



Ever ask yourself, “Why?”

Find out how to discover the reason when the Madison Chapters of The International Association of Business Communicators (IABC) and The Association for Women in Communications (AWC) present Founder and Creative Director of Good for Business, *Jim Armstrong.*

Wednesday, October 25

The Edgewater Hotel, 666 Wisconsin Ave, Madison, WI; free parking in hotel ramp
Networking from 11:30 a.m.- 12:00 p.m.; lunch & program 12:00 – 1:00 p.m.
\$15 for IABC and AWC members and \$22 for guests

When a business asks itself "why" it does what it does, it begins to unearth its “cause.” “Cause” is where real purpose and passion live. It’s the core for authentic and inspiring communications that transcend branding. Speaker Jim Armstrong will outline how to find your “cause” and the steps necessary for capturing and communicating it in a way that moves both the hearts and minds of your market.

For more information, go to <http://www.awc-madison.org> or <http://madison.iabc.com>

Please register by October 14 for this exciting meeting!

Name: _____

Company: _____

E-mail: _____ Phone: _____

Please check the appropriate category: IABC member _____ AWC member _____
AWC student member _____ Guest/non-member _____

Menu selection: Seafood quiche _____ Vegetarian quiche _____

***Checks payable to IABC**
Mail checks to:
IABC
c/o Margo Bida
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Madison, WI 53711
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Jim Armstrong is founder/creative director of Good for Business. He brings a disarmingly down-to-earth style to creating compelling communications. Recipient of nearly 500 awards for creativity, Jim has served as partner/creative director for the leading integrated brand development company in the U.S. He also directed his own agency, Armstrong Creative, for 12 years. His book, “Beyond the Mission Statement,” was published this summer.