

communicators'



network

Calendar

Thursday, June 10

Luncheon Program

"The Power of E-Communication: Best Practices, Successful Tools from Cisco Systems"

11:30 a.m. networking

12-1:30 p.m. program

Cost: \$25 members, \$40 non-members. No shows will be billed.

At Michaels at Shoreline Restaurant, 2960 N. Shoreline Blvd. in Mountain View. From 101, take Shoreline Blvd. toward the amphitheater, enter Shoreline Park and follow the signs to the restaurant.

Tuesday, June 29

Independents' Roundtable

"You're Hired!" — Who's Using Consultants Today and How They Make Their Choice"

6:30 p.m. networking and light dinner

7-8:30 p.m. program

Cost: \$10 members, \$20 non-members. No shows will be billed.

At The Lookout restaurant at the Sunnyvale Golf Course, 605 Macara Ave., in Sunnyvale. Take 101 to Mathilda, exit toward Sunnyvale, turn right on Maude and right on Macara.

THIS MONTH'S PROGRAM

The Power of E-Communication: Best Practices, Successful Tools from Cisco Systems

Whether your work focuses on internal or external communication, you're sure to come away from this very special SV-IABC lunch presentation inspired and energized to improve the effectiveness of your e-communication program. We're honored to be able to offer this exceptional program, following directly on the heels of Cisco presenting at the 2004 IABC International Conference in Los Angeles. Come and discover how you can leverage the power of e-communication to improve communications, achieve goals and succeed!

Senior executives Karen Horn and Thomas Wyatt will discuss strategies for effective e-communication with employees, customers and others, using three highly successful tools developed by Cisco as examples:

- **My Communication (MyComm)** is an online strategic communication planning tool that delivers a common planning platform for communication professionals as well as managers and team leaders in fulfilling their respective communication roles. It provides a strategic framework that emphasizes the steps for defining an issue, understanding audience needs, developing key messages and determining the best way to deliver those messages to achieve improved operating performance. MyComm is also available as an exclusive member benefit to IABC members.
- **The onBusiness Network** combines the best of video and IP technology to create a powerful communications solution for reaching customers, employees and partners.
- **The News@Cisco Web site** is a direct media channel to the public for communi-

cating Cisco corporate strategy and messaging. The site has won numerous awards from industry experts, and leading corporations and government institutions are now modeling their own Web communication programs after News@Cisco.

About the Presenters

Karen Horn and Thomas Wyatt...see top of page 3.

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Lunch Program

When: Thursday, June 10: 11:30 a.m. networking
12-1:30 p.m. program

Where: Michaels at Shoreline Restaurant, 2960 N. Shoreline Blvd. in Mountain View. From 101, take Shoreline Blvd. toward the amphitheater, enter Shoreline Park and follow the signs to the restaurant.

Price: Pre-registration before noon June 9th: \$25 members, \$40 non-members. After noon June 9th: \$35 members, \$50 non-members (payable at the door).

RSVP: Pre-registration ends at noon on **June 9th**. You can PRE-register online at <http://www.acteva.com/go/sviabc> or by calling toll-free 1-866-Go-Acteva between 9 a.m. and 6 p.m. Monday through Friday. (There is an additional \$1 charge for registering by phone). Meal choices are Crab and Shrimp Cannelloni or Spinach and Cheese Tortellini.

Please note: Attendees are strongly encouraged to pre-register for this event. Online and call in pre-registrations must be made before noon on June 9th. Please do not call to register after this time. A \$10 fee will be added for each registration after this time, payable at the door.

FROM THE PRESIDENT



Photo courtesy of Anne Koudsen

Do You Know Your ABCs?

Several members have shared with me more than a passing interest in the IABC accreditation program. A few of you also mentioned it in our recent survey. Here's the good news! A group of us got together last month to kick-off an effort to bring an accreditation mentoring program to SV-IABC members. The following (*in italics*) is taken from the IABC Accreditation Guide for Chapter Liaisons.

IABC: What is accreditation? Accreditation is an IABC professional development program offering communicators a way of demonstrating—to employers, fellow communicators and themselves—their ability to successfully manage and perform those tasks essential to effective organizational communication. Candidates meeting all requirements of the program earn the designation Accredited Business Communicator (ABC).

We've pulled together a highly experienced team of volunteers to develop, communicate and implement the program for those of you who are interested in the accreditation process. I'm pleased to announce that Rosemary Byrne, Associate Director of Development for the American Red Cross/Palo Alto, and Barbara French, President and Co-founder Tekrati, Inc. have signed on as co-directors of the SV-IABC accreditation mentoring program. Joining these seasoned professionals are three former chapter presidents: Brad Whitworth, ABC, PeopleSoft, Shirley Gilbert, ABC, Xilinx and Jay Coleman, ABC, Hewlett-Packard. Brad, Shirley and Jay have graciously offered to serve as consultants for the program and lead the mentoring sessions to help prepare and guide those of you who sign up through the process. The typical mentoring program lasts about six months and assists ABC candidates in completing the application, preparing and submitting a portfolio of work and practicing for both oral and written examinations.

IABC: Who should become accredited? The Accreditation program is aimed at the manager or the person ready to move into communication management. The successful candidate will have knowledge and experience in designing and managing a broad range of communications programs. Accreditation is not designed for persons whose expertise is limited to one or two communication skills. Candidates must have a minimum of five years' experience in the profession and a bachelor's degree, or total of nine years of experience and/or post-secondary education to qualify for accreditation.

After the kick-off session, the team was "jazzed" about defining the mentoring program, developing a curriculum and process, linking with the IABC examination schedule and communicating this opportunity to SV-IABC members. As this effort ramps up over the next couple of months, give the following reasons some thought. And by all means, let us know if this is something you're considering or would just like to know more about. We've started a list and your name could be on it.

IABC's top ten reasons to seek ACCREDITATION—

- 1. Improves career opportunities and advancement.*
- 2. Prepares you for greater on-the-job responsibilities.*
- 3. Provides for greater earnings potential.*
- 4. Demonstrates your commitment to the profession.*
- 5. Improves skills and knowledge.*
- 6. Reflects achievement.*
- 7. Builds self-esteem.*
- 8. Enhances the professional image.*
- 9. Establishes professional credentials.*
- 10. Offers greater professional recognition from peers.*

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President's Drawing Winner

The winner of the President's Drawing for a FREE IABC Membership is Eric Swartz, Owner/Principal of The Byline Group. Here's why Eric wants to be an IABC member:

"I am a professional business communicator. I want to share ideas and swap stories with other communicators. I want to tap into their collective intelligence. That's the only way I can learn, grow, and stay on top of my game. One communicator is persuasive; a network of communicators is powerful."

I couldn't have said it better myself. Congratulations Eric!

The Power of E-Communication...continued from page 1

Karen Horn leads the global “Employee Commitment” team at Cisco Systems, which is responsible for Organizational Communication, Intranet Strategy, HR Branding, Human Capital Measurement and the Employee Listening Process. Karen came to Cisco Systems in 2000 from GE Capital where she was the Global Leader of Organizational Communication and Diversity for its 28 global businesses in 44 countries. She has won numerous communication and HR awards and is a frequent speaker for the Conference Board and other profes-

sional organizations. She has been a member of IABC for 20 years. In June, Karen will receive the prestigious IABC Chairman’s Award.

Thomas Wyatt is the Senior Manager of the Executive Media Operations group at Cisco Systems. In this capacity, Thomas serves as the general manager of the onBusiness Network. Wyatt is responsible for the strategy, product development, marketing, sales and technology for the Network. In addition, Thomas is the co-creator and publisher of the News@Cisco

Web site. He also serves as an executive sponsor and an advisor to the company’s Business Development organization for evaluating investments and acquisitions in new markets. Previously, Thomas held various management and project management roles for creating Web applications for the Office of the President and the Corporate Public Relations group. He was hired by Cisco in 1998 to create President & CEO John Chambers’ Web site.

Newsletters Help You Stay in Touch

By Mary Sullivan

When people talk about “customer relationship management,” they often mean big CRM systems that are more about management than customer relationships. A simpler, more cost-effective way to grow customer relationships is with a newsletter.

Newsletters help you stay “top of mind” in a noisy world by enabling you to develop and maintain relationships with your customers and prospects. Frequent touches with relevant, informative content demonstrate your value and reinforce your brand. They also keep customer relationships warm so you’re remembered when customers are ready to buy.

While hard copy newsletters are still an option, electronic newsletters are low cost, easy to publish, and when driven by value-added content are welcomed by audiences. Keep in mind that you’ll need to build a permission-based distribution list in order to comply with the recent CAN-SPAM legislation. Visit <http://www.spamlaws.com/federal/108s877.html> for more information on this law.

Here are some helpful tips on e-newsletter publication:

Lists – Buy or Build?

- Build your own list rather than buy expensive, highly targeted lists that typically draw low subscription rates.
- Start with existing contacts where you can document a prior business relationship.

- Send a sample newsletter with a personalized salutation and a known signature to other contacts provided by Sales and business partners, inviting them to Subscribe.
- Place a Subscribe button prominently on your Home Page with a link to samples of your newsletters.
- Include a Send Email permission check-button on online orders.

Use Value-added Content

- Be brief and relevant.
- Include tips, useful resources, customer stories, and industry trends.
- Sync up with other marketing programs and sales campaigns.
- Write stories in-house, get permission to reprint excerpts of others’ articles, or use links to other online news.

Style – Keep It Simple

- Make it easy for readers to skim through your newsletter.
- Standardize your style, and keep it friendly.
- HTML formatting is easier to scan and read.
- Lead with compelling headlines at the top.

Publishing

- Commit to a regular publishing schedule, at least monthly. Less frequent communication lets relationships cool.

- Business readers are most likely to read your newsletter mid-week and mid-day.
- Schedule consumer newsletters according to the reading habits of your audience.

Distribution

- Send your newsletters from a server that can handle high volume. ISPs spam-filter inbound e-mail, and newsletters are at high risk for delivery failure.
- Businesses increasingly block e-mails from unknown senders or because they come from “blacklisted” e-mailing services. Ask your subscribers to “whitelist” you.
- Always show readers how they can unsubscribe or opt-out.

The goal of your newsletter should be to build customer relationships for the long term. Maintain a quality list and be patient while it grows. Compelling information is viral—people will forward it to others. And keep in mind that your goal is to grow your list of true readers and loyal customers.

Mary Sullivan is a co-founder of KickStart Alliance, an integrated sales and marketing group that helps clients achieve their revenue goals. You can reach Mary at marys@kickstartall.com or visit her Web site at: www.kickstartall.com.

INDEPENDENTS' ROUNDTABLE

“You’re Hired!”— Who’s Using Consultants Today and How They Make Their Choice

More companies are again turning to outsourced expertise and using consultants for short- and long-term projects. As an independent consultant you need to know what types of companies are hiring and how they decide whom to contract.

For this month’s Roundtable session we’re pleased to have two seasoned managers who have recently added consultants to their team. One company is very large and the other is small, but both managers understand the value of bringing on the right professional at the right time.

- What, exactly, do these hiring managers look for in a consultant?
- How do they find their consultants?
- What is required to qualify for work with these companies?
- How can I differentiate myself from the rest?

About the Presenters

Kristen Timmers has more than 15 years marketing experience with high-tech companies such as Hewlett-Packard and Waggener Edstrom. In her current role at NetManage, Inc., she is responsible for strategic marketing and communications which differentiate NetManage, Inc. from its competitors. She specializes in

developing realistic marketing and communications campaigns that utilize customer contact planning, customer segmentation, and targeting, ultimately shortening the purchase cycle. Kristen has also worked as a consultant lending her expertise to companies including USWeb/CKS, Cisco Systems, Fujitsu, Enhance, among others. As a consultant she focused on creating a collaborative environment where best practices and assets could be leveraged across the organization, resulting in significant cost savings.

Martina Moscone has worked in the high tech public relations arena for over 10 years for tech companies on both coasts. She had stints with agencies as well as corporations. Martina has been with Cisco Systems for nearly four years and holds the position of Manager, Public Relations for the Service Provider Segment. She also runs a PR Service Bureau that supports the entire Technology PR practice. Previously to her career in technology PR, Martina worked in the art and not-for-profit arena supporting major art organizations in the New England area.

Register today online at <http://www.acteva.com/booking.cfm?bevaid=68850>.

Independents' Roundtable

- When:** Tuesday, June 29, 6:30 p.m. networking and light dinner; 7-8:30 p.m. program
- Where:** The Lookout restaurant at the Sunnyvale Golf Course, 605 Macara Ave., in Sunnyvale. Take 101 to Mathilda, exit toward Sunnyvale, turn right on Maude and right on Macara.
- Price:** \$10 members, \$20 non-members (No shows will be billed.) Pay by check or credit card at the door. Beverages and a buffet will be served. Free parking. There’s an additional \$5 charge for registering at the door.
- RSVP:** By noon on Monday, June 28. Register online at Acteva, <http://www.acteva.com/go/sviabc> or by calling toll-free 877-422-8382 between 9 a.m. and 6 p.m. Pacific time (there is an additional \$1 charge for registering by phone). No refunds.

Three Things Every Recruiter Looks for in a Resume

By Deborah Walker, CCMC

If you are in the middle of a job search, recruiters can be your best friend—or your foe. It’s their job to either introduce you to corporate hiring decision makers or to simply screen you out. That’s why the quality of your resume is a key factor in determining how recruiters will treat you in the job market.

Here are three things every recruiter looks for in a resume:

Focus

Recruiters need to know your career focus within seconds of opening your resume. If your objective isn’t clearly stated, you can’t assume the reader will take the time to search for clues. But keep in mind that most recruiters consider “Career Objective” statements worthless if they

contain no real information about the specific position you are looking for and the industry expertise you offer.

Core competencies or transferable skills

When a recruiter understands your focus, he/she will then want to know if you have the required core competencies or transferable skills to accomplish the job. Use the employer’s job description to help you identify those skills your resume must feature. And be careful not to muddy up your personal marketing message by including extraneous skills.

Accomplishments

Once your resume has made it through the initial screening, the recruiter will want to know how you stack up against other candidates. For optimum impact, write accomplishments that illustrate the strength of your core competencies,

transferable skills, and focus. Clear, concisely stated accomplishments are the best way to distinguish yourself from your competition. When your resume sells itself, you gain stature, and make the recruiter look good as well.

In today’s extremely competitive job market, employers rely heavily on recruiters to screen out the crowd of applicants. That’s why you should enable them to present you as one of their best candidates by letting your resume present you in your best light.

Deborah Walker is a Certified Career Management Coach (CCMC) who specializes in career coaching and resume writing. You can find resume and job-search tips on her Web site at <http://www.alphaadvantage.com>.

Meet a Sponsor: High Tech Connect



Q. What does High Tech Connect do?

High Tech Connect specializes in delivering on-demand marketing communications and public relations services to our clients around the U.S. We manage a nationwide network of more than 1,300 independent consultants and

match them to the very specific needs of our clients. Clients like AOL, Computer Associates, and Cisco Systems rely on us to find the perfect consultants for their short- and long-term projects. And because we understand their unique frustrations and challenges, we make the process of bringing on expert help as painless as possible.

Q. Why did High Tech Connect become involved with IABC?

Our tagline “it’s who you know,” says exactly how we built our business and stay successful. In this industry, you’re only as good as the relationships you have with clients and colleagues. That’s why it’s important to meet as many peers as possible. Since our target audience is primarily technology companies, SV-IABC makes the most sense for us. Over the years we’ve met all kinds of clients, consultants, and partners through this organization.

Q. How did High Tech Connect initially participate?

High Tech Connect president René Siegel, who has been an SV-IABC member for more than eight years, first learned about IABC while attending San Jose State University. Two years ago René made a career investment by becoming an IABC 500 Club Member, which includes lifetime national membership.

Right from the start, the High Tech Connect team has enjoyed attending IABC meetings in order to make new contacts and reconnect with old friends. Our employees have spoken on topics from Networking Skills to Tips on Becoming a Consultant, and we’ve also helped plan Independents’ Roundtable meetings.

Q. What does High Tech Connect get out of its involvement with IABC, both personally and professionally?

Professionally, we know it’s in our best interest to learn the latest trends, tools, and skills that our clients need. That’s why we constantly educate ourselves and attend IABC meetings to learn from the best. Personally, our team has found IABC to be extremely generous. There is a sense of camaraderie and kinship with people who understand the benefits of helping each other.

Q. What is your recommendation for new members who would like to get involved and possibly volunteer?

Two words: do it! Volunteering with SV-IABC is one of the easiest ways to increase your awareness with peers, have fun, and make friends, all at the same time. Remember, given a choice, people will always do business with their friends.

Visit High Tech Connect at: <http://www.htconnect.com>.

Paul Donovan is Internal Communications Director for SV-IABC and Managing Editor of Communications Network. He is also a freelance writer who specializes in home networking technologies and applications. You can reach him at: pauldono@pacbell.net.

IABC Announces 2004 Gold Quill Award Winners

IABC has announced the winners of the 2004 International Gold Quill, Jake Wittmer, Business Issue, and Sharon Berzok Awards. The Gold Quill Awards program, sponsored by Mercer Human Resource Consulting, is an annual international competition that offers professional and student communicators as opportunity to have their work evaluated by expert judges. The complete list of 2004 Gold Quill winners and clients is available at: <http://www.iabc.com/gquill>.

Local honorees include Liza Jensen of Hewlett-Packard and Christy Lang from ROI Communications for a program entitled HP’s All-Employee Meeting. Congratulations to Liza and Christy!

6,742 Communicators Can’t Be Wrong

Job of the Week (JOTW) is a network of more than 6,700 professional communicators that share job opportunities—along with ideas, comments, criticisms, and even a little folksy wisdom. JOTW captures the pulse of communications professionals, with no fluff and no puff. Any professional communicator can subscribe for free by sending a blank e-mail to: JOTW-subscribe@topica.com.

Beyond the Valley— News from IABC

Learn what’s happening with IABC conferences, seminars, and distance learning opportunities by visiting <http://www.iabc.com/events/index.htm>.

Summary – May Luncheon

By Paul Donovan

Those who attended the May SV-IABC luncheon were treated to a fascinating presentation by Executive Coach Loretta Stagnitto, founder of Los Gatos-based Loretta Stagnitto Leadership. Loretta drew on her extensive research of Carl Jung's ground-breaking work in social styles to conclude that it's not so much what we say but how we say it and who we say it to that matters.

Using a color-coded matrix, Loretta showed the audience how to relate to people based on our assessment of their attitude or orientation (introvert vs. extrovert), as well as their decision-making style (task vs. relationship focused), and the way in which they perceive the world (sensing vs. intuition). With Loretta's method, you should first evaluate a person's work preferences, body language, and verbal style in order to determine

whether they have a dominance of certain kinds of 'energies'; Cool Blue (Analytical), Earth Green (Relationship), Fiery Red (Action), or Sunshine Yellow (Creative). According to Jung, once you can classify someone's social style, you then have a much higher success rate for effectively communicating with and relating to that person. Simply put, Loretta's model comes down to: Recognize—Adapt—Connect.

Some of the clues that Loretta suggested we use to identify a person's communication preferences include noticing if they ask detailed questions (Blue), whether they frequently interrupt (Red), if they offer thoughtful replies (Green), or if they are outgoing and fast-paced (Yellow). The slogans she suggested we use to remember these styles are:

- Give Me Details (Blue)
- Show Me You Care (Green)

- Involve Me (Yellow)
- Be Brief, Be Bright, Be Gone (Red)

For more information about Loretta Stagnitto Leadership, (or to learn what color energies best describe you) visit <http://www.lorettastagnitto.com>.

Paul Donovan is Internal Communications Director for SV-IABC and Managing Editor of Communications Network. He is also a freelance writer who specializes in home networking technologies and applications. You can reach him at: pauldono@pacbell.net.

IABC Job Centre

The IABC Job Centre provides both Job Seekers and Employers with access to an online job bank, especially for business communicators. The Job Centre is searchable by Position, Company, Posting Date, Location, and Job Type (full time, part time, or contract). For more information, please visit: http://www.jobtarget.com/home/index.cfm?site_id=65

Put IABC to Work for You!

By volunteering, you can significantly broaden your network, gain some valuable experience, and have some fun, all at the same time! We are looking for volunteers to work in various roles, some with ongoing tasks and some that are more project-focused or one-time roles.

If you're interested, please contact Michael Easley, SV-IABC 2004 president.

Watch This Space!

In next month's issue of *Communicators' Network*, you'll learn the results of the recent SV-IABC member survey. Stay tuned!

Who To Contact at SV-IABC

Communicators' Network is published monthly by SV-IABC. News and commentary are welcome.

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SV-IABC Meetings

SV-IABC program luncheons are usually held the second Thursday of the month, and Independents' Roundtable evening meetings are typically the last Tuesday of each month. Everyone is welcome.

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