

ETC.

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International
Association of
Business
Communicators

Brazos Valley
Chapter

Internationally
Award-Winning
Chapter

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The new face of communication at Texas A&M

The communications business on the Texas A&M campus isn't what it used to be. The Office of Public Information and Educational Information Services were consolidated recently to form a new Office of University Relations.

This consolidation has been compared to the formation of a large, full-service public relations/marketing communications firm with all the various TAMU departments as clients. The move is expected to increase both the quality and efficiency of the services provided to those departments.

IABC/Brazos Valley members will get the full story on this consolidation and what it's expected to accomplish when we welcome Rene A. Henry Jr., Executive Director of University Relations, on February 20, 1992.

Henry has a quarter-century of international public relations experience including the Olympic movement, Fortune 500 companies, higher education, appointments in the Bush Administration and other government agencies.

In making the announcement of Henry's appointment, Texas A&M President William H. Mobley said Henry will be responsible for leading the University's internal and external communications programs with the goal of "helping the institution be even

more effective in interacting with the general public and key constituencies." Henry, who also was named by Mobley to his executive committee, will additionally serve in a liaison capacity with other communications units within the Texas A&M University System.

"Rene Henry is a multidisciplined, experienced and creative executive who has served for more than 25 years in a variety of increasingly responsible positions in public affairs, public relations and marketing communications in higher education, the private sector and government," Mobley noted in announcing Henry's appointment to the newly created position.

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Brazos Bravo Scholarship Announced

Applications will be accepted through April 1 in the 2nd Annual Brazos Bravo scholarship program. The program is conducted by the community relations committee and was established to support talented students with the potential to make a significant contribution to the communication field. A \$250 award will be presented to a deserving Texas A&M

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February Monthly Luncheon

Time: Noon

Date: February 20, 1992

Place: College Station Ramada Inn

RSVP Deadline: Noon, Tuesday, Feb. 18.

ETC.

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

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The new face of communication, cont'd.

Previously, Henry was president and CEO of the National Institute of Building Sciences. For the past three years he served the Bush Administration at the Department of Labor, Agency for International Development and Department of Agriculture.

While at the Labor Department, Henry was a key participant in work on Secretary Lynn Martin's Glass Ceiling Initiative and other priority projects involving equal employment opportunities for minorities and women.

In 1975, five years after establishing his own consulting practice, he merged with two other leading Los Angeles firms to co-found ICPR and create the second largest international public relations firms in the West and the first in the U.S. to start Hispanic and sports marketing divisions.

In 1978, he was responsible for the worldwide media campaign that led to the selection of Los Angeles as the site of the 1984 Olympic Games. He then served as a volunteer assistant to the president of the U.S. Olympic Committee from 1985 through 1988 and co-authored the USOC's long-range strategic plan.

Henry is a 1954 economics graduate of The College of William & Mary in Virginia, where he began his career as sports information director. He later served in the same capacity for two years at West Virginia University, where he did graduate work in marketing. His active military duty included assignment to the intercollegiate athletics department at the U.S. Military Academy at West Point.

Long active in professional and community service, for eight years he was an advisor to the President's Council on Physical Fitness and Sports. He is active in the Public Relations Society of America, Academy of Motion Picture Arts & Sciences and is a member of the public relations committee of the Academy of Televi-

sion Arts & Sciences. He has judged the Primetime Emmy Awards three times and also served as a juror at international film festivals.

He is the author of "How the Profitably Buy and Sell Land" and the author and contributor to numerous publications about sports, housing, construction and architecture. He also is the creator, producer and director of several award-winning documentary and educational film and video productions.

Join us Thursday, February 20 to learn more about the changes in the Office of University Relations. This regular luncheon begins at noon at the College Station Ramada Inn. Costs are \$8 for IABC members and their guests, \$15 for non-members, and \$7.50 for full-time students. Make your reservations by noon Tuesday, February 18 by calling Hospitality Chair Therese Schaley at 845-3923. IABC policy requires payment for no-shows.

President's Perspective

"Vintage IABC" Recap

Some 57 people gathered January 30 on a beautifully clear evening for the "Vintage IABC" celebration at Messina Hof Winery. Among the guests was Susie Allen, former D5 director of Houston, the congratulate the chapter on its achievements. The program also included a presentation to extend a "world of thanks" to past presidents for leading the chapter through its successful first decade and climb to 1991 International Chapter of the Year. Among the honorees present were:

John Suddath, founder and President, 1981

Laura Nowlin, ABC, 1984

Nancy Sawtelle, ABC, 1985-86

Ann Cole, 1986-87

Bernie Fette, ABC, 1987-88

Lou Ellen Ruesink, 1988-89

Deborah Seidel, 1990-91

Absent, but also honored, were:

JoAnn Armke, 1982

Wendell Fuqua, 1983

Karen Riedel, 1989-90

Some of the unknowing honorees were called upon by the executive board to organize the event. (Who better for an anniversary's historical perspective?) Thanks to the steering committee — Chairwoman Nancy Sawtelle, Ann Cole, Lou Ellen Ruesink, Deborah Seidel and Rhonda Snider — for the good time that was had by all. Look for the displays they prepared at the next chapter luncheon meeting. Thanks also for the hard work of Therese Schaley and Karen Kiesling; Jack Gressett, Sondra Stewart and Joanna Fritz; and Edna Smith to cover extra hospitality, membership and photography duties, respectively. And special thanks to Bob Bilberry and Newman Printing for printing the invitations at cost.

The evening ended with a toast to the chapter's future. With that in mind, I invite you all to think about positions and projects you might be interested in for the next program year (beginning in July). I plan to convene the nominating committee (past presidents) within the next month to get an early jump on elections and orientation of new officers and board members. A volunteer signup sheet will be coming your way soon.

— Suzanne Deatherage Hyden

IABC/BV offers professional development seminar

"Managing Organizational Change" is the topic of the March 5 professional development seminar presented by Darrell Piersol.

Introducing and implementing significant changes in large organizations are difficult assignments for any

manager. This seminar focuses on the management process of reacting to change by analyzing cases that provide examples of problems to be expected and the strategies for managing major changes in organizations. It also examines the possible reactions to these major changes and the approaches a manager can take to cope with these stresses.

Darrell Piersol, director of the Governor's Executive Development Program at the LBJ School of Public Affairs, University of Texas at Austin, was employed with IBM for 26 years serving in manufacturing, engineering, and headquarters staff positions. He was involved in strategic planning, personnel development, and corporate management training. He also taught in the business programs at several major universities and is the former Associate Dean of the School of Business, Southwest Texas State University, San Marcos. He received his Ph.D. from Purdue.

He has served on numerous advisory councils, boards of directors, and as an officer in management societies. He received the President's Excellence Award from Southwest Texas State and the Development of Excellence in Public Service Award by the Austin Society of Public Administrators.

Plan to join us for this informative session with Dr. Piersol. Fees for the seminar are \$50 for IABC Members, \$75 for non-members, and \$25 for full-time students. To facilitate your participation, we will be glad to accept post-dated checks or devise a payment plan for your registration fee. Contact Treasurer Edna Smith at 845-2961 to take advantage of this special arrangement for members only. Registration deadline is February 28, 1992.

Dateline

Feb. 20

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

February 27

IABC/BV Board Meeting, 11:45 a.m. at Cenere's.

March 5

Professional Development Seminar, "Managing Organizational Change, Darrell Piersol

March 9

Deadline for Brazos Bravo Entries.

March 12

Nute-and-Bolts Session at the Chicken Oil Company, 5:00 p.m.

May 21

Brazos Bravo Gala Awards Banquet at the Briarcrest Country Club.

May 24-27

IABC International Conference in San Francisco.

Current Trial Members

Currently, IABC/BV has 6 trial members who are considering international membership —

Jean Bennett
Jeff Griswold
Cheryl A. Howell
Jack Kehrberg
Jerry Lowe
Mary Williams

In addition, we have one new international and one new student member. They are, respectively —

Sue Jones
Melissa Banks

Anniversary Membership Special

IABC/Brazos Valley

We're Number 1.
In IABC District 5
In IABC International.

It took a lot of hard work to become International Chapter of the Year — 1991.

It took the work of people like yourself. People willing to commit time and energy to being the best.

Just like you're the best at what you do, we're the best at what we do. And what we do best is serve communicators. Like you.

And we're going to make joining even easier. To celebrate the kick off of our second decade, we have waived the \$30 initiation fee for new members who join IABC during the month of February. For more information on membership, contact Membership Chair, Jack Gressett at 779-7788 or any of the Board Members.

Join the best.

Join IABC/Brazos Valley.
You owe it to yourself.

Grant requests due for IABC Conference

Now's the time to submit grant requests for the international conference May 24-27 in San Francisco. A chapter grant up to \$200 will be considered for one or two deserving applicants. To apply, submit a letter to Treasurer Edna Smith by March 24. Include your name, mailing address, and a brief summary of your activities in IABC/Brazos Valley, your goals for future chapter involvement, and how you will benefit professionally from the conference.

Brazos Bravo Scholarship, cont'd from page 1

University junior majoring in journalism, agricultural journalism, English or speech communication. Contact David Jones, ABC at 845-0369 for applications.

Position Announcement

An editor is needed by the Texas Agricultural Extension Service to develop educational materials for Operation R.E.A.D.Y. — a project concerning mobilization and deployment issues faced by military families. Continuation beyond September 1992 depends on availability of funds. Inquire with Dr. Nell Page, 845-7764.

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