

IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

FOR IMMEDIATE RELEASE

MAY 6, 2015

IABC and the Global Communication Certification Council (GCCC) Announce New Members of the GCCC

SAN FRANCISCO, CA, 6 MAY 2015 – The International Association of Business Communicators (IABC) and the Global Communication Certification Council (GCCC) have announced new members of the GCCC. The council endorsed the slate of members, and IABC’s governing body, the International Executive Board, approved the slate on 7 April.

In the course of a year the GCCC, a new body created by the IABC, has developed a new Certification program for professional communicators. The first certification offered by the GCCC is the Communication Management Professional (CMP) certification, which includes a continuing professional development requirement. The CMP is based on IABC’s Global Standard, which sets out a shared career purpose and six core principles (Ethics, Strategy, Analysis, Context, Engagement and Consistency) that communicators around the world embrace as the building blocks of their work. CMP is aimed at the generalist/specialist level of the profession, and is designed around ISO (17024), an international standard for professional certifications.

“I am honored to join my colleagues on the Council as we continue the development of the Certification program,” said Sue Heuman, ABC, incoming GCCC Chair. “Aligning training and Certification with the Global Standard is one of IABC’s most exciting innovations; it is destined to propel IABC to the forefront of professional development.”

The continuing members of the GCCC are Liam FitzPatrick, Ana Maria Gomez; Lynda Phelan, ABC; and Rajeev Kumar. FitzPatrick will assume the role of Vice Chair.

The new members of the GCCC are:

Chair (Term ends June 2016)

Sue Heuman, ABC | Edmonton, Alberta, Canada

Vice Chair (Term ends June 2016)

Liam FitzPatrick | London, UK

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OTHER COUNCIL MEMBERS

Directors

Meryl David | Sydney, New South Wales, Australia (Term ends March 2017)

Diane Gayeski, Ph.D. | Ithaca, New York, USA (Term ends June 2018)

Alexandra Kayle | Johannesburg, South Africa (Term ends June 2018)

James E. Lukaszewski, ABC, APR, Fellow PRSA | Minneapolis, Minnesota, USA (Term ends June 2018)

Further information on the incoming GCCC members:

[Sue Heuman](#), ABC was accredited in 1995 and has spent nearly 35 years in corporate communications and consulting. She is a long-time IABC volunteer at the local and international level, including a term as Accreditation Director of Examinations. She is the co-owner of Focus Communications in Edmonton, Alberta, a boutique agency serving all sectors.

[Liam FitzPatrick](#) is a UK-based change communications consultant with many years' experience of working on training and education for professionals. He works around the globe with organizations on their employee communications and the development of their communication teams. He is a Fellow of the UK's Chartered Institute of Public Relations as well as the IABC.

[Meryl David](#), ABC, AIMM, GAICD is a strategic communication specialist and consultant with 35 years' experience – 18 as an IABC volunteer – that spans the communication spectrum. Winner of the 2009 Chairman's Award and with 10 years' active participation in IABC's Accreditation process, she continues to contribute to the profession as an IABC volunteer.

[Diane Gayeski](#), Ph.D. is widely recognized as a leading communications educator, consultant and researcher. She currently serves as Dean of the Roy H Park School of Communications at Ithaca College (Ithaca, NY) and provides consulting through Gayeski Analytics. She's been an active IABC member for more than 30 years.

[Alexandra Kayle](#) has more than a decade experience in media, journalism and communications, and has worked for organizations such as ITWeb and SAP. She currently works at HIVSA specializing in leading integrated media and communications campaigns, digital strategy, social media, content development, technology for social change, and public relations.

[James E. Lukaszewski](#), ABC, APR, Fellow PRSA is the author of twelve books on crisis management, leadership recovery and communications strategy. He is among the most prolific and visible North American writers, speakers, teachers and crisis PR practitioners. He has been in practice for 41 years.

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**ABC = Accredited Business Communicator*

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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