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October 2010

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Oct. 12 Luncheon :: All Things Networking

Here's your chance not only to enhance your networking skills with strategies and tactics that can be used throughout your networks, but also to improve your networks.

"Networking by Association(s)" with Paul Maynard takes you beyond passing out business cards. You'll learn how to choose associations and groups that will match your objectives and benefit your goals, as well as how to build lasting business relationships that engage and connect. This also is a great opportunity to bring someone who is interested in IABC Dallas so they can learn how our chapter can help them reach their professional goals.



An independent marketing, communications, and business development professional based in Dallas, Paul specializes in dimensional marketing and has produced trade shows, exhibitions, and events in 35 cities in 21 states and in seven international locations.

An Ambassador with the North Dallas Chamber of Commerce, Paul also chairs the chamber's Small Business Committee, a natural fit with his work as a social media strategist for small businesses.

Known as "The Relentless Networker," Paul is an active blogger and speaker. He graduated from the University of Arizona and did graduate studies in journalism at the University of Nevada in Reno. You can find out more about Paul from his LinkedIn profile: <http://www.linkedin.com/in/paulmaynard>.

And check out Paul on the IABC Dallas YouTube Channel, courtesy of Evan Krause: <http://www.youtube.com/watch?v=j-pXS8FSmRM>.

When: Tuesday, Oct. 12, 11:15 a.m. - 1 p.m.

Where: Maggiano's Little Italy, Willow Bend, 6001 W. Park Blvd., NW Corner: Park Blvd.

& North Tollway, Plano, TX 75093-4301

[Click here for map/directions](#)

Cost: \$30 members by Oct. 7; \$35 members after Oct. 7

\$45 guests/nonmembers by Oct. 7; \$50 guests/nonmembers after Oct. 7

\$20 full-time students

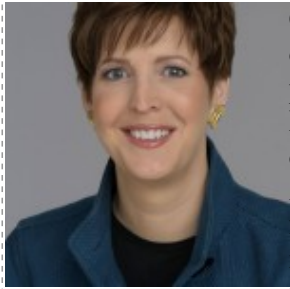
Registration Deadline: Oct. 10 [Click here to register](#) or visit www.iabcdallas.com.

IABC Dallas

2010 COTY Named :: Melinda Guravich

At its annual Dallas Quill awards gala on Sept. 29, IABC Dallas named Melinda Guravich its 2010 Communicator of the Year (COTY).

The COTY award is presented each year by the chapter to one communications professional whose professional achievements and service to the profession are a cut above. Gayle Goodman, 2009 COTY and principal of Goodman-Lynch Communications, made the presentation at the Belo Mansion.



Guravich is president-elect of IABC Dallas. As a global communications and CSR consultant, she provides a global perspective to the challenges of international communications for North American companies, most recently as manager of brand communication for Mary Kay Inc. She has received Dallas Quill Awards of Excellence for international communications planning and for employee communications. She earned an MBA in international management from the Thunderbird School of Global Management in Glendale, Ariz., and two undergraduate degrees from the University of Texas at Austin.

Other COTY finalists were Richard Buse, owner of Richard S. Buse Communication Services, and Peggy Norton, Corporate Employee Communications Manager at Verizon. Three senior-level, accredited communicators within IABC's global organization judged this year's COTY finalists.

2010 Pegasus Award :: Kim Linnen

Kim Linnen was honored at the IABC Dallas Quill awards banquet with the Pegasus Outstanding Volunteer Award. The award recognizes outstanding service and dedication to the chapter. Donna Itzoe Long, IABC Dallas chapter president, made the presentation.



Linnen co-chaired the 2010 IABC Dallas Quill Awards with Laura Wooten, heading up the event and sponsorship planning for this year's event. Linnen is the Metro Dallas Branch Manager for The BOSS Group.

"Kim embodies the compassionate professional," said Long. "And this carries over into her volunteer activities. Not only is she continually exceeding expectations, she manages all of it with warmth and a great sense of humor."

In the photo, Donna Itzoe Long (left) presents Kim Linnen with the Pegasus award.

Champion Congratulations :: 2010 Quill Winners



With more than 160 guests and speakers convened in the Belo Mansion on Sept. 29, IABC Dallas honored communications professionals and teams with 47 Quill awards, including 24 Awards of Excellence and 23 Awards of Merit.

Following an address by Bill Lively, president and CEO of the North Texas Super Bowl XLV Host Committee, the evening's master of ceremonies, D. Mark Schumann, presented the 2010 Quill champions in three divisions: communications management, communications skills, and communications creativity.



For a complete list of the award winners, visit the chapter's website: www.iabcdallas.com. For more photos of the 2010 Dallas Quill Awards banquet, visit IABC Dallas on Facebook and see Jason Janik's photos on Flickr: <http://www.flickr.com/photos/36744103@N04/sets/72157624942914241/>.

Oct. 19 Make Free Time :: Freelance Alliance Happy Hour

Free up some time and fall into the Freelance Alliance Happy Hour on Tuesday, Oct. 19. Network with freelancers, sole practitioners, and independents from three professional organizations, all for the cost of your own food and drink.

Writers, designers, photographers, videographers, and more will gather at Trinity Hall Pub in Mockingbird Station, with ample supplies of business cards, smiles, and handshakes.

When: Tuesday, Oct. 19, 6 p.m. - 8 p.m.

Where: Trinity Hall Pub at Mockingbird Station in Dallas, located next to the Angelika Theater, NE Corner: Highway 75 (Central Expressway) and Mockingbird Lane

[Click here for map/directions](#)

Cost: Pay for your own food and drink

For more information, please contact Pat Pape at patpape@yahoo.com, Kelly Lane at kelly@kanepr.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).

Oct. 27 Be the BOSS :: Networking Happy Hour

Following the same old school of fish will never get you anywhere – when it comes to networking you’ve got to take the lead.



Leave the dead-fish handshake behind, grab some business cards, and join IABC Dallas for the freshest networking event in town on Wednesday, Oct. 27, at McCormick & Schmick's Seafood Restaurant in NorthPark Center, sponsored by The BOSS Group.

Five bucks at the door for IABC members, \$15 for non-members, and your business card in the fishbowl gets you a drink ticket, free hors d'oeuvres, and maybe, just maybe, a chance to be the catch of the season.

Networking begins at 6 p.m. Register now, spread the word, and bring your friends.

Register online at IABC Dallas, then pay at the door.

When: Wednesday, October 27, 6 p.m. - 8 p.m. (new date!)

Where: McCormick & Schmick's Seafood Restaurant, 307 NorthPark Center, Dallas, Texas 75225

[Click here for map/directions](#)

Cost: \$5 members; \$15 guests/non-members

Sponsor: The BOSS Group



where talent and opportunity meet

The BOSS Group is a boutique staffing and solutions provider for the creative niche, supplying specialized creative, marketing and interactive talent to leading employers across a range of industries. Offering direct-hire opportunities nationwide and a temporary services division specializing in freelance and temp-to-hire assignments throughout Washington, D.C., Baltimore, Philadelphia, Northern New Jersey, Dallas, and Atlanta, The BOSS Group has worked with 90 percent of Fortune 500 companies headquartered in those regions. Learn more, including details about support for creative professionals, such as a 401(k) plan, job search tools, and networking events, at www.thebossgroup.com.

Twitter Opportunity :: Tweet with Friends

If you've been to a presentation lately, you may have seen it. People hunched over their phones, tweeting away during the proceedings. Is it useful? Helpful? Right?



Although tweeting may not be appropriate in every instance, many have found benefits to incorporating Twitter in presentations and encouraging audience members to "live tweet."

Some audience members say that listening for those great insights -- "tweetbites" -- actually helps them focus more on a presentation. Others find that the real-time sharing of questions and ideas can expand the scope of the presentation. And those who cannot physically attend an event can often feel connected through the Twitter stream.

Presenters also are using new tools and utilities that allow them to monitor the Twitter "back channel" and incorporate automatic tweeting into PowerPoint presentations.

At the IABC Dallas October luncheon with Paul Maynard, you're invited to join in with Twitter. If you attend the luncheon, please feel free to tweet. Our hashtag, the marker that can be searched on Twitter for tweets about our event, is #iabcdallas. If you cannot attend, you can follow that hashtag to see what people are sharing from Paul's presentation.

So, be sure to set up your own Twitter profile before the Oct. 12 luncheon, if you don't already have one. And if you have any questions, post them on our LinkedIn or Facebook sites. You'll be tweeting with friends, and we're here to help. And thanks to Paul Maynard for helping us learn more about this new resource for communicators.

Accreditation Month :: Bonus Materials

Thinking about applying for accreditation from IABC? Having "ABC" (Accredited Business Communicator) after your name brings many benefits, of course, but submit your application between Oct. 1 and Nov. 15 and you could win some great prizes too.

During "Accreditation Month," IABC's Accreditation Program is entering all applicants into a drawing, and the prizes range from Regular Conference Registration at the 2011 World Conference to a six-month membership extension to books, manuals, and consultations.

Get all the details here: <http://www.iabc.com/abc/accMonth.htm>

Refer a Member :: Get Free Happy Hours

As a professional communicator, you know a few people who should join IABC. After all, it's a great resource for professional development and networking.

And as part of Membership Month, IABC Dallas will waive the \$40 application fee for any new or lapsed members who join in October. But wait, there's more!

If you refer a new member to Peggy Norton, IABC Dallas membership director, and they join in October, you will receive a certificate for free happy hours for an entire year.

It's a hands-down, save-save, win-win. So send Peggy your referrals:
peggy.norton@verizon.com. More on joining here: <http://www.iabc.com/join/>

New Members :: Welcome!

- Otti Armant
- Ashley Baxter
- Mark Bourg
- Barbara Cole
- Candace McLuskey
- Brian Rhea
- Laura Rivera
- Eric Solis

Member Anniversaries :: Congratulations!

<u># of Years</u>	<u>Member</u>
25	Patricia Dodd
12	Jo Acker
7	Heidi Cannella
7	Leigh Harrison
6	Kathy Cook
6	April Ellis
6	Ann Hatch
3	Kimberly Tobey
2	Rand LaVonn

Coming Soon :: Mark Your Calendar

Oct. 12 IABC Dallas Luncheon

Oct. 27 Networking Happy Hour

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

Nov. 9 IABC Dallas Luncheon

Nov. 16 Freelance Alliance Brown Bag Luncheon

Nov. 17 Networking Happy Hour

Dec. 14 IABC Dallas Luncheon