



MONTHLY LUNCHEON

The Survival and Evolution of Media:
What to Expect in 2011

Surviving and thriving in today's ever-changing media climate!

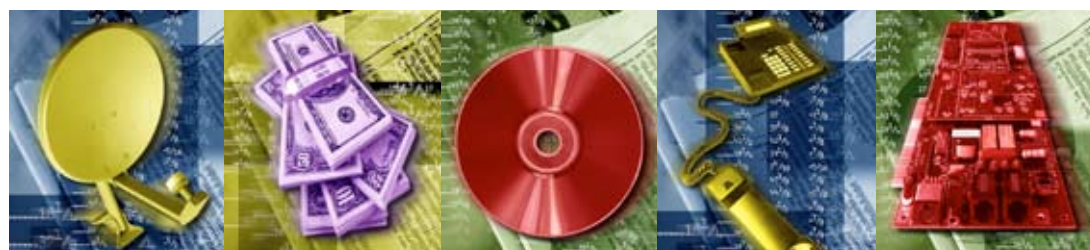
Today's economy and overall budgets and company spend are not where they used to be ... or are they? Or perhaps we just need to look at media and advertising in a different and more creative light?

Check out two leading media outlets on what and how they're keeping above water, surviving and thriving in today's ever-changing climate!

Join IABC Las Vegas September 7, as **Wendoh Media's VP of Publishing Michael Skenandore** and **CBS Radio's Director of Sales, Lori Heeren** look at the current state of media and provide helpful tips and thoughts for 2011 planning.

To reserve your seat, click here

RSVP



DATE

Tuesday, September 7, 2010

TIME

11:30 am - 1:00 pm

PLACE

Maggiano's in the Fashion Show Mall
3200 Las Vegas Blvd
Las Vegas, NV 89119

RSVP

RSVPs accepted until day of event

\$30.00 IABC Members/
Students

\$35.00 Non-Members

\$5.00 additional at the door

September is a Worldwide
Membership Month at IABC

No communication professional should be without the power of a network in these uncertain times. Do you know a friend or colleague who may be interested in joining IABC? For a limited time, they can **access parts of the members-only content for free!** During the month of September, communication professionals can have access to a variety of tools, best practices and expert opinions on the IABC web site. And if they decide to join or rejoin IABC, we'll waive the application fee of US\$40/CDN\$44 for faxed, mailed or phoned-in enrollments and US\$30/CDN\$33 for online enrollments for all applications received during September.

VISIT

Get more details about the **Membership Month promotion** and start spreading the word!

IABC Regional Conference October 17-19,
Palo Alto, California

Get "out of the box" and into the game at the 2010 IABC Pacific Plains Region EXCHANGE conference! It all takes place October 17-19 at the Sheraton Palo Alto in Silicon Valley. "The EXCHANGE conference provides attendees with two full days of jam-packed tips, trends and networking at a very reasonable cost. Keynote speakers who will offer their perspectives on the latest communication techniques and trends and the 2010 Pacific Plains Silver Quill winners will be honored at the Awards Reception on Sunday evening, October 17.

Your registration includes breakfast and lunch on Monday, October 18, and breakfast on Tuesday, October 19. IABC PPR has negotiated an excellent rate of only \$139 per night at the Sheraton Palo Alto. To make your reservations, call toll-free at 1-800-325-3535 or on-line at www.sheraton.com/paloalto. (Be sure to mention the IABC PPR conference to obtain the special rate.)

Register before September 17, 2010 to save \$100!

VISIT

Click here to view the event summary.

Member Benefit of the Month –
Have You Tried This One?

You can connect with other IABC members worldwide by using MemberSearch, the online directory of IABC members. This easy-to-use e-directory of IABC members allows you to search on numerous parameters (e.g., industry, job function, geography), and contact those members directly for advice, mentoring, new ideas, fresh insights and problem solving. Login at <http://www.iabc.com> and click on "Search for Members" to get started.

Bronze Quill Awards Celebrates 30 Years

In spring 2011, the Las Vegas chapter of the IABC will be celebrating the 30th Anniversary of the Bronze Quill Awards. To celebrate 30 years of recognizing the highest quality of communications work, IABC will be pulling out all the stops! To do this we have created a Bronze Quill Committee and a Bronze Quill Branding Team made up of **Art Greene, Megan Lane, Victor Rodriguez, Joanna Blockey, Charlene Mariano, Christa McGraw, Ali Farid, Krystal Hosmer** and **Charlene West**. Start thinking about your exceptional projects from the last year that you want to submit. If you would like to join the Bronze Quill Committee, please contact **Art Greene** at Events@iabclasvegas.com.

IABC/Las Vegas Supports International Cultural Exchange

Recently our chapter was part of the **Chinese Creative Cultural Exchange**, where a crowd of over 200 attendees welcomed 30 Chinese graphic design ambassadors – including department heads of top design and fine art schools, creative directors and owners of prestigious design studios and ad agencies that serve key growth industries in China. Produced by eurie creative, the event was presented by The Center for Cross-Cultural Design, The Chinese Association Las Vegas, the Las Vegas-Clark County Library District Foundation and the City of Las Vegas. As a goal to reach out to our community, other event partners included organizations from the arts, culture, government, diversity, education and giving back arenas.

At the event, our own **Executive Vice President Victor Rodriguez** and his team at eurie creative were recognized by the Office of the Mayor of Las Vegas for commitment to the arts, culture and community involvement. Victor received public acknowledgement from City Councilman Stavros Anthony, Ph.D.

As the International Association of Business Communicators, the event was a perfect complement to our own mission of enhancing cross-cultural and global communication.

Recent Anniversaries

Michael Coldwell - 2 yrs
BRAINtrust

Upcoming Educational
Opportunities

Let Feedback Ring: 7 Keys to Spark Conversation in Your Workplace

Presented by Linda Dulye,
founder of Dulye & Co.
31 August

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Corporate Communication
3.0: 7 Ways You Can Be
Relevant 5 Years From Now

Presented by Steve Crescenzo,
principal, Crescenzo Communi-
cations
15 September

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Sponsor a Future
Communicator

Communication professionals are invited to sponsor an IABC luncheon for a student of business, marketing, communication, or design. Bring a 'starving student' to one of our fabulous luncheons at Maggiano's and treat them to a real-world, professional event and a delicious meal. Remember, students attend at the member rate of \$30.

Contact **Megan Lane** at
President@iabclasvegas.com
for more info.

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Chen Shaohua
Graphic Design in China Exhibition Poster