



## Next Lunch Event this Tuesday at Maggiano's in Skokie

We're holding our next Professional Development and Networking lunch meeting next **Tuesday, March 16 at Maggiano's in Skokie (Old Orchard Shopping Center)**. As an added bonus, all attendees will be entered in a raffle for free registration to the June IABC Bronze Quill Awards Reception and Networking Event.



**Vic Villanueva**  
**"Lessons Learned from Award-Winning Communications"**  
*with Vic Villanueva of The ROC Group*

Sponsored by:  
**FINDLEY DAVIES**  
*consultants in human resources*

Join us as leads a town hall discussion on the professional advantages of award-winning communications. We invite you to share your thoughts and experiences and come with questions. Communicators at all experience levels will come away with new perspectives and fresh insights:

- Hear case studies of award-winning communication strategies and campaigns.
- Find out how to put together a solid communication plan-the foundation of your award entry.
- Learn what to avoid and what to focus on.
- Become inspired to enter IABC Chicago's 2010 IABC/Chicago Bronze Quill Award competition.

Attend and discover how entering can benefit you as a communications professional and find new reasons to rededicate yourself to professional advancement and growth.

[Register Now!](#)

**11 a.m. - 1 p.m.**  
**Maggiano's Little Italy - Note suburban location!**  
**4999 Old Orchard Center - Suite A28, Skokie, IL**

**Next Month: Tuesday, April 20**

### **Rebranding and Renewing a Chicago Icon: The Transformation of Willis Tower (formerly Sears Tower) from the Ground Up**

On July 16, 2009, the Sears Tower officially changed its name to [Willis Tower](#). The name change was a culmination of a larger transformation taking place at the global icon, which in the weeks and months prior had announced significant leasing wins, debuted a new Skydeck Chicago experience in The Ledge, and unveiled plans for a comprehensive sustainable retrofit to the tallest building in the Western Hemisphere. In just a few weeks, it would announce another marquee tenant - United

Airlines.

Please join Randy Stancik, vice president of [U.S. Equities](#) who leads marketing and communications at the building and its Skydeck, and Bill Utter, senior vice president of global communications consultancy [Fleishman-Hillard](#) as they discuss the communications considerations and strategies undertaken to reintroduce the tower to the business community and visitors.

Communicators at all experience levels will hear about:

- Lessons learned in repositioning a Chicago icon
- How to manage communications strategies among multiple businesses with multiple news-generating developments
- How the building reintroduced the building to key audiences

[Register](#)

**11 a.m. - 1 p.m.**  
**Maggiano's Little Italy**  
**516 N. Clark Street**  
**Chicago, IL**

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