Marshall Goldsmith to headline World Conference

Sessions, events designed to encourage networking among attenders

Noted business thinker and author Marshall Goldsmith, bestselling author and “popular science prodigy” Jonah Lehrer, and Pulitzer Prize winner Sheryl WuDunn are a few of the keynote speakers lined up for the IABC World Conference, happening 12–15 June in San Diego, California.

The conference will kick off with a preconference community project in which participants will pool their talents to give communication advice to local charities through the “Gift of Communication.” An “Unconference” session with open, collaborative discussions; a walking tour with local volunteers to explore the city of San Diego; and a Photo Walk to capture the city’s sights on camera are also slated.

More than 70 conference sessions will cover a wide range of topics, divided into seven updated educational tracks: Employee and Change Communication, Global Trends, Marketing and Business, Media and Public Relations, Career Builder, Reputation and Brand, and Strategic Leadership.

There will also be lots of opportunities for the 1,400 attenders to network with their peers from around the world at the Welcome Reception, the Gold Quill Awards Gala dinner, the Research Foundation luncheon, the Networking Reception, the Exhibit Hall.

st. paul conference spotlights social media

As companies emerge from one of the steepest economic downturns in recent history, savvy corporate communication executives understand the importance of using social networking to rebuild trust and improve transparency with stakeholders.

Learn how you can take your social media campaign to the next level. The Innovation in Corporate Communication and Social Media Summit will bring together executives from 3M, Southwest Airlines, State Farm Insurance Companies, Pitney Bowes Inc., Cision and elsewhere to discuss their strategies and forecasts for the future. The event will be held 15 April in St. Paul, Minnesota.

Visit www.iabc.com/ccsm for program details and to register online.

Best-selling business author Marshall Goldsmith helps individuals achieve positive, lasting behavioral change in themselves and their teams.

Jonah Lehrer, the author of *Proust Was a Neuroscientist* and *How We Decide*, takes a scientific approach to business decision making.

Pulitzer Prize winner Sheryl WuDunn will share her insights into how creating opportunities for women around the world can bring prosperity at all levels.
and the popular Dine-Arounds.

For more information on the World Conference program and to register, visit www.iabc.com/wc. Reserve your room at the conference hotel, the Manchester Grand Hyatt, by 9 May and mention “IABC World Conference” to get a special group discount rate.

IABC/Minnesota wins first place in Chapter Management Awards
IABC/Minnesota has been named the International Chapter of the Year and the Large Chapter of the Year in the 2011 Chapter Management Awards. The award for Mid-Size Chapter of the Year was presented to IABC/Montreal, and IABC/Tulsa won the Small Chapter of the Year award. The awards were announced at IABC’s annual Leadership Institute, held in Nashville, Tennessee, in February.

Other awards announced at the event include:
• Chapter Leader of the Year—Steve Higgins, IABC/Tulsa.
• Regional Leaders of the Year—Brandy Delves, ABC, IABC/British Columbia, and Cindy Schmieg, ABC, IABC/Minnesota.

IABC’s Chapter Management Awards recognize the leadership abilities, management skills, creativity and teamwork of outstanding volunteer chapter leaders.

Visit www.iabc.com/leaders for a complete list of award winners.

IABC partners with Reputation Institute to offer training program
It can take decades for a company to build a powerful reputation, but just a few seconds for that reputation to be destroyed.

Now, you can become an expert on reputation management within your organization. IABC has partnered with Reputation Institute to offer members an online Reputation Management Training and Certification program.

The program addresses the vital components of a successful corporate reputation management strategy in 12 online sessions led by a faculty of experts from around the world. The 90-minute sessions cover the basics of reputation building and development; aligning employees through corporate communication; managing social issues and crisis situations; measuring, making connections, and more.

Join IABC on Facebook, LinkedIn, and Twitter to get the latest news and updates and to connect with other IABC fans and followers.

www.twitter.com/iabc
www.linkedin.com/groups?gid=58441
www.facebook.com/IABCWorld

mark your calendar
9 March Web seminar: Tying Tactics to Strategy: A System that Works
23 March Web seminar: Telling Stories: Captivate Your Audience and Spread Your Message (free to IABC members)
15 April Conference (St. Paul, Minnesota): Innovation in Corporate Communication and Social Media Summit: Unlocking the Potential of Social Networks
27 April Web seminar: Real Leadership: The Power of Humility
12–15 June Conference (San Diego, California): IABC World Conference

For more information about these and other events, go to www.iabc.com/education.
IABC/Ithaca College professional certificate program updated

IABC and Ithaca College have revised their joint professional certificate program to better serve member needs. Beginning this year, the professional certificate program includes two certificate levels. Participants can take six seminars to earn a Level 1 Professional Certificate from Ithaca College. By adding an additional four seminars, they can earn a Level 2 Professional Certificate.

Certificates are available in Strategic Communication Management, designed for communication professionals moving into management roles, and Sustainability Leadership, for practitioners who want to improve their skills in order to lead sustainability initiatives within their organization.

New seminars in crisis communication, solving performance problems across cultures, and developing organizational knowledge are also being developed.

For more information, visit www.iabc.com/certificates. The next courses are scheduled for 24 March–9 April.

Free webinars offered

In a recent member survey, you told us what you wanted from your association—and we listened. This year IABC has begun offering a series of webinars free of charge to members, covering a range of topics in business communication, including crisis and change communication, storytelling, message development and career development. The free webinars include:

- **Communicating Change: The Emotional Journey**, presented by Adrian Cropley, ABC, Cropley Communication, 12 January (archive available).
- **Telling Stories: Captivate Your Audience and Spread Your Message**, presented by Donna Papacosta, Trafalgar Communications, 23 March.
- **Creating a Job Search Strategy for Communicators**, presented by Angee Linsey, Linsey Careers, 8 September.
- **Calibrating Your Role as a Communicator: An Industry-Agnostic Perspective on How to Guide Your Career**, presented by Susan San Martin, Plan B Communications, 9 November.

Members can participate in the live version of each webinar by registering at www.iabc.com/education. You can also access the recorded webinars on the IABC web site at your convenience for a full year after the event. The free webinars are powered by Thomson Reuters.

have you listened to iabc’s podcasts recently?

**CW Radio interview with Jason Falls:** Digital marketing expert Jason Falls talks about what communication professionals should know about social media measurement tools—and how to hone your efforts to reach influencers.

**Cafe2Go interview with Brad Whitworth:** As the IABC EXCEL Award for excellence in communication leadership enters its 50th year, EXCEL Award Chair Brad Whitworth talks about the program’s history and what makes a successful CEO communicator.

Download these and other IABC podcasts at cafe2go.x.iabc.com or through iTunes.
Congratulations to the ABCs of 2010
More than 100 IABC members took the next step in their professional life by successfully earning the Accredited Business Communicator (ABC) designation last year. Please join us in congratulating these individuals on their achievement.

Angela Abdallah, IABC/London
Gretchen Anthony, IABC/Colorado
Jonathan Anthony, IABC/British Columbia
Iliana Arapis, IABC/Toronto
Laura Asbjornsen, IABC/Toronto and Labrador
Marta Bennett, IABC/Toronto
Anthea Cudworth, IABC/Newfoundland
Jennifer Dalton, IABC/Canada
Angela Abdallah, IABC/Phoenix
Janelle Ewing, IABC/Houston
Cheryl Fletcher, IABC/Toronto
Karen Frankola, IABC/New York
Nancy Gale, IABC/Toronto
Megan Gauley, IABC/Calgary
Tova Glass, IABC/Toronto
Michael Godfrey, IABC/San Diego
Paul Hagel, IABC/Calgary
Kate Hardman, IABC/San Diego
Cindy Harris, IABC/Toronto
Sylvia Hawley, IABC/British Columbia
David Holehouse, IABC/Edmonton
Jacquie Hoornweg, IABC/Toronto
Deborah Hudson, IABC/Switzerland
Lisa Hunter, IABC/San Diego
Tracy Imm, IABC/DC Metro
Lucijana Jerkovic, Member-at-large, Europe and Middle East
Kim Kavalec, IABC/Omaha
Tracy Kenney, IABC/Edmonton
Sherri Krazl, IABC/Greater Cincinnati
Christine Kuhinka, IABC/Philadelphia
Diana Kuprel, IABC/Toronto
Mumbi Kyalo, IABC/Johannesburg
Mari Lee, IABC/Regina
Chris Lentz, IABC/Philadelphia
James Lynch, IABC/New York
Elvera Makki, Member-at-large, Asia/Pacific
Priya Sarma Mathur, Member-at-large, Europe and Middle East
Dave McGrath, IABC/British Columbia
Mark Mesesan, IABC/Utah
Chris Meyer, IABC/Toronto
Naila Khalid Mir, Member-at-large, Asia/Pacific
Sheri Morgan, IABC/Toronto
Sharon Morris, IABC/Charlotte
Timothy Paleczny, IABC/Toronto
Catherine Parry, IABC/Toronto
Karen Pearson, IABC/San Diego
Yue Peng, Member-at-large, Asia/Pacific
Tilottama Pillai, IABC/Johannesburg
Janine Reed, IABC/Toronto
Daffydr Roderick, IABC/Toronto
Debra Lynn Ross, IABC/Chicago
H. Colleen Ryan, IABC/Newfoundland and Labrador
Stephanie Ryan, IABC/Ottawa
Colleen Scott, IABC/Edmonton
Robert Scott, IABC/Toronto
Samantha Shah, IABC/British Columbia
Barbara Shumsky, IABC/Calgary
Maria Carla Sison, IABC/Philippines
Diane Slopek-Weber, IABC/Toronto
Dora Smith, IABC/Edmonton
Tamar Smith, IABC/Toronto
Sherrell Steele, IABC/Edmonton
Marcie Steerman, IABC/DC Metro
Pat Stevens, IABC/Toronto
Rob Stevenson, IABC/Phoenix
Janet Stewart, IABC/British Columbia
Susan Straub, IABC/Dallas
Catherine Bagnell Styles, IABC/Canada
Sandra Sweet, IABC/Calgary
Jacqueline Taggart, IABC/Toronto
Colleen Turner, IABC/Calgary
Rasia Vanderveen, IABC/Ottawa
Gal Widler, IABC/Toronto
Kellie Williams, IABC/Toronto
Denise Woernle, IABC/Lynnhurst
Tom Wolfe, IABC/Toronto
Aoshuang Xiao, Member-at-large, Asia/Pacific
Hui Zhang, Member-at-large, Asia/Pacific

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