



International Association of Business Communicators

2022-2023

IABC

ANNUAL REPORT

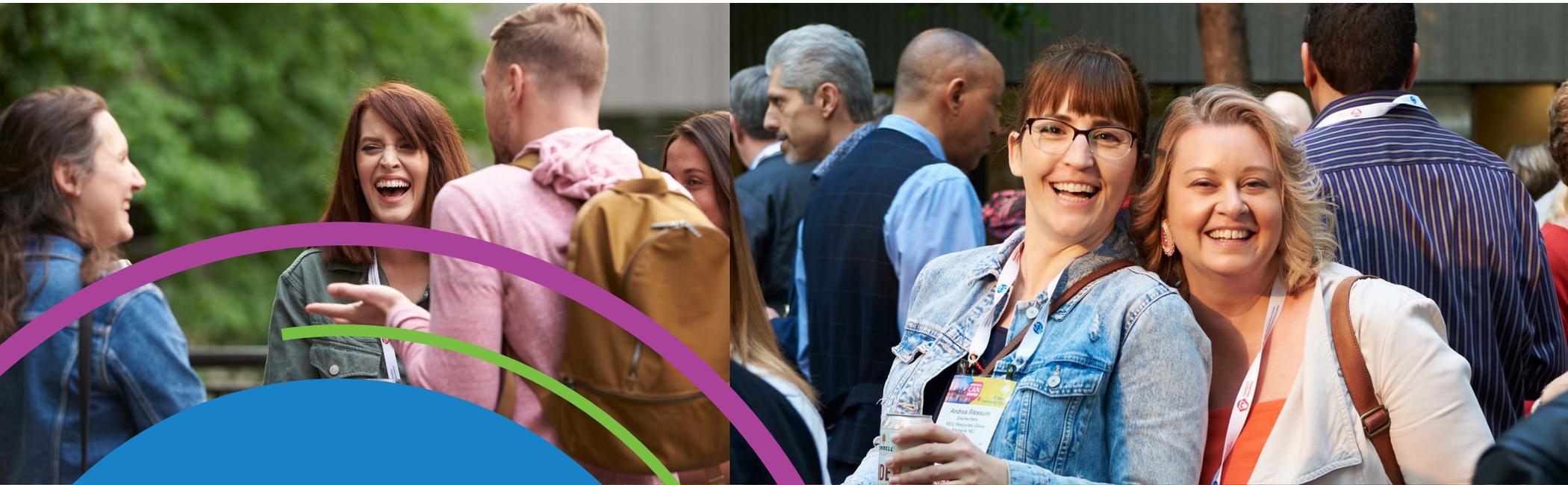


International Association of Business Communicators

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IABC connects communication professionals from around the world with the insights, resources and people they need to drive their careers and the profession forward.





## About IABC

The International Association of Business Communicators (IABC) is the only global association that connects you with the people and insights you need to drive business results.

Supporting communication at the heart of every organization, IABC provides the insights and tools needed to lean into the future of a changing profession and prepare for what's next, while driving business forward now.



# Update from the Executive Director

As famed management consultant and guru Peter Drucker said years ago, “it is change that always provides the opportunity for the new and different... innovation therefore consists in the purposeful and organized search for changes.” We intuitively know this is the case for many things we do professionally and personally. As IABC has navigated a challenging set of years and likely one of the biggest stress tests endured since the great recession, we have a bright future predicated on our ability to change as an association. The importance of communications and the work of IABC members have been elevated over the last several years as so many organizations have relied on the knowledge and talent of communication professionals to positively engage employees, stakeholders, and customers in an uncertain environment. To that end, the association can continue to help drive this momentum and the substantial business case for the profession. While not without pain points, we’ll need to evolve to create new opportunities, innovate, and help advance the profession.

Overall, this has been an incredible year for IABC in what we’ve accomplished as an association. We continue to progress in executing our 2025 Stronger Together strategic plan while updating our operations and the framework in which we deliver programs to members. This work will continue over the next year as we execute further changes in operating and engaging members.

A fundamental question has been front and center for the last year: **How will IABC organize and govern itself over the next several years?** This is a question that many associations are currently wrestling with as the last few years have laid bare the need for changing existing (and often outmoded) governance models. The Stronger Together Organizational Design Task Force has done the yeoman’s work of looking critically at how we as an association operates and what needs to change for us to remain a relevant and thriving association for the next several decades. Our current governance

model – at the chapter, region, and international levels – can feel byzantine to new members, frustrating to volunteer leaders, and inefficient for the organization. The Task Force, over the last few months, has engaged many of our leaders to help diagnose the acute challenges of burdensome administration that ultimately detract from giving members an enriching and engaging experience. The Task Force has produced a detailed report that enumerates and outlines potential changes for the association. Later this year, a Stronger Together Organizational Design Task Force 2.0 will convene to determine how to execute these changes for IABC.



In addition to our ongoing work on governance, IABC will continue to focus on the following priorities:

**Serving the broader community whether you are a member or not.** There continues to be a great deal of opportunity to engage practitioners and aspiring practitioners who want to participate in our community. We want to lead with the value of programs and the power of the community rather than just solely membership. As I noted in last year's annual report, we want to create flexibility and choice rather than a one-size-fits-all approach. That entails making it easier for members – and non-members – to be part of our community, utilizing the programs and services they need. We aim to continue to increase engagement across geographies through Shared Interest Groups (SIG), with SIGs dedicated to healthcare, student/early career, education, change management, consultants, and DEI.

We will continue to **seek partnerships and work on important initiatives for the profession.** IABC

has been a member of the Global Alliance for Public Relations and Communication Management for the last few years. We have found enormous value in being part of a global network of PR and communication management associations and institutions. We recently signed a Memo of Understanding with the Brazilian Association for Business Communication (Aberje) to

promote engagement in our certification program. This partnership can be directly attributed to our membership in the Global Alliance. We see partnerships with organizations like Aberje to further our programs on a global scale while collectively advancing the profession.

**Increase our work on thought leadership and invest in professional development programming for all career stages.** It is critically important for the association to

design and launch programs that support early career development. We know there are a variety of hot topics (e.g., generative AI, digital analytics, civic engagement, climate communication) for the next generation of communication professionals and existing professionals that IABC must develop programs around and provide thought leadership on. With our network of seasoned and passionate thought leaders, I'm confident we can meet the challenge of producing more content and professional development for the next generation of leaders.

Thanks to all IABC members for being part of our community -- and I look forward to new opportunities for the association.

**Peter Finn**

*Executive Director*



# Update from the Chair

To all of you, leaders of IABC from across the globe,

You might remember that I started my Chair year at the AGM in New York City with these words:

“My year to come will be one of transition for IABC, a year to gather our strength for the “passage obligé” as we say in French, coming next year. (...) Our organization might not yet be out of the woods, and difficult choices must be made this year again.”

And difficult choices were made.

At the beginning of the board year, we set three priorities: membership, revenues and reputation. While we made some progress on these initiatives this year, others need more time to bear fruit.

## Membership

Declining membership globally remains a pressing concern. However, we've put in place measures and improvements that will be beneficial in the long term.

- Introduced a range of membership types that increase choice and value and attract student and early career members.
- Integrated membership as part of the World Conference non-member registration.
- Despite a bumpy start, finalized plans to switch all members to an annual renewal cycle instead of a join-date anniversary renewal.
- Launched our Membership VP forum to ensure the organization was more aligned worldwide.

## Revenue

Revenue has been a top priority for the association, especially post-pandemic recovery for most of our programs. We made several strategic shifts to capture opportunities

while providing value and diversifying our revenue streams.

- Removed discounting of membership in favor of providing value-add incentives.
- Launched remote proctoring through the Global Communication Certification Council's (GCCC) Strategic Communication Management Professional and Communication Management Professional certification programs.
- Signed an agreement with Aberje, a large communication organization in Brazil, to join our Certification program.
- Launched online Master Classes, a multi-part, in-depth webinar series for communication professionals to 'level up' their skills on a specific topic.

## Reputation

Reputation is an important priority and the result of shared efforts across all levels of the



organization, from international to regional to local. Some of the ways we're enhancing our reputation include:

- Hosting a re-energized, in-person World Conference in Toronto this June.
- Continue to develop our Shared Interest Groups (Healthcare; Student and Early Career; Change Management; Education; Diversity, Equity, Inclusion and Belonging; Consultants) for members to connect on a deeper level.
- Organized hundreds of online and in-person learning and networking events around the world.
- Produced PodCatalyst, hosted by Executive Director Peter Finn, attracting high-profile guests from every corner of the communication world, including a senior editor at CNN and the executive director of the Page Society.

We have also undertaken a crucial project for the organization's survival and to reshape the future of IABC, recognizing that times are changing. As you will see throughout this report, we have made substantial progress this year but still need to make significant changes to secure the health and stability of the association and progress along our #IABC2025 Strategic Plan.

The Stronger Together Organization Design Taskforce, led by past chair Danielle Bond, SCMP, connected directly with IABC leaders, conducting more than 15 discussion sessions to exchange ideas on how we can work together to evolve the governance and structure of IABC. Using those insights, the Taskforce made recommendations regarding our governance and structure, financial operating model, and programming optimization so that the organization will become more aligned and agile. I thank all IABC leaders and Taskforce members for this tremendous effort.

A second Taskforce will be created under the lead of the new Chair, Maliha Aqeel. It will have an important mandate to build on the work of the first Taskforce and begin

implementing the governance changes proposed. But here again, the work will be done transparently and with the help of all willing leaders.

IABC is an organization I am proud to be a part of and one that has incredible potential. We are in a period of change, a phase that can bring discomfort, but excitement, energy, and possibility come with that.

*Ce fut un honneur pour moi d'assumer le poste de président cette année mais surtout de pouvoir travailler aux côtés d'un conseil exécutif international talentueux et d'un réseau de dirigeants bénévoles engagé, et ce, dans le monde entier. Je suis fier de notre profession et du travail que nous effectuons chaque jour en utilisant le pouvoir de la communication pour approfondir la compréhension et inspirer l'action. J'ai hâte et j'ai confiance de voir où nous mènera la suite des choses!*

*Au cours de la dernière année, nous avons effectué de nombreuses changements et de belles réalisations. Il nous faut prendre un moment pour les célébrer ! Les bénévoles provenant de tous les horizons et de partout sur la planète ont généreusement donné de leur temps et de leur expertise pour faire avancer l'organisation. Tout ce que nous avons produit au cours de la dernière année témoigne de ces efforts collectifs.*

IABC energizes, connects, and supports communication professionals around the globe. Together, we influence the profession in an ever-changing world. We are clearly Stronger Together!

Best,

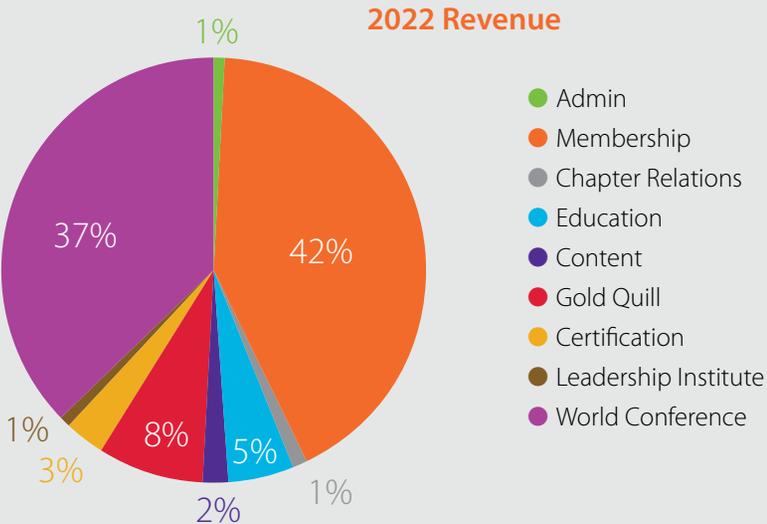
**Alain Legault, MA , SCMP**

*International Executive Board Chair*

# Finance and investments

## 2022 Revenue by Program

Admin	33,002
Membership	1,087,318
Chapter Relations	16,000
Education	118,554
Content	63,347
Gold Quill	206,682
Certification	79,292
Leadership	13,243
World Conference	941,580
<b>Total Revenue</b>	<b>2,559,019</b>

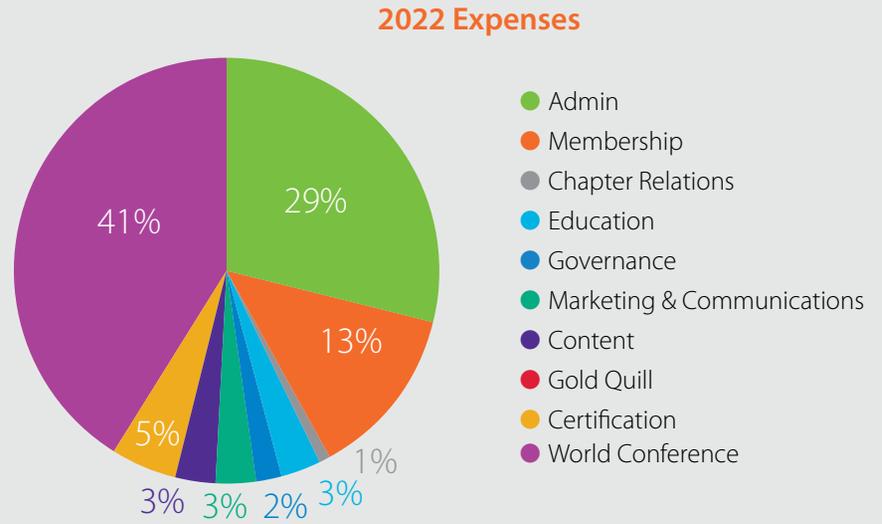


## 2022 Expenses by Program

Admin	730,156
Membership	321,648
Chapter Relations	36,296
Education	84,155
Governance	40,816
Marketing & Communications	88,952
Content	68,712
Gold Quill	118,903
Certification	6,008
Leadership Institute	48,248
World Conference	531,178

## Other Expenses

Foundation	2,640
<b>Total Expenses</b>	<b>2,542,174</b>



# International Executive Board

## IABC Leadership

**The International Executive Board (IEB) is the governing body of IABC. It is accountable to the members and has supervision, control and direction of the affairs of the association.** It actively pursues the association's purpose and determines its policy within the limits of the law, IABC Bylaws, and Articles of Incorporation. It sets the strategic direction for the association, upholds the IABC Code of Ethics for communication professionals, and supervises disbursement of the association's funds. The IEB, committees, regions and chapters work together to achieve our goals, while enhancing our reputation within the profession through better brand positioning and greater interaction with the broader communication profession.



### *Chair*

**Alain Legault, MA, SCMP**



### *Executive Director at Large*

**Julie Ludwig, ABC, SCMP**



### *Director*

**K. Dawn Rutledge, Ed.D.**



### *Vice Chair*

**Maliha Aqeel, PMP, SCMP, MC**



### *Director*

**Kamyar Naficy**



### *Director*

**Wendy Snyder**



### *Past Chair*

**Danielle Bond, SCMP**



### *Director*

**Ed Kamrin, SCMP**



### *Director*

**Matt Tidwell, Ph.D., APR**



### *Treasurer/Secretary*

**Ann-Marie Blake, Chart.PR, MCIPR**



### *Director*

**Katie Macaulay**



### *Director*

**Jonathan Tremblay, CMP**

# International Committees

## IABC International Committees

IABC's international committees are a critical component of our governance structure. International committees and task forces help develop programs, represent members in decision-making and help further the goals of the board and the association at large. Serving on an IABC international committee is also a wonderful opportunity to gain leadership experience, refine skills and work hands-on with leaders around the world.

**Thank you to all those that served on an IABC international committee this year.**

## Board Committees

### Audit and Risk Committee

Julie Ludwig, ABC, SCMP | Chair  
Alexia Malamis | Staff Liaison  
Cindy Schmiegl, ABC, SCMP, IABC Fellow  
Michelle Press  
Kamiyar Naficy

### Council of Regions

Maliha Aqeel, PMP, SCMP, MC | Chair  
Paige Schafer | Staff Liaison  
Andrew Kaszowski, CMP | Canada East Region  
Amanda Hamilton-Atwell, ABC, CPRP, IABC Fellow  
| Africa Region  
Jyoti Khan, SCMP | APAC Region  
Bart Goemans, SCMP | Canada West Region  
Karen Matthews | EMENA Region  
Jackie Fajt | Heritage Region  
Tammy Nienaber, SCMP | Pacific Plains Region  
Jordan Nagel, MBA | Southern Region

### Ethics Committee

Jennifer Wah, ABC, MC, SCMP, IABC Fellow | Chair  
Nancy Arab, APR, ABC, FCPRS, CMP, SCMP | Past Chair  
Malar Ramalingam | Vice Chair  
Marlee Honcoop | Staff Liaison  
Jonathan Tremblay, CMP | IEB Liaison  
Andrew Morrison, SCMP, ABC  
Jesus Uranga, SCMP

### Finance Committee

Ann-Marie Blake, Chart.PR, MCIPR | Chair  
Alexia Malamis | Staff Liaison  
Alain Legault, MA, SCMP  
Jonathan Tremblay, CMP  
Maliha Aqeel, PMP, SCMP, MC  
David MacDonald, MA

### Nominating Committee for International Committees

Danielle Bond, SCMP | IEB Past Chair  
Theresa Lee | Africa Region  
James Howe | APAC Region  
Paula Bernardino, MCM, CSR-P, SCMP | Canada East Region  
Sue Heuman, ABC, MC, IABC Fellow | Canada West Region  
Ana Ximenes | EMENA Region  
Jackie Fajt | Heritage Region  
Krista Rausch | Pacific Plains Region  
John Harris | Southern Region

### **Nominating Committee for International Executive Board**

Danielle Bond, SCMP | IEB Past Chair  
Jonathan Tremblay, CMP | IEB Director  
Amanda Hamilton-Atwell, ABC, CPRP, IABC Fellow | Africa Region  
Jyoti Khan, SCMP | APAC Region  
Andrew Kaszowski, CMP | Canada East Region  
Bart Goemans, SCMP | Canada West Region  
Karen Matthews | EMENA Region  
Jackie Fajt | Heritage Region  
Tammy Nienaber, SCMP | Pacific Plains Region  
Jordan Nagel, MBA | Southern Region

### **Programmatic Committees**

#### **Awards Committee**

Theomary Karamanis, Ph.D., SCMP | Chair  
Sylvia Link, MC, ABC, APR | Vice Chair  
Maureen Healey, ABC, CAE | Past Chair  
Paige Schafer | Staff Liaison  
Dr. K. Dawn Rutledge | IEB Liaison  
Rauf Hameed  
Pamala Proverbs, Ph.D., APR, ABC

#### **Fellows Committee**

Neil Griffiths, ABC, Chart.PR, IABC Fellow | Chair  
Martha Muzychka, ABC, MC, IABC Fellow | Vice Chair  
Alice Brink, ABC, IABC Fellow | Past Chair  
Kara Laue | Staff Liaison  
Danielle Bond, SCMP | IEB Liaison  
Kristy Christie, SCMP  
Dr. Rajeev Kumar, ABC, IABC Fellow  
Jane Mitchell, FRSA, IABC Fellow  
Sarah Andrews, CMP

#### **Global Communication Certification Council (GCCC)**

Mark Evans, SCMP | Chair  
Sharon Hunter, SCMP | Vice Chair  
Sia Papageorgiou, FRSA, SCMP | Past Chair  
Yenny Caceres | Staff Liaison  
Katie Macauley | IEB Liaison  
Michael Cabot  
Virginia Chi, MA, SCMP  
Gihan Hyde  
Mark Estes, ABC  
Paula Bernadino, MCM, CSR-P, SCMP  
Nekolina Lau, SCMP

#### **Program Advisory Committee**

Beth Levine | Chair  
Teresa Zumwald | Vice Chair  
Zora Artis, GAICD, SCMP, IABC Fellow | Past Chair  
Laura Penning | Staff Liaison  
Alain Legault, SCMP | IEB Liaison  
Kari E. McLean  
Karen Matthews  
Natalie Pastuszek  
Donna Itzoe  
Sunmbo Olahabu  
Carol Allers, APR, ABC  
Q'iana Sellers  
Sherrilynne Starkie  
Diedra Yates, CMP  
Audra Hession  
Simon Monger, SCMP  
Jasna Suhadolc  
Elyse Luecke  
Chantelle Cabral, SCMP  
Renee Wood  
Anthony Bull  
Kate Bailey  
Lauren Westbrook, CMP  
Emily DeWalt  
Gurminder Marwaha  
Brant Watson  
Stéphane Prud'homme

### **Diversity, Equality, and Inclusion Committee**

Anuja Kale-Agarwal | Chair  
Becky Hall | Vice Chair  
Gabrielle Loring | Past Chair  
Kara Laue | Staff Liaison  
Ed Kamrin, SCMP | IEB Liaison  
Timothy Chan  
Thelma Okoh  
Lisa McNally  
Matisse Hamel-Nelis, ADS, CPACC

### **Credentials Committee**

Sharon Hunter, SCMP | Chair  
Chris Saxby  
Sue Heuman, ABC, MC, IABC Fellow  
Karen Mericksko  
Anne-Marie Palmer-Ikuku

### **Professional Development Committee**

Kimberly George, ABC, SCMP | Chair  
Donna Itzoe | Vice Chair  
Ann Krzmarzick | Past Chair  
Kristen Frankiewicz | Staff Liaison  
Wendy Snyder | IEB Liaison  
Kelli Cargile Cook  
Tara Morgan Blom, MMC, ABC  
Zameena Dadani  
Nkem Emezue-Ejinima  
Adam Fuss, SCMP  
Peter Yorke  
Shaniek Parks  
Stephen Forshaw  
Dan Walraven  
Joe Bobbey  
Anne-Marie Palmer-Ikuku

### **Task Forces/Short-Term Committees**

#### **Foundation Grant Selection Task Force**

Chris Saxby | Chair  
Paige Schafer | Staff Liaison  
Dr. K. Dawn Rutledge | IEB Liaison  
Andre Oberholzer  
Michael Nord, SCMP  
Kari E. McLean  
Karen Mericksko

#### **Organizational Design Task Force**

Danielle Bond, SCMP | Chair  
Aniisu Verghese  
Brad Whitworth, SCMP, IABC Fellow  
Ginger Homan, ABC, SCMP, IABC Fellow  
Jacob R Robinson, PRINCE2, CAPM  
Jennifer Andrewes  
Michael Nord, SCMP  
Michael Shepherd, SCMP  
Paula Bernardino, MCM, CSR-P, SCMP

# Regions and Chapters

## IABC Regions and Chapters

Chapters are the foundation of IABC, delivering member value through learning, leadership and relationships that help guide members through their most pressing challenges. Through workshops, conferences, shared interest groups (SIGs) and additional professional development programs, chapters provide communication professionals with access to local thought leaders, case studies and best practices, and resources that provide insight and solutions for the issues facing business communication professionals today. Chapters create opportunities for members to tap into local communication experts and get the insight that they need to drive business results and grow their career.



### Africa Region

Chair: Dr Amanda Hamilton-Attwell  
ABC, CPRP, IABC Fellow



### Asia Pacific (APAC) Region

Chair: Jyoti Khan, SCMP

#### Chapters:

Aotearoa, Canberra, India, Indonesia,  
Japan, Malaysia, New South Wales,  
Philippines, Queensland, Victoria,  
Western Australia



### Canada East Region

Chair: Andrew Kaszowski, CMP

#### Chapters:

London, Maritime Canada,  
Newfoundland & Labrador, Ottawa,  
Québec, Toronto, Waterloo



### Canada West Region

Chair: Bart Goemans, SCMP, CAAP

#### Chapters:

British Columbia, Calgary, Edmonton,  
Manitoba, Regina, Saskatoon



**Europe/Middle East/ North Africa (EMENA) Region**

Chair: Karen Matthews

**Chapters:**

United Kingdom & Ireland (UK&I)



**US – Heritage Region**

Chair: Jackie Fajt

**Chapters:**

Columbus, DC Metro, Detroit, Greater Cincinnati, Lehigh Valley, Lynchburg, New York Tristate, Philadelphia, Richmond



**US – Pacific Plains Region**

Chair: Tammy Nienaber, SCMP

**Chapters:**

Chicago, Great Plains, Los Angeles, Minnesota, Orange County, San Diego, San Francisco, Seattle, St. Louis



**US – Southern Region**

Chair: Jordan Nagel, MBA

**Chapters:**

Atlanta, Austin, Barbados, Brazos Valley, Caribbean, Florida, Central Oklahoma, Charlotte, Colorado, Dallas, Houston, Kansas City, Nashville, NC Triangle, Phoenix, South Carolina, Topeka, Trinidad and Tobago, Tulsa

# 2022-2023 Accomplishments

The **Global Communication Certification Council (GCCC)** launched remote proctoring for its Strategic Communication Management Professional (SCMP) and its Communication Management Professional (CMP) certification programs, making the opportunity to get certified with the GCCC more accessible than ever before.

IABC marked a successful return to in-person events with the return of **IABC World Conference 2022**, which took place 26-29 June in New York City, NY! Attendees enjoyed three days of professional learning and the opportunity to reconnect with their peers from around the globe.

IABC launched **Shared Interest Groups (SIGs)**, which provide members with a global community in which to develop their interests within a specific subject area. IABC members enjoyed the opportunity to connect around topics including Education, Healthcare, Student and Early Career Professionals, Change Management, Consultants, and Diversity, Equity, Inclusion and Belonging.

# Strategic Plan 2025

## Stronger Together - IABC2025

As we look toward 2025, IABC is at a critical point. Our global community has never been more connected, yet our traditional business model and revenue streams are under immense pressure. In addition to the impact of the pandemic on every professional association, IABC is confronting global trends that have accelerated in recent years and continue to impact on our industry. Among these trends are: Speed and evolution in communications; Population growth and demographic change; Technological disruption; Societal realignment; New world order; and Digitalization: 4th Industrial revolution.

### Just as the world is changing, IABC must also evolve.

We need to be more flexible and agile. We need real time insights and knowledge about our members and the organizations we serve. Our value proposition needs to change.

### We must more effectively leverage our competitive advantage in the 'International' and the 'Business' of IABC.

We should have a distinctive point of view on professional communications and how it adds value to our clients (the organizations our members and our profession serve). In so doing, we will set up our members and the broader profession for greater success and a positive impact in the world.

Perhaps most importantly, we must have a strategic alignment between International, Regions and Chapters. We need to co-create our future. We need to reach and engage the next generation of volunteers and leaders with a compelling call to action.

If we take these steps and others, we will position the association as the leading experts in the profession of business communications, with measurable steps along the journey.

## Our Why

In leadership surveys, qualitative discussions, and conversations within the Board and with staff, there was broad support for a purpose statement that included three elements:

- Highlighting the impact of our profession;
- Taking action, not merely providing words; and
- Tackling the challenges of our age, from local to global communities.

## Our What

Professional communication at the heart of every organization.

## Our How

We advance the profession, create connection and develop strategic communication professionals.

## Our statement of "Why?" encapsulates that viewpoint:

Use the power of communication to deepen understanding, inspire action and transform our worlds.

**IABC2025 is our ambition. It is also our response to the changes impacting our world and our profession.**

**What energizes us is that it is in our hands to make this happen.**

# How We Will Operate

#IABC2025

## **STRONGER TOGETHER**

Through improved alignment between global, regional, and chapter structure and governance, the collective organization can take advantage of leading-edge digital systems and data management tools to integrate programming and content sharing. This allows IABC to shift from a member organization to a broader community with member benefits.

## **DIGITALLY TRANSFORMED**

To increase value for members and the profession, IABC will transform its technology platforms and level of service at pace with current innovations, to more effectively connect and engage members.

## **DATA-DRIVEN**

IABC must become a more data-driven organization. Access to high-quality and relevant data will allow us to better serve our members and other stakeholders with customized and personalized solutions.



# How We Will Grow

#IABC2025

## DELIVERING VALUE

For IABC to deliver on its purpose and deepen the impact of the communication profession and expertise of business communications, it is necessary to design and develop products and services that meet the professional needs of the IABC community.

## CHAMPIONING OUR PROFESSION

In support of our members, customers, and profession, IABC must be a champion for the significance of our profession to business. We must differentiate between communication as a skill versus the profession that focuses on the Global Standard of the Communication Profession.

## ADVANCING MY CAREER

IABC helps business communication professionals identify gaps and learning opportunities, develop their communication skills and capabilities, broaden their network, and build their confidence and credentials.



# IABC Champions

## Thank you to our IABC Champions!

Thank you to the following individuals that referred new members this past year for not only championing our profession but our organization!

Aleks Gorgievski	Jade Scherr	Pat Frey, ABC
Amanda Dennett, SCMP, FICDA	Jennifer Arends	Sarah Toaldo, CMP
Deanna Biros, ABC	Jo Ann Johnston	Sarah Wedemeyer
Denine Hilderaman	Joanne Campea	Simon Monger, SCMP
Emily DeWalt	Kane Lillywhite	Susan Mays
Gary Hernandez	Lydia Gallant	Teresa Sturgess
Glenda Power, SCMP	Matt Proctor	Tobi Anderson
Greg Guthrie	Michelle Harries	Tom McPherson
Ingrid Nienaber-Dickens	Olusola Abulu	Tommasina Conte
	Pamela Sabin	

## IABC Sustaining Members

This year, we offered the IABC community the opportunity to advance the profession and strengthen our community by becoming a Sustaining Member of IABC. We are grateful for the generosity of the inaugural class:

Maliha Aqeel, PMP, SCMP, MC	Neil Griffiths, ABC, Chart.PR, IABC Fellow	Sadie Weinstein
Zora Artis, GAICD, SCMP, IABC Fellow	Saul Lewis	Ryan Williams, M.A., ABC, MC
Mairi Barton, SCMP	Simon Monger, SCMP	Victor Zalakos, SCMP
Danielle Bond, SCMP	Sia Papageorgiou, FRSA, SCMP	Veronique Loewen, MBA, CMP
Rebecca Cahn	Chad Peters, SCMP	Donna Itzoe
Adrian Cropley, OAM, FRSA, IABC Fellow, SCMP	Paul Omodt	Ed Kamrin, SCMP
Kimberly George, SCMP	Kris Pugsley	Andrew Morrison, SCMP, ABC
	Jesus Uranga	

## Corporate Members

An organization that supports their communication professionals elevates the standard of professional communication within their organization and benefits from improved organizational communication effectiveness—which impacts key strategic initiatives and drives business results. Please join us in recognizing our newest IABC Corporate and Group Members:

Blue Cross Blue Shield of Michigan	Comcast	PwC - Canada
Bristol Myers Squibb	Credit Suisse	Saudi Aramco
Bupa	EPCOR Utilities, Inc.	Walmart
Burns & McDonnell	Harris Health System	
	NRG Energy	



IABC is the only global communication association connecting you with the people and insights you need to drive business results.



International Association  
of Business Communicators