



“See What’s In IABC/Detroit For You: Credibility, Content and Community”

By Cindy Orlandi, APR, 2003-2004 IABC/Detroit President

Tom O’Connell is an outstanding professional and it is my pleasure to follow in his footsteps and continue on the path paved by past IABC/Detroit chapter leaders, such as Susan Rogers, Colleen Hanley and Renee Shimmel. Their energy has inspired me over the past five years that I have served on the Board. They have cared about serving this organization well. They have cared about seeing it succeed. And, they have cared about the value that IABC/Detroit brings to our membership. And, it’s that same sense of caring that makes me eager to enthusiastically lead our chapter and provide IABC/Detroit with what Susan Rogers has called, “fresh continuity.”

Our theme for the coming year will carry on that legacy of caring and clarify what members can gain from participating in one of the largest chapters of the International Association of Business Communicators.

With that in mind, I encourage you to See What’s In IABC/Detroit for You: The First C is Credibility

On the job, we’re so busy communicating for our companies and clients to take time to help others understand the important work that we do. IABC/Detroit helps us champion this cause.

Credibility? Do communicators play an important role in an organization? Absolutely. Just look at our Renaissance Awards winners and the many achievements of IABC/Detroit Communicator of the Year Lin Cummins.

Credibility? Should Communications report to the head of an organization? Absolutely. Look again at Lin Cummins. Read what ArvinMeritor Chairman and CEO Larry Yost had to say about her in the June issue of Corp! magazine. Now look at Jackie McClure. President of her own successful design firm, Jackie was the logical choice when I was looking among the many highly qualified candidates to assume the new role of Chief Communications Officer and Brand Manager for IABC/Detroit.

Credibility? Should communicators have a professional code of conduct and high ethical standards? Absolutely. Just look at last year's IABC/Detroit Communicator of the Year John Bailey. Now look at IABC/Detroit members, such as Michele Ryckebusch and Greg Melvin, who have earned the distinction of being Accredited Business Communicators. I encourage you to take this step to further your own professional development and add the credibility of being accredited by the International Association of Business Communicators.

**I encourage you to See What's In IABC/Detroit for You:
The Second C is Content**

IABC makes it easier for you to stay a step ahead in this ever changing communications world. Our International organization offers the best of the best in communications practices from around the globe.

Does IABC/Detroit have great content? Absolutely. Just look at this special issue of the Galley. IABC/Detroit offers an opportunity for you to network and learn from the best of the best... as evidenced by our Renaissance Awards winners.

Does IABC/Detroit have outstanding speakers? Absolutely! Just look at our Renaissance awards host, Bill Proctor, senior staff reporter with WXYZ-TV Channel 7 Action News. A member of IABC/Detroit, Bill has agreed to do another program for IABC/Detroit showing us how as an independent media consultant, he has trained executives and politicians so often in the spotlight.

You'll soon see that we have many other outstanding programs planned... such as our Sept 17 program in Troy. Terry Sullivan, VP of Communications for Onstar will tell us what General Motors has learned about consumer communications. Reserve a spot for this exciting program on "Using the Voice of the Customer to Tell Your Product's Story" by contacting Nancy Skidmore today. We also will continue to have many quality programs that show communications ROI. If you have program ideas, see program co-directors Cindy Gawrych and/or Jane Berger who are now putting together this year's schedule. Even better yet, join their committee.

**I encourage you to See What's In IABC/Detroit for You: The Third C is
Community**

Will IABC/Detroit carry on its lasting legacy of caring? Absolutely. For more than three decades, our members have formed lasting professional relationships – indeed friendships – through IABC/Detroit. IABC means you have friends around the world that you can turn to when you have questions on projects. Your IABC/Detroit network also can help you build relationships with new clients and advance in your careers. Just ask any of our long-time members.

There's never been a better time to join IABC/Detroit or renew your chapter membership. This summer IABC has a discounted price as well as special promotions, such as an opportunity to win a free lifetime membership.

Does IABC/Detroit need you? Absolutely. Our chapter grows stronger through your active participation. Just look at our many sponsors and volunteers. If you have questions and would like to help, please contact me or any of the other IABC/Detroit officers.

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