
FOR IMMEDIATE RELEASE:

Contact: Dianne Chase
704-442-9199 (o)
704-606-1144 (c)
dianne@alacartepr.com
www.alacartepr.com

**INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS/CHARLOTTE
HOLDS SECOND ANNUAL
'PROFITABLE COMMUNICATIONS FOR NONPROFITS'**

Charlotte, NC -(December 11, 2003)- Professionals from nonprofit agencies throughout the greater Charlotte/Mecklenburg area gleaned new insights and information on a broad range of communications topics at the second annual 'Profitable Communications for Nonprofits' event sponsored by the International Association of Business Communicators/Charlotte. The seminar, offered free to nonprofit agency employees, presented modules on topics ranging from 'Marketing and Public Relations on a Shoestring' to "Understanding and Working with the Latino Community" to 'Electronic Newsletters'.

The goal of this IABC/Charlotte signature event is to offer professional development while building a local network of support between area non-profit and corporate communicators.

"This event provides priceless information to nonprofit agencies and IABC/Charlotte sets an outstanding example of stepping up to offer a workshop designed around the unique needs of nonprofit agencies. We are extremely appreciative of their dedication to putting on this event every year at no charge to nonprofits. It's a wonderful opportunity to gain insights from top notch professionals in a variety of communications fields," says Larry Dagenhart, United Way Communications Manager.

IABC/Charlotte members, supporters and presenters donated their time and talents in support of this effort. Presenters included Dutch Stamey; Delta Management Group; Dianne Chase and Tom Costello; 'à la carte' PR, Astrid Chirinos; Chairman-elect of the Mayor's International Cabinet, Joseph A. Martinez; acting Mecklenburg County Multi-Cultural Director, Sgt. Diego Anselmo; Charlotte/Mecklenburg Police Department International Relations Unit, Harry Hoover; Hoover Ink; Dawn Newsome and Karen Ponischil; Moonlight Design Group.

"It is very gratifying to have the opportunity to present this workshop for people who work so hard to improve the quality of life for individuals and families in our community. As professional communicators, we understand the critical importance of effective communication for nonprofit agencies and that is why we are committed to this annual philanthropic event," says Dianne Chase, IABC Senior Delegate and event organizer.

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