

➤ Watch for details in the e-Updates on upcoming professional development events on October 19, November 16 and December 1 in Chicago, as well as senior communicator forums on October 5 in Chicago and on November 2 in Oak Brook.



**Now it's your turn to talk!**

➤ Be sure to check out the new content online. [www.iabcchicago.com/prism/](http://www.iabcchicago.com/prism/) And help create a two-way conversation with IABC/Chicago members by sharing your thoughts via the link provided there.



# PRISM

IABC/CHICAGO

CHICAGO CHAPTER OF THE INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS • [WWW.IABCCHICAGO.COM](http://WWW.IABCCHICAGO.COM)

## LOU WILLIAMS WINS IABC LIFETIME FOUNDATION FRIEND AWARD

BY EDWARD COOPER

Louis C. Williams, ABC, APR, is the recipient of the 2005 IABC Lifetime Foundation Friend Award, which he received at the IABC international conference in June in Washington, D.C. Williams is chairman and chief executive officer of L.C. Williams & Associates, Inc., a Chicago-based public relations and research firm.



The award recognizes individuals who have demonstrated outstanding leadership, dedication and support for the IABC Research Foundation, created in 1982 to help organizations become more efficient through communication. Its mission is to serve IABC and others through research that supports and advances the practice of organizational communication.

Williams is a past chairman of the IABC Research Foundation, an IABC Fellow and past president of

the Chicago chapter. He is also the author of the IABC manual, "Communications Research, Measurement and Evaluation: A Practical Guide for Communicators." He currently serves as chairman of the research committee and is on the board of the Institute of Public Relations.

Williams founded L.C. Williams & Associates in 1985, and it has since become the second largest home furnishings PR firm in the Chicagoland area. He said it has been rewarding, challenging

and frustrating, but it is what he believes his entire life prepared him to do.

In addition to being a public relations specialist, Williams is a manager of people. He said when you're managing people, you have to put them in a place where they can succeed.

"The public relations business is about building relationships," he said. "You have to have compas-

sion, not just for the business, but for the people of the business. PR is a combination of tenacity and vision. You need to set goals for yourself and perform to the best of your ability to achieve those goals. Once you have achieved a goal, set another one. A career is a long path. You will stumble along the way, but you must have the confidence in yourself to go on."

Williams' other interests include cycling, photography, piloting, sailing and spending time with his wife, Mary, at their house in Door County, Wisconsin.

### *e-Update*

Are you getting our twice a month e-mail update with information about upcoming events? If not, make sure that you have opted in for e-mail communication. Not sure? Visit [iabc.com](http://iabc.com) and select "update your contact information." Questions? E-mail [news@iabcchicago.com](mailto:news@iabcchicago.com).

A LETTER  
FROM THE  
2005-06  
PRESIDENT



Dear member,

The IABC/Chicago Board of Directors and I thank you for the opportunity to serve in 2005-06. We begin with a healthy and diverse blend of talent in leadership and lead volunteer positions, and the team has already hit the ground running.

Our mission is straightforward. We exist to help professionals make business sense of communication and sharpen skills critical for effective communication strategies and practices. That's why we're offering nearly two dozen activities this year and communicating volunteer opportunities more frequently. It's our way of helping you get involved, make connections and advance IABC/Chicago's mission and your career.

The board is actively using the 2005 local member survey data provided by Greg Gordon of L.C. Williams & Associates to make improvements and deliver on our mission. Some of the early improvements you will notice include:

- **Communication:** A more contemporary-looking e-Update and *PRISM* newsletter. We'll integrate the two and feature Web-exclusive stories using a more personal tone and bolder content.
- **Professional development:** Additional offerings, such as mini-workshops in 2006 with varying time slots (teleseminars and breakfast events) to build strategic and tactical skills.

I see IABC as my first stop for information on the communication profession and a place where my friends and colleagues are. I've found that I benefit most by being actively involved. I invite you to join us for what promises to be an exciting year.

*Gina*

## KUDOS TO 2005 SPECTRA AWARD WINNERS

BY AMANDA DVORCHAK

Congratulations to the 13 winners of IABC/Chicago's Spectra Award, which honors communication excellence annually in the Chicagoland area. This year's awards ceremony took place on September 21, where the Spectra Award recipients, their colleagues and members of IABC, met for brunch at the restaurant 312 Chicago, located in the heart of the Loop at 136 N. LaSalle Street.

This year's Spectra Award candidates were particularly strong, with some exceptional entrants winning multiple awards. Standing out from the high-caliber crowd were Kim Todd from Golin Harris and Kathryn Jandeska from Aon Consulting, each winning two awards. Other top winners include David Grossman from David

Grossman & Associates, Sarah Kafenstok from Ogilvy Public Relations, Joanne Kitsos from Blue Cross and Blue Shield Association, Charles H. Teeter from Accenture, Charlene Hill from JCAHO, Marita Gomez from HealthInfo Direct, LLC, Kara Wipf from Mercer, and Gary Goodfriend and Shannon Quinn from L.C. Williams & Associates.

Twania Brewster, director of awards, welcomed the opportunity to host the 2005 awards ceremony. "I have been looking forward to this event all year," she said. "The quality of the winning entries is sure to inspire and motivate everyone in their own work projects." Entries for the Spectra Awards were judged by a panel of IABC members from various chapters outside of Chicago. The 2005 Spectra Awards were sponsored by Melcrum.

### LETTER FROM THE EDITOR

Dear member,

This year, we want *PRISM* to focus on YOU, our members. For that reason, these recurring *PRISM* features will be linked to our IABC/Chicago Web site:

- **Speak Your Mind** – What you're thinking is what we want to hear, so please send in your opinions. Look for a thought-provoking piece on age discrimination by Madeleine Miller-Holodnicki at [www.iabccchicago.com/prism](http://www.iabccchicago.com/prism) today, and send in your responses to her ideas.
- **Question of the Day** – We'll include a new **question** in each issue and ask you to send your answers to our Web site. Here's this issue's question: Tell us about the most challenging communications situation you faced (keeping client anonymous) and how you overcame the obstacles involved. Send your responses to [prism@iabccchicago.com](mailto:prism@iabccchicago.com) by October 15.
- **Putting the "I" in IABC** - If you'd like to write or be the subject of a member profile, let us know.
- **IABC/Chicago Event Reports** – Roving reporters will capture impressions from attendees.

Your survey responses are helping us give you the information you need to succeed at your job and advance your career. We've focused this first issue on the theme of award-winning communications. *PRISM* themes for the rest of the year will be:

- Global communication and what it means for communicators
- Getting your message across in a noisy, cluttered world
- Making the most of your communications dollar
- Building your skills and advancing your career

Please send us your comments and ideas and watch for your thoughts to show up in *PRISM* and on our Web site.

Barbara Kois, editor





## 2005-06 CHAPTER LEADERS

Contact information and biographies of this year's chapter leaders are available online at [www.iabcchicago.com](http://www.iabcchicago.com) in the "about IABC/Chicago" section."

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## SESSIONS PREPARE CANDIDATES FOR ACCREDITATION

BY JOANNE KITSOS

What do Tom Keefe, Maryellen Thielen and Karen Utterback have in common? In addition to being members of IABC/Chicago, they are the most recently accredited business communicators (ABC) in the chapter.

From September 2004 to March 2005, the three participated in IABC/Chicago's group approach to accreditation, which offers mentoring support to those who pursue accreditation. Mary Hills, ABC, instituted the group-oriented approach two years ago to facilitate the accreditation process. Prior to this program, candidates pursued accreditation independently and took the exam at the annual IABC Conference.

"The group approach focuses the accreditation process for candidates by leading them through the application, preparation and review of portfolios and by discussing the four parts of the exam," Hills said. "The timeline enables completion of the process in nine months."

This year's candidates are now developing their portfolios – consisting of two samples of projects

that demonstrate strategic communication planning, management and measurement. If candidates desire, accredited members in IABC/Chicago will review portfolios in November before candidates submit them to IABC.

After portfolios are submitted, the group will discuss the parts of the exam, communication trends and offer exam tips during a series of teleconferences in 2006. The four-hour exam will be offered in downtown Chicago on Saturday, March 25, 2006.

"The support group offered by the chapter was well structured, and there were no surprises in the exam or the process," added Maryellen Thielen, ABC, director-Investor Relations, Calamos Asset Management, Inc., and associate director of accreditation for IABC/Chicago.

If you're considering accreditation, it's not too late to participate in this year's group process. Review the information on accreditation on [iabc.com](http://iabc.com) and on [iabc.chicago.com](http://iabc.chicago.com), including the qualifications, application and frequently asked questions. If you have other questions or want to participate in the group, e-mail [joanne.kitsos@bcbsa.com](mailto:joanne.kitsos@bcbsa.com).

## WELCOME NEW MEMBERS (as of August 25)

Karen Baker Curry

Robert Barnes, Robert Barnes Design

Maiki Benedict, Aetna Global Benefits

Laura Bryniarski, Watson Wyatt Worldwide BFS  
Retail & Commercial Operations

Victoria Condell, BFS Retail & Commercial  
Operations, LLC

Michelle Cooney, Calyon Financial

Mary Davenport, Jones Lang LaSalle

Denise Ertell, Abbott

Ian Estenor, National-Louis University

Suraiya Farukhi, Argonne National Laboratory

Eileen Finnegan, TIAA-CREF

Sandra Gartler, Calyon Financial

Kate Gibbons, Northwestern University

Laura Hadley, Caremark

Ken Haller, One Smooth Stone

Christopher Hamrick, Blue Cross and Blue Shield  
Association

Kristin Hinchcliff, Golin Harris

Tiffany King, PepsiCo, Inc.

Christina Koliopoulos, USG Corp.

Frances Kraft, MarketingWorks Unlimited Inc.

Jennifer Lawrence, Northwestern University

Trisha Livermore, Baxter International

Jennifer McQuiston, Northwestern University

Patricia Miller, ABN AMRO

Paula Molaro, Zurich Financial Services

Shawn Platt, LaSalle Bank

Dale Rogers, TIAA-CREF

Audra Rothermel, Melcum Publishing

Amisha Shah, Northwestern University

Christina Tabor, Northwestern University

Rachel Urbanowicz, SEI

Lisa Weaver, AAM

Scott Winterroth, Northern Illinois University

# FIVE TIPS FOR AWARD-WINNING COMMUNICATIONS

BY KRIS GALLAGHER

**Editor's Note:** *Kris Gallagher knows what it takes to create effective communication strategies that earn praise from award entry judges. She has won two Spectra Awards, two Silver Quills and five Gold Quill Awards. She shared her advice with PRISM and we are featuring five tips here and five more on our Web site at [www.iabcchicago.com/prism](http://www.iabcchicago.com/prism).*

1. Begin with a communications plan. For quick projects, you can simply jot it down on a piece of paper. For campaigns and major projects, it's worth your time to create a formal plan.

2. Know your goal. This is not your output (publish 12 issues of the employee newsletter). It is what you want your target audience to think or do (deepen employees' understanding of how they can contribute to achieving business strategies).
3. Do or review research. Know what your audience is thinking or doing today so that you can tell how your communication affects it. Know what your competitors are saying and how your audience perceives those messages. Know what your own company's credibility is and address gaps as part of your plan.
4. Create measurable objectives linked to your company's business objectives. For campaigns, you may want to include monthly or quarterly objectives as well as a final objective. This helps you discover problems so you can make mid-course corrections.
5. "What's in it for me?" This is the heart of your message to your audience. How does your company, program or service serve your readers' interests?



## thank you

2005-06 VOLUNTEERS

It takes many hands to make light work. Members stepping up to fulfill volunteer roles for this year include:

|                     |                 |
|---------------------|-----------------|
| Jeffrey Altheide    | Rebecca Swanson |
| Kristi Daeda        | Patrick Valdez  |
| Martha Fluharty     | Julia Winn      |
| Kate Gibbons        | Robert Zeni     |
| Fabiola Gomez       | Sarah Zipse     |
| David Grossman      |                 |
| Calvin Haines       |                 |
| Thomas Keefe        |                 |
| Barbara Kois        |                 |
| Catherine Schneider |                 |

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