

IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

FOR IMMEDIATE RELEASE

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IABC Announces 2014-15 Ethics Committee Members

The International Association of Business Communicators (IABC) has announced a new Ethics Committee for 2014-15. The committee will be chaired by Barbara Puffer, MA, ABC, IABC Fellow, and will be responsible for ensuring the application of IABC's code of ethics to the Association's activities and its members' conduct.

Members of the committee are: Nigel Glennie (San Francisco, USA), Connie Mayse (Chicago, USA), Caroline Sapriel (Mechelen, Belgium), Bent Sorensen (Turin, Italy) and Mark Toth (Pittsburgh, USA), with Vita Kernel ABC as board liaison and Melissa Dark ABC as staff liaison.

The 2014-15 Ethics Committee was formed following a rigorous evaluation process, for which a significant number of communication professionals worldwide put their names forward. The six committee members were selected based on each individual's experience and eminence and what he or she can contribute to the pursuit of ethics within the global communications profession.

Russell Grossman MSc, ABC, IABC Chair, said the committee is an important cornerstone of IABC and of the profession globally.

"All communicators should understand the critical role of ethics in communication, acting as they often do as the conscience of the organizations they are a part of." Grossman said. "IABC is a leader in this field and the committee is at the heart of one of the six values we hold for the communication profession."

The six values of the communications profession identified in IABC's Global Standard are: ethics, context, analysis, strategy, consistency and engagement.

"I am honored to take on this role, as I believe ethical standards in communication are ever-more important in today's connected world," said Barbara Puffer. "I'm looking forward to leading the committee to ensure that IABC plays a key role in upholding ethical communication worldwide."

The IABC Code of Ethics is available on IABC's website:

<http://www.iabc.com/about/code.htm>

About the IABC Ethics Committee members:

Barbara Puffer, MA, ABC, IABC Fellow has been senior counselor and president of Puffer Public Relations since 1998. She is also Associate Professor for University of Maryland University College (UMUC), and a contributing writer to the online health news service C-HIT, for which she won a Silver Quill for reporting on a recent Supreme Court case. Prior to

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consulting, Barbara worked for 25 years in communications/advertising and community relations management for large national and international companies. A 40-year IABC member, Barbara has been Research Foundation chair, Regional Director of the Year, and served on the Association's International Executive Board for two terms in the 1980s. In 2014 she chaired the IABC Executive Director Search Committee and worked on the steering committee for the Association's Heritage Region Conference.

Nigel Glennie has more than 19 years of corporate communications experience, with expertise in public relations, crisis communications, and employee communications. He currently leads Cisco's Business Critical Communications team, part of the company's Global Corporate Communications function. Nigel moved to the United States from his homeland of Australia in 2007. Before joining Cisco, Nigel performed a variety of public relations, employee communications, and issue management roles. His past employers include a national department store chain, a regional wood products company, a full-service telecommunications provider, and a global manufacturing and resources company. He is a recipient of a 2014 IABC Gold Quill Award, and is a past board member of the San Francisco IABC chapter.

Connie J. Mayse is a communications and human resources professional with more than 25 years of experience in the insurance, healthcare, telecommunications and architectural coatings industries. In her current role as Manager, HR Communications with Aon, she provides communications support in nearly every media to the human resources function. Her experience includes writing, editing, videography, video editing, voice-overs, HTML, public speaking, training, and event planning. Connie has been a member of IABC since 2000 and has served in a variety of local and regional board roles at IABC Chicago, IABC Cleveland, and the IABC Heritage Region. She holds a BA in Communications and Master's Degree in International Business from Baldwin-Wallace College.

Caroline Sapriel is the founder and Managing Director of CS&A, a specialist risk and crisis and business continuity management consulting firm with offices in Asia, Europe and North America. With more than 25 years' experience, Sapriel is an accomplished trainer and facilitator. She regularly speaks at international conferences and seminars and has been a guest lecturer at the graduate school of Public Administration of Leiden University in the Netherlands. Caroline joined IABC in 1987 and has served on various chapter boards in Hong Kong and Brussels. In 2011, she received a Gold Quill Award. Caroline is fluent in French, English, Spanish, Hebrew and Mandarin, and holds a BA degree in Chinese Studies and a BSc degree in International Relations from the Hebrew University of Jerusalem.

Bent Sorensen is Head of Communication at the European Training Foundation (ETF), a European Union agency based in Turin, Italy. With a background in journalism, Sorensen worked as a reporter and managing editor at the Danish national newspapers *B.T.* and *Berlingske Tidende*, serving as co-editor-in-chief of *B.T.* for five years. Prior to ETF, he worked as Head of the Information and Communication Department of the EU's European Monitoring Centre on Racism and Xenophobia (EUMC) in Vienna. In 2011, he hosted the IABC EuroComm conference at the ETF premises in Turin. In 2014, Sorensen and his team were awarded two IABC Gold Quill Awards of Excellence. Beginning January 2015, Bent will start as Head of Communication at the European Capital of Culture for the city of Aarhus, Denmark.

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Mark C. Toth is Vice President of the IABC Pittsburgh chapter and most recently served as Senior Director of Communications at Education Management Corporation (EDMC). At EDMC, he directed numerous corporate communications efforts; served as media spokesperson on behalf of the company, education systems and new schools across North America; and also managed regulatory and compliance-based communications initiatives. Prior to joining EDMC, Mark served as Public Information Officer at Penn State University and served as Public Relations Associate for Boston University, where he publicized high-profile events for the Office of All-University Functions and several of its colleges and schools. Mark is a graduate of Boston University's College of Communication, earning a Bachelor of Science degree in Journalism.

ABC = Accredited Business Communicator

IABC Fellow = IABC's highest honor, awarded to members who demonstrate exceptional leadership and service to IABC

About IABC:

The International Association of Business Communicators (IABC) enables a global network of communicators working in diverse industries and disciplines to identify, share, and apply the world's best communication practices. IABC is recognized as the professional association of choice for communicators who aspire to excel in their chosen fields. For more information, visit <http://www.iabc.com>.

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