



# The GALLEY

International Association of Business Communicators | Detroit Chapter

## Warm wishes for the holiday season



For communications professionals, this is the time of year where the work pace is even more accelerated to spend down budgets, make sure goals are met and gear up for the new year ahead. We invite you to take a break from the hectic happenings and put some jingle in your mingle at the annual IABC Detroit holiday party on Thursday, December 11 from 6 to 8 p.m., at Pitch Black Media in Pleasant Ridge.

We are halfway into the year at IABC Detroit. Our Board has worked diligently to bring you outstanding monthly professional development programs, listed 20 job postings through our job bank, held two informal networking meet-ups in Ann Arbor, welcomed new members and created new opportunities to get involved. I am also very proud of our Silver Quill winners and that Michigan represented the second largest group in attendance at the Heritage Region conference this past October.

And while the Michigan weather is turning cold, we are just warming up to more great things as a chapter for 2015. We are excited to be rolling out a new mentor/mentee program that will help our members share their expertise and encouragement with young communications professionals.

Planning for our 34<sup>th</sup> annual Renaissance Awards program is also underway. Make 2015 a renaissance year for your organization or clients and be sure to enter your creative, results-driven projects when our online entry process opens January 6.

On behalf of your Board, I want to thank you for your membership and our sponsors for their financial and in-kind support. We want IABC Detroit to continue to make a positive impact in your professional lives.

From IABC Detroit, we wish you and your family a healthy and happy holiday season. We look forward to seeing you at the Jingle Mingle and throughout our events in 2015.

Alexandra Hichel  
Chapter President

## 'Tis the season...to jingle and mingle!

### Come celebrate on December 11



The holiday season is here, and winter is coming. Let IABC Detroit and our cordial hosts at Pitch Black Media warm you up with good cheer, lite bites and holiday sweet treats at our annual holiday networking event!

In the spirit of giving, we are also collecting for Gleaners Community Food Bank. So, bring a canned good or two and put some jingle in your mingle.

Have your sleigh drop you at Santa's workshop (*Pitch Black Media, 24242 Woodward Avenue, Suite 100 in Pleasant Ridge*) 6 to 8 p.m., Thursday, December 11. Don't worry, we won't tell if you've been naughty or nice.

Please R.S.V.P. to [nskidmore@earthlink.net](mailto:nskidmore@earthlink.net) – street parking is free and there is a parking lot one block South of Pitch Black Media.

### Introducing IABC Detroit Mentor Match

IABC Detroit connects people. We network; we educate; we socialize; we learn from each other.

Now, we are launching a mentor program. It is an opportunity for both new and seasoned professionals to share knowledge, advise, learn, develop new skills, hone old skills and connect.

To participate as a mentor or mentee, please apply by Jan. 23. The first IABC Detroit Mentor Match class begins in February 2015. Learn more about the program and download the application at <http://iabcdetroit.org/mentor/>.

### The renaissance begins here



Leave your mark on Metro Detroit's communications and marketing community: Enter IABC Detroit's 2015 Renaissance Awards beginning January 6.

The 2015 IABC Detroit Renaissance Awards program is open to all communicators, including advertising, marketing, public relations and creative professionals, in Southeast Michigan, Northwest Ohio and Southwest Ontario.

Are you new to the Renaissance Awards process or looking for tips to improve this year's entries? Visit [www.iabcdetroit.org/renaissance-awards](http://www.iabcdetroit.org/renaissance-awards) now for never-before-published tips. Bookmark the webpage and check out the many categories available to showcase your most creative and results-driven communications projects.

Entries received by the early bird registration deadline of Friday, March 6, 2015 (5 p.m. EST) are \$75 for members and \$105 for non-members. Entries received after March 6 but by the final deadline of Friday, April 10, 2015 (5 p.m. EST) are \$85 for members and \$115 for non-members.

#### Reception Sponsor



#### Technology Sponsor



#### General Renaissance Awards Sponsors



### Congratulations, Silver Quill winners



Twenty-four Silver Quill award winners were recognized at the International Association of Business Communicators Heritage Region Conference October 19 – 21, 2014, in Providence, Rhode Island.

**Congratulations to all who took home a 2014 Silver Quill award! Michigan-based winners include:**

#### Awards of Excellence

- Gerald Curtis, Marketing Associates (Detroit)
- Kelly Ingerly, NSF International (Ann Arbor)
- Catherine Vera-Burgos and Cindy Palese, Blue Care Network of Michigan (Southfield)

#### Awards of Merit

- Beverly Church, Maiya Hayes, Joseph Liebling, Kathleen McNeill, Blue Cross Blue Shield of Michigan (Detroit)
- Jessica Eng, Alliance Franchise Brands (Plymouth)
- Kelly Ingerly, NSF International (Ann Arbor)
- Cynthia Reberg, Emily Michaels, Erin Van Norman, Comcast Spotlight North Central Division (Bingham Farms)
- Catherine Vera-Burgos and Cindy Palese, Blue Care Network of Michigan (Southfield)

### Gold Quill submissions due January 7



The final deadline for Gold Quill Awards submissions is January 7. The awards recognize monumental excellence in communications, covering all chapters of IABC chapters. Winners will be recognized during the IABC World Conference Excellence Gala in San Francisco on June 15, 2015. Learn more at <http://gq.iabc.com/>.

## 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 Programs 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 at [dlsalem@asgren.com](mailto:dlsalem@asgren.com).

Welcome, Members	Anniversaries	Sponsors
Laura Baccella Tonita Cheatham Sarah Collica Adriane Davis Heather Guenther Amna Kamal Joseph Kohn Silvia Kouza Julie Morrison	Bruce Annett – 37 years Ryan Bowers – 2 years Susan Chaplin – 7 years Pamela Collins – 4 years Jocelyn Flint – 2 years Greta Houlahan – 5 years Kelly Ingerly – 5 years Mary Jane Johnson – 12 years John Jones – 4 years Elizabeth Jones – 5 years David Lingholm – 2 years Monica Milla – 2 years David Murray – 2 years Robert North – 16 years Kyle Proctor – 11 years Debra Salem – 15 years Nancy Sarpolis – 13 years Judith Siano – 6 years Helen Stojic – 7 years Christine Swart – 14 years Omari Taylor – 4 years Laura Vultaggio – 23 years Patricia Walker O'Neil – 45 years Jennifer Wilt – 2 years	IABC Detroit Renaissance Awards Reception Sponsor - Blue Cross Blue Shield of Michigan  IABC Detroit Renaissance Awards Technology Sponsor – Lawrence Technological University  Domino's Pizza® NSF International Pitch Black Media Towers Watson  <b>In-Kind Sponsors</b> Allied Printing ASG Renaissance Eclipse Creative Fred Ferris Associates PR Newswire  <i>Visit <a href="http://iabcdetroit.org/sponsors">iabcdetroit.org/sponsors</a> to learn about sponsorship opportunities</i>

## Reminders

1. Be sure to like our Facebook page at <https://www.facebook.com/IABCDetroit>
2. Don't miss a job opportunity; sign up for our job bank email list at [iabcdetroit.org/job-bank](http://iabcdetroit.org/job-bank)
3. Programs are in the works, so be sure to bookmark our events page at [iabcdetroit.org/events](http://iabcdetroit.org/events)

Have story ideas or suggestions for an upcoming issue of *The Galley*? Please contact Laura Heidrich at [lsimone1@yahoo.com](mailto:lsimone1@yahoo.com).