzi - 21 years	Gelia
	Julie Lupo - 8 years	Zingerman's
	Carol Majcherek - 12 years	In-Kind Sponsors
	Vera Ogletree - 8 years	Skidmore Studio
	Jamie Racklyeft - 3 years	Fred Ferris Associates
	Deborah Reinheimer - 18 years	eclipse creative
	Christina Wootton - 2 years	ASG Renaissance
		PR Newswire
		Burke Video Company

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