



2018-2019

IABC

ANNUAL REPORT



International Association  
of Business Communicators



IABC connects communicators from around the world with the insights, resources and people they need to drive their careers and the profession forward.

Advancing the communication profession, creating connection and developing strategic communicators.

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## About IABC

The International Association of Business Communicators (IABC) is the only global association that connects you with the people and insights you need to drive business results.

Supporting professional communicators at the heart of every organization, IABC provides the insights and tools needed to lean into the future of a changing communication profession and prepare for what's next, while driving your business forward now.

# Update from the Chair

## Common purpose.

IABC is a diverse group of communicators from different specialties, countries, generations, backgrounds and beliefs. It is our common purpose that brings us together.

At every level of our organizations, we are focused on advancing the profession, creating vital connections and developing strategic communicators—all with the vision of having a communication professional at the heart of every organization.

Not out of vanity. But because we know the difference a communication professional can make to the success of the organization. We know how they can unite a culture, change behaviors, drive business results—how they can transform.

As communicators, we know that if we don't go where change is needed, it won't happen. So, we go there with our sleeves rolled up.

That is what it will take to create the pull in the marketplace that we need to build our profession. IABC will have its role, but as individuals, we play a role as well. Take the course that you need to lift your skills up to the next level, test yourself against the [Global Standard](#) by taking a [certification](#) exam, enter a project into the [IABC Gold Quill Awards](#) program to test yourself against that standard and prove you are delivering business results.

Then take that experience back to your company. Educate your organization on how communication professionals are driving business results. Show them through your work—through the results measured and delivered. Transform their thinking, one conversation at a time.

Many of the problems we face cross borders. Use IABC as a way to cross those borders of geography or discipline and help find the solutions.



As our world becomes more complex, the role of ethics will grow. We can use the [IABC Code of Ethics](#) to ground our thinking and our practice.

**It is indisputable: IABC is powered by volunteers.** For all who serve, thank you. Thank you for making this work. Thank you for sharing in the fun and excitement of planning, strategizing, executing and making it happen. As more of you decide to stand up and lead, you will see not just IABC but your own organization and society thrive. Being involved brings a joy and a sense of community,

but also a wonderful opportunity to meet incredible people, learn something new and give back to our profession.

**Thank you for the opportunity to serve.** You taught me to be a better professional, a better listener, a better leader—a better person. Thank you to my family as well. Without my husband Mike's support, this year would not have happened. He listened, he consoled and he cheered us on.



I'll close out this year with these thoughts from *Think Wrong: How to Conquer the Status Quo and Do Work That Matters*, by John Bielenberg:

**Be courageous.**

Dare to imagine the biggest difference you might make.

**Be idealistic.**

Consider your legacy. What's worthy of your life's work?

**Be challenging.**

Refuse to accept the mandate of the status quo.

Let's get started.

Ginger D. Homan, ABC, SCMP

**IABC By the Numbers**

99 Chapters	8 Council of Regions
656 Chapter leaders	84 Region leaders
21 Committees/task forces	16 Staff
12 Executive board members	110 CMPs
76 SCMPs	140 International leaders

# Update from the Executive Director

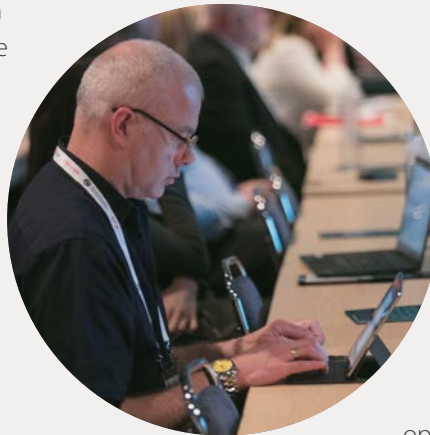
I was recently writing a piece on IABC and found myself reflecting on our members and the communication profession.

One of the unifying characteristics I have found among IABC members, and communication professionals generally, is a drive to be change-makers. Maybe it is what pushes people to enter the profession. Maybe they discover it as they grow in their careers and their tenure with IABC, as we collectively focus on how communication professionals are catalysts for better business results and changing the world. Whatever the motivation, it seems to be a core part of who we are and it shapes how we move forward our strategic goals of advancing the profession, creating connection and developing strategic communicators.

This was a year of change at IABC—a year of new. This year we saw the culmination of several strategic projects with the launch of our new association management system, a brand-new [iabc.com](https://www.iabc.com), and the introduction of a new print magazine and online content center—all on the heels of our recent launch of [The Hub](#), IABC's online community for members and our new corporate membership program.

It was a year of new as we [partnered with five new organizations and thought leaders](#) to bring original research and insight to help communication professionals envision the future and start to shape how they prepare for that future. We are stronger together and we will continue to seek opportunities to expand our reach and impact through critical partnerships.

A year of new, as we [launched the IABC Academy Business Acumen Certificate](#) to help communication professionals develop a more well-rounded business education so their work and language is that of the business and gains them more visibility in the C-suite. Advanced understanding of the business and business acumen will help move forward our vision of professional communicators at the heart of every organization.



We explored the future and what it will mean to be a communication professional for the next decade and more. We said goodbye to *Communication World* magazine and the CW Observer. The *Communication World* brand has served IABC well and has brought attention to our global nature, which is critical to IABC. And as we looked to the future, a future full of inspired change makers, it became clear that *Communication World* no longer reflected the [VUCA](#) environment in which we live and operate or the rapidly changing, broad, results-driven profession we are



and will continue to become. **With that, we created *Catalyst*—a print magazine and online content center with ideas and insights for the world’s communicators.** Partnering with an agency to help deliver the best in creative and inspiration, *Catalyst* launches in June 2019 with two print issues annually, and continuously released digital content to keep insights coming to you year round. As we look to the future, Catalyst has tremendous opportunity to grow with IABC and the profession.

A year of new, as the **IABC Foundation awarded its first scholarships for Communication Management Professional (CMP) or Strategic Communication**

**Management Professional (SCMP) certification through the Global Communication Certification Council (GCCC).** The scholarships bring certification to areas of the world where economic disparities may make it difficult to achieve; three of the four scholarship recipients will be the first in their countries to achieve GCCC certification. Sometimes advancing the profession happens one person at a time, until there is critical mass and the change turns the tide.

This year saw **69 new certified communication professionals globally**, and the momentum keeps growing. We will continue to raise the visibility and reputation of the profession globally by bringing excellence in standards based communication practice through **certification offered by the GCCC.**

**The world works better when we work together.** As communication professionals, we have the opportunity to make the world more human and collaborative. We use the power of communication to change lives for the better—to drive better business results.



As we take a breath to reflect on everything that we accomplished together this year, IABC continues to look to the future to see what’s next and where our greatest opportunities are to promote the Global Standard, advance the profession, create connection and develop strategic communicators. We continue to look for ways to help IABC members connect the dots between what’s now and what’s next. We continue to strive to be the platform that allows a community of driven changemakers to come together, all over the world, find where their abilities and passions collide, and work as a profession to collectively make the world a better place.

We do all of this as a community—I have tremendous gratitude to the international executive board, committee volunteers, chapter and region leaders, and IABC staff for all of their dedication and hard work. **It is my privilege to serve as the IABC executive director.**

Stephanie Doute, CAE  
Executive Director

# Tracking against our strategy

The purpose of IABC is to advance the profession, create connections and develop strategic communicators. This is why we exist and how we can make a difference in our profession—all with the vision of having a professional communicator at the heart of every organization.

The IABC 2017–2020 strategy outlines our approach to each of these pillars from 2017 to 2020. We are completing year two of that strategy and gearing up for year three to bring it home.

The following page outlines what we're striving to achieve for each strategic pillar.







## Advance Profession

Advance awareness of communication as a strategic leadership function within organizations, demonstrating its impact on business performance.

Build recognition for and adoption of the Global Standard and certification with key internal and external stakeholders.

Demonstrate the power of communication to build high-performing, collaborative cultures through proactive thought leadership focused on insights and results.



## Create Connection

Create global peer connections, facilitating ways for practitioners to interact and support each other.

Strengthen international membership to drive global connection and preserve this key competitive differentiator.

Local leaders are active ambassadors driving engagement and peer exchange.

Facilitate and enhance opportunities for communicators to engage in conversations.

Innovate to create conference experiences that differentiate our brand and build on the value of cross-functional disciplines for networking.



## Develop Strategic Communicators

Develop opportunities of learning, leadership and recognition to help communicators become trusted business advisers.

Learning opportunities prepare communicators for strategic leadership roles with the business acumen needed to deliver measurable results.

Create robust career resources for members.



## Organizational Excellence

While there are three pillars to our purpose, we must continue to improve the structure, efficiency and leadership skills of our organization.

Maintain a strategically focused and engaged board who achieve shared outcomes.

Assist chapters and regions with effective and engaged boards.

Pipeline for IABC leadership is filled with talent and engaged members

IABC is profitable and exceeds revenue targets.

Excellence in strategic integrated marketing and communication planning.

IABC meets standards in transparency and good governance across the entire association.



## Common Purpose. A Year of New.

**Those both come together in the execution of the IABC strategy.**

The timeline on the following pages highlights the key accomplishments of IABC globally during the 2018–2019 year.



### 2018–2019

**IABC maintains Platinum level status with GuideStar.** Less than 1% of U.S. nonprofit organizations achieve and maintain Platinum transparency status.



### June 2018

**IABC announces strategic partnership with ICKollectif,** designed to deliver new insights to the internal communication profession.



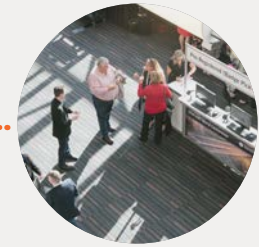
### June 2018

GCCC certification exams held in Montréal at the 2018 IABC World Conference resulting in 12 new certified communication professionals.



### June 2018

**IABC takes Panel Pledge requiring diversity** in all future IABC panels at the 2018 [IABC World Conference](#)



### June 2018

**The 2018 IABC World Conference in Montréal breaks five-year attendance** record, increasing 25% from 2017, and includes attendees from 34 countries.

### August 2018

IABC joins eight other communication and public relations organizations in issuing a statement in support of a free press worldwide.

*The January 2019 issue of IABC's magazine focuses on advocating for a free press. The 2019 IABC World Conference opening keynote speaker, Soledad O'Brien, will present on the state of the media.*

### September 2018

IABC APAC Region holds their annual conference, Fusion18, in Melbourne, Australia.

*The conference included a regional Leadership Institute and a celebration of the Silver Quill Awards.*

### September 2018

IABC EMENA Region holds their Leadership Institute in Vilnius, Lithuania.

### September 2018

GCCC certification exams held in San Jose, California, resulting in two new certified communication professionals.

### September 2018

First GCCC certification exam held in Australia, resulting in six certified communication professionals in the APAC region.

### September 2018

GCCC certification exams held in Washington, D.C., resulting in two new certified communication professionals.

### September 2018

GCCC certification exams held in St. John's, Newfoundland, resulting in one new certified communication professional.





### October 2018

"Expand Your Impact" Member Month campaign results in global membership growth of 2.3% in a single month.

### October 2018

IABC Pacific Plains Region holds regional chapter leadership meeting.

### October 2018

IABC Southern Region holds their annual conference, Connect18, in Nashville, Tennessee.

*The conference included a regional leadership summit and a celebration of the Silver Quill Awards.*

### October 2018

GCCC certification exams held in Las Vegas, Nevada, resulting in one new certified communication professional.

### October 2018

2019 IABC World Conference call for speakers closes with 210 submissions, a 16% increase in submissions from the previous year.

### October 2018

GCCC certification exam is held for the first time in Minnesota.  
*4 certified communication professionals*

### October 2018

#### IABC Foundation launches the Gift of Excellence grant program

*This initiative is designed to bring the GCCC communication certifications to the forefront globally. This grant program provides certification scholarships to deserving communication professionals in developing nations, or with financial hardship, who may otherwise be unable to access this marker of professional excellence.*



### October 2018

GCCC certification exam is held at the Southern Region Conference for the first time and results in two new certified communication professionals.

### October 2018

GCCC certification exams held in Calgary, Alberta, resulting in 11 new certified communication professionals.

### October 2018

GCCC certification exams held in Vancouver, British Columbia, resulting in seven new certified communication professionals.

### October 2018

The IABC Africa Region holds their 25th annual conference, "Communication Interchange: Connecting business, technology, culture and people," in Johannesburg. *The program included a celebration of Silver Quill Award winners.*

### October 2018

The IABC international executive board approves and releases [IABC Statement on Diversity and Inclusion](#), reinforcing our commitment to diversity and equity.

### October 2018

The IABC international executive board approves the [new Code of Conduct policy](#) to ensure that **IABC provides safe spaces for learning and engaging, both physical and virtual.**

### November 2018

**IABC joins 43 other groups in calling for an investigation into the death of journalist Jamal Khashoggi**, reiterating support for a global free press.

### November 2018

GCCC certification exams held in Toronto resulting in eight new certified communication professionals.





### November 2018

**IABC Heritage Region Conference**, "Revolutionize Your Career," is held in Richmond, Virginia.

*The conference kicked off with the regional Leadership Institute and a celebration of the Silver Quill Awards.*

### November 2018

**The Next Level**, is published by ICKollectif, in partnership with IABC.

*IABC partnered with IC Kollectif on the The Next Level report that examines the value and practice of internal communication from several angles around one central theme: the business value of good internal communication.*

### December 2018

**The number of GCCC-certified communication professionals grows by 32%** since the end of the 2017 fiscal year.

### November 2018

GCCC certification exam held at the Heritage Region Conference.

*1 certified communication professional*

### November 2018

**IABC launches Business Acumen Certificate in the IABC Academy**, giving communicators the business knowledge needed to gain access to the board room.

*22 certificates were awarded in the first five months of the program.*

### December 2018

GCCC certification renewal moves online, allowing certificants to track professional development points and renewal information year-round.





December 2018

14 new Gold Quill Award case studies are published, giving IABC members access to practical insight and ideas from the best communication work in the world.

December 2018

IABC ends the fiscal year in the black for the third consecutive year, further solidifying our stable financial position.

December 2018

Online Gold Quill evaluator training launches to ensure all evaluators are consistently trained to understand and evaluate entries in line with the Global Standard.

January 2019

SCMP trademarked in the U.S. All certification credentials are now trademarked (CMP, SCMP, GCCC) in the U.S.

January 2019

IABC airs the first episode of the IABC International podcast with the help of the Panel of Producers. Since inception, nine episodes have aired—connecting the public with features, interviews and news, all relating to what’s trending and what’s on the horizon in the communication profession.

December 2018

IABC Foundation partner research, “Strategic Alignment: How communicators can change the face of leadership,” is published, giving the profession insight on the state of strategic alignment in organizations and highlighting opportunities for communication professionals to increase organizational alignment to improve business results.

The IABC Foundation partnered with members, Zora Artis, GAICD, SCMP, FAMI CPM MComm, MMktg and Wayne Asplund to bring this critical original research to the profession.

January 2019

“Connection of the Month,” showcasing a different member of IABC each month, launches in The Hub, IABC’s online community.

January 2019

Writing with Purpose: Communicating to Solve Business Problems course launches in the IABC Academy 22 certificates awarded in the first five months

January 2019

IABC EMENA and APAC regions show growth by 33.6 percent and 25.3 percent, respectively.





### February 2019

**IABC becomes a 100% virtual organization,** recognizing savings of over US\$85,000 annually, which is invested in bringing new value to members.

### February 2019

Kristy Christie, president of the IABC Malaysia, is recognized as Chapter Leader of the Year for her innovation and dedication in creating a thriving chapter.

Alex Malouf, past chair of the IABC EMENA region, is recognized as Region Leader of the Year for his vision and work in the leading the EMENA region.

### February 2019

IABC hosts three webinars open to members and non-members, drawing over 2,350 communication professionals to learn with the IABC community.

### February 2019

**The IABC Foundation awards four Gift of Excellence grants** that will provide access to GCCC certification exams to deserving IABC members who may not otherwise be able to access the certification due to financial hardship or global economic factors.

### February–March 2019

2019 Gold Quill Blue Ribbon Panels are held in 12 locations, including the first-ever Blue Ribbon Panel held in the Philippines.

### February 2019

The IABC Foundation partners with Gatehouse on the **State of the Sector 2019**, the definitive global survey of the internal communication and employee engagement landscape.

### February 2019

IABC Mentoring Toolkit for chapters is published. *Researched and developed by the mentoring task force, the toolkit has ideas and samples from 10 IABC chapters, how-to guides, and draws on good practice in professional mentoring.*



### February 2019

GCCC certification exams held in Long Beach, California at Leadership Institute resulting in five new certified communication professionals.

### February 2019

The Foundation research rubric task force finalizes, and international executive board approves, objective rubric and criteria to measure Foundation partnership opportunities. The criteria will support outcomes such as case studies, white papers or other publications to facilitate industry-relevant insights, member needs and IABC thought leadership.

### February 2019

EMENAComm, the first IABC conference ever to be held in the Gulf Region, is held in Bahrain.

### February 2019

Neil Griffiths, ABC, Chart.PR and Martha Muzychka, ABC, MC, are named IABC Fellows, IABC's highest honor.

### February 2019

18 IABC chapters win Chapter Management Awards recognizing excellence in all aspects of chapter management, which create valuable learning and networking experiences for IABC members worldwide.

### February 2019

Leadership Institute, held in Long Beach, California, is attended by more than 120 IABC global leaders representing all 8 regions and 56 chapters.

### February 2019

GCCC certification exams held in Edmonton, Alberta resulting in one new certified communication professional.



### March 2019

The first IABC Zoom Drop-In is attended by IABC members who share interesting ideas, collaborate on challenges they are facing at work and build their networks.



### March 2019

IABC publishes the first Gold Quill white paper, an in-depth look at a Gold Quill Award of Excellence project, featuring an initiative by MultiChoice, a video entertainment and internet company in South Africa.

### April 2019

IABC releases certification toolkit to chapter and regions to help them advance the profession globally by communicating the value of professional certification.

### April 2019

IABC announces new task forces for 2019–2020 designed to allow IABC members to leverage their passion for communication to advance the profession through bringing forward big ideas and helping communication professionals connect the dots between now and the future.

### March 2019

The IABC Foundation partners with the University of Southern California (USC) Annenberg Center for Public Relations on the 2019 Global Communications Survey, focused on technology in communication practice.



### April 2019

The Gold Quill Awards are announced, recognizing 202 winners doing the best work in communication around the world. With 637 total entries, these winners are truly representative of the excellence in practice set out in the Global Standard of the communication profession.

### March 2019

Terms of Reference written for diversity and inclusion task force which will establish best practices and integrate into IABC processes.

April 2019

GCCC certification exams held in London, Ontario resulting in two new certified communication professionals.

April 2019

GCCC exams held in Tulsa, Oklahoma resulting in three new certified communication professionals.

April 2019

The editorial committee evolves to become the new trend watch task force. This group will do research and inform all aspects of IABC development to ensure we are on the leading edge of trends in the profession.

April 2019

**Two-plus years in the making, IABC launches Fonteva**, a new association management system that will streamline our operations systems and provide IABC members and prospects with a vastly improved IABC online experience.

May 2019

**The Ethics-in-a-Box workshop is released to IABC chapters and regions to provide a turnkey ethics education solution** for communication professionals around the world. The workshop allows participants to explore real-world situations designed to allow them to bring critical conversations in the profession to the forefront as they determine how to ethically navigate challenging scenarios.

May 2019

The Centre for Strategic Communication Excellence releases initial research from the IABC Foundation partnered project, lead by Adrian Cropley, SCMP, Mary Hills, IABC Fellow and Sia Papageorgiou, SCMP, "Communicating Artificial Intelligence." The global survey seeks to determine what communication professionals and organizations are doing in communicating AI—what is being tried, what is being learned and what success looks like.



### May 2019

GCCC exams held in Oklahoma City, Oklahoma resulting in four new certified communication professionals.

### May 2019

GCCC exams held in Saskatoon, Saskatchewan resulting in two new certified communication professionals.

### May 2019

GCCC exams held in Ottawa, Ontario resulting in three new certified communication professionals.

### May 2019

GCCC exams held in Edmonton, Alberta resulting in five new certified communication professionals.

### May 2019

GCCC exams held in Jacksonville, Florida resulting in two new certified communication professionals.

### May 2019

The Canada West Region holds Dare to Lead 2019, their annual leadership development conference for chapter leaders.

*The conference was held in Edmonton, Alberta. The GCCC certification exams were offered during the conference.*

*The IABC Canada regions will recognize Silver Leaf Award winners at the Canada West regional conference in Banff, Alberta later this year.*

### May 2019

Open Call in a Box toolkit is released to help IABC chapters effectively develop new leaders in their local chapter.

*In support of volunteer recruitment, a group of leaders from around the globe put together a new toolkit to support chapters and regions with their leadership development and recruitment processes.*





June 2019

There are over 1,900 discussions happening in The Lab community in **The Hub**, a place to connect, share and learn with IABC members from around the world.



June 2019

**IABC's launches Catalyst magazine and online content center.**

June 2019

The Excellence Gala at the 2019 IABC World Conference in Vancouver sells out ahead of the event.

June 2019

Three IABC members continue to build their professional brand, help advance the profession and create connection by guest-hosting IABC's Twitter #CommChat during the 2017–2018 year.

June 2019

IABC Foundation opens new application cycle for Gift of Excellence grants to be awarded in 2020.

June 2019

**IABC launches new iabc.com website** featuring a modern design, enhanced usability, and a suite of new resources including a full Career Center with career path mapping and job board.

June 2019

2019 **IABC World Conference** in Vancouver anticipates over 1,300 communication professionals from around the world and is nearly sold out in the week leading up to the can't-miss event.

# Finance and investment

## Financial Summary (US Dollars)

### Revenue and Support

Membership	1,686,382
Certification	57,400
Conferences, Academy, Awards	2,107,508
Ad Sales	5,233
Royalties	29,202
Job Centre	70,074
Investment Income	-13,481
Other Income	1,450
Net Assets Released From Restrictions	-
<b>Total Revenues and Support</b>	<b>3,943,768</b>

### Expenses

#### Program Services

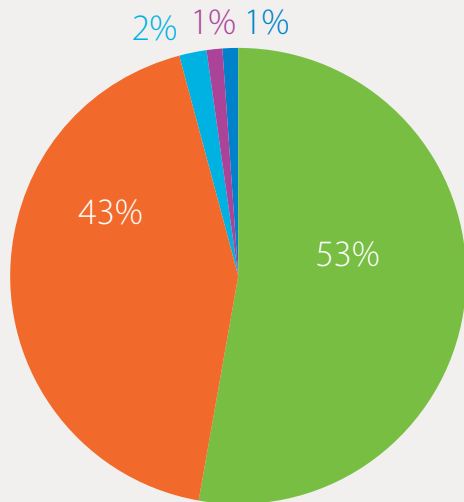
Conferences, Academy, Awards	1,451,797
Membership	679,280
Communication World and Content	181,946
Chapter Relations and Development	250,908
Certification	196,324
<b>Total Program Services</b>	<b>2,760,255</b>
General & Administrative	838,007
Governance	246,658
<b>Total Expenses</b>	<b>3,844,920</b>

Net Assets Beginning of Year	31,625
Net Assets End of Year	130,473
<b>Changes in Net Assets</b>	<b>98,848</b>



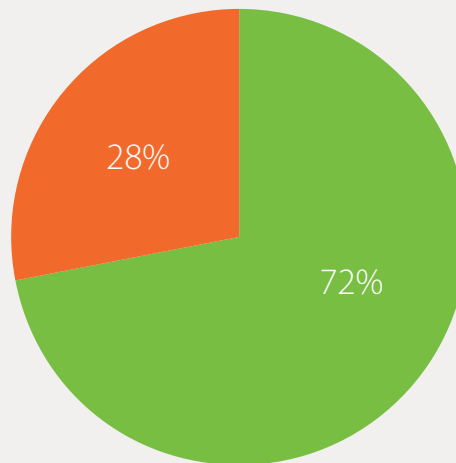
**“For the third year in a row, IABC has finished in the black. We had a very successful conference in Montréal, we’ve made prudent operational decisions and a much-needed investment in technology—making it a strong year for the association. The heart of IABC has made us strong—thank you to the hard-working staff, the incredible chapter volunteers and the amazing members. IABC is poised to invest in its members.”**  
*—Kathleen Bell, IABC secretary/treasurer*

Revenue



- Conferences, Academy, Awards
- Membership
- Job Centre
- Certification
- Royalties

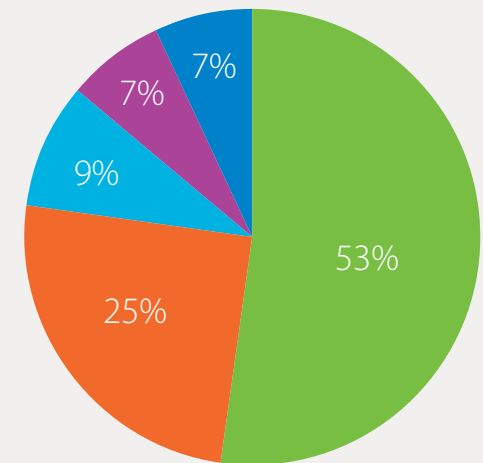
Expenses



- Program
- General

Programs

(Expense Breakdown)



- Conferences, Academy, Awards
- Membership
- Leadership Institute
- Communication World, Content & Communications
- Certification



# 2019 Key Dates

## July

### Mid-July

IABC Leadership Institute open call

### 17 June

[#CommChat](#), Cracking the metrics of communication success

## August

### 1 August–12 September

2020 [IABC World Conference](#) call for speakers

### 21 August

[#CommChat](#), Aligning content strategy with a changing media landscape

## September

### 12 September

Free-to-members webinar, [Understanding the Nuances of Cross-Cultural Interpersonal Communication in the Workplace](#)

### 15 September

IABC Gold Quill Awards call for entries opens

### 18 September

[#CommChat](#), Make your company change-ready (guest host: Jill Vitiello)

### 18 September

Free-to-members webinar, [How to Strengthen Your Company Culture Through Values-Driven Communication](#)

### TBD September

[Fusion19](#), IABC Asia Pacific Region Conference, Hong Kong

### 21 September

[GCCC exam](#), Detroit, Michigan

### 22–24 September

[IABC Heritage Region Conference](#), Detroit, Michigan



Stay connected with the happenings at IABC to continue driving your career and the communication profession forward.



# IABC Leadership



**The international executive board (IEB) is the governing body of IABC. It is accountable to the members and has supervision, control and direction of the affairs of the association.**

It actively pursues the association's purpose and determines its policy within the limits of the law, IABC Bylaws, and Articles of Incorporation. It upholds the IABC Code of Ethics for professional communicators and supervises disbursement of the association's funds. The IEB develops the strategic plan and direction for the association under the guidance of the association Bylaws approved by the IABC membership. The IEB, committees, regions and chapters work together to achieve our goals, while enhancing our reputation within the profession through better brand positioning and greater interaction with the broader communication profession.

## IEB 2018–2019

*Chair\** – Ginger D. Homan, ABC, SCMP

*Vice chair\** – Victoria Dew, SCMP

*Past chair\** – Sharon Hunter, SCMP

*Secretary/Treasurer\** – Kathleen Bell, ABC, SCMP

*Director* – Zora Artis, GAICD, FAMI CPM, MComm, MMktg, SCMP

*Director* – Sheila R. Carruthers, MBA-PR, CMC, SCMP

*Director* – Bonnie Caver

*Director\** – Deb Hileman, SCMP

*Director* – Michael Nord, MBA, SCMP

*Director* – Ben Shaw (not pictured)

*Director* – Matthew Tidwell, Ph.D., APR

*Director* – Jill Vitiello

*IABC executive director\** – Stephanie Doute

*\*Executive Committee*

# IABC board committees

## Audit and Risk Committee

- Sheila Carruthers, MBA-PR, SCMP – *Chair*
- Kirsten Peterson, Governance and Foundation Manager – *IABC staff liaison*
- Zora Artis, SCMP
- Ginger D. Homan, ABC, SCMP
- Rhianna Fursdon

## 2018–2019 Council of Regions (COR)

- Victoria Dew, SCMP – *IEB liaison and chair*
- Micayla Felicion-Davin, MBA, Chapter Relations Manager – *IABC staff liaison*
- Brandon Babcock
- Rebecca Callahan
- Patrick Cobb
- Mike Klein
- Lisa McNally
- Andre Oberholzer
- Kelly Rusk
- Jonathan Tremblay, CMP

## Ethics Committee

- Romany Rzechowicz, CMP – *Chair*
- Todd “Tosh” Hattori, ABC, IABC Fellow – *Vice chair*
- Deb Hileman, SCMP – *IEB liaison*
- Natasha Mitchell – *Past chair*
- Stephanie Doute, CAE | Executive Director – *IABC staff liaison*
- Nancy Arab, APR, ABC, CMP, SCMP
- Jennie Lamb
- Brad Whitworth, ABC, CMP, SCMP, IABC Fellow

## Fellows Committee

- Jennifer Wah, ABC, MC, IABC Fellow – *Chair*
- Mark Schumann, ABC, IABC Fellow – *Vice chair*
- Sharon Hunter, SCMP – *IEB liaison*
- Kirsten Peterson, Governance & Foundation Manager – *IABC staff liaison*
- Amanda Hamilton-Attwell, ABC, IABC Fellow
- Lee Hornick, IABC Fellow
- Peter Penny
- Marcia White



## Finance Committee

- Kathleen Bell, ABC, SCMP, IEB liaison – *Chair*
- Brook Yciano, Finance Director – *IABC staff liaison*
- John Almond
- Victoria Dew, SCMP
- Ginger D. Homan, ABC, SCMP
- Julie Ludlow, ABC
- Michael Nord, MBA, SCMP



**There has been a 67.7% increase in member interest in participating on IABC committees and task forces to develop their leadership, advance the profession and build their professional networks.**

### Investment Committee

- Maliha Aqeel, SCMP – *Chair*
- Megan Patterson – *Vice chair*
- Kathleen Bell, ABC, SCMP – *IEB liaison*
- Brook Yciano, Finance Director – *IABC staff liaison*
- Victoria Dew, SCMP
- Matt Evans
- Dominique Jolicoeur

### Nominating Committees

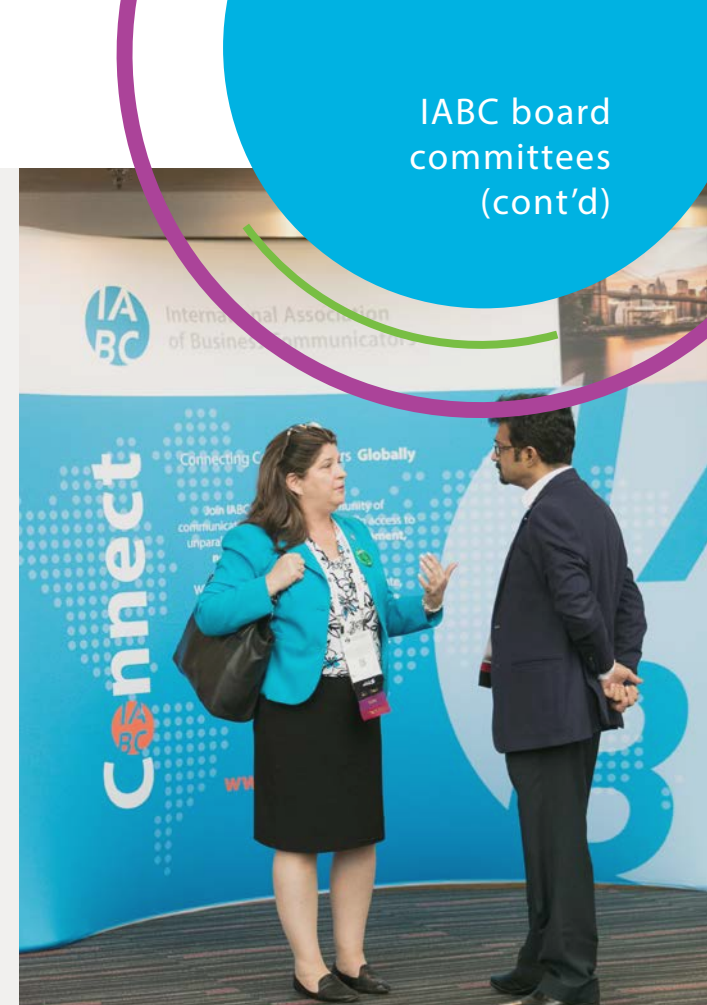
#### IEB Nominating committee

- Sharon Hunter, SCMP – *Chair*
- Kirsten Peterson, Governance & Foundation Manager – *IABC staff liaison*
- Brandon Babcock

- Rebecca Callahan
- Sheila Carruthers, MBA-PR, SCMP
- Patrick Cobb
- Victoria Dew, SCMP
- Mike Klein
- Lisa McNally
- Andre Oberholzer
- Kelly Rusk
- Jonathan Tremblay, CMP

#### International Committees – Nominating committee

- Sharon Hunter, SCMP, IEB liaison – *Chair*
- Kirsten Peterson | Governance & Foundation Manager – *IABC staff liaison*
- Carol Allers, APR, ABC
- Mary Bogan
- Sheila Carruthers, MBA-PR, SCMP
- Catherine Ducharme
- Mary H. Francis
- Alex Malouf, SCMP
- Ben Shaw
- Michelle Sims
- Tim Tuck, ABC



# Programmatic committees

## Academy Committee

- Judith Sparkes, ABC – *Chair*
- Nicole Duke-Westfield – *Vice chair*
- Alice Brink, ABC, IABC Fellow – *Past chair*
- Matt Tidwell Ph.D. – *IEB liaison*
- Natasha Nicholson | Director of Content – *IABC staff liaison*
- Mark Evans
- Robert Gill, Ph.D.
- Purba Mukherjee

## Awards Committee

- Gabrielle Loring – *Chair*
- Ed Kamrin, SCMP – *Vice chair*
- Cindy Schmiege, SCMP, IABC Fellow – *Past chair*
- Michelle Liston, CMP, Awards Manager – *IABC staff liaison*
- Gary Hernandez, ABC
- Véronique Loewen, MBA, CMP

## Foundation Fundraising Committee

- Karen Reid – *Chair*
- Ron Fuchs – *Vice chair*
- Bonnie Caver – *IEB liaison*
- Kirsten Peterson, Governance & Foundation Manager – *IABC staff liaison*
- Dianne Chase
- Sue Heuman, ABC, MC
- Susan Tomskey
- Elizabeth Williams
- Victor Zalakos, SCMP

## Global Communication Certification Council (GCCC)

- Theomary Karamanis, Ph.D., SCMP – *Chair*
- Kimberly George, SCMP – *Vice chair*
- Zora Artis, SCMP – *IEB liaison*
- Sara Fowdy, Ed.D. | Senior Certification Manager – *IABC staff liaison*
- Jo Detavernier
- Robert Gill, Ph.D.
- Deb Hileman, SCMP
- Robert Jerome
- Alex Malouf, SCMP
- Matthew Mason, SMP



Members and non-members alike expanded their knowledge through the IABC Academy with over 700 Academy course enrollments this year.

### 2019 Leadership Institute (LI) Program Advisory (PAC)

- Victoria Dew, SCMP – *Chair*
- Micayla Felicion-Davin, MBA, Chapter Relations  
Manager – *IABC staff liaison*
- Zora Artis, SCMP
- Tracie Bettenhausen
- Mark Evans
- Matt Evans
- Tracy Fox, ABC, SCMP
- Jo Ann Johnston, ABC
- Gloria Walker

### Program Advisory Committee

- Jennifer Bice – *Chair*
- Nic Pearce – *Vice chair*
- Neil Griffiths, ABC, Chart.PR – *Past chair*
- Ginger D. Homan, ABC, SCMP – *IEB liaison*
- Natasha Nicholson, Director of Content –  
*IABC staff liaison*
- Carol Allers, APR, ABC
- Jennifer Andrewes
- Melissa Arulappan
- Michelle Buchanan
- Rosetta Cannata
- Marie Fitzpatrick, ABC
- Jill Folan
- Shannon Frederick, ABC, SCMP
- David Geddes
- Genma Holmes
- Val Mellesmoen
- Dennis Michael
- Jane Mitchell
- Julie Nurski
- Lindi Nxumalo
- Sarah Parker
- Ritzi Ronquillo APR
- Kellie Williams, ABC



# Task forces/short term committees

## Chapter Management Awards (CMA) Task Force

- Victoria Dew, SCMP, IEB liaison
- Carol Allers, APR, ABC
- Jennifer Andrewes
- Dina Baker, SCMP
- Amanda Leneve, CMP
- Kaleigh Maclaren
- Paul Omodt, ABC, SCMP, APR

## Chapter Swat Task Force

- Victoria Dew, SCMP, IEB Liaison
- Micayla Felicion-Davin, MBA | Chapter Relations Manager – *IABC staff liaison*
- Dina Baker, SCMP
- Mark Evans
- Kamna Narain
- Janet Swaysland

## Foundation Grant Selection Task Force

- Ed Kamrin, SCMP – *Chair*
- Claudia Anderson | Communication Specialist – *IABC staff liaison*
- Lachandra Backer, MBA, ABC
- Kate Clark
- Sherry Kennedy
- Sarah McLaughlin Porteous
- Ben Shaw

## Foundation Research Rubric Evaluation Task Force

- Ryan Williams – *Chair*
- Sheila Carruthers, MBA-PR, SCMP – *IEB liaison*
- Claudia Anderson, Communication Specialist – *IABC staff liaison*
- Robert Gill, Ph.D.
- Peta Leitermann-Long
- Zena Risheg

## Ethics-In-a-Box Work Group

- Zora Artis, SCMP – *Chair*
- Sheila Carruthers, MBA-PR, SCMP
- Bonnie Caver
- Dianne Chase
- Shannon Frederick, ABC, SCMP
- Ginger D. Homan, ABC, SCMP
- Matt Tidwell, Ph.D.

## IABC History Task Force

- Michael Nord, MBA, SCMP – *Chair*
- Kirsten Peterson, Governance & Foundation Manager – *IABC staff liaison*
- Alain Legault
- Robin McCasland, SCMP



## Mentorship Task Force

- Michael Ambjorn, SCMP – *Chair*
- Michael Nord, MBA, SCMP – *IEB liaison*
- Natasha Nicholson, Director of Content – *IABC staff liaison*
- Maliha Aqeel, SCMP
- Leanne Joyce
- Jeanette LeBlanc
- Edward Ulrich
- Anna Willey, ABC, MC, IABC Fellow

### Open-Call-In-A-Box Task Force

- Victoria Dew, SCMP, IEB liaison
- Micayla Felicion-Davin, MBA | Chapter Relations Manager – *IABC staff liaison*
- Carol Allers, APR, ABC
- Mary Bogan
- Catherine Ducharme
- Mary Hardin Francis
- Kamna Narain
- Tim Tuck, ABC

### Panel of Producers Task Force

- Dan Gold, Chair
- Jill Vitiello, IEB Liaison
- Mike Holden, Senior Marketing Manager – *IABC staff liaison*
- Cody Bromley
- Larand Lancaster
- Karan Raj Kholi
- Heather Seaman
- Ronalda Walsh, ABC

### Trends Watch Task Force

- Cheryl Carr, ABC – *Chair*
- Christine Elmer – *Vice chair*
- Jill Vitello – *IEB liaison*
- Natasha Nicholson, Director of Content – *IABC Staff liaison*
- Michael Ambrozewicz
- Michael Mead
- Lisa Sheldrick, CMP
- Nick Vivion

### World Conference Hospitality Committee

- Laurie Dawkins, ABC, SCMP, MC, Co-Chair
- Jennifer Wah, ABC, SCMP, MC, IABC Fellow, Co-Chair
- Micayla Felicion-Davin, MBA | Chapter Relations Manager – *IABC staff liaison*
- Natasha Nicholson, Director of Content – *IABC staff liaison*
- John Almond
- Gary Carr
- Stephanie Gelinas
- Gail Pickard



The IABC podcast has over  
1,100 plays since its first  
4 months of production.





# IABC Champions

## Thank you to our IABC Champions!

**VERB:** To act as champion; maintain; fight for; advocate

**ADJECTIVE:** (informal): first-rate

**NOUN:** An IABC member who actively seeks out colleagues and works diligently to #createconnection and grow the IABC membership

- Adam Brayford, SCMP
- Adam Fuss
- Adrian Cropley, SCMP
- Adriane Tish, CMP
- Aisha Rashid
- Alana Buckley-Carr
- Aleks Gorgievski
- Alex Malouf, SCMP
- Alex T. Mitchell
- Alex Vorro
- Alice Brink
- Alice Namu
- Alison Gareau
- Alison Senti, SCMP
- Alison Wines, SCMP
- Alyssa Pittet
- Amanda Brittain
- Amanda Dennett
- Amanda Fischer-Penner
- Amy Heisler
- Amy Hughes
- Amy Plympton
- Andrew Kaszowski, CMP
- Andrew Van Chau
- Angela Anderson
- Angela Boundy
- Angela Saveraux
- Angelo Loffreda
- Angie Leonededis
- Aniiisu K. Verghese
- Ann Boyd
- Anna Marie Willie
- Anna Tavener
- Annette Willis
- April Canik
- Ayanna Anderson
- Bart Goemans, SCMP
- Becky Potvin
- Ben Borne
- Ben Shaw
- Ben Wyld
- Berl Francis
- Beth Clark
- Blaz Ulcej
- Brad Whitworth, SCMP
- Bradley Tollefsen
- Brandon Mize
- Brenda Edson
- Bret Ludlow
- Brittany Sener
- Brooke Ziomek
- Bruce Boul
- Caitlyn Kailey
- Caroline Tallarico
- Carolyn Baldrige
- Cathryn Baker
- Cathy Hart
- Cecilia Zerr
- Charlene Lewis
- Chris Davies
- Chris Dutton
- Chris Shimizu
- Christiane Vaillancourt
- Christina Janчек
- Christine Courard
- Christine Santeusanio
- Ciara O'Keeffe
- Claire Watson
- Colin Babiuk
- Colleen Holloway
- Dan Pryor
- Daniel Munslow
- Daniella Girgenti
- Danielle Jorgensen
- Danielle Vlemmiks
- David Holehouse
- David MacDonald
- David MacGregor
- David Rodenhiser
- Dayna Park
- Deb Camden
- Debra Williams
- Denise Allen Zwicker
- Derrick Rozdeba
- Diana Quinton, SCMP



## IABC champions (cont'd)

- Diana Ward
- Dianne Chase
- Donna Schiess, Ed.D.
- Elissa Schmidt
- Elizabeth Hirst
- Elvera Makki
- Emily Fister
- Emily Neil
- Eric Longs
- Felicia Shui
- Gail Johnson
- Gary Hernandez
- Gary Spondike
- Gemma Lawrence
- Genma Holmes
- Gerda Kruger
- Gerrard Leighton McDaniel
- Gillian Woroniuk
- Ginny Barker
- Gisela Hippolt-Squair
- Glauce Fleury
- Glen Orr
- Glenda Checkley
- Glenn Lemchuck
- Gordon Braun-Woodbury
- Grace Lombardi
- Gwen-Ann Chittenden
- Heather Opseth
- Heather Prime
- Heather Taft
- Heather Turi
- Hilary Anaka, CMP
- Hollie Costello
- Ike Levick
- Ingrid Nienaber-Dickens
- Irina Mazursky
- Isae Wada
- Jackie O'Brien
- Jagreet Sandhu
- James Mottershead
- Jane Antoniak
- Janel Schmitz
- Janet Denison
- Jason Laird
- Jeannine Rucker
- Jenna Waite-Leonard
- Jennie Lamb
- Jennifer Lomas
- Jennifer Siemens
- Jennifer Werbicki
- Jill Beilke
- Jo Ann Johnston
- Jo Curkpatrick, SCMP
- Joanne Kazmierski
- John Ambler
- John Bos
- Jonathan Haile
- Josh Byerly
- Joy Bailes
- Judith Jones
- Judy Lannaccone
- Julie Davis
- Julie Henderson
- Julie Wilson
- Kaitlyn Abel
- Kalene Morgan
- Kamna Narain
- Kane Lillywhite
- Kara Luzik Canale
- Karen Gill
- Karen Kelly
- Kari Matalone
- Kari Spreeman
- Kate Hunter
- Kate McNamara
- Katherine Edmond
- Katherine Power
- Kathleen Bell, SCMP
- Kathryn Lorenzen
- Kathy Arizon
- Kathy Dicks-Peyton
- Kathy Fowler
- Kathy Toelkes
- Katie Brickman-Young
- Katsuhiko Ikeda
- Kay Stevens Beasock
- Kellie Cummings
- Kelly Spring
- Kieran McCann
- Kim Gronniger
- Kim Thornhill
- Kimberly Morgan
- Kira Callahan
- Kris Pugsley
- Kristie King
- Kristy Rydz
- Larisha Hunter
- Laura Barron, SCMP
- Laura Elkins
- Laura Jacquier
- Laura Lueder
- Laura Osborn
- Lawson Cox
- Lea Volpe
- Lesley Nielsen-Bjerke
- Leslie Agee, SCMP
- Leslie Quinton
- Lindsay Jessup
- Lisa Hall
- Liz Neely
- Liz Verna
- Louise Burgess
- Lydia Gallant
- Lynda McLean, ABC
- Lynn Garvin
- Lynn Goff
- Lysa Rigo
- Madeline Olson
- Madeline Postle
- Madelyn Herschorn
- Madison Davis
- Mairi Barton
- Maliha Aqeel, SCMP
- Manda Jackson
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- Maria Constantinescu
- Maria Rizzetto
- Marjie Goodman
- Marjorie Huculak
- Mark Hanson
- Mark Weaver
- Mark Woodrow
- Martha Nevanen
- Marwan Al-Zoury
- Megan Thorburn, CMP
- Melanie Kerin
- Melanie Michaud
- Michael Ambjorn, SCMP

## IABC champions (cont'd)

- Michael Grant
- Michael Nord, SCMP
- Michael Payne
- Michele Comeau
- Michelle Dassinger
- Michelle Hillyer
- Michelle Low
- Mike Klein
- Mona Rossiter
- Myra Jolivet
- Nancy Lutes
- Nancy Moar
- Nancy Painter
- Nancy Shawver
- Natalie Martin
- Natalie Webb
- Natascha de Waal
- Nicole Ford
- Nicole Tuncay
- Nikki Graves
- Noreen Remtulla
- Oli Bates
- Oliver Schmidt
- Paige Lawson
- Pat Frey
- Patricia Courtois
- Patricia Wilkinson-Bizjak
- Paul Arnhold
- Paul Edwards
- Paul Lackhoff
- Paula Barrett
- Paulina Callaghan
- Penny Edmondson
- Peter Ternes
- Phil Taylor
- Philip Alia
- Phumelela Dhlomo
- Pilar Galiana
- Poonam Sharma, SCMP
- Rachael Thacker
- Rachel Miller
- Rachel Spear
- Rachele Tedder, CMP
- Ray Clarke-Coates
- Rebecca Callahan
- Rebecca Gallagher
- Rebecca Isbister
- Rebecca Lewicki
- Rebecca Roberts
- Rebecca Weintraub, Ph.D.
- Rebekah Ellingson
- Rhonda Sciarra
- Ric Navarro
- Richard Thomas
- Rio Pisony
- Robert Caldera
- Robert Meguiar
- Robin DeCarlo
- Robin R McCasland, SCMP, FRSA
- Robyn Mclsaac
- Rolando Inzunza
- Romany Rzechowicz, CMP
- Rosalynn Newberg
- Rosemary Plorin
- Saima Sharif
- Samantha Rae Ayoub
- Sandy Kern
- Sarah Dawson
- Sarah Mate
- Sarah Odle
- Sarah Rocky
- Sasa Islamovic
- Scott Parker
- Shaun Jones
- Shea Daugherty
- Sheila Carruthers, SCMP
- Shelley Lester
- Sheridan McVean
- Sherrell Steele
- Sherri Leclair
- Shoshana Leon
- Smooch Reynolds
- Sophia Cambridge
- Spiro Anastasiou
- Stephane Prud'homme
- Stephanie Dunn
- Stephanie Ryan
- Stephen Crosby
- Stephen Knight
- Steve Goodman
- Subhamoy Das
- Sue Ridewood
- Susan Stoney
- Susan Schlag
- Susie Hambleton
- Suzanne Houweling
- Suzanne Polyak
- Tammy Frade
- Tamra Rule
- Tanis Shortt
- Terry Cerisoles, SCMP
- Terri Wellman
- Terry Cunha
- Therese Mickelson
- Tim Priebe
- Todd Gregory
- Tommasina Conte
- Tony Batezel
- Tracey Lewis
- Tracy Fox, SCMP
- Tracy Kennedy
- Tracy Tang
- Trudy Sullivan
- Val Mellesmoen
- Vanessa Sired
- Victor Zalakos, SCMP
- Victoria Lewis-Stephens
- Wendy Thatcher
- Wendy Watson
- Will Tigley
- Yvonne Densem

# Stay Connected

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