



2020-2021

IABC

ANNUAL REPORT

LOCAL CONNECTION, GLOBAL COMMUNITY



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. This year, IABC members created connection and advanced the communication profession unlike ever before.

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

Update from the Chair

As we have endured a global pandemic, we have seen the importance of strategic communication rise in every corner of the world. Communication professionals have stepped up to the challenges, working tireless hours to help organizations and communities transform through an avalanche of uncertainty and change. Within IABC, we witnessed amazing innovation, creativity, and determination, as we came together as a global community to help our peers solve problems, elevate societal conversations, and lead through adversity. I have never been more proud to be a communication professional, and I'm even more honored to be a member of the IABC global community.

As we have navigated this year, I have been reminded of Winston Churchill's famous quote, "*If you are going through hell, keep going.*" That is what we have done at IABC... we continued to persevere and build for the future. The world has changed, and we must change with it and maybe, more importantly, lead through the transformations ahead.

Led by our 1,046 volunteers, we worked together to support our members and the profession. Whether serving on a local chapter board, region board, international committee or task force, or the International Executive Board, our focus around the world has been to fuel the global community for local impact and support. And we never lost sight of the [Global Standard](#). At the recent IABC Leaders Reception, I was reminded that we led through a pandemic - virtually (now, if that isn't a resume builder, I don't know what is). #weledthroughapandemic

And because we never stopped and continued to lead, we have a lot to celebrate.

We are ready to launch a strategic plan to transform our organization — to lead and support our members and communication professionals through a rapidly changing environment. **Stronger Together #IABC25** gives us a roadmap for how we will operate and grow as an organization.



We developed and implemented a **Diversity, Equ(al)ity and Inclusion** plan for the organization along with a refreshed [statement](#) to reaffirm our commitment to DE&I as an IABC value.

We joined the [Global Alliance](#), a confederation representing over 300,000 practitioners and academics. This partnership provides all IABC members with educational and networking benefits as well as a collective voice for the advocacy of our profession.

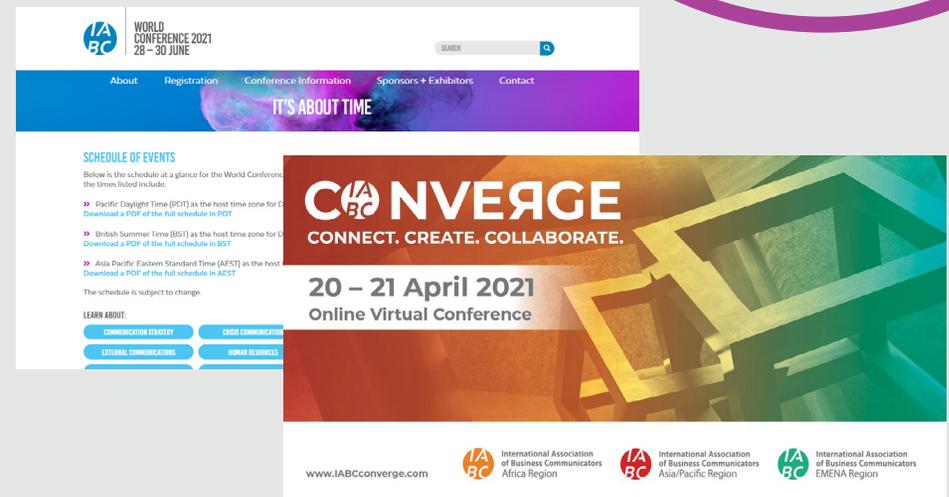
We produced an online **IABC Career Assessment Tool** to help professionals identify their strengths and areas of improvement along their career journey around the six principles of the Global Standard which will be launched this year. And to support

measurement along our career path, we continue to focus on certification and awards programs. The [Communication Management Professional \(CMP\) certification](#) received ANSI International accreditation in August 2020. We have applied for this ISO-level accreditation for the **Strategic Communication Management Professional (SCMP) certification** with hopes of accreditation by the end of 2021. The Global Communication Certification Council (GCCC) supported by IABC is the only communications organization to receive accreditation under the specific ANSI/ISO17024 standard. In addition, we hosted exams at 22 global sites.

IABC's **Gold Quill Awards** produced entries from 22 countries, and the judging took place in 12 international sites on five continents.

We continue to strive to offer **THE Conference for Communication Professionals** annually. Through herculean efforts, we will have our second virtual **World Conference: It's About Time**, which will take place in three time zones worldwide, offering a one-of-a-kind global professional development and collaborative opportunity for communication professionals.

Our chapters and regions built on these global offerings to serve members in their local areas, breaking down borders with an openness unlike ever before. Among 100s of highlights: the **APAC Mid-Week Comms Call** connects professional communicators to share stories, seek advice, and celebrate victories. The **CONVERGE Unconference**, organized by IABC Africa, APAC, and EMENA region, brought together professional communicators in 24 countries to connect on crowd-sourced topics, as well as specially curated cultural breaks. Our IABC British Columbia chapter launched an **IABC Pen Pals** program and provided all IABC members the opportunity to connect with other members both locally and across the globe. We also had five chapters from California (IABC Los Angeles, IABC Orange County, IABC San Diego, IABC San Francisco and IABC



Silicon Valley) partner to develop a **Communication Management Pro Series**, a three-part series for mastering the three principles of audience-centric communication.

Despite unbelievable odds, we have a lot to celebrate this year. I could go on and on, but I will close by saying what a privilege and an honor it has been to serve you and our profession this year. I am in awe of the work you do. Together, we will continue to make a difference around the globe.

My Best!

Bonnie Caver

International Executive Board Chair

Update from the Executive Director

Dear IABC Members,

After reading Bonnie's letter on the previous page, I'm reminded of one of the ironies of the last year:

We may have been apart, but we accomplished a lot together!

I have been privileged to serve as your Executive Director since October 2020. Since IABC's transition to a professional services model with SmithBucklin became effective last July, the staff team has focused its broad range of skills on **bringing value to the association**. Where the International Executive Board sets the strategy, my role – and the role of the entire team – is to operationalize that vision, to put in place the tools that strengthens the chapters, the regions and all of IABC.

One of IABC's great strengths is that **members receive local benefits, on a global scale**. Our members are deeply passionate about communications and the ways it can benefit a client, a company, a community. Over the past year, we have put into place – sometimes behind the scenes – some of the services that will enable IABC to operate more effectively and efficiently, to better deliver member value.

We began by listening. Through pulse surveys, regular check-ins with volunteer leaders, impromptu conversations, and a historically successful Leadership Institute, we focused on issues fundamental to **member value and a better volunteer experience**.

We then took action. We conducted two detailed, successful **Member Month campaigns** in October and March/April; we revised **Catalyst** and initiated **new podcasts**; we expanded Zoom licenses and insurance coverage for Chapters; conducted an IT audit and announced a significant technology platform upgrade that will benefit both members and volunteers. We strengthened the IABC Foundation,

improved processes in support of all the accomplishments listed in other parts of this Report, and anticipated the trends that will be shaping communications and the wider world in diversity, equity and inclusion (DEI) and advocacy.

This certainly was not a year anyone predicted, but it was a time of progress and renewal for IABC. I am excited about the promise of the future, and grateful for the foundation created by members, volunteers and staff, past and present. Now it's on to World Conference and the important work ahead!

Peter Finn

Executive Director



Finance and investments

Budgeted revenue and expenses are unaudited as of May 31, 2021.

2020 Revenue by Program

Admin	598
Membership	1,494,645
Education	200,711
Content	112,002
Gold Quill	274,949
Certification	64,947
Leadership Institute	20,112
World Conference	680,262
Other Revenue	
Investment Income	16,058
Foundation	1,308
Total Revenue	2,865,591

2020 Expenses by Program

Admin	876,695
Membership	524,801
Chapter Relations	118,060
Education	183,670
Governance	66,597
Marketing & Communications	199,245
Content	127,706
Gold Quill	138,462
Certification	146,969
Leadership Institute	136,917
World Conference	498,625
Other Expenses	
Transition to SmithBucklin	24,724
Investments	1,153
Foundation	13,843
Total Expenses	3,057,466

IABC by the Numbers

6,554

Members

8

Regions

93

Region leaders

12

Executive board members

144

CMs

76

Chapters

821

Chapter leaders

17

Committees/task forces

120

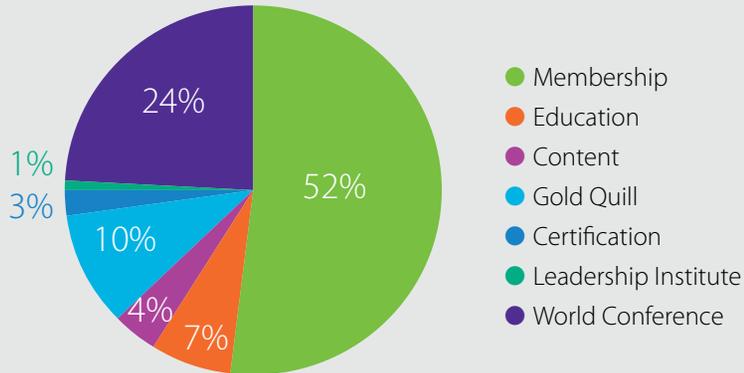
International leaders

140

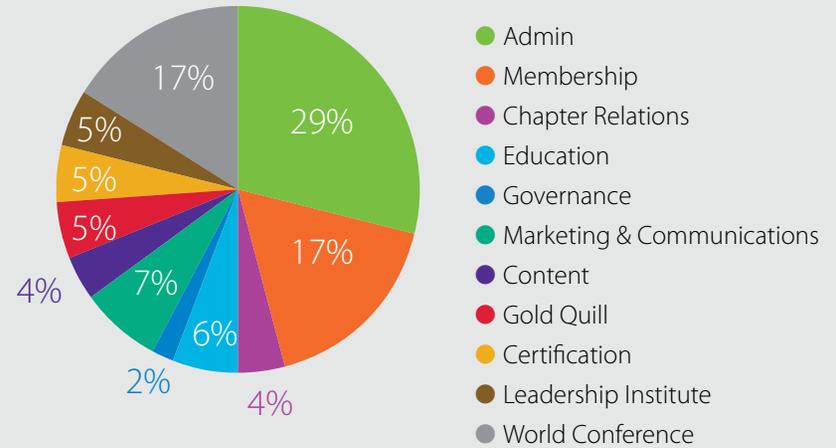
SCMs

Finance and investments (cont'd)

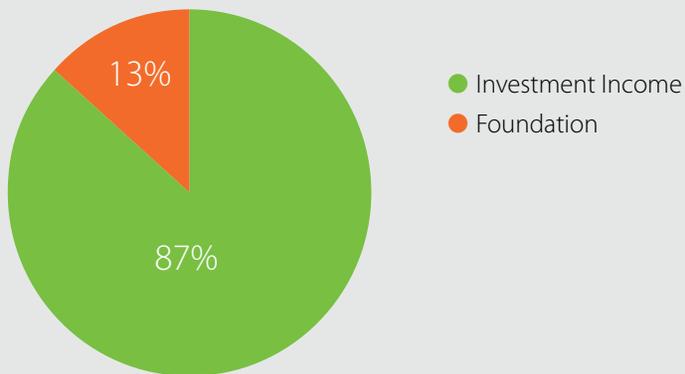
2020 Revenue by Program



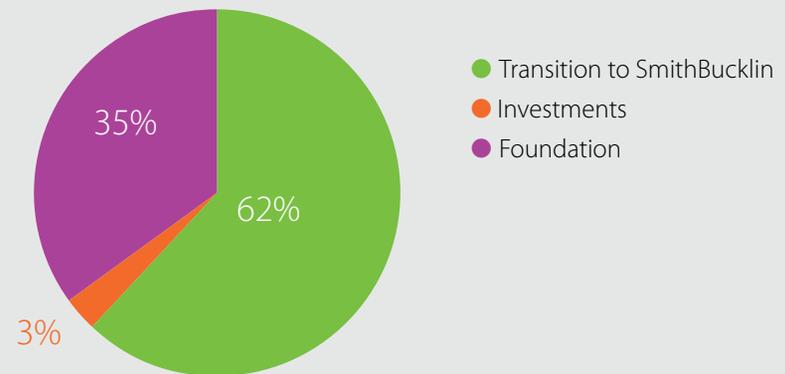
2020 Expenses by Program



Other Revenue



Other Expenses



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 upholds the IABC Code of Ethics for communication professionals and supervises disbursement of the association's funds. The IEB develops the strategic plan and direction for the association. 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
Bonnie Caver



Director
Alain Legault, MA



Director
Katie Macaulay



Vice Chair
Danielle Bond, SCMP



Director
Deborah Hileman, SCMP



Director
Derrick Rozdeba



Past Chair
Victoria Dew, SCMP



Director
Ann-Marie Blake, Chart.PR, MCIPR



Director
Matthew Tidwell, Ph.D., APR



Treasurer/Secretary
Maliha Aqeel, PMP, SCMP



Director
Julie Ludwig, ABC, SCMP



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

Alain Legault, MA | Chair

Alexia Malamis, Senior Finance Manager | Staff Liaison

Jonathan Tremblay, CMP | Trustee

Ronalda Walsh, ABC

Ryan Williams, MA, ABC, MC

Council of Regions

Danielle Bond, SCMP | Chair

Micayla Felicion-Davin, Chapter Relations Manager | Staff Liaison

Alexandra Hichel

Carol Allers, ABC, APR

David MacDonald

Kristy Christie, SCMP

Michael Shepherd

Sherrilynne Starkie

Will Tigley

Ana Ximenes

Ethics Committee

Bent Sorensen | Chair

Todd "Tosh" Hattori, ABC, IABC Fellow | Past Chair

Nancy Arab, APR, ABC, FCPRS, CMP, SCMP | Vice Chair

Marlee Honcoop, Membership and Operations Manager | Staff Liaison

Alain Legault, MA | IEB Liaison

Adrienne Jackson, ABC

Melanie Rushworth

Jennifer Wah, ABC, SCMP, MC, IABC Fellow

Lavern Reid, ABC

Finance Committee

Maliha Aqeel, PMP, SCMP | Chair

Alexia Malamis, Senior Finance Manager | Staff Liaison

Danielle Bond, SCMP

Bonnie Caver

Julie Ludwig, ABC, SCMP

Brandon Babcock

Investment Committee

John Almond | Chair

Lynne Olver | Vice Chair

Megan Patterson | Past Chair

Alexia Malamis, Senior Finance Manager | Staff Liaison

Dawn Wotapka, APR, SCMP

Maliha Aqeel, PMP, SCMP

Career Roadmap Task Force

Tilden Katz - Chief Communications Officer | Staff Liaison

Neil Griffiths, ABC, Chart.PR, IABC Fellow

Adrian Cropley, OAM, FRSA, IABC Fellow, SCMP

Mary Hills, ABC, Six Sigma, IABC Fellow

Dr. Amanda Hamilton-Attwell, ABC, CPRP, IABC Fellow

Anna Willey, ABC, MC, IABC Fellow

IEB Nominating Committee

Victoria Dew, SCMP | Chair
Danielle Bond, SCMP
Bonnie Caver
Ann-Marie Blake, Chart.PR, MCIPR
Micayla Felicion-Davin, Chapter Relations Manager | Staff
Liaison
Poonam Sharma, SCMP
Carol Allers, ABC, APR
David MacDonald
Kristy Christie, SCMP
Michael Shepherd
Sherrilynne Starkie
Will Tigley
Ana Ximenes

Nominating Committee for International Committees

Victoria Dew, SCMP | Chair
Danielle Bond, SCMP
Bonnie Caver
Ann-Marie Blake, Chart.PR, MCIPR
Micayla Felicion-Davin- Chapter Relations Manager | Staff
Liaison
Zora Artis, GAICD, SCMP, FAMI, CPM
Stephen Welch
Tracie Bettenhausen
Jo Ann Johnston, ABC
Catherine Ducharme, CLC, ACC

Carol Allers, ABC, APR
Mark Evans, SCMP
Matt Evans

Programmatic Committees

Academy Committee

Patrick Armstrong, SCMP | Chair
Ann Krzmarzick, ABC | Vice Chair
Erin Goblirsch, Education and Learning Services Manager
| Staff Liaison
Kelli Cargill-Cook, Ph.D.
Adam Fuss, SCMP
Matthew Tidwell, Ph.D., APR | IEB Liaison

Awards Committee

Ritzi Villarico-Ronquillo, APR, IABC Fellow | Chair
Maureen Healey, ABC, CAE | Vice Chair
Ed Kamrin, SCMP | Past Chair
Paige Schafer, Membership and Operations Coordinator
Theomary Karamanis, Ph.D., SCMP
Sylvia Link, MC, ABC, APR
Jeffrey Ory, ABC, APR
Derrick Rozdeba | IEB Liaison

Fellows Selection Committee

Dr. Amanda Hamilton-
Attwell, ABC, CPRP, IABC
Fellow | Chair
Alice Brink, ABC, IABC Fellow | Vice Chair
Mark Schumann, ABC, IABC Fellow | Past Chair
Marlee Honcoop, Membership and Operations Manager
Chris Bunting, IABC Fellow
Dianne Chase
Adrian Croypley, OAM, FRSA, ABC, SCMP, IABC Fellow
Glenda Holmes, CAE, ABC
Victoria Dew, SCMP | IEB Liaison

Global Communication Certification Council (GCCC)

Brad Whitworth, ABC, SCMP, IABC Fellow | Chair
Sia Papageorgiou, FRSA, SCMP | Vice Chair
Kimberly George, ABC, SCMP | Past Chair
Sara Fowdy, Senior Certification Manager | Staff Liaison
Jo Detavernier, SCMP, APR
Melissa Arulappan
Benoit Laplante, SCMP
Mark Evans, SCMP
Robert W. Jerome, PhD.
Yvonne Grinam Nicholson, ABC
Julie Ludwig, ABC, SCMP | IEB Liaison

Program Advisory Committee

Jane Mitchell, FRSA, IABC Fellow | Chair
Zora Artis, GAICD, SCMP, FAMI, CPM | Vice Chair
Nic Pearce | Past Chair
Erin Goblirsch, Education and Learning Services Manager
| Staff Liaison
Jill Vitiello
Teresa Zumwald
Sonali Batra
Kellie Williams, ABC
Rebecca Isbister
Julie Barber
Tracey Sexton
Yasmin Sidi
Laura Asbjornsen
Paula Bernardino, MCM, SCMP
James King
Heather Askew
Sharon Farrell
Sue Ridewood, ABC
Beth Noymer Levine
Felicia Renee Griffin, SCMP
Doug Downs, SCMP
Bonnie Caver, IEB Chair | IEB Liaison

Diversity, Equality, and Inclusion Task Force

Neil Griffiths, ABC, Chart.PR, IABC Fellow | Chair
Marlee Honcoop, Membership and Operations Manager
Gabrielle Loring
M. Sue Settell, CMP
Celine Brassard Richter, CMP
K. Dawn Rutledge
Deborah Hileman, SCMP | IEB Liaison

Trend Watch Task Force

Joanne Henry, SCMP | Chair
Kristin Frankiewicz, Content Manager | Staff Liaison
Donna Itzoe
Celine Brassard Richter, CMP
Nick Vivion
Mike Klein
Brigitte Fontaine
Shaniek Parks
Katie Macaulay | IEB Liaison

Foundation Grant Selection Task Force

Elizabeth Williams | Chair
Paige Schafer, Membership and Operations Coordinator
Emily Bogue
Amelia Schofield
Sarah Andrews, CMP
Sandra Pedicini

Michelle Tincher, ABC
Chris Saxby
Ann-Marie Blake | IEB Liaison

Leadership Institute PAC

Danielle Bond, SCMP, IEB Vice Chair | Chair
Micayla Felicion-Davin, Chapter Relations Manager | Staff
Liaison
Sue Heuman, ABC, MC
Josephine Eyre
Chris Dutton, SCMP
Andrew Kaszowski, CMP
Dr. Kendi Guantai
Poonam Sharma, SCMP
Krista Rausch
John Harris

Strategic Planning Task Force

Bonnie Caver | Chair
Danielle Bond, SCMP
Derrick Rozdeba
Matthew Tidwell, Ph.D., APR
Katie Macaulay
Zora Artis, GAICD, SCMP, FAMI, CPM

Regions and Chapters

IABC Regions and Chapters

IABC has more than 75 chapters around the world, making chapters the heart and soul of the association. Chapters deliver member value by creating opportunities for communication professionals to develop a network of connections that can help guide members through their most pressing challenges. Through workshops, conferences, strategic 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.

Each chapter is a part of one of IABC's eight regions. Regions offer additional member value through conferences, webinars, and opportunities to expand leadership experience.



Africa Region

Chair: Carol Allers, ABC, APR

Vice Chair: Josephine Eyre



Asia Pacific (APAC) Region

Chair: Kristy Christie, SCMP

Vice Chair: James Howe

Past Chair: Zora Artis, GAICD, SCMP, FAMI, CPM

Chapters:

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



Canada East Region

Chair: Sherrilynne Starkie

Vice Chair: Paula Bernardino, SCMP

Past Chair: Jo Ann Johnston, ABC

Chapters:

Golden Horseshoe, London, Maritime Canada, Montreal, Newfoundland & Labrador, Ottawa, Toronto, Waterloo



Canada West Region

Chair: Will Tigley

Vice Chair: Sue Heuman, ABC

Past Chair: Catherine Ducharme, CLC, ACC

Chapters:

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



Europe/Middle East/ North Africa (EMENA) Region

Chair: Ana Ximenes

Vice Chair: Dr. Kendi Guantai

Past Chair: Stephen Welch

Chapters:

Gulf, Switzerland, United Kingdom & Ireland (UK&I)



US – Heritage Region

Chair: Alexandra Hichel

Vice Chair: Sebastian Warren, SCMP

Past Chair: Matt Evans

Chapters:

Boston, Columbus, DC Metro, Detroit, Greater Cincinnati, Lehigh Valley, Long Island, Lynchburg, New Jersey, New York, Philadelphia, Pittsburgh, Richmond



US – Pacific Plains Region

Chair: Michael Shepherd

Vice Chair: Krista Rausch

Past Chair: Tracie Bettenhausen

Chapters:

Chicago, Great Plains, Los Angeles, Minnesota, Omaha, Orange County, Oregon Columbia, San Diego, San Francisco, Seattle, Silicon Valley, St. Louis



US – Southern Region

Chair: David MacDonald

Vice Chair: John Harris

Past Chair: Mark Evans, SCMP

Chapters:

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

Chapters and Leaders of the Year

IABC Chapters of the Year

The Chapter Management Awards (CMAs) are IABC's annual awards program that recognizes the leadership, management, creativity and teamwork of IABC chapter leaders around the world. It's an opportunity to showcase our chapter's successes and celebrate the local impact of IABC.

Congratulations to these Small, Medium, Large and International Chapters of the Year!

Small Chapter of the Year: IABC Topeka

Medium Chapter of the Year: IABC New South Wales

Large Chapter of the Year: IABC Toronto

International Chapter of the Year: IABC Toronto

IABC Leaders of the Year

Congratulations to these IABC Leaders of the Year!



Region Leader of the Year

Catherine Ducharme, CLC, ACC, Past Chair, IABC Canada West Region



Chapter Leaders of the Year

Kieran McCann, President, IABC New South Wales

Jackiedra Wilson, MSOL, President, IABC Greater Cincinnati



Rising Leaders of the Year

Carmen Wright, Director of Finance, IABC British Columbia

Michael Blackburn, Vice President of Ovation Awards, IABC Toronto

Chairs and Rae Hamlin Awards

2021 IABC Rae Hamlin Award

Rae Hamlin, ABC, was instrumental in the development and success of IABC's long-standing accreditation program, a mark of excellence in strategic communication management for over 40 years. In her 25 years with IABC, Hamlin managed and inspired volunteers worldwide to promote this standard, including a stint as an accreditation coordinator on staff at IABC headquarters in San Francisco. She passed away in 2009.

This award is bestowed at the IABC World Conference annually in her honor, continuing to recognize exemplary service in advocating the new Global Standard of the Communication Profession.



Neil Griffiths, ABC, Chart.PR,
IABC Fellow



Adrian Cropley, OAM,
FRSA, SCMP, IABC Fellow



Mary Hills, ABC, Six
Sigma, IABC Fellow



Dr. Amanda Hamilton-Attwell,
ABC, CPRP, IABC Fellow



Anna Willey, ABC, MC, IABC
Fellow

2021 IABC Chair's Award

The Chair's Award is conferred annually upon volunteer IABC members whose efforts, which include positively enhancing the organization's reputation and image, have gone above and beyond that of what volunteers may usually undertake. Selected by the international executive board (IEB) Chair, any current IABC member active for the previous five years may be nominated for the award.



Neil Griffiths, ABC, Chart.PR, IABC Fellow



Zora Artis, GAICD, SCMP, FAMI, CPM

Global Conversations, Local Impact



For IABC Victoria (Australia), developing and hosting events is a critical part of its value proposition. The chapter focuses on delivering tailored content, professional development programs, and networking opportunities to meet the needs of its 200+ members. Last year, **it held five networking events and eight substantive programs**, with topics including finance, video skills and stakeholder engagement. By following a comprehensive event management template and developing distinctive programming, the chapter **brought together 40 people per event and raised over \$5000**.

With a membership that is almost 50% student-based, the IABC UK and Ireland chapter **set an example for DEI (diversity, equity and inclusion) programming for communication professionals at every stage of their career**. After committing to more diversity on speakers' panels, chapter social media images, and in content, the chapter found a significant **increase in event attendance**. Using data from its membership base to design and market events, the chapter **hosted more than 60 people for a Black History Month program and more than 100 registered for an International Women's Day event**.



Developing and sharing social media content was a strategic goal of IABC Ottawa, which had traditionally focused its communications around promoting upcoming professional development events. As part of its communication management efforts, the board refined the current Marcom social media guide; created a social media request form to streamline portfolio communications; developed a stock photo image library with photos and videos from previous events. Over the course of the year, **the chapter increased its number of social media followers and engagements, developed evergreen blog posts and distributed a monthly newsletter** that expanded the reach of the chapter's communications.

The IABC Edmonton chapter serves almost 500 members and has a large distributed board, making the need for **effective management tools** a vital issue. Over the past year, Edmonton **focused on chapter innovation**, hiring a senior director with deep experience in building working systems for organizations; developing a cost-free platform already attached to the Google systems used by the board; and migrating all board files and email. The changes enabled the board to communicate more effectively and provide an easier handover of portfolios, improving the volunteer experience.

Global Conversations, Local Impact (cont'd)



Recognizing the need to **develop opportunities for both students and chapter leaders**, IABC Ottawa developed innovative approaches. Committing to engaging students and young professionals, the chapter **increased its programming and marketing for university members**. Taking inspiration from the Global Communication Certification Council's chart for tracking certification renewal points, IABNC Ottawa developed a chart for tracking student engagement with the newly developed content and outreach. Through regular meetings and coaching, the chapter **increased student membership by 50%** and **helped develop volunteers with the potential to take on other important challenges**. At the same time, the chapter focused on **volunteer engagement and leadership development**, introducing one-on-one personal and professional coaching for each board member. The chapter expects to have completed **66 career coaching sessions** by the end of the year.



Keeping members engaged along their career path has been a key issue for IABC Calgary. The chapter launched its **mentorship program** five years ago and it has become **a signature initiative, connecting professionals at every level of experience**. Last year was a challenging time in many respects and the need for mentoring was especially acute. The chapter arranged for **11 mentors and 11 mentees** – including two participants who have now served in both capacities.

After a year of intentional deficit spending to make strategic investments in operations and activities celebrating its **40th anniversary**, IABC London **focused on delivering a successful year within a balanced budget**. The chapter's financial management included transitioning to **accrual-based accounting to ensure the most accurate financial reporting and engaging a CPA to conduct oversight**. The budget planning process was inclusive and transparent, with a chapter AGM that addressed any outstanding questions. Through a combination of a new financial policy and rigorous review, **the chapter finished the year with a surplus**.

Global Conversations, Local Impact (cont'd)



IABC Tulsa demonstrated **strong community involvement** during a year of both social change and the impact of COVID-19. In addition to hosting **events focusing on diversity, equity and inclusion topics, and pandemic communication, the chapter carried out its hallmark 'Gift of Communication' program.** Hosted annually in December, the event provides pro bono communications expertise to area nonprofits. Last year, IABC Tulsa hosted three sessions, with **25 volunteers assisting three local organizations** on some of their most pressing communications challenges.

IABC New South Wales represents a large and culturally diverse region, including Sydney where almost half the population is born overseas. Recognizing the need to build the chapter in a way that better reflected the diversity of communications professionals in the area, the board spoke with its employer organizations and **conducted a series of interviews with deeply experienced practitioners.** The analysis revealed that small corporate opportunities were a strong target audience. Through a disciplined member marketing campaign **the chapter added 17 new members from 140 in 2019.**

Professional development opportunities are key for chapters of all sizes, from IABC Toronto with 700 members in an urban center, to IABC Topeka with about 40 members. Over the last year, IABC Toronto used affinity communities (such as the Professional Independent Communicators group); mentoring programs; an annual talent expo for students; and training for IABC awards program judges to **engage communications professionals.** IABC Topeka demonstrated initiative and creativity by putting on a **timely crisis-communication program** in less than two weeks and **drawing 19 non-members.** The event was a bonus: the chapter also conducted monthly professional development programs throughout the year.



What's Next: Strategic Plan 2025

Welcome to Stronger Together - IABC2025

Decades from now, historians will write about the coronavirus pandemic of the early 2020s and the impact it had on the world. The elimination of in-person gatherings, the international cooperation that developed vaccines in less than a year, and changes in the way we worked, communicated, and thought about our world will all be fertile areas of analysis.

Last year also marked a significant milestone for IABC. Fifty years earlier, people from a variety of disciplines, who saw the power of communication, came together, combining two organizations to form what we now call the business communication profession.

The visionary leaders who created a platform from which every communication professional could have the opportunity to understand what it means to be a strategic communicator, would surely be proud of how our volunteer leaders and members led through this crisis. It was a time for all communication professionals to shine. As integral parts of our organizations, we helped navigate – through the power of communication – a once-in-a-generation event.

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.

What's Next: Strategic Plan 2025 (continued)

Perhaps most importantly, we must have a strategic alignment between International, Regions and Chapters. We need to co-create our future. If culture is the core of business success, volunteers are the metaphorical fuel of IABC. Just like real fuel, however, volunteers are a precious resource and must be replenished. 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.

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.

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 statement of "Why?" encapsulates that viewpoint:

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

Our What

Professional communications at the heart of every organization.

Our How

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



How We
Will Operate

2021

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

2021

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

Alice Brink

Alisha Benson

Alison Senti

Amanda Dennett

Amanda Woroniuk

Amber Shortell

Amy Spencer

Andrew Barclay

Anna Davison

Annette Borger-Snel

Anthea Cudworth

Belia Ortega

Ben Borne

Boitshwarelo Lebang

Bonnie Caver

Brenda Siler

Brianne Davis

Brooke Anderson

Carolyn Baldrige

Carrie-Ann Lunde

Cassandra Caranci

Catherine Lee-Hannley

Chantelle Taylor

Chase Spears

Chelsea Dowling

Cheryl Gray

Chloe Gee

Christina Arthur-Dick

Christine Elmer

Christopher Barger

Christy Hilley

Claire Walker

Clare Willrodt

Colin Babiuk

Colleen Hawkesford

Courtney Chu

Courtney Sims

Curtis Steinhoff

Damien Tunney

Dana Helgason

Daniel Ormond

Danielle Bond

Darlene Dickinson

David DeCamp

Debi Miller

Denisa Orlandea

Dharmaseela Naidoo

Diane Ell

Don Klausmeyer

Don Sanford

Donald McArthur

Ed Kamrin

Elaine O'Connor

Elisha Sutherland

Elizabeth Bunney

Elizabeth Sutcliffe

Ellen Vander Linden

Emily Eckert

G. Nichole Millette

Genevieve Hilton

Genma Holmes

Gillian Williams McClean

Holli Koster

Jackie De Pape Hornick

Jackie O'Brien

Jackiedra Wilson

Jacqui Martin

James Mottershead

Jan Graves

Jane Hamilton

Jane O'Dwyer

Janine Garner

Jasmine Bradley

Jennifer Sandford

Jessica Hopson

Jessica McPhee

Jessica Nunez



Jo Ann Johnston
Joanne Henry
Joanne Kozlowski
John Gilbert
Jud Simmons
Julia Quinton Oosterman
Julie Wright
Justin Schutz
Justine A O'Brien
Juston Teach
Kamna Narain
Kate McNamara
Katherine Brock
Kathleen Disher
Kelley Hughes

Kelli Cargile Cook
Kendi Guantai
Kieran McCann
Kim Mack
Kim Robbins
Kimberly George
Kimm Fromm Foster
Kirsty Simmonds
Kris Pugsley
Kristian Delaney
Kristin D Appelman
Kristina Wright
Laura Desert
Laura Ruddock
Laura Somerville
Laurie Lashbrook
Lee Tonitto
Linda Andross
Lindsay Keegan
Lisa Rostoks
LuAnn Turango
Madeline Postle
Malar Ramalingam
Mari Lee
Mark Woodrow

Marlaena Mann
Mary Todorov
Maryjane Martin
Mazilifah Mohd Razak
Meagan Bubela
Meghan Hunt
Melanie Gibbons
Merrin Fabre
Michael Blackburn
Michael Nord
Mike Klein
Mollye Dietrich
Monika Lancucki
Monique Jozwiakowski
Monique Zytnik
Natalie LaBuick
Noel Freeman
Olusola Abulu
Oyindamola O Ajibola
Patricia Radice
Patrick Armstrong
Paul Omodt
Paula Bernardino
Phoebe Dey
Pilar Castro

Rachel Wong
Rebecca Shaffer
Rebecca Vaughan
Renee Pelland
Rick Alcantara
Ritinder Matthew
Robin McCasland
Ross Monaghan
Russell Baker
Ryan Williams
Sarah Harrison
Sarah Pratt
Sarah Toaldo
Shaniek Parks
Shannon Frederick
Sharon Bray
Shea Sullivan
Shreya Krishna Mariyanka
Sia Papageorgiou
Stacy Smulowitz
Stefan Spaulding
Stephane Prud'homme
Subhamoy Das
Sukanya Chakraborty
Sushmita Bandopadhyay

Suzanne Houweling
Sydney Lepora
Tanya Snyder
Tara Sutorius
Teresa Sturgess
Teresa Zumwald
Theresa Card
Therese Mickelson
Tim Shaw
Trevor Robertson
Uduak Bassey
Ukwori Ejibe
Vanessa Holding
Victoria Dew
Wendy Snyder
Wendy Thatcher
Zora Artis





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

with You