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Press inquiries:
Anthony J. DeFazio
484-532-7783

tony@defaziocommunications.com

IABC Philadelphia Board of Directors Appoints New Leadership Team

Philadelphia, Pa. – July 23, 2008 – The Board of Directors of IABC Philadelphia, the local chapter of the International Association of Business Communicators, has announced a new leadership team for its 2008-2009 program year. At its annual planning meeting in June, the Board of Directors appointed Lauren Conway chapter president and Tim Ernst chapter vice president. The two will oversee strategic direction, membership programming and education initiatives as well as fundraising activities for the 200 plus member trade group.

Lauren Conway previously served as vice president and secretary for IABC Philadelphia. In her new role, she will be responsible for the overall direction and programming for the trade group. Conway currently serves as marketing & communications manager with AXIS Healthcare Communications in Yardley, PA where she is responsible for external marketing projects and internal communications. A graduate of the School of Business at La Salle University in Philadelphia, PA, Conway is pursuing continuing education in the areas of project management, strategic employee communications and human resources. She is a resident of Philadelphia, PA.

Tim Ernst previously served as a program speaker, accreditation volunteer and awards judge for IABC Philadelphia. As chapter vice president, he will oversee development and management of the chapter's new website as well as accreditations within the chapter. Ernst is president of Ravenwood Creative, LLC, a marketing communications firm based in Erdenheim, PA. He previously served as senior communications specialist for QVC's internal communications department. Prior to that, he held management positions with Content Data Solutions, a publishing technology company in Horsham. Ernst holds a degree in English and communication from LaSalle University as well as a masters degree in English from Arcadia University.

“We are fortunate to have such skilled professionals assuming the leadership of IABC Philadelphia,” says Mark Basla, outgoing president of IABC Philadelphia. “Lauren and Tim are both talented corporate communicators who have done an extraordinary job driving innovation within the organization. Their appointments will position the association for expanded programming opportunities this year including a new website and marketing campaign centered on Philadelphia's business and cultural diversity.”

Concurrent with the leadership announcements, the chapter also announced the appointment of Tony DeFazio to the Board of Directors as vice president of publicity. DeFazio is president of DeFazio Communications, LLC, a Conshohocken, PA-based public relations firm. He was most recently director of public relations for American Financial Realty Trust. Prior to that, he served as Executive Vice President of Gregory FCA Communications.

For more information about networking, continuing education or accreditation opportunities with IABC Philadelphia, please visit our website at www.iabcphiladelphia.com.

About IABC Philadelphia

The Philadelphia Chapter of the International Association of Business Communicators (IABC) links communication professionals in the Delaware Valley. IABC Philadelphia provides members and guests a range of services, including professional development meetings and workshops, networking with peers, knowledge and resource sharing, job placement and accreditation. Members have access to over 200 communication professionals including corporate communications, public relations/media relations, editors, public affairs, investor relations, marketing communications, graphic designers, and writers in a variety of industries. For more information, visit www.iabcphiladelphia.com.

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