

## Increase Your Value

Your membership connects you to other business communicators and the changing nature of the profession. You will learn strategies for selling the value of communication (meaning *your work*) to your employer, clients, or prospective clients. You won't have to work in a vacuum when you know colleagues who are dealing with the same issues and challenges you are. You can seek advice or a fresh perspective from them or information from IABC headquarters. If you are making a job or career transition, you can network to increase your net worth.

Join IABC today: increase your current value; enhance your future value!

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Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Company Name \_\_\_\_\_

Job Title \_\_\_\_\_

Number of Years in the Profession \_\_\_\_\_

Mail to:

Oregon Columbia IABC  
P.O. Box 292  
Portland, Oregon 97207

**"I particularly enjoy learning from other business communicators. It's great to come into a room where everyone speaks the same 'language.' For years I was the only internal communications person for the entire company. More than one session has resulted in another creative way to solve my challenges."**

**Terri Ross**  
Marketing Program Manager  
Sequent Computer Systems

**"IABC helped me realize that effective communication is more than good writing. It's more than moving information from one person to another. It's the calculated use of word choice, sentence construction, typography, graphics, organization, and presentation to persuade and motivate audiences having different mindsets, agendas, and levels of receptivity. It's information with an attitude."**

**Ron Iseri**  
1996-1997 Oregon Columbia IABC chapter President

**"Oregon Columbia IABC membership keeps me on the cutting edge of our ever-changing profession. Not only does it provide a vast array of learning opportunities, IABC members are a wealth of knowledge about communications issues."**

**Julie Piper Finley, ABC**  
Senior Communications/Public Affairs Specialist  
Standard Insurance Company

# Oregon Columbia IABC



Oregon Columbia IABC provides the *connections* you need.



P.O. Box 292 • Portland, Oregon 97207 • 503-794-1428

<http://www.iabc.com>

## Careers • Connections

You have an ongoing need to grow in a profession that constantly requires new skills. A professional association can provide the seeds for growth. For business communicators, the solution is the International Association of Business Communicators (IABC).

The Oregon Columbia chapter of IABC is part of a worldwide network of more than 12,500 professionals. Our mission is “**to provide lifelong learning opportunities that give our members the tools and information they need to excel in their chosen disciplines.**” We’re there when you need us. Your peers in the business communications profession serve as the resources you need to get your questions answered, recommend or function as contractors, and offer experience-based advice regarding your projects...and your career.

## Who We Are

Oregon Columbia IABC members hold titles such as Communications Coordinator, Copywriter, Director of Corporate Communications, Employee Communications Program Manager, Manager of Marketing and Communications, Marketing Publications Director, Public Relations Specialist, Publications Specialist, and

Writer/Editor. Our areas of responsibility encompass media relations, employee relations, development, graphic design, media production, technical writing, advertising, marketing, public affairs, consulting, and program management. We are staff members, executives, students, professors, and freelancers. We work for corporations, non-profit organizations, governments, and professional associations.

## Our Purpose and Objectives

The purpose of Oregon Columbia IABC is to advance the professional standards and practices of communication within business, industry, associations, government, educational institutions, and such organizations as may be represented by our members.

Our objectives are to:

- promote understanding, cooperation and an exchange of ideas among members
- promote the development and application of improved methods and programs of communications
- promote the training and professional development of individual members
- demonstrate the practical value of effective communication
- further management support for communication programs
- encourage expanded professional opportunities for members
- strive for the highest ethical standards in carrying out these purposes



## What We Do

Oregon Columbia IABC presents meetings, in-depth workshops, “meet the media” sessions, regional and national conferences, and regular association with other professionals. Our monthly lunch meetings feature presentations by industry experts that offer the opportunity to improve your knowledge and skills and to keep abreast of the latest issues and practices in communications.

Our chapter awards program gives you and your organization the opportunity to earn recognition for your outstanding work. Volunteer opportunities allow you to gain experience in those areas that don’t overlap your current job responsibilities. *Ampersand*, our monthly newsletter, keeps you informed of chapter activities, news of the profession, and offers ideas for your work.



## To Join and Participate

Local membership is included in your IABC dues. The only additional charges are for individual events to cover meals and other chapter expenses. Many prospective members (and members of related professional associations) attend a few meetings before joining. We look forward to meeting you. For more information or a membership application, call 503-794-1428.