

*Advancing the profession, creating connection
and developing strategic communicators*



International Association
of Business Communicators

2017 IABC Annual Report

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Letter from our Board Chair

June 2017 - June 2018 Term



What you will see across this report is a testament to what creativity, connection, collaboration and an amazing culture can achieve when aligned and action-focused.



As we officially launched **the #IABC1720 strategy** this time last year, I stood at the Annual General Meeting (AGM) and asked what it really takes to bring a new strategy to life.

We said, “It takes a village!” Collaborative leadership is the driving force of our freedom-in-a-framework approach, in which all levels of the association align to purpose to achieve shared results. I always knew this was the spirit of our IABC community. I could not have imagined then the outstanding performance across strategic pillars to be realized this year thanks to the commitment of volunteer leadership and staff to try new approaches and raise the bar.

First, a special thanks to the 2017–2018 international executive board (IEB), our executive director, Stephanie Doute, and the hardworking IABC staff. As we prioritized where to focus resources to achieve key progress in this first year of the new strategic plan, we ended the fiscal year in the black for the second consecutive year, while successfully delivering new value to members in both tangible products and services and quality experiences.

On the governance front, we worked to develop a strategically focused board well informed of their fiduciary duties. Notably, the audit and risk committee led by IEB Director Zora Artis, GAICD, FAMI CPM, MComm, MMktg, engaged the board in a comprehensive risk assessment and evaluation encompassing all aspects of impact to the association. This critical work now stands as a key tool enabling board accountability on oversight for association health.

Letter from our Board Chair



Key achievements of note:

- ▶ New technology to facilitate global connections, shared insights, thought leadership and collaboration among professional peers delivered across all three strategic pillars that define our purpose.
- ▶ The new corporate membership package bundling IABC Academy access was designed to enable organizations to reinvest in their communicators and elevate department performance through Global Standard practices that realize key business outcomes.
- ▶ The IABC Foundation partnership with Gatehouse to produce the 10th Annual State of the Sector report delivered key insights enabling members to stay abreast of current trends and latest innovations other companies are advancing.
- ▶ An innovative approach to renew the World Conference experience has—along with collaborative effort to drive sponsorships—surpassed all revenue targets to positively impact our financial position.

To our chapters, regions, committees and task forces empowered by thoughtful leaders and engaged volunteers around the globe: these achievements were not possible without you. What we are building together belongs to all of us. It has been an honor to serve as Chair to collaborate on this first-year implementation of the new strategy. Thank you for helping to make IABC all it can be now—and into the future.

With gratitude,

Sharon Hunter, SCMP
June 2017 - June 2018

2017–2020 Strategy



IABC is the only global association connecting communicators with the people and insights they need to drive business results. Our vision is for there to be a professional communicator at the heart of every organization. To achieve that level of success, we focus on three core areas:



ADVANCE PROFESSION

Advance awareness of communication as a strategic leadership function, demonstrating its impact on business performance.



CREATE CONNECTION

Create global peer connections, facilitating ways for practitioners to interact and support each other.



DEVELOP STRATEGIC COMMUNICATORS

Develop opportunities for learning, leadership and recognition to help communicators become trusted business advisers.

Message from the executive director



IABC is a strong and thriving professional community, with members in over 70 countries. As we close out year one of the 2017–2020 strategic plan, it's clear IABC has made tremendous progress in moving forward our initiatives to advance the profession, connect and develop professional communicators.

Technology: Delivering for members

Continuing our digital transformation journey, we're focused on creating new avenues for the IABC community to connect and develop.

Every IABC member brings knowledge, connection and life into our community. In 2018, we launched "[The Hub](#)," a private collaboration space for IABC members. This online community space is designed to give members a way to tap into knowledge

and connection anytime, no matter where or when you need the community. The Hub has space to talk about everything from the most pressing and emerging issues in the field and how those impact the work of members and the future of the profession, to seeking help with the daily challenges members are facing in their projects. Work gets easier when you can leverage the knowledge and ideas of our global sharing community to help advance your projects and thinking to the next level.

We also launched an [enhanced version of CW Observer](#), designed to create a personalized experience for each reader. The new technology powering the Observer uses artificial intelligence to understand each member's news and content preferences to deliver increasingly relevant individualized content, as well as news and stories from a broad range of global sources. We strive to find and implement the most relevant technologies that will allow us to continually refine the member experience and deliver what you need, when you need it.

Strategic pillars: Connect, Develop

Message from the executive director



Membership: IABC is your strategic partner for success

This was a very exciting year at IABC, as years of research and development came to fruition with the launch of a brand-new, restructured **corporate membership program**. This program creates a corporate membership offering that makes IABC a strategic partner to organizations seeking to engage employees, offer integrated professional development and drive business outcomes through excellence in communication. We also maintained a program to allow smaller enterprises to access the many benefits of IABC membership at a group discount.

We are continually growing the resources available to all IABC members. This year IABC hosted 12 **webinars** free to members, one each month, and eight additional webinars free to the public, to help ensure that all communication professionals have access to quality insights and education to advance their work. We strive to schedule these webinars at the most globally accessible times, but understand that no one time fits everyone. To ensure that all members have access to webinars at the time and place that best fits their needs, we make these available on-demand in our online library. Our library of free-to-member webinars grew to over 40 available this year, ensuring that access to education when and where you need it is a member benefit that IABC is continually growing.

Strategic Pillars: Advance, Connect, Develop

Certification: The professional standard of the future

Led by the **Global Communication Certification Council (GCCC)**, both the Communication Management Professional (CMP) and Strategic Communication Management Professional (SCMP) programs continue to grow globally. We launched a partnership with Ragan Communications to offer the GCCC certification **exams at select Ragan Conferences**, to help provide expanded opportunity for communication professionals to access the exam. The CMP program began the process of ISO accreditation this year, which, when complete, will be the only ISO-accredited communication certification in the world.

With questions about ethics in the field pervasive throughout conversations about the future of the profession, certification with a solid grounding in ethics and ethical practice is a key initiative to help continue advancing the profession.

Strategic pillars: Advance, Develop

Message from the executive director



IABC Academy: Standards-based learning when you need it

Advancing on the foundation built in previous years, the **Academy** focused course material more tightly this year. All courses in the Academy are designed to ensure training aligned with the **IABC Global Standard of the Communication Profession**, but this year the Academy focused on developing courses that help communication professionals ensure a broad base of knowledge to support their journey to certification through the GCCC. Ensuring that all courses are available in on-demand or self-paced formats, so there are no restrictions by time zone or location, the Academy has sharpened its emphasis on being a truly global offering.

Strategic pillar: Develop

Gold Quill Awards: Recognizing strategic communication excellence

The Gold Quill Awards are industry-leading awards honoring excellence in communication. Gold Quill winners are an elite group, representing the best work in the field, driving positive outcomes and results for their organizations. In April of 2018, we were thrilled to announce the winners of the 2018 Gold Quill Awards. In total, **258 entries earned awards**, with 94 being recognized with Excellence Awards and 164 with Merit Awards. Congratulations to all **Gold Quill Award Winners**, including the **Best of the Best winners**, the **Special Award winners** and the **"Of the Year"** winners.

“ We will only grasp the staggering potential of our time if we create onramps that empower all people to participate.”

—Robert Smith

Message from the executive director

World Conference: Future-forward thinking for what's next

We've been working hard to refresh and invigorate the **IABC World Conference** to meet the evolving needs of communicators globally. #IABC18 was not the World Conference of years past. Keynotes were selected to help attendees learn from people at the top of their field, who can make us think differently about the way we work, and can work. We hosted an unconference to create a self-driven learning and collaboration experience, game changer sessions to help you find new ways to think and work, and off-site visits that allowed attendees to experience some of our beautiful host city, Montréal while building their networks. The IABC World Conference is taking the best of global conference experiences and bringing them to the communication field.

Strategic pillars: Connect, Develop

Communication World: Anticipate

We live in a rapidly changing climate and **Communication World** (CW), IABC's online magazine, offers the thought-provoking content that helps members explore ethical and practical issues related to the world around us. It's difficult to recall a time in most of our lives where the global socio-political climate had such an impact on the work of communication professionals. Whether it be exploring CEO activism, communication in a "post-truth" era, crisis and change, or reinforcing the foundation of ethical practice as a core function of the profession, CW is on the leading edge of creating content to drive conversations. With unlimited access to CW, IABC members stay one step ahead and understand what's happening now and anticipate what's next.

Strategic pillars: Advance, Develop



We have made great progress in building value for our members and bringing innovation to create a future-forward organization for our members. We will continue to focus on always being better for members, setting standards and advancing the profession, and driving forward the opportunities for communicators to grow and thrive. I am honored to serve as your executive director during these exciting times.

Stephanie Doute, CAE

Executive Director

Corporate Membership: A strategic partnership to drive business results



As one of the three strategic pillars guiding the association, our commitment to advancing the profession is at the core of the work we do at IABC. Following two years of research and development conducted by the Membership Task Force, IABC recently launched a **new corporate membership program** designed to provide corporate members with a partner in connecting and developing their communication professionals to drive business results.

The new corporate membership program creates an opportunity for organizations to access a single platform providing a full suite of **Global Standard**-based professional development for their communication teams, access to certification through the GCCC, the opportunity to connect their teams to global thought leaders to help invigorate new thinking and perspectives, and a space to connect with other communicators to discuss and find solutions to day-to-day challenges that will advance the work of their teams. It also provides an opportunity for corporate members to be recognized for best in class work, through inclusion of entries in the IABC Gold Quill awards program.

Advancing the profession means advancing and supporting the professionals in the field. The new program provides an opportunity for every organization to level up their business outcomes by developing and connecting their communication team with the best education, recognition and peer learning the industry has to offer.

“Special thanks to Claudia Vaccarone and Deborah Hinton for their leadership and work with the Membership Task Force, which was crucial to creating this new corporate membership program.”

—Sharon Hunter,
SCMP

Ethics and Values

Ethics: The foundation of our profession



This year, IABC collaborated with the Global Alliance and other professional communication and public relations organizations to reinforce the importance of ethics in communication worldwide. In addition to the issues of “fake news” and “alternative facts,” the Bell Pottinger incident brought ethics in communication to the forefront of conversations in the profession.

Richard Edelman, president and CEO Edelman Public Relations, issued a call for a global PR compact on ethical practice that prompted an industry meeting in February for organizations to take action. They issued a statement ([Global public relations associations commit to enhancing public trust through ethics](#)) and created a task force on Global Principles of Ethical Practice in Public Relations and Communications to move this work forward. IABC was represented at the meeting by Immediate Past Chair Dianne Chase, who continues work with the task force to finalize an overarching set of principles and plan for creating global engagement in a report due for release by the Global Alliance in June 2018.

IABC has long been an active advocate for ethical standards, as embodied in our Code of Ethics, which is agreed to by each member when they renew their membership each year. As one of the six core principles of the [Global Standard of the Communication Profession](#), ethics grounds all of our work and resources dedicated to advancing excellence across the profession.

As professional communicators, we have the potential to influence economies and affect lives. This power carries with it significant responsibilities. The IABC Code of Ethics serves as a guide to making consistent, responsible, ethical and legal choices in all of our communications.

IABC's Code of Ethics

Ethics: The foundation of our profession



- ▶ **I AM HONEST**—my actions bring respect for and trust in the communication profession.
- ▶ **I COMMUNICATE ACCURATE INFORMATION** and promptly correct any errors.
- ▶ **I OBEY LAWS AND PUBLIC POLICIES**; if I violate any law or public policy, I act promptly to correct the situation.
- ▶ **I PROTECT CONFIDENTIAL INFORMATION** while acting within the law.
- ▶ **I SUPPORT THE IDEALS OF FREE SPEECH**, freedom of assembly, and access to an open marketplace of ideas.
- ▶ **I AM SENSITIVE TO OTHERS'** cultural values and beliefs.
- ▶ **I GIVE CREDIT TO OTHERS FOR THEIR WORK** and cite my sources.
- ▶ **I DO NOT USE CONFIDENTIAL INFORMATION** for personal benefit.
- ▶ **I DO NOT REPRESENT CONFLICTING OR COMPETING INTERESTS** without full disclosure and the written consent of those involved.
- ▶ **I DO NOT ACCEPT UNDISCLOSED GIFTS OR PAYMENTS** for professional services from anyone other than a client or employer.
- ▶ **I DO NOT GUARANTEE RESULTS** that are beyond my power to deliver.

“It's been a privilege to represent IABC in the global effort to advance ethical standards and engagement that elevates the profession.”

—Dianne Chase,
Immediate Past Chair,
International Executive Board



THE GIFT OF COMMUNICATION:

The Gift of Communication event at the 2018 World Conference was the single largest Gift of Communication event the IABC Foundation has hosted. It supported more than 15 nonprofit organizations in the Montréal area, as they all seek to make the world a better place through their own missions. Communication is a force for good, and IABC communication professionals gave willingly of their time and expertise through the Gift of Communication to help ensure that these nonprofit partners are driving the greatest possible impact through effective communication.

Over the course of 2017–2018, the [IABC Foundation](#) brought new life into its work advancing communication as a force for good in business and society. The Foundation seeks to support communication and communication professionals through various program areas, which we call Gifts.

THE GIFT OF INSIGHTS:

In late 2017, the IABC Foundation partnered with Gatehouse to help drive forward a research project on the [2018 State of the Sector for Internal Communications](#). The research was published in early 2018, available at no cost to all communication professionals. The Gift of Insights allows the IABC Foundation to partner with and financially support research that helps advance the profession and the professionals who need these insights to work smarter.

THE GIFT OF EXCELLENCE: The IABC Foundation Committee worked with great diligence this year on developing the Gift of Excellence. This Gift allows the IABC Foundation to provide scholarships to global IABC members seeking their Communication Management Professional (CMP) or Strategic Communication Management Professional (SCMP) certification through the [Global Communication Certification Council \(GCCC\)](#). Knowing that not all things are equal in the world, this Gift is designed to provide scholarships to qualified applicants who demonstrate financial need. Weight will be given to IABC members residing in areas designated as developing nations by the World Bank and International Monetary Fund, as well as those who live in an area significantly impacted by a natural disaster. The IABC Foundation strives to help advance communication as a force for good globally by ensuring that standards and certification are accessible to IABC members, no matter their location. Stay tuned, as the scholarship application process opens in 2018.

IABC Foundation



These Gifts do not come freely. The IABC Foundation would like to thank the very generous donors whose contributions made these programs possible. We could not do this work, driving positive change in the world and profession, without your support.

IABC Canada Western Region
IABC Cincinnati Chapter
IABC Ottawa Chapter
IABC Southern Region
IABC Tulsa Chapter
IABC Brazos Valley Chapter
Michael Ambjorn, SCMP
Zora Artis, GAICD, FAMI CPM,
MComm, MMktg
Sheryl A. Boyd
Sheila R. Carruthers, MBA-PR, CMC
Dianne Chase
Stephanie Doute, CAE
Catherine Ducharme
Craig Fleisher, Ph.D.
Shannon Frederick, ABC, SCMP
Jan Graves
Sue Heuman, ABC
Stacy Hollowell, ABC
Ginger D. Homan, ABC, SCMP
Sharon Hunter, SCMP
Sherry Kennedy
David Earl King
Jennie L. Lamb
Alain Legault
Amanda LeNeve
Chris Leonard, SnapComms
Daniel Munslow, CPRP

Michael Nord, SCMP
Leanne Nyirfa, ABC
Karen Reid, MA, CVA
Rhonda Sciarra
Cynthia Schmieg, SCMP
Jason Vego
Jill Vitiello
Victor Zalakos

“I think it’s really important to support the work of the IABC Foundation. I completed my master’s and one core piece of work we looked at was two-way communication research done by Grunig and his associates. Do you know who paid for that research? We did. That’s a remarkable contribution to our profession.”

—Victor Zalakos,
IABC Canberra

Global Communication Certification Council (GCCC)

I've just completed the CMP certification process and wish to commend IABC and the GCCC for doing such an exceptional job of creating a relevant, robust and empirical process. It is truly a demanding test of competencies and knowledge. Furthermore, IABC and the GCCC's support of applicants is exceptional and I thank them for their assistance.

—Eric Morin, CMP [GCCC blog post]

The **Global Communication Certification Council (GCCC)** introduced the Strategic Communication Management Professional (SCMP) certification in 2017 and hosted the first SCMP certification exam at the 2017 World Conference in Washington, D.C. The SCMP certification is designed for highly skilled business communicators practiced in providing strategic communication advice and counseling to an organization's leadership. Also offered is the Communication Management Professional (CMP), which is designed for business communicators who are established in their careers looking to demonstrate their competence.

In 2017/2018, exams were offered at 16 locations including the IABC Leadership Institute and the IABC World Conference. At the end of 2017, there were 84 CMPs and 23 SCMPs. By 30 April 2018, there were 91 CMPs and 36 SCMPs. The GCCC is a new program, but steadily growing. For information on how to host an exam, please contact info@gcccouncil.org.

Eligibility requirements to sit for the Communication Management Professional (CMP) or the Strategic Communication Professional (SCMP) vary for each of the exams. For more information or to apply, visit www.gcccouncil.org.

In the fall of 2017, the GCCC was thrilled to partner with Ragan Communications. This partnership allows the GCCC to expand the availability of this rigorous certification program to significantly more communication professionals. And it allows Ragan Communications to offer a standards-based certification option to their customers at conferences, as they seek to educate professional communicators. Exam locations are posted on the website at www.gcccouncil.org.



Upcoming exam dates in 2018

September 2018

9 September 2018, Melbourne, Australia
IABC APAC Regional Conference: Fusion 2018

October 2018

5 October, Bellevue, Washington
Ragan Employee Communications, PR & Social Media Summit at Microsoft
20 October, Vancouver, British Columbia

November 2018

1–2 November, Toronto
Global PR Summit Canada 3

Council of Regions



Council of Regions Report

The Council of Regions (CoR) is made up of the regional chairs from the eight IABC regions around the world. IABC regions are designed to be the link between members, chapters and the international executive board (IEB). The CoR works together to exchange ideas and best practices and to develop new initiatives to support IABC chapters and their leaders, who focus on bringing innovative and forward-thinking programs to members at a local level.

The 2017–2018 CoR has focused their efforts on creating regional growth plans and helping chapter leaders build a sustainable leadership pipeline.

Regional growth plans

Each IABC region completed a regional growth plan to establish a strategy to support chapters and growth in their region. While establishing their plans, the regions examined their individual markets and the needs of professional communicators within their region, allowing them to explore opportunities to advance the profession, create connection and develop strategic communicators. In coordination with the #IABC1720 strategic plan, regions will use their growth plans as a guide to increase member value and to better understand the needs of local leaders to help chapters thrive.

Leadership Institute

The 2018 Leadership Institute (LI) was held in San Diego, California, on 8–10 February. LI is an opportunity for chapter and region leaders from around the world to come together for two days of idea-sharing and leadership development to make chapter management easier. This year the opening keynote with Cynthia D'Amour, MBA, was an interactive session that demonstrated her concept of “lazy leadership” and how it can increase engagement at the chapter board level by incorporating smaller roles that allow members to volunteer in different capacities. She introduced a simple three-part approach that emphasizes that volunteers want to learn invaluable leadership and professional development skills, help advance the profession and meet professional communicators through IABC’s global network. Leaders were challenged with taking this concept back to their chapters and using it to increase volunteer opportunities.

Council of Regions



#WeLeadIABC

There are many benefits to volunteering for a local chapter or region at IABC and in order to help build awareness of how these leadership roles impact members professionally and personally, the CoR launched the #WeLeadIABC campaign. In this campaign, IABC leaders share how their experience provided them with opportunities to grow as a leader, develop a global network and reinforce their commitment to the profession, tying into the concepts of **learn, help, meet**. Follow #WeLeadIABC to learn more about the value of IABC leadership.

A brand-new Leader Centre

In February 2018, IABC launched a brand-new **Leader Centre**—a website dedicated to chapter leaders that is full of resources to make running a chapter easier. The redesigned website is full of tools and templates developed by chapters, regions and IABC headquarters so that leaders can easily apply best practices to their chapters.

“Serving on a chapter board is a safe place to get financial acumen and learn to lead. It is one of the strongest benefits IABC offers. The #WeLeadIABC campaign that the CoR spearheads is designed to help members realize this opportunity exists – and that it relates directly to advancing their career.”

—Ginger Homan,
ABC, SCMP

Council of Regions



AFRICA

Regional conference held in Cape Town, South Africa

Gold Quill Blue Ribbon Panel held in Pretoria, South Africa

Silver Quill Awards program

Chair: Carol Allers, ABC, APR

Past chair: Daniel Munslow, CPRP



ASIA PACIFIC (APAC)

15 chapters

New developmental chapters established in Indonesia and Western Australia

Regional conference, Fusion, held in Singapore

Gold Quill Blue Ribbon Panels held in Singapore, Melbourne, Australia, and Sydney, Australia

Region of the 2018 IABC Chapter Leader of the Year, Shaun Jones, IABC Wellington

Chair: Ben Shaw

Past chair: Rajeev Kumar, Ph.D., ABC



CANADA EAST

8 chapters

Silver Leaf Awards program co-chaired with Canada West

Supported local organizers to build volunteer base for 2018 World Conference

Gold Quill Blue Ribbon Panel held in Toronto

Chair: Tim Tuck, ABC

Past chair: Sara Taylor



CANADA WEST

6 chapters

Regional conference held in Kelowna, British Columbia

Region representing the 2018 International Chapter of the Year, IABC Edmonton, Alberta

Silver Leaf Awards program co-chaired with Canada East

Gold Quill Blue Ribbon Panel held in Edmonton, Alberta

Chair: Catherine Ducharme

Past chair: Jennifer Wah, ABC, MC, IABC Fellow



EUROPE, MIDDLE EAST AND NORTH AFRICA (EMENA)

8 chapters

Regional conference, Eurocomm, held in Copenhagen

Gold Quill Blue Ribbon Panel held in London

Chair: Alex Malouf, SCMP

Past chair: Nikki Edwards



HERITAGE REGION

17 chapters

Regional conference held in Pittsburgh, Pennsylvania

Hosted the 2017 World Conference in Washington, D.C.

Silver Quill Awards program

Chair: Mary Bogan

Past chair: Amy Miller



PACIFIC PLAINS

13 chapters

Host of the 2018 Leadership Institute in San Diego, California

Gold Quill Blue Ribbon Panels held in Chicago and San Francisco

Regional Leadership Institute held in Omaha, Nebraska

Chair: Michelle Simms

Past chair: Ed Kamrin, SCMP



SOUTHERN REGION

25 chapters

Regional conference, Connect17, held in Houston, Texas

Silver Quill Awards program

Region of the 2018 IABC Region Leader of the Year, Chip Bush

Chair: Mary Hardin-Francis

Past chair: Chip Bush

Financial Overview



FINANCIAL SUMMARY *US Dollars*

REVENUE AND SUPPORT

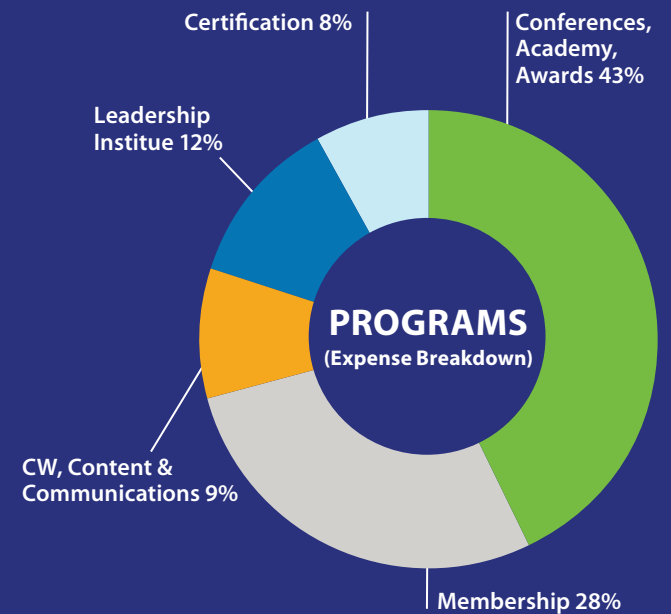
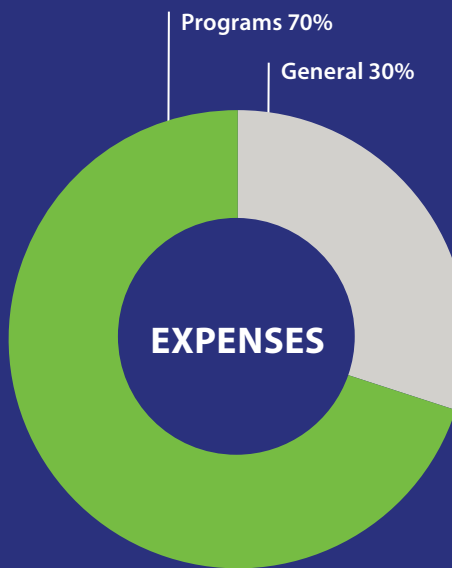
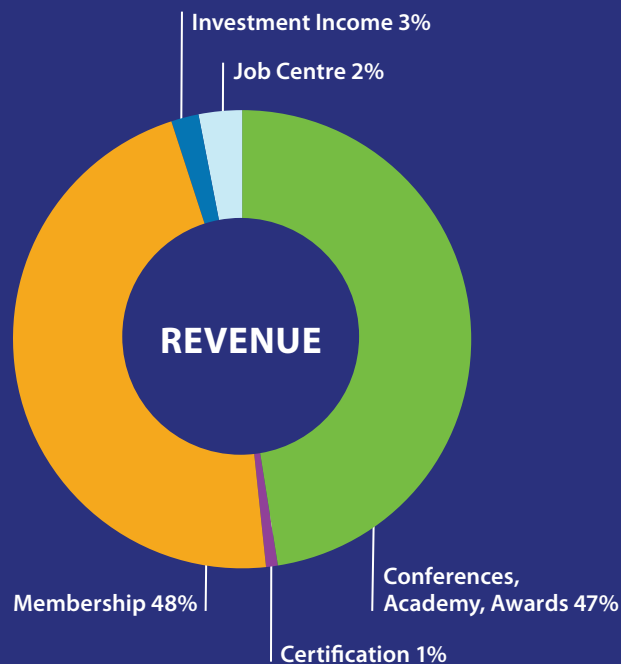
Membership	1,803,976
Certification	30,100
Conferences, Academy, Awards	1,757,358
Ad Sales	10,628
Job Centre	70,606
Investment Income	95,368
Net Assets Released From Restrictions	0

TOTAL REVENUES AND SUPPORT 3,768,036

EXPENSES

Program services	
Conferences, Academy, Awards	1,118,928
Membership	737,047
CW, Content & Communications	223,068
Leadership Institute	321,952
Certification	205,784
Total program services	2,606,779
General & Administrative	903,172
Governance	188,433
TOTAL EXPENSES	3,698,384
Changes in Net Assets	69,652
Net Assets Beginning of Year	12,534
Net Assets End of Year	82,186

Financial Overview



“On the financial side of the association, the 2017-2018 years have been very active, with both challenges and rewards. With the support of a dedicated staff, we have been able to finish in the black for the second year in a row. It is quite an accomplishment and has put IABC on the right path for future years.”

—Alain Legault,
Secretary/Treasurer

*To review IABC's consolidated audited financials, view our [2017 audited report online](#).

IABC Champions

Thank you to our IABC Champions who referred their colleagues to join IABC during October 2017 and March 2018.

Adam Brayford	Ben Wyld	David MacDonald	Heather Prime	Julia Dunlop
Adrian Cropley	Bev Shaw	David MacGregor	Ike Levick	Julie Hanks
Alex Sévigny	Blaise Tracy	Deanna Geldens	Ivan Levacic	Julie Henderson
Alexandra Aubrecht	Bonnie Caver	Deanna Miyauchi	Jacqueline Grabowski	Julie Knight
Ali Abel	Brad Cicero	Deanne Hotchkiss	James Marzano	Julie Weldon
Alison Gareau	Brad Whitworth	Deb Camden	James Mottershead	Kami Spangenberg
Alison Shuman	Brandon Brind	Deb Lemcke	Jan Easterling	Kara Becker
Allan Greenwood	Brenna Latimer	Debra Ward	Jane Antoniak	Karen Mills
Allisa Lovitt	Caitlin Jenney	Denisa Orlandea	Jane Gustafson	Karin Micheelsen
Allison Conte	Catherine Ducharme	Desiree Elsharif	Jane Hamilton	Kate Hunter
Allison Olson	Cathy Hart	Diana Quinton	Janine Druery	Kate McNamara
Amalia Kyriacou	Cathy Worthy	Diane Carter	Jeff LeMaster	Kathleen Willem
Amanda Bates	Cecilia Zerr	Dieuwke Swain	Jen McRae	Kathryn Britt
Amanda Fischer-Penner	Charlene Lewis	Dr. Kendi Guantai	Jennie Lamb	Kathy Toelkes
Andrew Cooper	Chloe Hill	Emily Neil	Jennifer Herber	Katie Disher
Andy Kubrin	Chris Bozman	Eric Bergman	Jennifer Lomas	Katie Lamanna
Angela Leondedis	Chris Davies	Felicia Browder	Jennifer Paige	Katie McQuaid
Angela Saveriaux	Christiane Vaillancourt	Felicia Shui	Jenny Kidd	Katie Roundy
Angelo Loffreda	Christina Jancek	Gary Dubois	Jenny Lovely	Katrina Greco
Anna Aitcheson	Christina McKenna	Gary Williams	Jessie Haynes	Kay Colley
Anna Davison	Colin Babiuk	Gerald Turgeon	Jodie Grieve	Kazuhiro Amemiya
Anna Marie Willey	Colleen Holloway	Gerrard McDaniel	John Twombly	Kecia Gray
Anne Renner	Collin Semenoff	Gina Moers	Jon Watters	Kelly Rusk
Annette Willis	Dan Bernick	Glenn Lemchuck	Jonathan Denham	Kerry Ramsay
Anthea Rowe	Dan Pryor	Gregory Harrison	Jonathan Donald	Kevin Tetzlaff
Ashli Ahrens	Dana Bales	Gwen-Ann Chittenden	Joy Bailes	Kim Gronniger
Bart Goemans	Daniel Munslow	Heath Applebaum	Judith Jones	Kim Wroblewski
Belinda de Wolde	Dave Biros	Heather Opseth	Judy Iannaccone	Kimberly South

IABC Champions

Kiri Wysynski
KJ McAllister
Krasna Kos
Kristy Archibald
Larisha Hunter
Lauren Mills
Lawson Cox
Lea Volpe
Leanne Joyce
Len Gutman
Lesley Nielsen-Bjerke
Leslie Myers
Leslie Quinton
Linda Bull
Lindsay Jessup
Lisa Smigiel
Lisa Tomlin
Lize Hayward
Lora Ullerich Vohl
Louisa Graham
Lydia Tay
Lysa Riggo
Manda Jackson
Marci Larson
Marci Whittaker
Marcia White
Mardi Stewart
Mari Lee
Maribel Castillo
Marjie Goodman
Mark Woodrow

Martha Nevanen
Mary Ann Delano
Mary Chan
Mary Ellen Gitachu
Megan Patterson
Melanie Kerin
Melinda Henderson
Melissa Hancock
Melissa Sader
Mia Azam
Michael Klein
Michael Nord
Michele Horaney
Michelle Bennett
Michelle Crosby
Michelle Dassinger
Mike Shaw
Molly Walker
Mona Rossiter
Natasha Cousin
Nicole Court
Nikki K Van Dusen
Olga Rodriguez
Olivia Ross
Owen Edmonston
Patricia Courtois
Patricia Wilkinson-Bizjak
Paul Edwards
Paul Lackhoff
Peter Flengeris
Phillip Sontag

Phillipa Davies
Pilar Galiana
Purba Mukherjee
Rachel Heskin
Rachel Wong
Rachelle Tedder
Rebecca Ketteringham
Renee Fernandes-
Coutinho
Richard Thomas
Rob Briggs
Robin McCasland
Robyn Lush
Rod Griffin
Rolando Inzunza
Ronalda Walsh
Rosalie Mortillaro
Saira Husain
Sallie Anthony
Sally Nowroski
Sandra Kern
Sarah Howell
Sarah Kucharski
Scott Elliott
Shalonda Norman
Shannan Ghera
Shaun Jones
Shauna Lowry
Shawn Callahan
Shawn Falcao
Sheri Morgan

Shirley Gilbert
Silvie Letendre
Sophia Dower
Stephanie Dunn
Stephanie Grant
Stephanie Leclair
Stephen W Young
Stina Webb
Subhamoy Das
Sue Ridewood
Suki Baz
Susan Cline
Susan Straub
Suzanne Houewling
Suzanne Stianche
Sylvie Laurencelle-
Vermette
Tami Wendt
Tanya Pobuda
Tanya Turner
Tara Hart
Teresa Weinmeister
Teresa Zumwald
Terri Wellman
Terry O'Keefe
Therese Mikelson
Tim Lyons
Tim McCleary
Tim Tuck
Tina Bowness
Tina Salimi

Tracey Lewis
Tracy Tang
Tracy Walden
Trish Terrell
Troy Hunter
Valerie Ball
Vanita Sharma
Victoria Dew
Vija Valentukonyte
Vita Kernel
Wade Wilson
Wendy Watson
Werner Vermaak
Will Tigley
Winny Wong
Yvonne Densem

“It takes a community to grow a community, and we couldn't be as strong as we are without the champions who bring new communicators into our network. A huge thank you to everyone who helps us grow and thrive!”

—Shannon Frederick,
ABC, SCMP, Director,
International Executive Board

IABC Leadership

The IABC executive board, committees, regions and chapters diligently work together to achieve the goals and vision of IABC as well as creating greater interaction among communication professionals on a global scale.



International Executive Board (IEB) 2017–2018

Sharon Hunter, SCMP – Chair*
Ginger D. Homan, ABC, SCMP – Vice chair*
Dianne Chase – Past chair*
Alain Legault – Secretary/Treasurer*
Zora Artis, GAICD, FAMI CPM, MComm, MMktg – Director*
Sheila R. Carruthers, MBA-PR, CMC – Director
Shannon Frederick, ABC, SCMP – Director
Sherry Kennedy – Director
Daniel Munslow, CPRP – Director
Michael Nord, SCMP – Director
Leanne Nyirfa, ABC – Director
Jill Vitiello – Director

Executive Director

Stephanie Doute, CAE

** Executive Committee*



Those who served this past year:

2017–2018 Committees

Ethics Committee

Natasha Mitchell – Chair
Romany Rzechowicz, CMP – Vice chair
Connie Mayse – Past chair
Zora Artis, GAICD, FAMI CPM, MComm, MMktg – IEB liaison
Jennie L. Lamb
Brad Whitworth, ABC, CMP, IABC Fellow
Stephanie Doute, CAE – IABC staff liaison

Finance Committee

Alain Legault – Chair
Sharon Hunter, SCMP – IEB chair
Ginger D. Homan, ABC, SCMP – IEB vice chair
Kathleen Bell, ABC, SCMP
Bonnie Caver
Michael Nord
Brook Yciano – IABC staff liaison

Audit & Risk Committee

Zora Artis, GAICD, FAMI CPM, MComm, MMktg – Chair
Sheila R. Carruthers, MBA-PR, CMC
Monika Lancucki, GAICD, ABC
Jane Mitchell, FRSA
Brook Yciano – IABC staff liaison

Investment Committee

Maliha Aqeel, PMP – Chair
Scott H. Cytron, ABC – Vice chair
Ginger D. Homan, ABC, SCMP – IEB vice chair
Alain Legault – IEB liaison
Thomas Baen
Matt Evans
Brook Yciano – IABC staff liaison

IEB Nominating Committee

Dianne Chase – Chair
Ginger D. Homan, ABC, SCMP – IEB vice chair
Carol Allers, ABC, APR
Mary Bogan
Catherine Ducharme
Shannon Frederick, ABC, SCMP
Mary Hardin Francis
Alex Malouf
Ben Shaw
Michelle Simms
Tim Tuck, ABC
Kirsten Peterson – IABC staff liaison

International Nominating Committee

Dianne Lynn Chase – Chair
Ginger D. Homan, ABC, SCMP – IEB vice chair
Carol Allers, ABC, APR
Nikki Edwards
Shannon Frederick, ABC, SCMP
Ed Kamrin, CMP
Rajeev Kumar, ABC, Ph.D.
Amy Miller
Sara J. Taylor
Jennifer Wah, MC, IABC Fellow
Kirsten Peterson – IABC staff liaison

IABC Leadership



2017–2018 Committees (cont.)

Foundation Committee

Sherry Boyd – Chair
Craig S. Fleisher, Ph.D. – Vice chair
Jill Vitello, IEB liaison
Meg Muigai Edwin
Jan Graves
Stacy Hollowell, ABC
Sue Heuman, ABC
Leanne Nyirfa, ABC
Karen Reid, MA, CVA
Kirsten Peterson – IABC staff liaison

Awards Committee

Cindy Schmieg, ABC, SCMP – Chair
Ng Wei Joo – Vice Chair
Lynn Barter, ABC – Past Chair
Shannon Frederick, ABC, SCMP – IEB liaison
Gabrielle Loring
Michele Liston – IABC staff liaison

Fellows Committee

Kellie Garrett, ABC, MC, IABC Fellow – Chair
Jennifer Wah, MC, IABC Fellow – Vice chair
John Deveney, ABC, APR, Fellow PRSA, IABC Fellow – Past chair
Priya Bates, ABC, MC, CMP, IABC Fellow
Peter Penny
Mark Schumann, ABC, IABC Fellow
Gary Spondike
Kirsten Peterson – IABC staff liaison

Editorial Committee

Ruth Kinzey – Chair
Cheryl Carr, ABC – Vice Chair
John Clemons, ABC – Past Chair
Christine Elmer
Michael Mead
Melyssa Prince, ABC
Nick Vivion
Natasha Nicholson – IABC staff liaison

Program Advisory Committee (World Conference)

Neil Griffiths, ABC – Chair
Jennifer Bice – Vice chair
Sharon Hunter, SCMP – IEB liaison
Lana Collins, ABC, MC
Marie K. Fitzpatrick
Jennifer Hamilton
Rick Murray
Shannon Palma
Ritzi Ronquillo
Marko Selakovic
Felicia Shiu
Kellie Williams
Margaret Wu
Natasha Nicholson – IABC staff liaison

Leadership Institute Program Advisory Committee

Ginger D. Homan, ABC, SCMP – Chair/IEB liaison
Brandon Babcock (Pacific Plains)
Rebecca Callahan (Heritage)
Patrick Cobb (Southern)
Mike Klein (EMENA)
Lisa McNally (APAC)
Kelly Rusk (Canada East)
Jonathan Tremblay, CMP (Canada West)
Micayla Felicion-Davin – IABC staff liaison

IABC Leadership

2017–2018 Committees (cont.)

Academy Committee

Alice Brink ,ABC, IABC Fellow – Chair
Judith Sparkes, MBA, ABC – Vice chair
Allison MacKenzie, MBA, MA Comm, ABC – Past chair
Michael Nord, SCMP – IEB liaison
Mark Evans
Tamara Gillis, Ed.D., ABC, FRSA, IABC Fellow
Saima Sharif, ABC
Karen Traboulay
George Hamilton – IABC staff liaison

Global Communication Certification Council (GCCC)

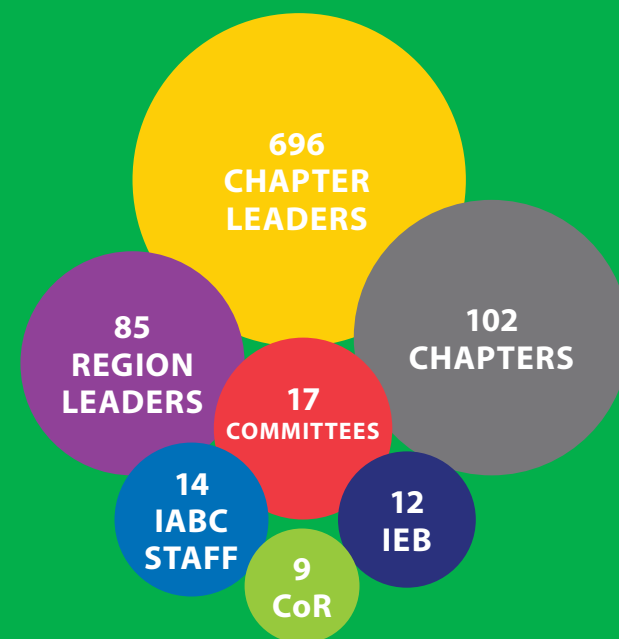
Deb Hileman, SCMP – Chair
Theomary Karamanis – Vice chair
Ginger D. Homan, ABC, SCMP – IEB liaison
Terry Cerisoles, CMP – Past chair
Katrina Greco
Kimberly George
Robert Jerome (non-IABC member)
Matthew Mason PMP, CMP
Vanessa Puerta (non-IABC member)
Christiane Vaillancourt
AnnieKay Erby, CAE – IABC staff liaison
Sara Fowdy, Ed.D. – IABC staff liaison

Council of Regions (CoR)

Ginger D. Homan, ABC, SCMP
Carol Allers ,ABC, APR
Mary Bogan
Catherine Ducharme
Mary Hardin Francis
Alex Malouf, SCMP
Michelle Simms
Ben Shaw
Tim Tuck, ABC
Micayla Felicion-Davin – IABC staff liaison

Regional Growth Task Force

Ginger Homan, ABC, SCMP – Chair
Sherry Kennedy – Vice chair
Carol Allers, ABC, APR
Zora Artis, GAICD, FAMI CPM, MComm, MMktg
Mary Bogan
Catherine Ducharme
Mary Hardin Francis
Alex Malouf, SCMP
Daniel Munslow, CPRP
Michael Nord, SCMP
Michelle Simms
Ben Shaw
Tim Tuck, ABC
Stephanie Doute – IABC staff liaison
Micayla Felicion-Davin – IABC staff liaison



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