



CONTENT **October 2009**



**Membership Mixer
November 17th**

The Yankee Chapter IABC is planning a membership mixer on Tuesday, November 17th in Newton Centre. The location and details are still being confirmed, but pencil the date in now!

We'll hold a brief member orientation, so if you're a new member or want to refresh your memory on all the benefits of your membership, be sure to get there early.

This will be a no-pressure networking event. Bring your business cards and get to know other Yankee IABC members. Look for details soon!

**Thank You to Thermo
Fisher Scientific and
NERA Economic
Consulting!**



Learn why on page 2.



**PRESIDENT'S
CORNER: Give Social
Media a Try**

*By Lauren Libitz,
President, YIABC*



In today's world, where social media is dominating many of our conversations, it is increasingly important that we, as communicators, are aware of social media tools and how they work. As the results of our recent survey indicate, web communications and social media top the list of topics in which you, YIABC members, are most interested.

And, while we're planning to host events this year that address those topics in a formal way, I think one of the best informal ways to understand them is to jump in and give them a try. I don't think you can truly understand the benefits (or lack thereof) of any form of communication unless you try it.

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Millie Richter of Southwest Airlines presented "Flying High Through Employee Engagement and Social Media all on a Low-Fare Budget" at the YIABC meeting in Providence, RI earlier this month. Read more about that event in the November issue of *EDIT*.

**MEMBERSHIP NEWS:
See page 3 for
important information!**

THANK YOU TO THERMO FISHER SCIENTIFIC AND NERA ECONOMIC CONSULTING!



The Yankee IABC Board of Directors would like to thank Thermo Fisher Scientific and NERA Economic Consulting for graciously hosting our monthly board meetings. We particularly want to thank YIABC members Ginger Kuenzel, Director of Global Employee Communications for Thermo Fisher Scientific, and Jake George, Senior Manager of Marketing & Communications for NERA, for their help coordinating the logistics at their respective locations. We appreciate your support!

Thermo Fisher Scientific (<http://www.thermofisher.com/>, NYSE: TMO), headquartered in Waltham, Massachusetts, is the world leader in serving science. The company's 34,000 employees around the world are committed to fulfilling their mission of enabling customers to make the world healthier, cleaner, and safer. The company serves customers at pharmaceutical and biotech companies, in hospitals and clinical diagnostic labs, universities, research institutions and government agencies, as well as in the realm of environmental and industrial process control.

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PRESIDENT'S CORNER

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While I don't claim to be a social media expert, over the next few columns I thought I'd share how I personally use some of the biggest (public) social media tools as well as how IABC is participating in them.

If you haven't yet tried these tools, I hope my column inspires you to give them a try to see if they work for you. And if you already use them, I hope it inspires you to participate in them with us and share how we (and others) can use them even more efficiently.

LinkedIn

How I use it: The value of LinkedIn to me is to help establish my personal brand and maintain my professional connections. If you are networking or job searching, it is a great way for people to see your resume at a glance and understand a bit more about you and what you have to offer.

In terms of maintaining connections, two years after I left one of my jobs, my former boss also left and moved out of state. Because we hadn't been communicating regularly, we lost touch. Luckily, I found her on LinkedIn. She has a pretty generic name (think "John Smith") but thankfully I could tell it was the right person based on her background and we were able to reconnect. This was not only important from a professional perspective (she could be a potential reference), but a personal perspective – I was so glad to hear she was doing well.

I also use LinkedIn to connect with IABC members, both globally and locally, to share news that might interest other communication professionals, and to get insight or feedback on a particular topic. For example, last Spring when we wanted to conduct a survey of YIABC members I posted items within our local Yankee LinkedIn group as well as the



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IABC International LinkedIn group asking for suggestions related to what affordable, easy-to-use survey tool people recommended, eventually settling on SurveyMonkey based on their feedback.

How IABC is using it:

- [IABC International has a LinkedIn group](#) that you can use to connect to IABC members all over the globe.
- [Yankee IABC has a LinkedIn group](#) that we use to post job openings, to get feedback from members on various topics, to share insights on vendors or resources, to discuss communication ideas and current trends, to post local (New England) communications-related events, and to post elevator pitches when you personally are looking for work. Many other [local chapters have LinkedIn groups](#) as well.

Guides for using LinkedIn:

- [Official LinkedIn blog](#)
- [Simply Zesty's LinkedIn Guide](#) (one I've personally used)
- [LinkedIn Guide for Knowledge Workers](#) – Includes links to many other LinkedIn articles and resources.

So how do you use LinkedIn? Do you have a helpful guide to share? I encourage you to answer these questions by posting your responses in our Yankee IABC group and contribute to the conversation.

Next issue – Facebook! Until then, I hope you are enjoying this gorgeous Fall weather and taking advantage of all the great seasonal activities our local New England area has to offer.

Lauren

YANKEE IABC MEMBERSHIP NEWS

Let's Keep in Touch!

Have you had a job change? Have you moved or changed your name? If so, let us know so you can be sure to get all of the latest news and information from Yankee IABC.

Here are a couple of things to keep in mind:

- You can review your contact information at <https://secure.iabc.com/update/>.
- If you update your information with the Yankee chapter, you also will need to update it with IABC International at <https://secure.iabc.com/update/>.
- In these uncertain times, you should consider listing your personal e-mail as your primary e-mail.
- Make sure that you add "Yankee IABC" to your safe senders list.
- If you choose to opt out of e-mail, you will NOT receive any chapter e-mail—think before checking this box!

As always, you can reach us at info@yankeeiabc.com.

Get Free Months of Membership!

Recruit new members and get free months of membership!

We have found that word-of-mouth marketing is one of our most valuable tools for recruiting new members. Many people join because a respected colleague recommended IABC membership.

To that end, we're bringing back the popular Member-Get-A-Member promotion for a full three months. Members who recruit new professional members will get **three free months of membership** for each new member they bring in...up to a full year at no charge (complete rules below). The promotion began on October 1, 2009, and runs through the end of the year.

There are just **four rules** for you to remember:

1. The new member must identify the referring member in one of the following ways:
 - **For mailed, faxed, and online enrollments:** Write the referring member's first and last name and chapter (or region if he or she is a member-at-large) on the application form
 - **For phoned enrollments:** Mention the referring member's first and last name and chapter (or region if he or she is a member-at-large)

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Free Months of Membership, continued.

- In other words, the referring member's name **must be provided at the same time the check or credit card number is received** to be eligible. We cannot apply credit if your name isn't mentioned, so please be sure it is. We want you to benefit from your efforts!
2. The new member must not have been an IABC member since October 1, 2008.
 3. The limit for this promotion is four members, which would provide you with a **full year of membership at no charge**.
 4. The new member must be a **professional member** (not a student member), although recruiting members can be any type.

As a final incentive, the first Yankee IABC member to refer four new members—and earn a free year of membership—will be eligible for an additional prize.

Energize Your Career!

Think about when you jumped from a career plateau to another level. Do you remember how it happened? Most likely it happened when you tried something new, tackled a different type of project or discipline, or met new people. Yankee IABC can give you that career jolt when you participate.

As a volunteer organization, Yankee IABC functions through the contributions of member ideas, time, expertise, and skills. When you talk to long-time volunteers, they will usually tell you that getting involved is rewarding. The people they meet can become lifetime colleagues; the programs they help with can become resume builders or experience for work-related endeavors; and the network they build can become a resource when they need to locate a vendor, brainstorm, or find best practices.

This is an opportunity. No strings attached other than your enthusiasm. Whether you want to participate in one project or on a longer-term goal, Yankee IABC can give you a worthwhile experience. Just ask one of our volunteers!

If you would like to talk about what Yankee IABC can offer you, please contact Pat Masterson, ABC (patomalley74@msn.com), Director of Volunteers, Yankee IABC.

The **Yankee Chapter** of the **International Association of Business Communicators** (IABC) connects more than 220 communications professionals from Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. Contact us via email at info@yankeeiabc.org or visit us at www.yankeeiabc.org to learn about networking, professional development, job opportunities, volunteering, membership, and other Chapter-related business.



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OF BUSINESS COMMUNICATORS

Yankee

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