

EDIT

The E-Newsletter from Yankee IABC



IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

Yankee

April/May 2010

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PRESIDENT'S CORNER: Seven Quick Takes on "Connections"

By Lauren Libitz, President, YIABC

When I started my year as President, I wanted to focus the board on "content, credibility and connections." In this issue I want to focus on seven ways you can build connections through Yankee IABC. [Read more.](#)



Me 2.0: Build a Powerful Brand to Achieve Career Success

Yankee IABC is pleased to welcome Dan Schawbel, the leading personal branding expert for Gen-Y and best selling author of "Me 2.0: Build a Powerful Brand to Achieve Career Success." Dan will present a special breakfast session in which he will provide valuable information on how to leverage social media for personal branding and career success. [Read more.](#)

A Recent Yankee IABC Interview with Dan. [Read.](#)

Yankee IABC Welcomes New Members

IABC Downtown Boston Special Interest Group (SIG) to Meet April 20. [Read more.](#)

Upcoming Events [Get information.](#)

Volunteers in Progress

Find out about the many opportunities members have to hone and build their skills with Yankee IABC. [Learn more.](#)

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Join Us at the Yankee IABC Event April 13 in Waltham

Me 2.0: Build a Powerful Brand to Achieve Career Success

Yankee IABC is pleased to welcome Dan Schawbel, the leading personal branding expert for Gen-Y and best selling author of "Me 2.0: Build a Powerful Brand to Achieve Career Success." Dan will host a special breakfast session in which he will provide valuable information on how to leverage social media for personal branding and career success.

A highly successful speaker, author, and professional communicator, Dan will share with attendees his proven four-step process for building a powerful personal brand. His tips on using social media tools for personal empowerment, confidence building, and professional networking as well as his advice on how to create both an online and offline presence for career protection and self-promotion have been well received by a variety of Fortune 500 companies, including Time Warner and CitiFinancial, as well as numerous colleges and universities, including Harvard and MIT.

Dan will draw on his corporate and personal experience, his interviews with many successful business people and celebrities, and his extensive review of reports and case studies to help you thrive in the digital age.

Dan Schawbel is the founder of Millennial Branding, LLC, and a former Fortune 200 communicator (Social Media Specialist at EMC). Dan created the Personal Branding Blog®, which was the #1 job blog by Careerbuilder in 2008, is an AdAge top 50 marketing blogger and is syndicated by Reuters, Forbes, Fox Business and other major networks. Dan is also the publisher of Personal Branding Magazine®, head judge for the Personal Brand Awards® and director of Personal Branding TV®. Dan is Business Week's youngest columnist, and he was named by that publication as one of 20 people entrepreneurs should follow on Twitter. He is also a featured contributor to Mashable, LifeHack, and MediaPost and he has written articles for BrandWeek Magazine and Advertising Age.

[Read a recent interview Yankee IABC had with Dan.](#)

Agenda:

Networking and Registration: 7 - 7:30 a.m.

Presentation by Dan Schawbel (light breakfast provided): 7:30 - 9 a.m.

When: Tuesday, April 13, 2010 7:00 AM -9:00 AM

Where: Westin Waltham Hotel, 70 3rd Avenue, Waltham, MA 02451

Attire: Business Casual

Registration:

- IABC Member \$35.00
- IABC Student Member \$15.00
- Non-Member \$55.00
- Student Non-Member \$20.00

[Register](#) by Monday, April 12.

[Register for Me 2.0: Build a Powerful Brand to Achieve Career Success with Dan Schawbel.](#)

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Interview with Dan Schawbel *By Jennifer Scupi*

Dan Schawbel wants to help you upgrade your personal brand. Author of the bestselling career book *Me 2.0: Build a Powerful Brand to Achieve Career Success* (Kaplan, 2009), Schawbel is widely considered the leading personal branding expert for Gen-Y. Upon release in 2009, *Me 2.0* vaulted into the Amazon top 100 business book bestsellers list and was the number one job-hunting book. Schawbel is *Business Week's* youngest columnist and also writes for websites such as Mashable, LifeHack, and MediaPost. In advance of his speaking appearance at the IABC's upcoming meeting on April 14 at the Waltham Westin Hotel, he took time out to answer some questions.

You're a personal branding expert for Gen-Y. What is your advice for them and how would it differ for a Gen-Xer or Baby Boomer?

The advice I give is the same for each generation. I believe it's not about your age anymore, but your unique promise of value, your visibility, and what you stand for (your message). The first thing you need to do is discover your brand and focus it on one particular niche, so that you can stand out in the crowded marketplace. The second thing you need to do is to reserve all your online properties that surround your niche, such as having your own domain name, your name on social networks, and a blog. The third thing you need to do is to establish a system, where you're subscribing to relevant blogs and media sources, organizing the most important articles, and sharing them on your blog and social streams.

If people have thirty minutes a day or some time just once a week to spend on promoting themselves, what should they do? What would have the most impact?

You get out what you put into promoting yourself. Also, you should put high-quality content online so that other people promote you. What other people say about your brand is more impactful than any self-promotional activity. Think about it; if you proclaim yourself a guru, how far will that really go? But if the *New York Times* says it, won't it mean that much more? Third party sources, and press for that matter, are extremely important for brand building. If you only have thirty minutes to promote your ideas, then you won't get that much from it. The competition on the web demands that you put more time in. The bare minimum you should have is a blog where you can contribute a few posts per week. This way, you can capture your ideas and refer people to them.

What pitfalls should people avoid when establishing their personal brand?

Do not over promote yourself or it will turn people away. Keep a balanced ratio of eight pieces of value contribution to one to two pieces of self-promotional material. For instance, you can refer people to interesting articles, share your opinion on a relevant issue, and then promote a blog post or an achievement you've had. You have to earn the right to promote yourself online, by promoting other people's work first and sharing insightful ideas and opinions.

Do not start communicating using social networks without having a distinct brand. If I go to your blog and it has the same design, name, and positioning as other blogs, I won't even bother to read it. You need to really know what you want to do, what your destination is, and what you want to be known as before you start communicating a distorted and unoriginal message.

For information about the upcoming Yankee IABC event with Dan Schawbel go to the [Chapter Website](#).

Yankee IABC Welcomes the Following New Members as of March 11, 2010

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Follow Yankee IABC on Twitter.
[@IABCYankee](#) or [www.twitter.com/iabcyankee](#).

Learn about upcoming events, communications topics, and more.

- **Laura Fay**, Head of Communications & Public Relations, Wells Fargo
- **Joyce Elven**, Director of Communications, PartyLite Gifts
- **Beth Houlis**, Sr. Communication Specialist, Liberty Mutual
- **Mary-Ellen Sanderson**, VP, Global Marketing, Bank of America
- **Akosua Kwaa**, Student, Emerson College
- **MJ McCarthy**, Sales Manager, Corp Comm Svcs, Thomson Reuters
- **Sarah Lydon**, Communications Consultant, Ceridian
- **Barbara McQueeney**, Sr HR Communications Specialist, Raytheon
- **Jennifer Murthy**, Sr. Manager, Communications, American Express
- **Jeanne Romano**, Internal Communications, Avery Dennison
- **Karen Gobler**, Principal, Vital Link
- **Richard Tremblay**, Manager, Community Relations, Shaw's Supermarkets
- **Michele Wright**, Student
- **Craig Mitchell**, Vice President, Cision US, Inc.
- **Tracy McNeil**, Sr. Communications Representative, Lockheed Martin Sippican, Inc.
- **Marta Bennett**, Associate Director Communication, KPMG International
- **Kate Wester**, Senior Manager, Diversity Communication, Sodexo Inc.
- **Bose Corporation** as a new Corporate Member:
 - **Wendy Dwinells**, Manager, Employee Communications
 - **Kelly Johnson**, Communication Specialist
 - **Dena Knop**, Director, Internal Communication
 - **Elizabeth Pielocik**, Internal Communication Specialist
 - **Jodi Freedman**, ABC, Senior Communications Specialist
- **State Street** as a new Corporate Member:
 - **Carolyn Cichon**, Vice President Public Relations
 - **Wendy Smith**, VP, Editorial & Executive Communications
 - **Kevin Cain**, AVP, Managing Editor
 - **Liz Doherty**, Assistant Vice President
 - **Sandra Connolly**, AVP / Editorial Services
 - **Kristie Helms**, Assistant Vice President
 - **Hollye Stigler**, Vice President, Employee Communication

VIPs!

Volunteers in Progress. The Yankee IABC runs on volunteers. It makes the organization strong, and it gives members the opportunity to hone and build their skills. This is a great time to volunteer. We have exciting programs coming for spring. Jump on board as a writer, greeter, organizer, researcher or planner. If you're interested, contact Pat Masterson at patomalley74@msn.com.

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President's Corner: Seven Quick Takes on "Connections"

By Lauren Libitz, President, YIABC

When I started my year as President, I wanted to focus the board on "content, credibility and connections." In this issue I want to focus on seven ways you can build connections through Yankee IABC.

1. We are an entirely volunteer organization so everyone on the board is balancing IABC volunteerism with work, family and other priorities. We rely on you to support our efforts. If you have a great idea for the Chapter, why not volunteer to lead the way? Your passion and enthusiasm is what will keep the chapter thriving in years to come. The only way we can grow is to get more people involved.
2. This time of year means we need to start thinking about next year's Board of Directors. Our President will be Jake George, as he was voted President-Elect last year and I'll obviously become the Past-President, but there are lots of other open opportunities. The full list of roles is available in our [Board Member Directory](#) on [YankeeIABC.org](#). Courtney English, our current VP of Administration will soon be leading the charge on our elections. If you are interested in any of the roles, or in being part of the Nomination Committee to help find possible board member volunteers, [please contact her](#).
3. I know that getting involved can seem daunting, but the more you get involved the more you'll get out of the organization. There are lots of small ways to get started: we always need writers for EDIT, people to keep discussions going in LinkedIn, a volunteer for Facebook (see item seven below), more people to help with our Twitter account (see item six below), people to help with event set-up, follow-up and more. Contact [Pat Masterson](#) for more info.
4. Earlier this month we took a different approach to our usual spring "networking" event. Yankee IABC board members held smaller lunch and dinner gatherings at restaurants all over Massachusetts to coincide with Boston's Restaurant Week. The feedback I heard was extremely positive. Attendees felt it was a great way to get to know and network with other communicators in a smaller setting. It also reminded me that the true value of IABC is the connections you make, especially locally.
5. Speaking of locally connecting, one way is to attend an in-person event. Another is to take advantage of Yankee IABC's social media presence. [Our LinkedIn group](#) is thriving and is a fabulous way to connect with other local members, find/post jobs, and get feedback on any communications topic you can think of. I know some of you aren't close enough geographically to attend our events in person, but this offers a great way to stay virtually connected and leverage the power of our local network.
6. I am thrilled about our new Twitter account. I am a Twitter fan (follow me: <http://twitter.com/lilibitz>) and have been for the past year. It is one of my favorite ways to stay in touch with people who have similar interests, and stay on top of trends and news. Our new IABC Yankee account ties into our LinkedIn group and is just one more way for us to keep you informed about our activities and for you to share feedback, ideas, and news with us. Follow us and we'll follow you: <http://twitter.com/IABCYankee>



IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

Yankee

The **Yankee Chapter** of the **International Association of Business Communicators** (IABC) connects more than 220 communications professionals from Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. Contact us via email at info@yankeeiabc.org or visit us at www.yankeeiabc.org to learn about networking, professional development, job opportunities, volunteering, membership, and other Chapter-related business.

Board of Directors

President:

Lauren Libitz, MITRE Corporation
(lauren@libitz.com)

President-Elect:

Jake George, NERA Economic Consulting (jake_george@nera.com)

Past President:

Tom Roux, Redpoint Communications
(tom_roux@hotmail.com)

VP, Administration:

Courtney English, New Balance
(courtney.english@newbalance.com)

VP, Communications:

Linda Sanders, IHS CERA
(linda.g.sanders@gmail.com)

VP, Finance:

Evan Kuhlman, Teradyne
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VP, Learning Opportunities:

John Klingenstein, Dynamics Research Corp (johnk331@earthlink.net)

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(renee@augustcommunications.biz)

Assistant Editor:

Jennifer Scupi, Pearson Curriculum
(jscupi@gmail.com)

7. A couple of years ago when I originally signed up for Facebook it was just to connect with family and catch up with friends I hadn't seen in years. But now I use it to learn more about work colleagues, IABC board members, and many others outside my personal circle. [Yankee IABC also has a group in Facebook](#), but we don't have anyone designated to actively manage it right now. If you are FB savvy and would like to help build the Chapter's Facebook presence, [please contact us](#). It's a great way to get involved on a small scale!

Upcoming Events*

April 13: Yankee IABC Chapter Meeting. Me 2.0: Build a Powerful Brand to Achieve Career Success. Waltham, MA. Get [more information](#) or [register](#).

May 11: Learn about best practices in communication and hear case studies of award-winning communications work from an expert panel. Details and registration coming in April.

May or June (date TBD): An "independents panel" — [join the discussion on our LinkedIn group](#) to share your thoughts.

June 6-9: IABC 2010 World Conference, Toronto, Canada June 6-9. [Get more information](#).

**Events listed are those currently being planned by the chapter. Please know they are subject to change based on interest and finalizing logistics.*

IABC Downtown Boston Special Interest Group (SIG)

Tuesday, April 20

12:30 – 1:45 p.m.

Vlora Restaurant. 545 Boylston Street (between Clarendon and Dartmouth Streets), Boston

RSVP: carol.grabowski@verizon.net by **Friday, April 16**

The April meeting of the Downtown Boston SIG will take place as noted above. Hope to see you there.

Format: Networking and discussion about topics of interest to the group. No formal agenda.

Lunch: Attendees will have lunch at Vlora.

Getting There: Easy walk from either Copley Station (green line) or Back Bay Station (orange line or commuter rail). By car, take the Mass Pike Exit 22 going toward Copley Square. See www.vloraboston.com for directions.

Note: RSVP is important because we need a head count for Vlora.