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September 2010

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Your Championship Ticket :: Join the Winners

It's the one ticket you'll need to celebrate with the communications champions of IABC Dallas, hear all-star speakers, and advance your career goals.



Tickets to the 2010 IABC Dallas Quill Awards Banquet at [The Belo Mansion](#) are now available, with discounts until Sept. 15.

This "Evening with Champions" will honor 2010 Dallas Quill award winners and the chapter's Communicator of the Year (COTY) and Pegasus Volunteer of the Year award recipients.

**DALLAS
QUILL
AWARDS**

Tickets include hors d'oeuvres, wine, and beer at the reception and a seated dinner with wine, as well as convenient parking in The Belo's garage.

In addition to the award announcements, Bill Lively, president and CEO of the [North Texas Super Bowl XLV Host Committee](#), will give the keynote address. And [D. Mark Schumann](#), ABC, author, and past chair of IABC, will serve as master of ceremonies.



Dallas Quill Committee members visited The Belo Mansion to finalize details. Pictured, left to right, Melinda Guravich, Stacy Thiele (AMS Pictures), Kim Linnen, Linda Werner (Belo Mansion), and Elena Turner. See more photos of the committee at The Belo at the [IABC Dallas Facebook Page](#).

Until Sept. 15, member tickets are \$65 and non-member tickets are \$75. After Sept. 15, member tickets are \$75 and non-member tickets are \$85. Tables for 10 are \$750.

Registration closes Sept. 23. [Click here to order your ticket.](#)

Sept. 15 Meet at Joe's :: Networking Happy Hour

Summer may be over, but the IABC Dallas Networking Happy Hours can be your getaway every month, starting this month with a visit to Italy – or at least to a restaurant that makes you think you're strolling on the piazza.

IABC Dallas

think you're strolling on the piazza.

Join top-notch communication professionals at Joe's Italian Villa, located on Coit Road at Arapaho Road, for some excellent food, drink, and "come il cacio sui maccheroni"* networking.

A Q U E N T

September's Networking Happy Hour is sponsored by [Aquent](#), the talent agency for marketers and designers.

Watch your email for an invitation or check www.iabcdallas.com for registration information.

When: Wednesday, Sept. 15, 6 p.m. to 8 p.m.

Where: Joe's Italian Villa, 15757 Coit Rd., Dallas, TX 75248

Sponsor: Aquent

**like cheese on macaroni*

All-Star Quill Sponsors :: Team Players Stand Out

The IABC Dallas Quill Awards and Banquet represent excellence in professional communications: the champions. This year, our sponsors also show their championship spirit. Their outstanding support helps IABC Dallas provide this professional development opportunity to its members.

- [Red Racer Advertising](#) - Principal Partner
- [Etheridge Printing](#) - Strategic Partner
- [Claymore Marketing](#) - Strategic Partner
- [AMS Pictures](#) - Strategic Partner
- [Paladin Staffing](#) - Contributing Partner
- IABC Dallas Past Presidents
- Donna Itzoe Long, 2010 IABC Dallas President
- Robin McCasland, President, Brain Biscuits Strategic Communication - Sole Proprietor Sponsor
- Gayle Goodman Lynch, President, Goodman-Lynch Communications - Sole Proprietor Sponsor
- Catherine Mitchell, CatherineOnline.com Creative Communications - Sole Proprietor Sponsor

Sponsorship opportunities are still available, and now packages offer [year-long](#) benefits. Visit www.iabcdallas.com for more details or contact Matt Averitt, 214.414.3318 or maveritt@mww.com, or Carol DeMatteo, c.dematteo@verizon.net.

Do Save Money :: Application Fees Waived

Tell your colleagues and friends that now is the perfect time to join IABC Dallas.

September is worldwide membership month, and October is our Dallas chapter's membership month. This means we'll [waive the \\$40 application fee](#) for new or lapsed members who join or re-join IABC during September and October.

And don't forget the corporate membership option, with discounts for five or more members.

IABC also has a monthly pay plan, spreading payments over four months.

Make a great investment in your professional future. Join today at <http://www.iabc.com/join/>.

The Highlight Reel :: Bill Lively, D. Mark Schumann, The Belo

The lineup for the [2010 IABC Dallas Quill Awards Banquet](#) promises to deliver a grand-slam evening of “super” entertainment, insightful commentary, and hall-of-fame communicators in a world-class venue.



At this year’s venue, the elegant Belo Mansion (pictured left), with its combination of rich history and state-of-the-art amenities, attendees will enjoy top-rated cuisine and top-ranked camaraderie.

With a keynote address by Bill Lively (pictured right), chairman and CEO of the North Texas Super Bowl XLV Host Committee, there will be no way to stop the blockbuster insights and high-caliber wisdom.



D. Mark Schumann (pictured left), ABC, author, and past IABC Chair, will round out the team as master of ceremonies and head coach.

Be there to cheer for our champion communicators as they receive Quill Awards, and “hip hip huzzah” the 2010 Communicator of the Year and the Pegasus Volunteer of the Year.

It’s a winning strategy for your career. [Click here to order your ticket.](#)

Sept. 21 Let’s Get Graphic :: Freelance Alliance Luncheon

You need a graphic designer and you need one fast! Where to look? What’s the best way to assess the skills that are appropriate for your project? What’s the difference between a designer, an illustrator and a layout artist, for heaven’s sake, and how do you know which one you need?

Join us to learn the ins and outs of hiring a graphic artist from our informative panel.

And for all you artists out there, come on in – you might just meet some people who really need your help!

When: Tuesday, Sept. 21. Registration starts at 11:30 a.m. The program is from noon to 1 p.m. Bring your own brown bag lunch.

Location: North Dallas Chamber of Commerce, 10707 Preston Road, south of Royal on Preston behind the Guaranty Bank, 214-368-6485. <http://www.ndcc.org/directions.html>

Cost: No charge for members of AWC, IABC and PRSA. Guests and non-members \$10.

For more information, please contact Pat Pape at patpape@yahoo.com, Kelly Lane at kelly@klandepr.com or Richard A. Solomon at rxsolomon@gmail.com.

The Freelance Alliance (www.freelancealliance.org) is an umbrella organization created to better serve independent professionals by resource sharing between the Dallas chapters of The Association for Women in Communications (AWC) (www.awcdallas.com), International Association of Business Communicators (IABC) (www.iabcdallas.com) and the Public Relations Society of America (PRSA) (www.prsadallas.org).

Sept. 7 Crisis Averted? :: IABC Survey Opportunity

An article in the October CW Bulletin will look at crisis communication lessons learned from the BP disaster. IABC would like to know if the crisis had an effect on your organization's crisis communication plan and/or spokesperson training. Do you train your spokespeople

more often? Did you take the opportunity to have tough conversations with executives about your own crisis preparedness? [Click here](#) to access the short, 10-question survey. The survey will close on Sept 7.

You Be the Judge :: Members Hone Skills

Answering the call to help judge competition entries from other IABC chapters, IABC Dallas volunteers met recently to read and critique entries from Atlanta and Saskatchewan chapters.



Besides enjoying the opportunity for a friendly gathering with peers, the volunteers sharpened their own professional skills by participating in the judging process. Thanks to Lorraine Jameson, IABC Dallas Chapter Services Director, for hosting the judging session at CH2M Hill/Dallas and coordinating reciprocal judging for our chapter.

Pictured in judging mode (left to right) are Andrea Kirsten-Coleman, Lorraine Jameson, Melinda Guravich, and T. Denise Stokes. Other volunteer judges include Donna Itzoe Long, Peggy Norton, Pat Chamberlain, and Catherine Mitchell. Contact Lorraine Jameson,

lorraine.jameson@CH2M.com, if you would like to know more about this opportunity to support your IABC Dallas chapter and to enhance your professional skills.

Engage This! :: IABC Podcast with Robin McCasland

Visit IABC's [Cafe2Go Podcasts](#) to hear IABC Dallas member Robin McCasland discuss the 2010 IABC Employee Engagement Survey in a podcast that was posted on Aug. 1, 2010.

McCasland, who served as 2009-2010 [IABC Research Foundation](#) Chair, touches on the new social media strategy questions used in the survey, as well as other metrics, and outlines the Research Foundation's plans.

Members also can download a copy of the survey report, which was conducted and published in association with sponsor Buck Consultants, through a link at <http://cafe2go.x.iabc.com/page/2/>.

New Members :: Welcome!

- Phillipa Dworkin Brown
- Lydia Cole
- Valerie Hanneken
- Amanda Keeney

New Corporate Member

- Raytheon

Member Anniversaries :: Congratulations!

<u># of Years</u>	<u>Member</u>
30	Camilla Hardee
13	Lynnette Spurrier
5	Richard Dotson
3	Alyson Evans

Coming Soon :: Mark Your Calendar

Sept. 15 Networking Happy Hour

Sept. 21 Freelance Alliance Luncheon

Sept. 29 Dallas Quill Awards Banquet

Oct. 12 IABC Dallas Luncheon

Oct. 20 Networking Happy Hour

Oct. 28-30 IABC Southern Region Conference (Atlanta)