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Communication Pro Earns Accreditation Designation

SAN FRANCISCO, CA (April 25, 2005) – Robert D. Brown, Principal of Dallas-based RDB Consulting, has earned the Accredited Business Communicator (ABC) designation by the International Association of Business Communicators (IABC).

IABC's accreditation process measures the strategic abilities and technical skills of a communicator, and is a critical step in a communicator's career growth. Achieving accreditation demonstrates to fellow communicators, and to present or perspective employers and clients, that an important milestone in professional development has been attained. The process consists of rigorous evaluation that identifies and recognizes the highly qualified, well-rounded communicator through a review of their portfolio of work, and written and oral examinations. Candidates meeting the exacting requirements of the process earn the designation "Accredited Business Communicator" (ABC).

"Most candidates find that the accreditation process itself is highly valuable," said Mary Ann McCauley, ABC, chairman of the IABC Accreditation Council. "The application, portfolio preparation and examination are an excellent evaluation of their strengths and weaknesses as a strategic communicator, and a 'road map' for future professional development."

To earn the accreditation, Robert had to demonstrate understanding of the goals and philosophy of organizational communication; discuss the role of the communicator and communication in modern organizations; present what communication can and cannot do; and display the knowledge to plan, direct, implement and evaluate a broad range of communication programs; applying that knowledge to practical, real-life situations.

"We see accreditation as an integral part of IABC's commitment to the education of its members and the development of the profession in general," said IABC president Julie Freeman, ABC, APR.

There are currently 687 Accredited Business Communicators throughout the world. For more information about the accreditation process, please visit, "Becoming an Accredited Business Communicator" on IABC's website: <http://www.iabc.com/about/accredit/abc.htm>

The International Association of Business Communicators (IABC), established in 1970, is a global network of professionals committed to improving organizational effectiveness through strategic communication. With more than 100 chapters, IABC serves 13,500 members in 60 countries and 10,000 organizations.

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