
FOR IMMEDIATE RELEASE:

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**INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS/CHARLOTTE
CONTINUES USA VOLUNTEER INITIATIVE**

"Profitable Communications for NonProfits"

Wednesday, December 3, 2003

Mint Museum of Art / 9:00am - 2:00pm

Charlotte, NC (November 21, 2003) IABC/Charlotte is hosting the second annual 'Profitable Communications for NonProfits' - a free workshop and luncheon for professional communicators working for non-profit agencies. 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.

From September through December 2002, volunteers all over the nation participated in the Unity in the Spirit of America (USA) initiative, a volunteer program created to honor those lost on September 11, 2001. Individuals and groups alike were challenged to design service projects that strengthen our communities through volunteerism.

As professional communicators, IABC/Charlotte members understand the important role effective communication plays in supporting daily operations, advancing organizational goals and creating public awareness. As part of the USA initiative, we partnered with the communications committee of the United Way of the Central Carolinas to produce a half-day workshop designed around the unique needs of non-profit agencies. These agencies were there, caring for our communities on September 11, and they're with us everyday, helping families and individuals with a broad array of resources and support.

The response to the first workshop was overwhelmingly positive and the attendees immediately urged us to make this an annual event.

IABC/Charlotte is committed to providing an outstanding program for people doing very important work in our communities. IABC/Charlotte members, supporters and presenters are donating their time and talents in support of this effort.

The modules are being presented by a number of high-level professionals in the fields of Public Relations, Corporate Communications, Marketing, Graphic Design, and Crisis Communication.

Presenters include:

- ◆ Dutch Stamey - Delta Management Group
- ◆ Dianne Chase and Tom Costello - 'à la carte' PR
- ◆ Harry Hoover - Hoover Ink
- ◆ Cindy Stringham-Smith - Mayor's International Cabinet, Executive Director
- ◆ Joseph A. Martinez, JD -Mecklenburg County Government Health Department
- ◆ Officer Diego Anselmo - Charlotte/Mecklenburg Police Department; International Relations Unit
- ◆ Dawn Newsome and Karen Ponischil - Moonlight Design Group

The workshop is being offered free to anyone working for a nonprofit agency or organization. It is also open to the public for the regular Professional Development Workshop fee of \$45 and includes all workshops and lunch.

To RSVP for this event, email: dianne@alacartep.com or visit the IABC/Charlotte website at www.ciabc.com.