



International Association of Business Communicators Pittsburgh

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MEDIA CONTACT:
Mark C. Toth
IABC/Pittsburgh
markiabc@comcast.net

IABC/PITTSBURGH ANNOUNCES 2016-17 EXECUTIVE BOARD

(PITTSBURGH – June 30, 2016) The Pittsburgh chapter of the International Association of Business Communicators (IABC) has announced its 2016-17 Executive Board, with appointments effective July 1, 2016.

IABC is a vibrant global association with a network of over 14,000 members in more than 80 countries, and serves professionals in the field of business communication, bringing together the profession's collective disciplines.

"We're proud that IABC/Pittsburgh continues to be a reliable resource, linking communicators from all backgrounds in a network that inspires professional development and entrepreneurial growth," says Mark Toth, President of IABC/Pittsburgh. "Our chapter's Executive Board is looking forward to developing a great slate of programs and events for business communicators and our colleagues throughout the region."

For more than 35 years, IABC/Pittsburgh has offered seminars, educational workshops, and networking opportunities which help communications professionals in Pittsburgh progress in their careers and improve their skills and knowledge, thereby making an even more significant contribution to the companies and industries in which they work.

The members elected to the 2016-17 IABC/Pittsburgh Executive Board are:

Mark Toth – President

Mark is Manager of Brand Communications in the Office of Public Affairs at Duquesne University. Prior to joining Duquesne University, Mark held other leadership positions in the higher education sector, directing and executing media relations, internal and employee communications, regulatory affairs communications, crisis communications, and publicity campaigns for colleges and universities throughout the country, including Boston University, Penn State University, and Education Management Corporation. Mark also served as an appointee to IABC International's inaugural Global Ethics Committee from 2014 to 2016, and as IABC/Pittsburgh's Vice President of Judging Relations from 2013 to 2015.

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Alison Conte – Vice President, Finance

Alison, word enthusiast, has been a professional writer for many years. She has worked as an editor, publicist and web strategist in higher education, health care, manufacturing and social services. She now works with Highmark's multi-channel marketing team as a Senior Writer. A veteran journalist, she has been published in several books, *Pittsburgh Magazine*, *Pittsburgh Post-Gazette*, and *Sewickley Herald*.

Ashley Macik – Vice President, Marketing

Ashley is a Marketing Specialist for WESCO Distribution, a Fortune 500 distribution company in Station Square. Ashley is currently responsible for all marketing efforts for the company's integrated supply business, particularly brand management and lead generation. She will soon be promoted into a digital marketing role focusing on content development and social media.

Bryce Walat – Vice President, Electronic Communications

Bryce currently works as a Senior Writer in Highmark's multi-channel marketing team. He has more than 15 years of experience in professional and technical writing, editing, marketing, research, teaching, and instructional design experience working with corporate trainers, health care, finance, insurance, and academic institutions. Throughout his career, Bryce has lent his expertise to leading organizations in the Pittsburgh area, including IMPAQT/Merkle, Five Star Development, Inc., UPMC, Concurrent Technologies Corporation, University of Phoenix, and Carnegie Mellon University's Software Engineering Institute.

Erin Hart – Co-Vice President, Professional Development

Erin is a writer with Telligen. She is a skilled technical and non-technical writer/editor/marketer, multi-tasker, and detail- and deadline-oriented communications professional. Throughout her career, Erin's curiosity and journalistic background have facilitated her growth as a writer – one who can adapt easily to technical and non-technical industries, and create compelling, concise and salient content for various audiences across multiple communication platforms.

David Phillips – Co-Vice President, Professional Development

David is Marketing Manager with Hänel Storage Systems, a worldwide manufacturer of automated vertical storage systems, and is responsible for North American marketing initiatives. David has been resourceful and versatile throughout his career, and has worked with organizations ranging from manufacturing to media, including Heyl & Patterson Inc., Matthews International Corporation, Business Records Management, KDKA-TV and the Pittsburgh Penguins.

Kelley Mandell – Vice President, Membership

Kelley is currently the Marketing Program Manager, Industrial & Global Accounts at WESCO Distribution. She has over 10 years of experience in marketing and corporate communications, as well as investor relations communications with the H.J. Heinz Company. Kelley is entering her fourth year as an IABC/Pittsburgh board member, having previously served as Director of Job Placement.

Mary Cvetan – Co-Director, Member Involvement

A full-time freelance writer since 2000, Mary works with a wide variety of clients, with a special focus on health care, insurance and higher education. Prior to launching her business, she served as the media spokesperson and marketing manager for Jefferson Hospital/South Hills Health System. Mary has served on the board of IABC/Pittsburgh since 2003, including terms as Co-President, Vice President of Professional Development, Vice President of Membership and Co-Chair, Golden Triangle Awards committee.

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Gina Puppo – Co-Director, Member Involvement

Gina is a Web Content Editor in the Office of Enrollment Marketing at Point Park University. She is responsible for creating and maintaining engaging content for the Conservatory of Performing Arts and School of Communication sections of PointPark.edu. Prior to joining Point Park, she worked as an online editor for the Pittsburgh Tribune-Review and as a news producer at WTOV-TV. She has served on the Golden Triangle Awards committee and is a graduate of John Carroll University and Point Park University.

Dr. Karen Ferrick-Roman – Director, Student & University Relations

Karen serves as Director of Communications and Education for the nonprofit Village Theater Company, which is building a film-based education center in Sewickley. At Duquesne University, where Karen managed media efforts for 10 years, she placed more than 2,000 stories annually in local, regional, national and international online, print, radio and television outlets. A former award-winning writer and editor, Karen enjoys the energy and enthusiasm of students and their professors.

Craig Irons – IABC Certification Chair

Craig is Managing Editor at Development Dimensions International (DDI). In 2006, he attained the Accredited Business Communicator (ABC) credential, the global standard of professional achievement for business communicators. Craig has served on the adjunct faculty at Point Park University and Penn State Greater Allegheny, teaching courses in writing, marketing and public relations.

Dana Scarpino – Immediate Past President

Dana is Marketing Manager, Community Relations, at UPMC Health Plan. With nearly a decade of marketing communications experience, Dana leads public health awareness campaigns and develops marketing strategy for UPMC Health Plan's community initiatives. She has been an IABC member since 2010, and previously served as IABC/Pittsburgh's Vice President of Judging Relations, 2012 Golden Triangle Awards Chair, and President.

Kristin Ioannou – Administrative Assistant

Kristin is the Deputy Director of Pennsylvania Women Work, where she is responsible for the development and coordination of marketing, public relations and organizational communications, and leads the organization's fundraising and event planning functions. In addition to her nonprofit experience, Kristin has 15 years of corporate communications experience within the healthcare and electronics manufacturing industries.

For more information about IABC/Pittsburgh, including membership benefits, upcoming events, and details about our 37th annual Golden Triangle Awards competition, visit www.iabcpittsburgh.com.

Twitter: @iabcpgh

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IABC/Pittsburgh is the Pittsburgh chapter of the International Association of Business Communicators (IABC), a worldwide network of more than 14,000 business communication professionals in over 80 countries whose professional expertise includes public relations, marketing, internal communication, graphic arts, advertising, community relations, government affairs, and more.