



the Sky's
the Limit
2009 IABC/BC
**BRONZE QUILL
AWARDS GALA**



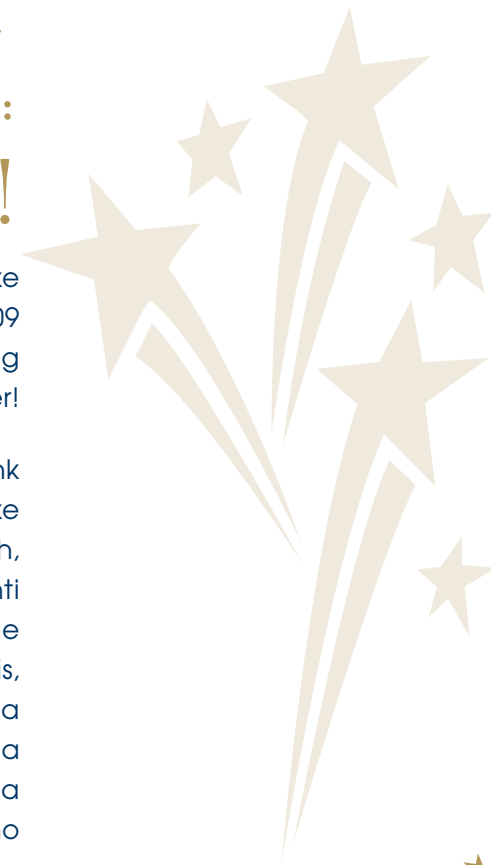
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Welcome to the 2009 IABC/BC Bronze Quill Awards Gala: The Sky’s the Limit!

It’s been a sensational year and we’d like to celebrate the winners of IABC/BC’s 2009 Bronze Quill Awards. Please join us in toasting all the winners – the true stars of our chapter!

We would also like to extend a special thank you to our volunteers who helped to make this year’s Gala a success: Amanda Brkich, Stephanie Gardner, Rosy Gujral, Shanti Hadioetomo, Monica Hartanto, Stephanie Hun, Glenn Knowles, Ted Lau, Sharon McInnis, Anita Neufeld, Priscilla Sharun, Christina Sobrepeña, Rim Tesfai, Kim Thé and Julia White. And thanks to John Almond, Christina Gardiner, Paul Hendren and Milton Soriano for acquiring great door prizes.



COMMUNICATION MANAGEMENT ~ EXCELLENCE

EMPLOYEE/MEMBER COMMUNICATIONS

KIM WALTERS

BC PUBLIC SERVICE AGENCY
“Welcome to the Public Service”

Welcome to the Public Service is a one-day corporate orientation session for new employees in the BC Public Service. Sessions across the province introduce new employees to government processes and structures and connect them with ‘buddies’, current public service employees, who accompany them when they take their oath of employment, swearing to serve the citizens of British Columbia.

The communications strategy for 2008/2009 included redesigning program materials to feature photographs and testimonials of past session participants and buddies; broadly promoting program sessions through an increased online presence and through posters in every office location; and developing a video exclusively for the program to introduce

new employees to our corporate values. All program communications reinforce the internal employer brand, ‘Where Ideas Work.’

Participants are surveyed following every session, and results have been extremely positive: 88% of new employees and 95% of buddies say participating in the session increased their sense of pride in the public service; and 99% of buddies say they share their experience with others, further extending the reach of program communications.

Thanks and kudos go to Lorna McNally, who manages this highly successful program and was a key decision-maker in implementing the communications strategy, and to Don Craig, who designed the program’s identifying banner and print materials.

COMMUNICATION MANAGEMENT ~ EXCELLENCE

STRATEGIC COMMUNICATION PROCESSES

KIM WALTERS AND SHANNON HOLMS

WORKFORCE PLANNING AND LEADERSHIP SECRETARIAT
“Audit of Internal Communications in the BC Public Service”

In early February 2009, the newly formed Workforce Planning and Leadership Secretariat tasked our strategic communications and marketing branch with conducting an audit of internal communications in the BC Public Service, against a tight timeline: complete the audit and deliver recommendations to the head of the Secretariat by March 31, 2009.

We assessed the internal communication function (activities, process, resourcing and classifications); identified the range and usage of communication tools and channels; and determined the effectiveness and efficiency of

communications, using a variety of methods to seek feedback from our core audiences: internal communicators, public service employees, human resources leaders and senior executives. We also took advantage of the opportunity to assess the use of and appetite for social media.

We successfully completed our cross-government internal communications audit on March 30. The results and recommendations from our audit provide a solid foundation to support decisions related to improving internal communications in the BC Public Service.



COMMUNICATION MANAGEMENT ~ EXCELLENCE

ELECTRONIC AND DIGITAL COMMUNICATION

DENISE LEECH

VANCOUVER COASTAL HEALTH

“VCH News”

When do you decide it’s time to look in a new direction? Vancouver Coastal Health had been working very hard on external reputation management and government relations issues for over half a decade. The good news is that we have been very successful. But now we had an opportunity to look inside our organization and ask our staff and ourselves if there was a better way to support internal communications at VCH. The end result – a challenging plan for true two-way communications between staff, a huge cost-savings, and an opportunity for VCH Communications & Public Affairs staff to work in a whole new way.

Contributors: Denise Leech, Chris Freek, Maile Conwi, Warren Bickford and Bonnie Hamilton with the support of the VCH Communications & Public Affairs team.

COMMUNICATION SKILLS ~ EXCELLENCE

PUBLICATIONS

NANCY PAINTER

ICBC

“Intersections Employee Newsletter”

When ICBC revised its brand in 2007, the quarterly print employee newsletter was the centrepiece of the brand’s rollout to employees. The existing newsletter, while well received by employees, did not align with the new brand attributes.

Intersections was launched in the summer of 2007. It uses large people photos and ample white space to emphasize short articles that, together, address a common theme for each issue. We demonstrate corporate themes through individual employees’ stories.

Employee understanding of each theme is measured in a survey, available in the newsletter and online. At the end of 2008, a more detailed annual survey delved deeper into the newsletter’s effectiveness.

We also found it a significant challenge with some issues to get content nailed

down and approved. Because we were aiming to involve employees in our corporate objectives and direction, we were often telling stories of initiatives that were still in development.

Survey results showed that 81% of survey respondents read most or all of each issue; 94% of respondents agreed or strongly agreed with statements measuring their understanding of the business theme addressed in the issue; 94% of annual survey respondents agreed or strongly agreed that the newsletter helped them understand ICBC’s vision, goals and brand, and how they contribute to same.

Intersections is an ongoing collaboration, and wouldn’t have been possible without the contributions of Managing Editor, Eduarda Hodgins, ABC; Jennifer Wah, ABC of Forwards Communication; and Brandon Brind of ImageStudio Creative Communications.



COMMUNICATION SKILLS ~ EXCELLENCE

ELECTRONIC AND DIGITAL COMMUNICATION

DENISE LEECH

VANCOUVER COASTAL HEALTH

“VCH News”

Electronic communications has been transforming the way people relate to each other outside of work. But at Vancouver Coastal Health there was almost no way for staff to communicate to co-workers in their own words. Enter VCH News, an integrated e-mail and intranet communications system that puts the power of authorship into the hands of the organization’s opinion leaders. The end result – a new way to look at two-way communications between staff, a huge cost-savings, and an opportunity for VCH Communications & Public Affairs staff to work in a whole new way.

Contributors: Denise Leech, Chris Freek, Maile Conwi, Warren Bickford and Bonnie Hamilton with the support of the VCH Communications & Public Affairs team.

COMMUNICATION MANAGEMENT ~ MERIT

MARKETING COMMUNICATION

BRENDA LEA BROWN, ABC

BC SECURITIES COMMISSION

“InvestRight Public Awareness Radio Campaign”

Investor education is an essential investor protection tool and one of four strategic goals for the BCSC. Our goal is to educate investors so they can make informed investment decisions and assess potential investments before they invest. This campaign promoted our first e-book – the InvestRight Guide to Investing: How to Work with Your Financial Advisor – on radio CKNW.

Our first InvestRight radio ads, which had carried the generic message to visit InvestRight.org for tools and information about investment fraud, brought rather tentative results, so we set very modest objectives for this campaign: to increase average daily visits to InvestRight.org by 50% and double downloads of the Guide.

We decided to tighten the focus of this campaign to promote the Guide alone and hired talented radio writer, Chris Leitz of the Corus Radio Vancouver, to inject a creative angle. Chris created a trio of characters – Pepe the Barber, Grandma, and Bond – who become smarter in the eyes of their peers just by reading the InvestRight Guide. The spots struck a chord with CKNW listeners, which immediately showed up in our web analytics.

The result? Website visits increased 62%, 12% over target. Better yet, InvestRight Guide downloads increased 850%. This gave us a new view of what we could expect to achieve and encouraged us to set higher targets for fiscal 2010 campaigns.



COMMUNICATION MANAGEMENT ~ MERIT

HUMAN RESOURCES AND BENEFITS COMMUNICATIONS

GARTH YULE

SIMON FRASER STUDENT SOCIETY

“Health and Dental Plan Implementation”

Simon Fraser University was, until January 2009, one of only two universities in Canada that did not have an extended health and dental insurance plan for undergraduate students. Extended health and dental coverage is an essential service for students. Many students are financially vulnerable as they pay for their educations and cannot afford to pay for unexpected medical costs. Others are away from home and family and responsible for their own health care for the first time, having passed the age limit for eligibility as a dependent under a parent or guardian’s health insurance plan.

In Fall 2008, Simon Fraser Student Society (SFSS) members voted in favour of implementing an extended health and dental plan through studentcare.net/works, Canada’s leading provider of student health plans.

The referendum mandated that benefit coverage should begin January 1, 2009. This gave the SFSS only three months to implement the administrative side of the plan and also conduct the campaign to inform all university stakeholders of the plan details. This had never been done in such a short time span before – all previous Fall semester referenda at other Canadian universities had specified a Fall start date in the following year... so the stage was set to do a short-timeline, high-impact campaign that would inform everyone of what they needed to know about this new plan before it started.

The SFSS Communications Coordinator, Garth Yule, managed the on-campus outreach campaign with support from StudentCare staff members Sophia Haque, Kristin Foster, and Anna-Maria Martin.



STUDENT COMMUNICATOR

OF THE YEAR

KARIN LORNSEN



Even though my design teacher at Kwantlen Polytechnic University always challenged me to ‘think outside the box’, it was a handmade mosaic napkin box that served as my source of inspiration to create an electronic newsletter. What started off as a school project quickly evolved into a comprehensive communications campaign for the Syrian Canadian Society of British Columbia – including logo design, membership outreach, and social media marketing.

When I offered my expertise more than a year ago, the young society had reached a critical point in terms of membership numbers and operations. If it wanted to keep growing without losing its informal and family-friendly character, it had to plan strategically for its future. From this plan, a newsletter to help the society in creating a sense of identity was born.

The SCS-BC e-newsletter started off as an internal publication with a relatively small circulation. However, it quickly grew into a vehicle that contributed significantly not only to the branding and positioning of the society, but also helped to increase membership enrolment. After four editions, the publication is still in its infancy stage but it continues to progress and has become an increasingly important part in the society’s communication efforts.

Managing this project from inspiration to implementation taught me not just to think outside the box, but to carry those creative thoughts to fruition.

This endeavour would not have been possible without the technical support of Thomas Lornsen and the constructive feedback of Bassam Al-Kuwatli, Vice President of the Syrian Canadian Society of B.C.



VOLUNTEER OF THE YEAR



Each year, IABC/BC members are invited to nominate a volunteer who has made the greatest impact on the BC Chapter over the past year through dedicated excellence in his or her IABC volunteer work.

WINNER OF THE 2008/2009 IABC/BC PRESIDENT'S AWARD:
VOLUNTEER OF THE YEAR

FELICIA GRANGER

NOMINEES FOR THE 2008/2009 IABC/BC PRESIDENT'S AWARD:
VOLUNTEER OF THE YEAR

Keiko Cooper

Shanti Hadioetomo

Maureen Healey, ABC

Brenda Jones

Sharon McInnis

Lisa Thibault, ABC

Arthur Yee



OUTSTANDING NEW VOLUNTEER



The President's Award for Outstanding New Volunteer was created to recognize IABC/BC volunteers for whom it is their first or second year volunteering for the chapter and who have made their mark through serving on a committee or demonstrating above and beyond expectations on a particular task, project or event.

WINNER OF THE 2008/2009 IABC/BC PRESIDENT'S AWARD:
OUTSTANDING NEW VOLUNTEER

AMANDA BRKICH & MONICA HARTANTO

NOMINEES FOR THE 2008/2009 IABC/BC PRESIDENT'S AWARD:
OUTSTANDING NEW VOLUNTEER

Renee Cheung

Stephanie Gardner

Lisa Harding

Jason Sew

THANKS TO OUR DOOR PRIZE SPONSORS

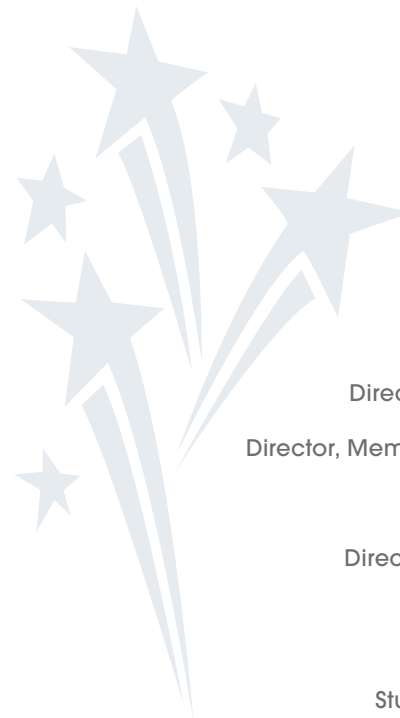
ARC'TERYX	Windbreaker jacket (retail value \$225)
CANVAS LOUNGE	VIP package for 8 (cover, VIP table & bottle of Ketel One Vodka)
CAPILANO SUSPENSION BRIDGE	12 passes
GENUMARK PACKAGE	\$250 package of promotional items
GROUSE MOUNTAIN	Zipline adventure for two (value \$210)
ITALIAN KITCHEN	\$150 gift certificate
KALEV PERSONAL TRAINING	Free training session
LAZY GOURMET	Gourmet food basket
MIXX CO-FITNESS STUDIO	2 posture evaluation/personal trainer session packages (\$140 each)
VANCOUVER AQUARIUM	2 passes
VANCOUVER LOOKOUT	4 passes
VANCOUVER WHITECAPS	4 tickets for any game this season

THANKS TO OUR FLOWER SPONSOR



IABC/BC 2008/2009 BOARD OF DIRECTORS

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