

Communications Committee Starts Spreading the News

The newly formed CBSA Communications Committee, chaired by board member Maggie Chamberlin Holben, owner of Absolutely Public Relations, includes some of the area's top PR and marketing professionals. The committee's goal is to develop a strategic plan for communicating CBSA's story in Colorado and around the country.

Committee members include Brad Bawmann, the Bawmann Group; Denise Brown, CBSA executive director; John Downs, Downs Marketing; Holly El-Jammal, CBSA staff; Debbi Ford, Amgen; Bob Griff, Griff/SMC Marketing Communications; Melissa Katsimpalis, ISIS Public Relations & Marketing;

Jennifer Neiman, Allos Therapeutics; and Jon Pushkin, Sage Public Relations Group.

"Our charge is to provide direction and ongoing evaluation for all CBSA communication initiatives," explained Holben. "We're dovetailing with the strategic planning process that other committees have already undertaken by developing objectives and tactics in line with the association's core values and mission."

The new committee will brainstorm ways to increase CBSA's visibility at major exhibits and conferences such as the BIO International Convention in Chicago next April. Committee

members will guide the direction and content of CBSA's marketing communications tools for member acquisition and retention, and direct the ongoing public and media relations efforts for the association.

CBSA publications include the annual *Bioscience Colorado* magazine in collaboration with the Colorado Office of Economic Development and International Trade and the quarterly *CBSA Focus* newsletter.

Members are encouraged to contact the CBSA office with suggestions and feedback on this new committee.