

IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

FOR IMMEDIATE RELEASE

MAY 14, 2015

IABC announces 2015 Chairman's Award Recipients

SAN FRANCISCO, CA, 14 MAY 2015 – Russell Grossman, ABC, the International Association of Business Communicators' (IABC) executive board chair, has announced Zora Artis, GAICD, MComm, MMktg and Susan Walker, ABC as recipients of the 2015 Chairman's Award.

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

Artis is founder and managing director of Zora Artis Consulting, which provides business planning and marketing consultancy services from strategic development and workshop facilitation through to tactical implementation and evaluation to brands and agencies alike. She has more than 25 years' experience in marketing, branding, advertising, digital media and communication delivering strategic and creative solutions in dynamic and complex situations. Zora is currently the Immediate Past President of IABC Victoria, the largest chapter outside North America. She is also a member of the IABC Brand Task Force, IABC World Conference Program Advisory Committee, a member of the IABC Policy Review/Governance Committee and is a Gold Quill Awards Blue Ribbon Panel evaluator. Prior to this she was Board President of IABC Victoria from 2013 to 2015. She is also an IABC 2014 Gold Quill Award winner.

"Zora's attention-to-detail, world view, 'extrospective' approach, indefatigability, and business acumen make her a role model for the local leader who will propel IABC into the future," said Grossman. "I've chosen Zora especially because she exemplifies what IABC should in my view stand for most: business communicator."

Walker is a specialist in communication measurement and employee research and author of the definitive book on the subject, Employee Engagement and Communication Research. Her background includes six years as internal communication manager with Thomson Holidays and research director and partner at MORI where she headed the HR research practice, which included communication and engagement research. Susan has been an IABC member for more than 20 years and her involvement includes Past President of the UK chapter and VP Membership, and currently VP of its professional development organizing program. She has been a Gold Quill Awards Blue Ribbon Panel evaluator and co-organizer for Europe Leadership Institute as well as EuroComm 2015. Susan has presented at IABC conferences in Vancouver, Los Angeles, New York, Dublin, Moscow, Bangalore, and Hyderabad.

"Susan introduced me to IABC in 2002," said Grossman. "I've chosen her because she's hugely representative of the very many unsung heroes in IABC whom we never get to hear about internationally but are nevertheless responsible on the ground for the hard graft which is the success of the association at chapter level."

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The Chairman's Awards will be presented at the Excellence Awards Gala on 15 June 2015 as part of the 2015 IABC World Conference in San Francisco.

ABC = Accredited Business Communicator

GAICD = Graduate of Company Directors Course, Australian Institute of Company Directors

MComm = Master of Commerce

MMktg = Master of Marketing

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 www.iabc.com.

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