

EDIT

The E-Newsletter from Yankee IABC



IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

Yankee

July/August 2010

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PRESIDENT'S CORNER: Top Five Ways the Yankee IABC Board Can Help Your Career

By Lauren Libitz, President, YIABC

1. Provides you with connections to a network of global and local communicators
2. Helps you broaden your skills by trying new things in a pressure-free environment
3. Provides an opportunity to demonstrate your leadership skills
4. Bring best practices back to your company
5. Be seen as the communications expert

Looking for a few good communicators... [Read more.](#)



Accreditation Congrats and Call for Candidates

Congratulations to Marta Bennett, ABC, the newest Accredited Business Communicator in the Yankee IABC Chapter.

IABC's accreditation program is the global standard of professional achievement for business communicators. [Read more.](#)

Cheers to our VIPs (Volunteers in Progress)!

When you are greeted at the door of an event, read an article, get a message or have any contact with Yankee IABC, the one who makes it happen is a volunteer. We've got some energetic, creative and hard working volunteers who often get just as much from the experience as they give. [Read more.](#)

Reading, Writing and Skill-building: Summer Plans of Your Yankee IABC Board Members

[Read about what several Yankee IABC Board Members have in mind.](#)

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Top Five Ways the Yankee IABC Board Can Help Your Career, *continued*

Our board is composed entirely of volunteer members like you. With our board term concluding at the end of June, we are looking for volunteers to continue our chapter's events and activities next year, July 2010 – June 2011. We can only be successful if our members give back to the chapter and support us.

Below is a list of the opportunities available for next year. If you'd like to learn more, please contact Courtney English at Courtney.English@newbalance.com.

Be on the lookout for our online election of board members coming soon via e-mail.

VP of Administration (*Elected position*)

- Coordinating the monthly board meeting agendas, taking meeting minutes, and keeping track of action items
- Uploading membership lists monthly into our local database to keep it current and updated
- Leading the "Nomination Committee" to find volunteers to fill board roles for the next year
- Overseeing the chapter's official election in August

VP of Finance (*Elected position*)

- Managing the chapter's budget and financial accounts
- Ensuring payment of vendors, presenters, board members, etc.
- Following up with attendees of events to ensure payment
- Supporting sponsorship efforts and charitable donations

VP of Communications (*Elected position*)

Managing a team responsible for

- Developing the chapter's newsletter
- Maintaining the chapter's website
- Publicizing chapter programs internally and externally
- Publicizing job opportunities on the website and LinkedIn

VP of Membership Development (*Elected position*)

Managing a team that supports recruiting, retention, and volunteer involvement by

- Contacting new members to welcome them
- Contacting non-members who attend events
- Distributing IABC material at events
- Promoting IABC membership drives/programs locally (such as "Membership Months")
- Organizing New Member Orientation sessions
- Maintaining a list of potential chapter volunteers and connecting them with board members who need support.

VP of Learning Opportunities (*Elected position*)

- Managing a team of Event Directors who research, plan and implement professional development programs throughout the year
- Working with the communication team to ensure effective publicity of programs

VP of Networking (*Elected position*)

- Working with the board to create both in-person and virtual networking opportunities
- Managing the chapter's social media strategy and the team directly managing each tool: LinkedIn, Twitter and Facebook

Director/Editor, EDIT *

Managing EDIT, Yankee IABC's bi-monthly newsletter, which includes keeping track of the articles, reminding contributors of deadlines, writing some articles, working with the Assistant Editor on layout/proofreading, and sending EDIT to all members.

Contents

[Top Five Ways the Yankee IABC Board Can Help Your Career](#)

[Accreditation Congrats and Call for Candidates](#)

[Cheers to our VIPs \(Volunteers in Progress\)!](#)

[Reading, Writing and Skill-building: Summer Plans of Your Yankee IABC Board Members](#)

Assistant Editor, EDIT*

Supporting the Director of EDIT, writing and proofreading articles, and assisting with the layout (if willing/able).

Contributor, EDIT*

- Writing a summary of an IABC event they attended (either local or international)
- Authoring an article on a communication topic

Director, Sponsorships*

- Supporting the VP of Finance to create the strategy for proactively reaching out to companies who may want to sponsor Yankee IABC or its events.
- Following up with sponsors who contact the chapter.

Social Networking Coordinator*

- Supports the Director of Social Networking to manage our LinkedIn, Facebook and Twitter accounts
- Helping determine which (if any) additional social media tools we should adopt as a chapter.

Student Relations Coordinator

- Creating a strategy to reach out to colleges and universities in the area and create ongoing relationships.
- Supporting student relations events and activities.

Publicity and PR Coordinator*

- Supporting the VP of Communications to promote events, write press releases and think of creative ways to market and advertise our events and activities.

Event Director

Working with the VP of Learning Opportunities to manage all details of a chapter event from confirming the location, to ordering food, to writing invitations, to working with the VP of Communication, to sending post-event surveys.

- Event Support
- Helping at the registration desk to check people in, taking last minute payments, etc.
- Helping set up events by putting up signs and supporting the Event Director with whatever is needed.

Roles marked with a red asterisk* could be done virtually, with minimal in-person support needed.

Accreditation Congrats and Call for Candidates

Congratulations to Marta Bennett, ABC, the newest Accredited Business Communicator in the Yankee IABC Chapter.

IABC's accreditation program is the global standard of professional achievement for business communicators. This peer-reviewed program challenges candidates to demonstrate their knowledge of strategic communication planning, implementation, measurement and ethics. Candidates who meet all requirements earn the designation Accredited Business Communicator (ABC).

If you are interested in taking the Accreditation exam at the Heritage conference, in Philadelphia, October 17 to 19, 2010, please contact Pat Masterson, ABC (patomalley74@msn.com).

Cheers to our VIPs—Volunteers in Progress!

When you are greeted at the door of an event, read an article, get a message or have any contact with Yankee IABC, the one who makes it happen is a volunteer. We've got some energetic, creative and hard working volunteers who often get just as much from the experience as they give. Here's a toast to Jennifer Scupi, who has been giving us a hand with Twitter and EDIT; Karen Gobler, who did research on membership demographics; Tim Stone, who helped with the financial event; and Renee Robertie, our designer for EDIT.

Yankee IABC has many ways to add to your resume or learn a career skill. Right now, we need help with the upcoming Board elections, posting on Facebook and LinkedIn, writing for EDIT, and research on local companies and social networking. Contact Pat Masterson, ABC, if you'd like to join in (patomalley74@msn.com).



Follow Yankee IABC on Twitter. [@IABCYankee](https://twitter.com/IABCYankee) or www.twitter.com/iabcyankee.

Learn about upcoming events, communications topics, and more.

Reading, Writing and Skill-building

Here's what several 2009/10 Yankee IABC Board Members have in mind:

Manya Chylinski, Yankee IABC VP of Networking: My summer reading list is nonexistent. My summer writing list includes pitching my travel/friendship memoir to an agent who has expressed some interest.

Jake George, Yankee IABC President-elect: Nonfiction will be a lot of textbooks on marketing strategy, operations management, corporate finance, and decision models. That doesn't leave much time for other books, so I'll try to sneak in some lighter fare—Dan Brown's *The Lost Symbol* is next on my list.

Lauren Libitz, Yankee IABC President: Fiction: *Water for Elephants* by Sara Gruen (suggested to me by many friends) and *Certain Girls* by Jennifer Weiner (been meaning to read this forever). Nonfiction: *Chelsea Bang Bang* (okay, not the most sophisticated choice, but Chelsea Handler always makes me laugh!)

Sarah McArdle, Yankee IABC Event Director: Fiction: *The Amazing Adventures of Kavalier and Clay* (Michael Chabon), *This Is Where I Leave You* (Jonathan Tropper), *The Unnamed* (Joshua Ferris). Nonfiction: *Organic Manifesto: How Organic Farming Can Heal Our Planet, Feed the World, and Keep Us Safe* (Maria Rodale), *What the Dog Saw: And Other Adventures* (Malcolm Gladwell).



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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Mindy Ollenborger, Yankee IABC Event Manager: I am in the process of reading *The Titans Curse* by Rick Riordan. This is book three in a series of five. You may ask why?? I am trying to encourage my 11-year-old son to read more, and he is tickled by my interest in books in his age group, particularly this series because he finds the books interesting (which gives me hope). My continued summer reading will more than likely revolve around his summer reading list! But hey, it helps me to keep in touch with the younger generation!

Linda Sanders, Yankee IABC VP of Communication: I can't read one book at a time. Currently I'm reading Lauren Willig's *Betrayal of the Blood Lily*, part of the Pink Carnation series about spies during the Napoleonic era and rereading an old favorite, *Persuasion*, by Jane Austen. After that, I'll pick up Caro Peacock's Victorian mystery *A Family Affair* and Marjane Satrapi's *Persepolis*.

Vicki Staveacre, Yankee IABC Research Liason: Top of my summer reading list is novelist Randy Wayne White's new thriller *Deep Shadow*. If you have never encountered them, Doc Ford's Florida adventures are ideal for beach or poolside relaxation!

Have You Any Plans to Update Your Skills or Learn Something New?

Manya Chylinski: My learning something new is experiential—a new marketing tack to attract new clients based on a springtime of research of how to do it.

Jake George: I will continue to spend my “down time” this summer going back and forth to New York on weekends in pursuit of my MBA.

Lauren Libitz: Not yet, but we'll see. Beyond regular work priorities, most of my energy this summer will be devoted to getting settled in my new house.

Sarah McArdle: Nothing definite is planned, but you never know. Planning my September wedding is taking up the majority of my free time!

Mindy Ollenborger: I hope to explore two opportunities over the summer so I can come to a decision for the Fall: either go for my MBA at Bryant College (literally across the street from my new office location) or look into how I can become an aerobic instructor!

Linda Sanders: I attended the June IABC World Conference in Toronto and I'm getting a crash course in event planning for my wedding this fall. (\$2 to add a lemon wedge to a glass of water. Really?)

Vicki Staveacre: I am planning to update my nonexistent web skills by creating a website, as I am told now that it is easy to do it yourself. I'll be happy to report back in September!