



International Association
of Business Communicators
Pacific Plains Region

2015-2016 Toolkit for Chapter Leaders

Welcome to your role as an IABC Chapter Leader! The Pacific Plains Region (PPR) Board is here to help you and your chapter leadership team – your board members and committee volunteers. The Pacific Plains Region (PPR) supports the leaders and members of the region's IABC chapters with chapter leadership resources and professional development opportunities.

The start of a new board year can be both exciting and daunting. You are not alone. You've stepped up to lead during a transformative time for the international association. You are a vital and direct link to IABC members, our organization's heart and soul. Thank you for all you do in advancing the opportunities to create connections and the opportunities for professional and personal growth that your chapter and IABC provide.

In this PPR Chapter Leadership Toolkit, you'll find a variety of information designed to help you. Topics include:

1. Important First Steps for Chapter Leaders
2. Valuable Resources for Your Chapter Members and Leaders
3. How the Pacific Plains Region Can Help You

Be sure to learn more about the region and bookmark our website: <http://iabcppr.com>.

Once again, congratulations and thank you!

Kim Arnold, ABC
Chair, Pacific Plains Region

Important First Steps for Chapter Leaders

1. Submit updated board information to IABC International and the Pacific Plains Region

Be sure that IABC headquarters and the Pacific Plains Region have your up-to-date board information so that your leadership team has full access to the IABC Leader Centre and other leadership resources. You'll need to provide this information both to HQ and PPR separately.

- **IABC HQ:** Email your board roster to Leader_Centre@iabc.com.
- **PPR:** Email your board information to info@iabcppr.com or to your designated chapter advocate.

2. Connect with your PPR chapter advocate

The region's chapter advocates serve leaders of the chapters they represent. Chapter advocates serve in a role of a consultant, coach, mentor, sounding board, and more to add value to your chapter and help your board. Chapter advocates can assist you and your board in a variety of ways, such as:

- Facilitate your chapter's annual strategic planning session
- Help secure a speaker for a professional development session or brainstorm ideas
- Provide guidance on leadership succession, managing finances, volunteer recruitment, member marketing and more

You can find your designated chapter advocate and contacts below.

Chapter Advocate	Chapters Supported
Andrea Blowers (Lead) Basin Electric Power Cooperative 701.557.5768 ablowers@becpc.com Belongs to Great Plains chapter	Chicago St. Louis Lincoln Omaha
Christi Dixon Monsanto 314.694.1092 christi.m.dixon@monsanto.com Belongs to St. Louis chapter	Minnesota Great Plains Iowa Utah Las Vegas
Kate Hardman, ABC Qualcomm 858-658-5174 khardman@qualcomm.com Belongs to San Diego chapter	Oregon-Columbia Seattle San Francisco Orange County
Claudia Miller Adirections 714.879.6670 Claudia@adirections.com Belongs to Orange County chapter	Hawaii Los Angeles San Diego Silicon Valley
Brian Everett, ABC MindShare Strategies 952.466.6270 ext. 201 brian@mindshare.bz Belongs to Minnesota chapter	Members-at-Large

3. Mark your calendar with these important IABC international and regional events

Program/Event	Where and When	What You Should Know
<p>PPR Chapter Leader Development Sessions</p> <p>Series of calls facilitated by PPR leaders on a range of topics, from financial reporting to professional development ideas, to communication best practices and more</p>	<p>Watch your email for schedule and topics coming soon</p>	
<p>IABC PPR Silver Quill Awards</p> <p>Program that recognizes the best work in the region</p>	<p>Entries due Sept. 15, 2015</p>	<p>Go to www.iabcppr.com for more information and to download the Call for Entries</p>
<p>Leadership Institute</p> <p>Development meeting exclusively for Chapter Leaders; along with Chapter Management Awards that recognize your chapter's achievements</p>	<p>February 2015 Los Angeles, CA</p>	<p>Stay tuned for more information about PPR networking opportunities in conjunction with Leadership Institute</p>
<p>PPR Spring Chapter Leader Meeting and Professional Development Event</p>	<p>April 2015; location to be announced</p>	
<p>IABC World Conference and Gold Quill Awards Ceremony</p>	<p>June 2016</p>	<p>Watch for details at www.iabc.com</p>

When possible, the region will make available scholarships and funding support for chapter leaders to engage in regional events.

Valuable Resources for Your Chapter Leaders

www.iabc.com

- **Get to know the all-new [Leader Centre!](#)**

- Learn more about IABC's [brand re-launch](#). Download the new [IABC Brand Guidelines](#) and your chapter's logo.
- Find detailed resources based on topic and see what management tools work for other chapters through templates and tips in the [Library](#).
- Find out about [IABC events](#), especially the annual Leadership Institute.
- Read past editions of the monthly [Leader Letter](#).
- [Check out past CMA winners'](#) entries for great ideas on topics like professional development, financial management or sponsorship. Learn how your chapter can become a winner!

- **Access member and prospect information with the Membership Management Area (MMA).**

Your role as Chapter Leader grants you access to the Membership Management Area. MMA lists your chapter's members and status, details record changes, provides current chapter demographics, and includes an "email my chapter" function.

- **Reach out to IABC [headquarters staff](#).**

Along with your PPR chapter advocate and the other members of the PPR board, IABC headquarters staff is ready to help you succeed in your important role as a chapter leader. Contact information for IABC headquarters staff may be accessed at www.iabc.com/about-us/leaders-and-staff/staff/.

www.iabcppr.com

- **Engage in Pacific Plains Region chapter leader development opportunities.**

Chapter leaders are invited to attend regional chapter leader development events and meetings that offer relationship-building and knowledge-sharing opportunities. Be on the lookout for details on 2015-2016 chapter leader development opportunities! [Find past Chapter Leader meeting resources online.](#)

For in-person meetings, stipends may be available to help each chapter sending representatives defray travel and lodging expenses; the region will provide instructions for submitting reimbursement claims.

- Note: PPR checks are mailed from PPR's bank in a nondescript self-mailer. These checks must be cashed within 60 days of issue or they are voided.
- **Scholarships** may also be available for Leadership Institute and/or World Conference. Chapter advocates will provide chapter leaders with information about scholarships and deadlines.

- **Link in with other IABC regional and international chapter leaders.**

- [IABC Pacific Plains Region Leadership Group](#)
- [IABC Chapter Leaders LinkedIn Group](#)

How the Pacific Plains Region Can Help You

- **Learn about the region.**

IABC's Pacific Plains Region consists of 17 chapters in 19 states from Illinois to Hawaii, from Arizona to North Dakota, including members at large who aren't near a local chapter. Our geographic sweep gives us a wide network of colleagues for sharing ideas, asking advice and celebrating successes.

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| <ol style="list-style-type: none"> 1. Omaha, NE and vicinity 2. Orange County, CA 3. Oregon/Columbia 4. San Diego, CA and vicinity 5. San Francisco, CA and vicinity 6. Seattle, WA and vicinity 7. Silicon Valley, CA 8. St. Louis, MO and vicinity 9. Utah | <ol style="list-style-type: none"> 10. Chicago 11. Great Plains (Bismarck, ND and vicinity) 12. Hawaii 13. Iowa 14. Las Vegas, NV 15. Lincoln, NE and vicinity 16. Los Angeles, CA 17. Minnesota |
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- **Access your additional IABC PPR board contacts.**

The PPR Board supports PPR chapters with resources and professional development opportunities. Our goal is to foster a collegial network of professionals engaged in all aspects of corporate communication and to extend opportunities to members to expand their leadership skills and experience by participating at the local, regional and international level.

<p>CHAIR Kim Arnold, ABC Second year of a three-year term Blue Cross and Blue Shield of Nebraska 402.982.8693 kim.arnold@nebraskablue.com Belongs to Omaha Chapter</p>	<p>VICE CHAIR Ed Kamrin First year of a three-year term McKesson Corporation 415.983.9070 ekamrin@gmail.com Belongs to San Francisco Chapter</p>
<p>PAST CHAIR Rhonda Sciarra Third year of a three-year term Mallinckrodt Pharmaceuticals 314.654.8618 rhondasciarra@hotmail.com Belongs to St. Louis Chapter</p>	<p>COMMUNICATIONS DIRECTOR Amy Barnett, ABC Second year of a two-year term City of Savage 952.882.2655 abarnett@ci.savage.mn.us Belongs to Minnesota Chapter</p>
<p>FINANCE DIRECTOR Jennel McDonald Second year of a two-year term Kaiser Permanente 510.599.3775 jennel.mcdonald@gmail.com Belongs to San Francisco Chapter</p>	<p>REGIONAL GROWTH & DEVELOPMENT DIRECTOR Michelle Simms First year of a two-year term Kaiser Permanente 510.271.4674 Michelle.Simms@kp.org Belongs to San Francisco Chapter</p>
<p>PROFESSIONAL DEVELOPMENT DIRECTOR Lisa Sedivy, ABC Second year of a two-year term Olsson Associates 402.458.5992 lsedivy@olssonassociates.com</p>	

- **Consider Serving on the PPR Board**

You may decide to contribute to IABC on the regional level. Members of the Pacific Plains Region Board are chosen for their skills, experience and dedication to fostering excellence in chapter management and professional communication. They are aided by a network of committees whose members take responsibility for planning, executing and maintaining crucial region endeavors, including the Silver Quill Awards program, professional development, member-at-large outreach, and communications and social media.

Benefits of volunteering as an IABC PPR Board member include the opportunity to make decisions that support the health of PPR chapters and affect the future of the profession and IABC. Leaders report they develop both personally and professionally, becoming more valuable to their organizations or clients through their leadership, exposure to professional content and enhanced networking.

IABC members located within the Pacific Plains Region are eligible for board service. Nominees are asked to submit a nominee statement form and board composition analysis grid, a current resume or curriculum vitae, a list of IABC or other relevant volunteer service, and a brief statement that discusses why he/she wants to join the PPR board and what strengths he/she will bring.

Still have questions? Contact your PPR chapter advocate or any PPR board member.

Have an idea for improving this toolkit? Contact Lead Chapter Advocate [Andrea Blowers](#) or Chair [Kim Arnold](#).