

ETC.

International
Association of
Business
Communicators

Brazos Valley
Chapter

Internationally
Award-Winning
Chapter

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Message to CEOs

PR department is barometer for quality of your organization .

CEOs who demand excellent communication from their public relations departments reported a \$300 return on every \$100 invested in the function, according to new data from a study by the IABC Research Foundation.

Fred Halperin, ABC, immediate past chairman of the foundation, will discuss the latest findings from the study, *Excellence in Public Relations and Communication Management*, on October 24.

The multi-year, \$400,000 *Excellence* study is surveying 200 organizations in the U.S., United Kingdom, and Canada to determine the characteristics of excellent communication. Results, so far, are based on 143 completed surveys.

"CEOs who value communication most highly have excellent organizations, the environment necessary to produce an excellent communication department," says Halperin. According to the study, these organizations are characterized by participative cultures, two-way communication systems, and high job satisfaction.

Mediocre organizations produce mediocre communications. Such organizations are characterized by an authoritarian culture, one-way communication and high employee turnover.

Halperin is managing partner of Hewitt Associates' Communication

Practice in the Southwest. Hewitt Associates, a leading human resources and financial consulting firm, serves more than 4,000 clients worldwide including 70% of the Fortune 500 companies. Fred serves as a consultant

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IABC/Brazos Valley:

A Chapter of Distinction

The 1991 IABC District 5 Chapter of the Year is ... Brazos Valley! Winners in the district's annual chapter management competition were announced at the D5 conference in Colorado Springs, Sept. 20.

Brazos Valley was selected from nine entrants out of 16 chapters, based on total point score over six entry categories. Already we've been asked to write up our secrets to success ... after success ... after success. In 1987 our chapter won the small chapter division award of merit; in 1988 — the small chapter division award of excellence; in 1989, when chapter divisions were eliminated — the chapter of the year. Now we've regained the honor and await results of our attempt for a third consecutive award as international small chapter of the year.

1990-91 IABC/BV President Deborah Furman was on hand to accept the district award, and Bernie Fette was on hand to help present it. Bernie served as D5 chapter recognition chair but was not involved in judging. More to be announced at our October 24 monthly meeting!

ETC.

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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845-3849/774-7044

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Message to CEOs, cont'd from pg 1

to management on communication plans and programs and assists clients in creating and implementing those programs. He also designs and conducts research to obtain employee ideas and perceptions.

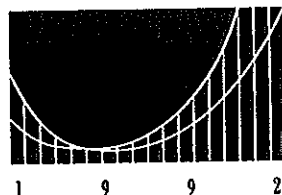
Halperin has broad experience in employee, shareholder, financial, and external communication. Before joining Hewitt Associates, he was national manager of internal communication at Sears, Roebuck and Co.

Fred has been a member of IABC since its inception and has been involved in leadership activities at the chapter, district, and international levels. He has worked in the areas of Professional Development Accreditation, Gold Quill, and Ethics, and is a co-author of *Inside Organizational Communication*. Fred has served on the IABC Research Foundation Board of Trustees since 1986.

Halperin has a B.S. in Economics from The Wharton School of Finance and Commerce, University of Pennsylvania, and has completed graduate studies in communication at Northern Illinois University.

Join us Thursday, October 24, to learn more about communications management. You are encouraged to bring your CEO and/or boss to this evening program which begins at 5:30 p.m. for cocktails and 6:00 p.m. for dinner at the College Station Ramada Inn. Costs are \$8 for IABC members and their guests, \$11 for non-members. Reserve your place by 5:00 p.m. Monday, October 21, with Hospitality Chair Therese Schaley at 845-3923. IABC policy requires payment for no-shows.

CONNECTIONS



IABC INTERNATIONAL CONFERENCE
SAN FRANCISCO MAY 24 - 27

President's Perspective

**Busy first quarter closes;
goals reaffirmed.**

In the first quarter of the 1991-92 chapter year, IABC/Brazos Valley volunteers have:

- completed chapter management entry preparation for all six categories of both the district and international competitions. (We won district chapter of the year! See separate article.)
- judged the small chapter division of the U.S. District 4 chapter management competition.
- staffed a booth and enrolled 11 trial members at an Aug. 2 conference of the Texas A&M University Association of Professional Support Staff.
- conducted a board planning retreat Saturday, Aug. 31, to set 1991-92 goals and objectives.
- initiated a new monthly, after work meeting for informal idea sharing and problem solving (on second Thursdays at the Chicken Oil).
- kicked off committee work on several annual projects and a special event in January to celebrate the start of the chapter's second decade (all this in addition to monthly luncheon programs).

The diversity of experience and perspective represented on the 1991-92 executive board, combined with recent membership feedback, put the board in good position to review our chapter's goals. With the help of Alice Brink, IABC D5 director, board members spent a Saturday setting goals that support our mission to provide outstanding member services and to be the leading Brazos Valley organization for professional communicators. Goals include:

- offer strong, relevant programming with a balance between practical and issue-oriented topics
- emphasize member retention while

- sustaining steady growth
- expand social/networking opportunities, especially for new members
- cultivate a more diverse membership from Bryan-College Station and surrounding communities
- generate more support from management and improve management's perception of communication professions
- increase participation and support of students
- increase public service and community involvement
- capitalize more on university resources and program opportunities

The many demands on member volunteers and the speed of time (I can't believe a quarter of the year has flown by) make continuity critical to progress in reaching these goals. Because the upcoming chapter management forum is nearby (Dallas, Nov 8-9), we have an opportunity to invest substantially in leadership development.

Exa York is confirming Brazos Valley delegates to the forum now. If you would like to sign up, please call Exa at 845-5828 by Oct. 18. We're hoping to send as many current and potential board members/committee chairs as possible. We want YOU!

— Suzanne Deatherage Hyden

Volunteer evaluators needed for advanced journalism class

The Texas A&M Department of Journalism is seeking professionals who can commit about one hour of time to evaluate a major writing assignment for advanced newswriting students.

Volunteers will be asked to review the assignment, a 15- to 25-inch feature

story, by writing comments, suggestions, and corrections on the paper. The article still will be graded by the writing instructors. However, they will not be "grading" volunteers' comments.

The professors believe students will benefit from a "second opinion" by someone with "a practitioner's eye."

The articles will be turned in on Oct. 17 and then submitted to volunteers around Monday, Oct. 21. Volunteers are asked to return the articles by Monday, Oct. 28.

If you are interested in this project, please contact Ricky Telg, assistant lecturer at 847-8540 during normal weekday business hours.

Share the IABC experience ... become a mentor

A Mentor Program for new and trial members has been formed in response to the June Focus Group where new members mentioned feeling adrift during the first months of membership. The Hospitality Committee is looking for IABCers willing to serve as a personal host to a new recruit during monthly luncheons and other chapter functions. Mentors will be assigned on a rotation basis. They will be given the opportunity to share the value of IABC membership and volunteerism with up-and-coming IABCers. For additional details, contact Hospitality Chair Therese Schaley (845-3923).

PRO-AM Day '91 set for October 24

IABC/Brazos Valley will conduct its fourth annual PRO-AM Day, October 24, enabling senior-level public relations students from Texas A&M University to observe and

Dateline

Oct. 10

Nuts-and-Bolts Session at the Chicken Oil Co., 5:30 p.m.

Oct. 17

IABC/BV Board Meeting at Fort Shiloh, 11:45 a.m.

Oct. 24

PRO-AM Day; 5:30 cocktails and 6:00 p.m. program at Ramada Inn.

Nov. 7-9

IABC Chapter Management Forum in Dallas.

Nov. 14

Nuts-and-Bolts Session at the Chicken Oil Co., 5:30 p.m.

May 24-27, 1992

IABC International Conference in San Francisco.

Brazos Bits

Bernie Fette, Deborah Furman, Karen Riedel, John Suddath and Therese Schaley attended the D5 conference last month. Bernie coordinated a leadership workshop, for which Karen was a presenter. Deborah represented us as our senior delegate to the D5 board. Therese served as proxy for junior delegate Suzanne Hyden.

cont'd on next page

Current Trial Members

Currently, IABC/BV has 13 trial members who are considering international membership —

Elizabeth Andrus
Carla Beals
Lorinda Beekmann
Glenda Burke
Judy Gloyna
Patty Groff
Renee Hanson
Tami Hons
Barbara Lee
Laura Neel
LaDonna Owens
Sandra Parsons
Brenda Sims

Brazos Bits, cont'd

Congratulations to Penny Beaumont on her appointment as vice chancellor for communications of the Texas A&M University System.

Terri Huff, Suzanne Hyden and LouEllen Ruesink enrolled in small business development courses for the fall -- Terri at Texas A&M, Suzanne and LouEllen through the City of Bryan.

Starting your holiday gift list?

Add the IABC Research Foundation!

It's never too soon to start thinking about the holidays!

In preparation for the holiday season, the IABC Research Foundation is kicking off an innovative fund-raising program — asking printers, graphic artists, paper suppliers, PR agencies, etc. — to consider making a donation to the Foundation in lieu of holiday gifts to their clients.

Such a gift is different, something special, and easy. Gifts can be made in honor of an individual, a company or an IABC chapter. For each gift, the Foundation will send acknowledgment to the donor and the honoree.

All proceeds from the program support research and education in organizational communication, including the Foundation's major multi-year study, "Excellence in Public Relations and Communication Management." This landmark work will be the subject of our Oct. 24 evening program with Fred Halperin, immediate past chairman of the IABC Research Foundation.

If you know an organization that might want to take advantage of this unique holiday gift program, contact Edna Smith at 845-2961 or Foundation director Erin Stevenson at (415) 433-3400, extension 102.

Small business startups looking to IABC for marketing advice

Help aspiring entrepreneurs get off to a successful start by supporting the Small Business Development System. The SBDS, coordinated by the City of Bryan, offers beginning and advanced courses for new and would-be small business owners. A 54-hour advanced class is underway, with participants working hard to develop comprehensive business plans. Instructor John A. Adams, of Adams International, invites IABC members to become volunteer reviewers of business plans or mentors to the participants. Participants must devise a detailed marketing plan and your opinion would be valuable. For more information, call Elaine Saunders, community relations co-chair, at 693-4358. Please let Elaine know of your interest by October 18.

PRO-AM Day, cont'd from pg. 3

participate in a working professional office. As usual, PRO-AM Day coincides with the chapter's monthly meeting.

This year, IABC/BV professionals may take students for the morning, the afternoon, or the whole day. Because the students are seniors, they are well qualified to perform almost any task their PRO supervisors assign them.

Chapter members willing to take one, two, or more students into their offices on PRO-AM Day should contact Dr. Doug Starr at 845-5374, AN.

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