

IABC Barbados Leads Southern Region in Membership Growth and Retention

The Barbados Chapter of IABC led the membership growth and retention statistics for the US Southern Region, of which we are a part, for the period June 30, 2011 to June 30, 2012. There are 47 chapters in the Southern Region.

A report just issued by IABC Headquarters records a 48% overall growth rate, and a retention rate of 86% for Barbados. This places Barbados ahead of chapters such as Chapter of the Year 2011 - Kansas City, Central Florida, Dallas, and Trinidad and Tobago.

IABC had a retention rate of 87% for corporate membership, and 11.8% for growth. During the reporting period, 3,313 professionals joined IABC, compared with 3,340 in the prior year. This represents a decline by 0.8%.

Overall, Barbados ranked 6th for growth among the 118 chapters, just behind South Island New Zealand, Auckland, India South, Japan and the Philippines.

For retention, our chapter was ranked 14th, behind Cape Town, Japan, Regina, South Island New Zealand, Philippines, Tulsa, Caribbean, Newfoundland/Labrador, Johannesburg, London, Central Florida, Pittsburgh and Iowa.

Not bad! But let's try to do better for the next reporting period. We have a perfect opportunity to try to improve on those figures. You can do your part.

August is Member-Get-A-Member Month. This promotion offers up to one year's free membership by getting others to sign up for IABC membership.

September will provide another opportunity to boost the membership of IABC Barbados when another Worldwide Membership Month rolls around.

This time, the benefit goes not to the recruiting member, but to the new member. There will be a US\$40 reduction in the cost to join, so please encourage all potential members to take advantage of this offer. There's more information on this offer on page 7.

You can also inform Vice President of Membership, Keith Goddard, if you know of any prospective members. You can e-mail him at kgoddard@gaiainc.bb

Executive Board's Strategic Retreat Focusses on Adding More Value for Members

The new executive board of IABC Barbados has planned a programme of activities designed to add value to the members. The board held a strategic retreat on July 21, to brainstorm on what they hope to achieve in their term, and to plan for the year ahead.

While the emphasis will be on professional development, there will also be social elements to the programme.

Some aspects of the programme are included in this newsletter, and more will be revealed in time.

Of course, this is just a blueprint for what we hope to achieve.

We still want to hear from you about what's important to you, as we seek to add more value to your IABC membership.



President, Dr. Sharon Marshall (centre), presiding over the strategic retreat which was attended by other members of the executive board on July 21. (more on page 6)

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WHAT'S NEW

- Executive Board Retreat
- FREE September Webinar
- IABC Barbados Leads Southern Region!

ACCREDITATION:

ABC - The Global Standard for Business Communicators

IABC's accreditation program is the global standard of professional achievement for business communicators.

Accredited members practicing around the world apply the same strategic management process in all communication disciplines, across diverse cultures, and in for-profit and nonprofit organizations of all sizes.

IABC Barbados is focussed on Accreditation this year. Here's what's new:

- Jackie Marshall-Clarke is our most recent ABC, joining Pamala Proverbs

- The seven current candidates in the Accreditation Completion Program have been assigned mentors

- IABC International Accreditation Chair, Gloria Walker, ABC, is coming to Barbados later this month

- Gloria Walker, ABC, will give a public seminar on the value of a global benchmarking standard in communication on August 31

- She'll also meet with the seven candidates for an in-depth session on September 1.

- Accreditation -- If you haven't thought about it yet, perhaps you should.

Contact Pamala Proverbs at pamala@prmrinc.net.

FROM THE PRESIDENT

Colleagues,

August is a month in which traditionally people in Barbados take some time off from work. The children, for those who are parents and guardians, are out from school, and it is a good time to go away on holiday as a family.

I don't have any children myself, but I'm writing this column while I'm overseas on holiday. So it means that I haven't really taken a break from IABC Barbados. Especially since part of my leave is being spent in the beautiful US Southern city of Charleston, in the state of South Carolina, where the Southern Region Conference will be held in September. Apparently there is no escape from IABC.

The new executive board had a really successful retreat on July 21, where we met to set goals for the remainder of our term. The year's programme includes professional development opportunities as well as time for socializing.

We hope that you will support the programme of activities as it is rolled out over the next few months, and that we can count on your feedback to let us know what we're doing right and what we can improve on. It's all about you, so we need to hear from you.

One of the first events will be a seminar by the IABC International Accreditation Chair, Gloria Walker, ABC, on August 31. If you haven't already responded to the invitation to attend, why not do so now?

Then on September 12, there will be a free-to-members webinar which is being sponsored by the Caribbean Development Bank.

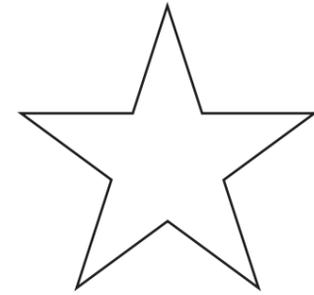
As seven local candidates in the Accreditation Completion Program prepare their portfolios for submission as part of the process to earn the Accredited Business Communicator designation, we received the great news that one of our members, Jackie Marshall-Clarke, has earned her ABC designation.

In this edition, I share a very special experience which I had while attending the IABC World Conference in Chicago back in June, which took me back down memory lane. I hope that you'll find it interesting.

We want to hear your own stories too, so please send in articles and photographs that you would like to share with the readers of BUZZ.



Dr. Sharon Marshall



Benchmarking Global Communication Standards



Gloria Walker, ABC

IABC Barbados will host International Accreditation Chair, Gloria Walker, ABC, at the end of August. She will be the highest ranking IABC official to visit the local chapter since its formation in 2008.

Ms. Walker is an experienced communications consultant in both internal and external communications. She has held positions both in-house and in agencies which have equipped her with a wide perspective on the role of communications. Experienced in research and planning work, as well as implementation, she is interested in project work that uses communications effectively to achieve business goals.

Ms. Walker is a part-time Lecturer at Hult International Business School in London, and the University of West London Educational Institution teaching in the MA in Corporate Communications programme.

Modules which she teaches include Branding as Strategic Communication; Communication Management as Strategic PR: Theory and Practice; and Global Public Relations.

Ms. Walker has an MA in Journalism from The University of Texas at Austin, and a BS in Journalism/Public Relations from West Virginia University.

She is fresh from volunteer work at the recently-held Olympic Games in London, with insights on best practices from her experience working with the international media and professional communicators.

"Thanks to modern technology, anyone anywhere can create and disseminate messages to a very wide audience. It is vital that today's business leaders understand the impact that modern communication practices can have on their organisations and the value of having professional communicators leading their communications programs."

"The importance of standards is an issue of great concern within our profession at all levels," says Ms. Walker. "Communications as a profession is little understood within the business community so having clear standards and certification programs help practitioners to stand as equals with colleagues from other fields, such as accounting and human resources."

On August 31, Ms. Walker will share these insights at a seminar entitled Benchmarking Global Communication Standards: Making your Mark!

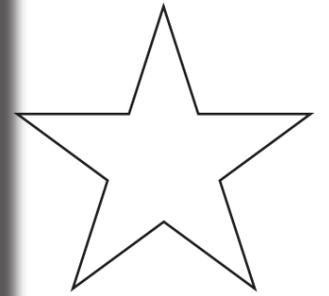
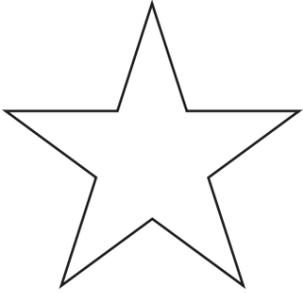
This session, will be held in the Glass Room at the Island Inn Hotel, Aquatic Gap, from 8:30 a.m. to 11:30 a.m. The cost is \$100 for IABC members and \$200 for non-members, inclusive of refreshments.

From one ABC to Another: Jackie now Accredited

As we reported last month, outgoing president, Pamala Proverbs, ABC, presented an award to outgoing Co-Vice President Professional Development, Jackie Marshall-Clarke, at the AGM for excellent work in sourcing speakers for professional development events, and for her overall contribution to the chapter, even in the face of increased professional responsibilities.

What we didn't know at the time was that Jackie was just a few weeks away from becoming an ABC herself. Jackie just got the great news from IABC Headquarters that she has completed all of the requirements for fulfilling her accreditation programme. She becomes the second ABC in our chapter.

Congratulations, Jackie! Well done.



Engaging Employees in the Strategic Direction of Your Organisation

The Caribbean Development Bank (CDB) is joining forces with IABC Barbados to sponsor a free-to-members webinar entitled Engaging Employees in the Strategic Direction of Your Organisation.

The presenter will be Linda Donlin, Manager of Enterprise Employee Communications, at the world-famous Mayo Clinic.

She has a bachelor's degree in business management and public relations, and a master's degree in management. Ms. Donlin has 20 years' experience in internal and external communications in for-profit, publicly traded organizations, as well as in large not-for-profit companies.

Mayo Clinic has established a Center for Social Media to improve health globally by accelerating effective application of social media tools throughout Mayo Clinic and spurring broader and deeper engagement in social media by hospitals, medical professionals and patients.

Ms. Donlin says, "Mayo Clinic recognizes that the world is changing, and we must change to continue our mission. Employees are the face of Mayo Clinic to our patients. We need them to be invested in Mayo's success and engaged in delivering an unparalleled experience to our patients.

Social media makes them a part of the communication, a part of the conversation. Social media is not only changing employee communication but also how employees participate in the success of the organization. We've only scratched the surface."



Linda Donlin

The webinar will be transmitted live on Wednesday, September 12, 2012, from 12 noon - 1:00 p.m.

The venue is CDB's Conference Centre, at the Bank's complex in Wildey, St. Michael.

While the webinar is free to IABC members and CDB staff, non-members will be required to pay \$75 in order to take advantage of this benefit.

Registration closes on September 5, 2012.

PAN AM REUNION AT WORLD CONFERENCE 2012

By Sharon Marshall

Through the magic of the Internet, Jane found me on LinkedIn. Jane and I were classmates at the Pan American Airways Training Centre in Honolulu, Hawaii, from which we both graduated as flight attendants after six intensive weeks of training. She was then assigned to the London base, and I to San Francisco, California.

Some months later, Lisa (Elizabeth) – another classmate – also found me through LinkedIn. Like me, she had been based in San Francisco, where we became roommates.



Sharon and Lisa back in the day when they shared an apartment in San Francisco

Lisa, who was originally from Chicago, had returned there, gone back to university and was working in human resources management.

My two former classmates were living in the same geographic area without being aware of each other's presence, so I was able to connect them virtually after they found me.

I had missed out on seeing them on a previous trip to Chicago, since I hadn't yet found them, or rather they me, and didn't know that they were living there.

When I learned that I would be attending the 2012 World Conference of the International Association of Business Communicators in Chicago, Lisa, Jane and I started making plans to get together.

The conference programme was quite packed, but we found some mutually convenient time for brunch on the Sunday morning after I arrived, before the conference started later that afternoon. I would also get to meet the men they had married -- Jane's husband, Martin, and Lisa's husband, Paul.

So this year's conference provided me with much more than just great professional development sessions, the chance to network with fellow communication professionals and bond with the other members of the Barbados chapter who attended the conference.

It also provided me with the opportunity to reconnect with dear friends from another chapter of my life.



Pan Am Class photograph: Front row, Lisa 3rd from left, Jane 5th from left. Second row, Sharon 3rd from left.

From San Francisco, our work would regularly take us to destinations such as Honolulu, Guam, Tokyo, Hong Kong, New Delhi, Bombay, Singapore, Manila, Bangkok, Sydney, Los Angeles-Auckland, Seattle-London and New York-Frankfurt. This phase of my life came to an end in 1981, when I returned to Barbados to practice the journalism which I had studied at Howard University.

Lisa and I corresponded for a while after I came home, back in the day when people actually wrote letters and took them to the post office to be mailed, but we lost touch after she moved.

Jane had transferred from the Honolulu base to New York, and after leaving Pan Am had worked in finance for the next 10 years, rising to Regional Vice President at her company. She then moved to Chicago to work in real estate.

Reminiscing about our flight attendant experiences, catching up on what we each have been doing since leaving the airline, enquiring about what became of other classmates, the time just flew by. The hovering waiter had to remind us to order food. The men in our party sat patiently, allowing us time to bond again, until we pointedly included them in the conversation.

The hovering waiter had to remind us to order food. The men in our party sat patiently, allowing us time to bond again, until we pointedly made an effort to include them in the conversation.

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Martin, Jane, Sharon, Lisa and Paul at Sunday brunch.



We also talked about the short-lived ABC television series Pan Am, which of course, we had all watched. We agreed that the script writers for the TV programme had exercised their creative licence, and that while the programme was set in the pioneering years of the airline and was not of our vintage, we still recognised the legacy that we would later inherit. That legacy included things such as the foreign language requirement, pre-flight grooming inspections, annual emergency re-training and twice-yearly weight checks.

All too soon, it was time to say goodbye as I had to leave for my first conference session.

After not having seen each other for 31 years, in the short time we'd had together over brunch, I was able to clear up an enduring mystery for Jane, who had been recruited out of Minneapolis.

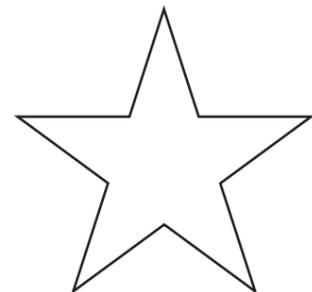
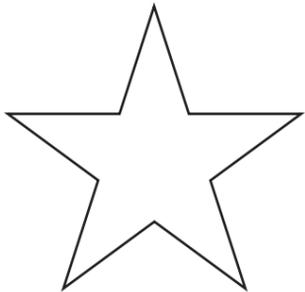
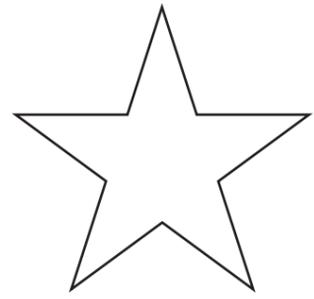
She had heard that there were 400 applicants for each position filled, and that one other flight attendant trainee had been hired out of Minneapolis at the time that she was. She had never been able to find out who else in her class had been hired in Minneapolis.

The other person was...me. But that's another story.



Executive Board Retreat: Working for You

Serious work and some socializing were the order of the day as the new executive met at a secluded location in Silver Sands to plan the business of IABC Barbados for the coming year. Here are some of the photographs from the strategic retreat.



Southern Region Conference

Linked In. Blogs. Twitter. Facebook. Pinterest. Technology surrounds us but communication is still about real people talking. As technology advances, the IABC Southern Region wants to remind communicators that real people do still talk and it's an integral part of our profession.

To help communicators remember to engage their customers on a personal level, the Southern Region is reaching out to communicators across the globe to bring to them to Charleston, South Carolina, for their regional conference on Sept. 26-28, 2012.

The conference will consist of approximately twenty 75-minute breakout sessions as well as two keynote sessions.

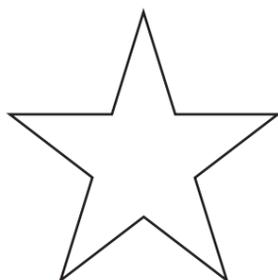
It will be held at the historic Francis Marion Hotel. Registration is now open.

For more information, visit the conference website, <http://2012.iabcsoereg.com/>.



The historic Francis Marion Hotel, named for the Revolutionary War hero Francis Marion, the "Swamp Fox," has a long tradition of gracious service, elegant accommodations, and hosting splendid banquets and events dating back to its opening in 1924.

Worldwide Membership Month



August is almost over, and with it, the Member-Get-A-Member promotion.

However, September is coming in with another opportunity to increase membership in IABC. September is Worldwide Membership Month.

This means that for new or lapsed members who join or re-join IABC, we'll waive the application fee (US\$40/CDN\$40/AUS\$40/€30 for faxed/mailed/phoned enrollments; US\$30/CDN\$30/AUS\$30/€22.50 for Internet enrollments).*

Please remember: applications must be *received* at the San Francisco Headquarters office during the month of September to qualify. This promotion does not apply to current members, transitional members or students, who never pay the application fee anyway.

And, once again, there's a bonus... we're hosting an open house of the members-only IABC web site in September. For the month of September, the public will have free access to:

-Discovery, IABC's searchable online library of business communication content, including years of Communication World magazine, CW Bulletin and select Research Foundation reports, along with Knowledge Centre manuals.

-Read access to MemberSpeak and the IABC Buzz, IABC's online areas where members ask questions and share personal and professional info

-The Job Centre, IABC's job listing site (Members still have priority access to listings, however.)

To try us out, sign up at:

www.iabc.com/login/trial/ (This login will not be available before or after the month of September.)

Google Group Reminder

We've set up a google group to facilitate sharing and discussion within the chapter. If you haven't yet responded to the invitation to join and are interested, please contact Sharon Marshall at sharon.milagro@gmail.com.

Want to feel more of a part of your professional organisation?

Got a communications issue that you could use another opinion on?

Someone in the chapter might have been there and done that. And the good news is, they're only an e-mail away.

All you'll need to do is send an e-mail to barbados-iabc-chapter@googlegroups.com.

Member Focus

Recent joins:

Alana Quintyne is our most recent member. She joined on July 26. Alana is an Editorial Executive at the Barbados Advocate.

Welcome to IABC, Alana!

Recent Anniversaries:

Four members celebrated their IABC anniversaries in August, all on August 19.

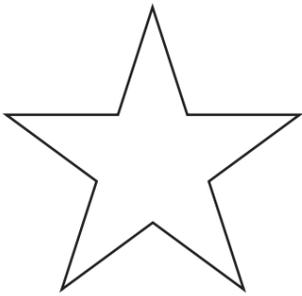
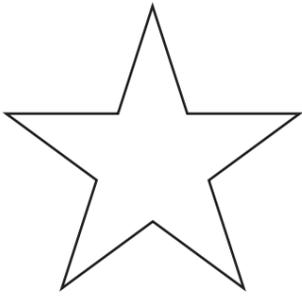
They are:

Ayesha Lett - 2 years
Roslyn Alleyne - 2 years
Fay Brandon - 2 years
Sara Odle - 4 years

Ayesha, Roslyn and Fay are all members employed at CIBC FirstCaribbean International Bank.

Sara is Managing Director of NISA Communications. She is also a tutor in Public Relations at the Barbados Institute of Management and Productivity (BIMAP).

Congratulations, Ladies, and Happy Anniversary!



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Career Opportunity



THE ORGANISATION

The Caribbean Development Bank (CDB) is seeking to recruit an experienced professional to perform the role of Knowledge Management/Public Education (KM/PE) Specialist for its Canadian International Development Agency (CIDA) funded Community Disaster Risk Reduction Fund (CDRRF) Project. The successful candidate will be based at CDB's office in St. Michael, Barbados.

The CDRRF Project is focused on implementing natural hazard risk reduction, and climate change adaptation (CCA) through community-level demonstration sub-projects aimed at reducing risk to vulnerable populations.

THE JOB

The KM/PE Specialist will guide the design and implementation of a KM/PE strategy and KM/PE measures for the CDRRF and related sub-projects. The KM/PE Specialist will have a key role in documenting the success or otherwise of Community Disaster Risk Reduction (CDRR)-supported interventions, providing evidence of impact and demonstrating good value for money as well as for sharing best practices and lessons learned.

QUALIFICATIONS AND EXPERIENCE

The successful candidate must have:

1. At least a Bachelor's degree in a field related to Communications, Information Science, Public Relations, Journalism or a related field with at least three to five years of experience as a knowledge manager, writer, editor, and/or business communicator. Experience in working for an organisation where communicating environmental, disaster risk, social, or development issues and generating knowledge products, was an objective, would be an asset.
2. The ability to self-start and to strategically plan their own KM/PE work and that of the organisation, while balancing a diverse and demanding workload.
3. Familiarity with results-based project cycle management and have experience in using different media.

COMPETENCIES

The successful candidate should have the following competencies:

1. Sound analytic, innovative and strategic thinking skills.
2. Excellent oral and written communication skills in English and ability to meet deadlines while working collaboratively in a team environment. Candidates must be able to work in a fast-paced and time-sensitive work environment, and possess a high degree of discretion and tact in dealing with internal and external clients and stakeholders at all levels.
3. Proficient in the use of the Bank's standard software and Microsoft Office Suite. Knowledge of information databases will be a strong asset.
4. Client focus, drive for continuous development and achievement of results.

For more information: www.caribank.org

Mornin' Barbados

The President, Dr. Sharon Marshall, and Vice President Membership, Keith Goddard, are booked to appear on the CBC TV programme, Mornin' Barbados, on August 24.

They're taking to the airwaves to promote membership in the organisation and the programmes which IABC Barbados has to offer.

On the AM TV programme, Keith and Sharon will talk about the upcoming professional development opportunities available for members and non-members, as well as the September Worldwide Membership Month.

Let's wish them well as they represent us on Mornin' Barbados.



IABC Barbados BUZZ

Got news that you want to share with the chapter in BUZZ? articles? photographs?

Then please contact us:

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renmohammed@deloitte.com