

ETC.

International
Association of
Business
Communicators

Brazos Valley
Chapter

Internationally
Award-Winning
Chapter

vol. 12 * no. 4 * April 1992

"It's Here!"

Helping Texas Cope with the "Killer" Bee

The first swarm of the now familiar Africanized Honey Bee, better known as the "killer" bee, was discovered near Hidalgo in South Texas on October 15, 1990. The arrival of this insect nuisance initiated an outright swarm of activity for Agricultural Communications News Director Dave Mayes and his staff. At the April 16 meeting of the Brazos Valley Chapter of IABC, Mayes will chronicle the events that led up to and followed this national media event.

Africanized Honey Bees present a public safety problem because they are more aggressive than regular honey bees. Thousands of them may become upset if threatened and sting in a matter of seconds. Mayes will discuss how he and his staff worked as a team with USDA communicators on a crisis communications plan to get this information out and handle the hundreds of media inquiries. The story was broadcast across the country by major networks, wire services, and reporters from as far away as Europe.

Mayes also spearheaded a statewide Africanized Honey Bee public awareness campaign aimed primarily at children and the economically disadvantaged Hispanic population in the Rio Grande Valley. Financed by a USDA grant, brochures, slide shows, and an Africanized Honey Bee "show and tell" kit were developed. This kit, which will be on display at the meet-

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ing, is designed for kindergarten through fourth grade teachers. It contains lesson plans, a slide show, and a variety of props that help children learn about the bee and what to do if they encounter it.

Africanized Honey Bee swarms recently were discovered as far north as Corpus Christi and Del Rio. The bee is expected to reach San Antonio this year and Houston in 1993. Mayes will discuss how his department is preparing for the inevitable spread of these bees, including future communications plans.

Prior to becoming new director for the Texas A&M University Department of Agricultural Communications, Mayes held various newspaper editor positions, served in a communications role for the U.S. World Ocean Circulation Experiment, and taught in the Texas A&M Journalism Department. He earned both a bachelor's and master's degree at Texas A&M.

To hear the inside story about the communications efforts surrounding the arrival and spread of the "killer" bee, join us Thursday, April 16, at the Ramada Inn. This regularly monthly luncheon begins at noon. Costs are \$8 for IABC members, \$10 for their guests,

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April Monthly Luncheon

Time: Noon

Date: April 16, 1992

Place: College Station Ramada Inn

RSVP Deadline: Noon, Tues., April 14.

E T C.

Etc. is a monthly newsletter for members of the Brazos Valley Chapter of the International Association of Business Communicators.

Editor, Joanna Fritz, 845-8161

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"It's Here!", cont'd.

\$15 for non-members, and \$7.50 for full-time students. Make your reservations by noon, Tuesday, April 14 by calling Hospitality Chair Therese Schaley at 845-3923. IABC policy requires payment for no-shows.

From the president

1992-93 Officer Slate Announced

Six past presidents and I met in March as a nominating committee, in accordance with our chapter bylaws, to identify prospective leaders for the July 1992-June 1993 term. Balloting will be conducted 30 days hence. The nominees for your consideration are:

President	Rhonda Snider
Vice President	Gerry King
Secretary	Bobette McFarland
Treasurer	Joanna Fritz

Rhonda Snider is the recently appointed director of international coordination for the TAMU International Programs Office. She formerly worked at the TAMU Center for Energy and Mineral Resources and the TAMU Sea Grant College. Rhonda has been active in IABC/Brazos Valley for five years. She served previously on the executive board as communications chair and also worked on the Brazos Bravo committee and various chapter task forces. She attended the IABC Chapter Management Forum in Dallas last November and is a candidate for IABC accreditation.

Gerry King advanced to associate director of the TAMU Center for Retailing Studies in 1990, after starting there in 1987 as an administrative assistant. Her responsibilities include external relations, fundraising, publications, program planning, internships and student programs. She has been involved with IABC/BV for the last four years, serving on the Brazos Bravo banquet committee in 1990,

chairing Brazos Bravo in 1991, and working now as chapter secretary.

Bobette McFarland is coordinator of information services for the Texas Engineering Extension Service, where she directs 23 staff members in providing communication services to the agency's 14 divisions. Bobette began her career as an advertising copywriter in Foley's central office in Houston. After additional advertising work with J.C. Penney, she moved to the non-profit sector with positions at a local counseling center and the Texas Real Estate Center. Bobette has been an IABC member since 1989.

Joanna Fritz is communications coordinator for the TAMU Development Foundation. She earned her B.S. degree in technical writing at the Montana College of Mineral Science and Technology in 1988 and subsequently went to work at Electronic Data Systems in Dallas as a documentation specialist. She later served as editor with TAMU's Geochemical and Environmental Research Group. Active in IABC/Brazos Valley since 1989, Joanna currently serves as communications chair. She is also a senior member of the Society for Technical Communicators.

Both Joanna and Bobette, in addition to Rhonda, attended the 1991 IABC Chapter Management Forum. After confirmation, the president-elect will recruit committee chairs for the remaining board positions. To assist in that process, please complete the volunteer signup form included in this newsletter.

Updates Needed for Membership Directory

At the beginning of his term, Membership Chair Jack Gressett recommended that the chapter directory be published at the end of each program year (in June or July), as an outgoing function of the membership committee. This would allow an

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We're Rattling Your Chain



IABC Needs You

Volunteer with IABC and get more from your membership, your career, your life!

Please provide the information requested on this page. Copy or detach and return by Friday, April 24, to Secretary Gerry King at the Center for Retailing Studies; Blocker Bldg. TAMU; College Station 77843-4112.

Volunteer Signup

As many of you know, volunteering for our Brazos Valley Chapter is a great way to get the most from IABC and to become better acquainted with your fellow members. Please let us know what committees and activities you would like to participate in for the July 1992-June 1993 term.

To which chapter activities would you be interested in devoting a few hours each month? Check as many as you like.

- | | |
|---|---|
| <input type="checkbox"/> judging awards competitions | <input type="checkbox"/> internal communications/ Etc. |
| <input type="checkbox"/> community projects | <input type="checkbox"/> external communications/ |
| <input type="checkbox"/> serving on a committee | <input type="checkbox"/> publicity |
| <input type="checkbox"/> membership/marketing | <input type="checkbox"/> hospitality |
| <input type="checkbox"/> community/university relations | <input type="checkbox"/> special interest groups. List area |
| <input type="checkbox"/> professional development | of interest: _____ |
| <input type="checkbox"/> programs (monthly meetings) | _____ |
| <input type="checkbox"/> Brazos Bravo | <input type="checkbox"/> Other. Please describe: _____ |
| <input type="checkbox"/> student relations | _____ |

Dateline

April 16
Regular luncheon meeting. Noon, Ramada Inn in College Station.

April 23
Board Meeting, 11:45 a.m. Place to be announced.

May 21
Brazos Bravo Gala Awards Banquet at the Briarcrest Country Club.

May 24-27
IABC International Conference in San Francisco.

Sept. 17-18
District 5 Conference in Albuquerque, New Mexico.

Nov. 13-14
Chapter Management Forum in Toronto, Ontario.

Membership Directory Update

Your name: _____
Business or organization: _____
Title: _____
Business mailing address: _____
Business telephone: _____
Home telephone (optional): _____ FAX (optional): _____

Professional description (optional) – your major job responsibilities or areas of expertise and special interest, graduate degrees or accreditations, etc.: _____

Consulting or freelance services you offer: _____

Current Trial Members

Currently, IABC/BV has 2 trial members who are considering international membership —

Claire Lingenfelter
Andrea E. Womack

From the president, cont'd from page 2

incoming committee to become oriented and to plan membership drives without the added pressure of an immediate publication deadline.

So this has been a transition year, relying on the 1990-91 directory until the new publishing schedule could be implemented. Well it's that time and we need to confirm information about you for the new 1992-93 directory. The directory also will highlight members who provide freelance and consulting services. This is in keeping with last year's board support for development of a local resource guide.

Please complete the information form included in this newsletter and return as instructed.

Scholarship To Be Awarded in April

Elaine Saunders, community relations co-chair, reports that six students are candidates for the second annual \$250 Brazos Bravo scholarship. She and co-chair David Jones are responsible for judging and will present a winner at the April luncheon meeting. Applicants just be a Texas A&M junior in good standing with a major in journalism, agricultural journalism, English or speech communication.

Dues Setting Process Up for Vote

As reported in the December newsletter, the international board has proposed a constitutional revision to

the IABC dues setting process. Currently, dues changes must be ratified by voting delegates (one delegate per chapter carrying one vote per 10 members). The proposed process grants full dues-setting authority to the international executive board. This amendment will be voted on in May at the IABC conference in San Francisco.

Your IABC annual dues now stand at \$175: \$150 - international, \$5 - district and \$20 - local. (FYI: Doug Starr, also a member of the Public Relations Society of America, reports that PRSA dues are \$175 plus local assessments.)

Our local board has authority to decide how to cast chapter votes. We wanted to conduct a written referendum -- however, I've been informed that the exact wording of the amendment won't be released until an April 13 mailing from the international office. Since the board must act at its next meeting, April 23, I will conduct a brief business session on this issue after our luncheon speaker on April 16. I'll try to have a handout prepared but in the meantime, please review your December newsletter.

By the way, Terri Huff and Karen Riedel plan to attend the IABC international conference. If you're shooting for San Francisco too, please let me know. Thanks!

—Suzanne Deatherage Hyden

ETC.