

National Association of Government Communicators

February 2010

To The Point

The Numero Uno Benefit *Everyone* Wants More of...

By George Selby, NAGC President

Dear NAGC Member:

A couple of months ago, esteemed NAGC Board member, Glen Thomas, emailed a “customer satisfaction survey” to all NAGC members. The feedback from his brief but pithy survey clearly demonstrated what you consider to be the number one benefit of joining NAGC.

What is that, you ask?

In a word: *networking*. Not that NAGC has been slack in providing such opportunities through its annual conference, our on line Twittering, LinkedIn connections, and the availability of time-tested and tempered advice from more than 600 of your NAGC colleagues when you get stuck with a communications problem.

But, you wanted after-hours, low-cost networking events at the local level that would blend great speakers and topical presentations in a more casual social atmosphere – do I hear Happy Hour? -- along with finger-food and an opportunity to meet members of the NAGC board face-to-face. So, having heard the call, we created a committee of volunteers (what else?) who got together to plan the first of what I hope will become a regular event in strategic locations across the country. We want as many of our members and prospective NAGCers to be able to take part.

The “conspirators” who make up the NAGC Special Member Events Committee include NAGC Executive Director Beth Armstrong, Program Manager Michelle Savoie, President-elect Jennifer Lohr, Director of Communications John Verrico, long-time NAGC member Deidra McGee, and long time supporter *and* new NAGC member Josh Folk (see his news article on social media in the January issue of the *NAGC Communicator*).

Here’s the “When, Where, Who, and What” about NAGC’s inaugural DC Networking Event:

Date: Thursday, March 11, 2010

Time: 5:00 pm to 7:00 pm

Location: Tonic Restaurant,
Washington, DC

Cost: Free admission and finger food, cash bar

Who & What: Our special guest will be Janine Driver, a powerful and hilarious speaker who gives new meaning to the term “body language.” Janine will offer up some of her personal insights

followed by a book-signing. If you missed Janine's presentation at the 2009 NAGC Communications School in Orlando, you won't want to miss meeting her in person.
RSVP: Mary Ackleson, Ackleson@nagconline.org or 703-538-1787 x1789 – please bring a guest

Complete details and more information about the gathering are available at www.nagconline.org, but be sure to mark it down on your calendar now and rsvp to Mary Ackleson, Ackleson@nagconline.org.

I hope to see you there. And, don't forget to bring a friend!

Mark your calendar: 2010 Communications School, Washington, DC, May 17-19, 2010

NAGC: Good communications ... Good government.