

# communicators'



# network

## Calendar

**Thursday, January 9**

*Luncheon Program*

*11:30 a.m. networking*

*12-1:30 p.m. program*

“Success During A Slump: Surefire Tips to Boost Your Career”

*Cost: \$25 members, \$40 non-members. No shows will be billed.*

At Michaels at Shoreline

Restaurant, 2960 N. Shoreline Blvd. in Mountain View. From 101, take Shoreline Blvd. toward the amphitheater, enter Shoreline Park and follow the signs to the restaurant.

**Tuesday, January 28**

*Independents' Roundtable*

“50 Ways to Fill Your Sales Pipeline”

*6:30 p.m. networking and light*

*dinner; 7-8:30 p.m. program*

*Cost: \$10 members, \$20 non-members*

At The Lookout restaurant at the Sunnyvale Golf Course.

**February 20-23, 2003**

*Upcoming IABC Conference*

*2003 Leadership Institute*

MGM Grand, Las Vegas, Nevada

Tel: 877.313.5757 or 702.891.7468

Fax: 702.891.3136

Room rate: US \$149 per night\*\*

\*If you'd like to bring your family or share a room, there is an additional charge of \$25 per person per night. Children under 12 are free.

\*\*Mention IABC when making your reservations before 20 January 2003 to receive this special rate.

### THIS MONTH'S PROGRAM

## Success During A Slump: Surefire Tips To Boost Your Career

With a New Year comes new hope – new hope for opportunity and moving forward in your communications career. A new year, however, also brings career resolutions that are inevitably detoured or just fizzle out. How do you stay focused to meet your career goals, especially in a tough economy?

Whether you've been laid off or survived another round of layoffs and are looking for a new opportunity, this month's SV-IABC program will help you come away with a roadmap to make your career goal a reality.

Join us for the January luncheon featuring Gregory Ketchum, Ph.D., better known to his CNET radio listeners as Dr. Greg. Using his unique mix of psychology and coaching expertise, Dr. Greg will present a lively, interactive mini-workshop to help you define and establish realistic professional goals for the coming year. Some of the topics he will highlight include:

- Success stories in the midst of an economic slump
- Best use of time in a bad economy
- Top 10 things you can do to survive the current economic downturn

This luncheon program will not only give you a chance to better understand what you want out of your career but will offer a great networking opportunity to partner with others in realistically achieving your goals.

### About Dr. Greg Ketchum

Dubbed by the San Francisco Chronicle as “the ‘Frasier’ of the cubicles,” Dr. Greg is an 18-year

veteran in management consulting and host of his own CNET radio show, TalentPlanet. TalentPlanet is also the name of his San Francisco-based management consultancy firm, which he co-founded with Kathy Taylor in 1999.

Dr. Greg holds a Ph.D. in psychology from the California School of Professional Psychology, Berkeley. Early in his career, he ran a clinical practice. He later used his insight as a psychologist to segue into management consulting, with a particular focus on executive coaching and team building. His current focus includes executive recruiting and coaching, both to individuals and management teams for the high-tech industry.

### Lunch Program

**When:** Thursday, January 9, 11:30 a.m. networking; 12-1:30 p.m. program

**Where:** Michaels at Shoreline Restaurant, 2960 N. Shoreline Blvd. in Mountain View. From 101, take Shoreline Blvd. toward the amphitheater, enter Shoreline Park and follow the signs to the restaurant.

**Price:** \$25 members, \$40 non-members (No shows will be billed.)

**RSVP:** By Monday, January 6. Use the SV-IABC Web site <http://sv.iabc.com>, call the hot line at 408-746-3545 or e-mail Annamaria Alpar [annam@gate.net](mailto:annam@gate.net). Please be sure to include your meal choice — Chicken Portabello or Vegetarian Lasagna.

## FROM THE PRESIDENT



Photo courtesy of Anne Koudsen

### *IABC Begins...and Ends... with Communicators*

The last word in IABC — literally — is “Communicators.” We love to communicate. We love sharing ideas and best practices. We love to share information on job opportunities. We

really love to share a laugh! To me, that’s the best part of IABC — we combine the business of communications with great friendships and good fun.

As the SV-IABC chapter enters the new year, I am looking forward to continuing our momentum from 2002 to provide business communicators in the Silicon Valley with the programs, services and opportunities that will help them get the most out of their involvement with IABC. I want to focus in two key areas: getting more people involved, and maintaining a customer focus.

**Get more people involved:** People often ask me about the value of IABC. The answer: You will get out of IABC what you put into it. The more involved you are, the more benefits you will get in terms of networking, building your expertise and experiences, etc. The best way to get involved is to volunteer; this expands your network...and it’s just plain fun anyway! The network does work — for example, my network was instrumental in opening the door for me to get a job at HP nearly seven years ago.

**“Customer” focus:** Our members are our customers, and we need to provide that same customer focus that you see in all successful businesses and organizations. Part of this is knowing what your customers (in this case SV-IABC members) are thinking — that’s why we conducted an online survey in December. Results from that survey will help guide our decisions throughout the year.

Finally, I want to take a moment to reflect back on 2002. This was an outstanding year for our chapter, thanks to an awesome and dedicated group of board members and volunteers and to active participation from many of you. I want to especially thank Erika Powelson, SV-IABC president for 2002. Erika is an outstanding leader, a great communicator and a very dear friend. I appreciate all Erika has done — and I’m sure will do — for our chapter.

I look forward to working with you this year!

**Rob Gibbany**  
President, SV-IABC

## It Was A Wrap!

By Lori Maupas

Amid the din of an after-work crowd, SV-IABC members mingled at the year’s last event on November 14 to celebrate another great year, as well as numerous achievements we’ve made as a chapter. “It’s a Wrap” took place at the Tied House in downtown Mountain View, the perfect setting for a boisterous bunch looking for tasty food, spirits and good company. Nearly 80 members attended the event.

Thank you gifts were awarded as board members and volunteers were recognized for their contributions over the year in bringing together events, fundraisers and other projects. Our chapter’s accomplishments were numerous:

- Our monthly programs had strong attendance throughout the year, culminating in the October program at HP that drew nearly 100 people. We also had three very well attended networking events, which brought in new IABC members and sponsors.
- For cost reasons and to provide more timely and interactive communication with our members, we moved our monthly chapter newsletter online. Feedback has been overwhelmingly positive.
- We continued our community involvement initiative with Vision Literacy, producing a professional broadcast PSA, completing a detailed communications audit and plan and writing a company background.
- Two communications students at San Jose State University received scholarships of \$1,000 each from our chapter. More than 20 students attended an IABC-sponsored panel presentation on campus, where they heard real-world stories from communications professionals.
- We made functional improvements to our Web site, culminating in the move to a new ISP host and other changes that give us a much more flexible and reliable site.
- Despite the sluggish economy, our chapter gained 39 new members and a number of new participants.
- Our chapter was fiscally responsible and stayed within the budget for the year.

“It is truly the hard work, energy and commitment of the volunteers that enables the success of the SV-IABC chapter,” noted Erika Powelson, 2002 SV-IABC president. “This event is a fun way to highlight the year’s accomplishments and publicly thank those who have made them possible. With more than double our usual attendance, there was tons of networking happening and it was exciting to see connections being made or strengthened during the event.”

Additionally, Rob Gibbany, 2003 chapter president, introduced the Board members who will offer SV-IABC members guidance during 2003. You’ll be able to read all about the new Board Members in “Meet the 2003 Board” in this issue.

*Lori Maupas is owner and Worddiva at Alphabet Soup Writing Services.*

## Meet The Board



**Rob Gibbany,  
President**

My role as chapter president will include working with our talented and dedicated group of Board members and other volunteers to help our chapter deliver on our mission of being the resource for business communicators in the Silicon Valley. My previous SV-IABC leadership roles have included executive vice president in 2002 and vice president of technology in 2001. As internal communications manager for HP's software organization, I provide strategic communications consulting and implementation, including online and executive communications and project management for manager and employee meetings. As 2003 SV-IABC president, my goal is to provide business communicators in the Silicon Valley with the programs, services and opportunities that will help them get the most out of their involvement with IABC and build their portfolio of communications experience and expertise. My involvement with IABC has helped me in many ways in my job — it even helped me get my job at HP seven years ago! Volunteering with IABC is also a great way to meet people and just have fun. I look forward to working with you this year to help you get the most out of IABC.



**Michael Easley,  
Executive Vice  
President**

As the executive vice president, my job will be to support president Rob Gibbany on special assignments, oversee volunteer efforts and report yearly results to chapter members and IABC headquarters. I served on the Board this past year as vice

president of programs and professional development. I've also enjoyed participating in several chapter volunteer opportunities during my five years as a member of IABC. Professionally, I provide communication support for the executive vice president of the Supplies Business in HP's Imaging and Printing Group. I have more than 20 years of communications experience with business, agency, and not-for-profit concerns. Drawing on these varied professional experiences, and the relationships I've developed with current and former board members, I hope to continue to help shape a bright future for our chapter.



**Erika Powelson,  
Past President**

As past president, my role is to serve as advisor to the Executive Board, represent our chapter at district meetings and assist with special assignments as needed. I have been involved with IABC for five years, serving as director of external communications, vice president of community and education involvement, vice president of programs and professional development, and most recently, chapter president. My company, Powelson Communications, provides public relations strategy and implementation to high-tech companies, non-profits and small businesses. My involvement with IABC has been beneficial, both personally and professionally. I have built strong friendships, found new clients and gained access to a valuable network of communications professionals. The benefits of volunteering with IABC are tremendous and I encourage everyone to find a way to get involved. You won't regret it!



**Jenny Carless,  
Vice President of  
Administration**

As vice president of administration, I'll manage the chapter's administrative functions. This includes working on all Executive Board communications, such as monthly Board meeting minutes, overseeing judging activities, and generally trying to be helpful. I've been active with SV-IABC for the past four years, having served as both Web editor and director of programs. I've found the group to be a great resource for professional development, as well as friends. I've been writing professionally for more than fifteen years — freelancing for the past eight. I help clients in the corporate, educational, and conservation fields with PR, marketing communications, and employee communications. I enjoy my involvement with IABC and look forward to helping out in this new capacity in 2003.



**Nancy Duenkel,  
Vice President of  
Communications**

As vice president of communications, I will oversee the communication efforts for the chapter, including the chapter newsletter, *Communicators' Network*, and public relations. I have been participating in the SV-IABC for four years, and became a member in 2000. As a professional communicator, I have gained tremendously through the networking opportunities and event guest speakers. My career growth has taken place right here in Silicon Valley with a stint in the Big Apple as a freelance publicity coordinator working with large hotels. Today, I am enjoying my work as a marketing consultant partnering with both technology start-ups and large enterprise companies.

## Meet The Board



**Sharon Ewert,  
Vice President  
of Community  
and Education  
Involvement**

Having served as vice president of technology

in 2002, I am looking forward to my new role as vice president of community and education involvement in 2003. In this role, I am responsible for overseeing the Vision Literacy collateral development by IABC volunteers, the IABC Scholarship Program, and the Student Forum for San Jose State journalism students. My company, Ewert Communications, is a family-owned Web development business. My sons and I offer a one-stop resource for Web consulting, design, content development, Web-based database tools and maintenance. Last year, we had the privilege of designing and implementing the Vision Literacy Web site as our contribution to the IABC community involvement project. I am eager to work again with the IABC Board and other volunteers, as they are the most talented, helpful and friendly people that I have found anywhere.



**Ronald Schmidt,  
Vice President of  
Finance**

A graduate of U.C. Berkeley, I have more than 15 years of communications

experience with high-technology companies. I served as director of public relations at Security, Inc. and public relations manager at Ramp Networks (acquired by Nokia). My PR agency experience includes account management positions with Cunningham Communication and Neale-May & Partners.

My company, Rosswood Communications, provides strategic communications for companies that develop advanced technology products and services. I have been an active member with IABC member for two years — last year volunteering as a finance director. I've enjoyed meeting many seasoned communications professionals at IABC, and I look forward serving the organization as vice president of finance in 2003.



**Beth Volz,  
Vice President  
of Membership**

I've been a longtime IABC member and have made many good friends and connections

through my active participation. This year, as vice president of membership, I plan to expand our chapter's membership numbers and explore ways to increase student membership. I'm a communications consultant specializing in corporate and marketing communications for a variety of industries — from healthcare to high-tech and more. I look forward to a prosperous year of growth for our chapter in 2003.



**Marnie Santoyo,  
Vice President  
of Programs**

As vice president of programs and professional development,

I will be responsible for the monthly luncheon presentations, networking events and professional development seminars. I will also work with the team responsible for the chapter's Indepen-

dents' Roundtable programs. Professionally, I am a freelance writer and editor who has worked as a communicator for the past 14 years. I have been an IABC member for two years. The minute I became a member, I also became a volunteer. My work in 2001 led to a 2002 Board position as vice president of communications. Volunteering has been a rewarding experience and I encourage everyone to get involved. This chapter has a lot to offer — most importantly, a great network of talented professionals. Please let me know how I can better serve you this year.



**Raju Mansharamani,  
Vice President of  
Technology**

As vice president of Technology, I'll be responsible for the IABC Web site. I have been a

member of IABC for three years and have volunteered as a director in the past. What I find intriguing about IABC is the diversity of industries and professions that come together for the monthly luncheons. Such diversity brings a kind of energy to the meetings that I haven't found in other organizations. In my professional life, I work as a Director of Information Technology for a law firm. I have more than 12 years of experience in my field. I'm very much looking forward to working with the wonderful 2003 SV-IABC Board.

**THIS MONTH'S INDEPENDENTS' ROUNDTABLE**

## 50 Ways To Fill Your Sales Pipeline

Have lucrative clients shut their doors or taken projects in house? Has downsizing eliminated your regular corporate contacts? Does it feel like all of your sources of leads and prospects have dried up? For independent professionals, times are tough, and 2003 promises little relief.

If you are stymied about how to jump-start your business, don't miss January's Independents' Roundtable. Business coach C.J. Hayden, author of *Get Clients Now!*, offers 50 ways to get the sales stream flowing again — all of which are so simple that anyone can put them into action.

C.J.'s interactive presentation will cover:

- How to look for new prospects that need you NOW.
- Ten good excuses for writing a letter to someone you don't know.

- Ways to get networking to pay off.
- What you can do to make clients call you.
- How to make a cold call without sounding like a telemarketer.

Since 1992, C.J. Hayden has been teaching solo entrepreneurs to make more money with less effort. A Master Certified Coach, she has taught marketing at John F. Kennedy University, Mills College and the U.S. Small Business Administration. Her articles appear regularly in *PS Advisor*, *Business Know How*, *Sharper Training* and *Power Home Biz*.

**COMMUNICATORS IN ACTION**

## When Branding Guidelines Just Aren't Enough

By Nancy Duenkel

Branding and design solutions emerge when comprehensive research, analysis and a strategic plan have been conceived and completed. From there, the corporate brand strategy, the development of a name, the design of a logo and the development of collateral materials begin — and so begins the challenge to represent the brand and corporate identity across all facets of the corporation's communications.

To develop a brand and corporate identity is costly and much time goes into developing guidelines. So why doesn't everyone use these guidelines? Most corporate citizens do adhere to the guidelines; however, creative license occurs in field marketing and remote offices for a million different reasons. The most common motives for veering from the guidelines are meeting deadlines and staying within budget.

### Business Problem

Company X began to realize that the corporate branding and identity guidelines just weren't enough to sustain the brand integrity in remote offices and in the field. Communication materials were surfacing that differed radically from the corporate look and feel. Unreasonable deadlines began affecting the corporate creative team, and creative costs were on the rise.

### Marketing Solution

The corporate creative team devised a turnkey approach for the field and remote offices. Each office received a manual that included electronic, easy-to-follow templates for event signage and invitations, retail advertising, collateral and give-aways. Also, the corporate team printed invitations, event signage, point-of-purchase displays, give-aways and flyers in bulk and placed them in a fulfillment house. The new process allowed employees to order materials and customize them for regional events or promotions.

### Proven Results

This solution allowed for employees to independently develop and produce sales and marketing tools while sustaining the brand, decreasing work duplications and saving up to 43 percent in creative and production costs. As a result, the corporation was able to comfortably build consistent visibility and increase global brand and identity recognition.

*Nancy Duenkel is principal of OnCall Marketing.*

## Independents' Roundtable

**When:** Tuesday, January 28, 6:30 p.m. networking and light dinner; 7-8:30 p.m. program

**Where:** The Lookout restaurant at the Sunnyvale Golf Course, 605 Macara Ave., in Sunnyvale. Take 101 to Matilda, exit toward Sunnyvale, turn right on Maude, right on Macara.

**Price:** \$10 members, \$20 non-members (No shows will be billed.) Pay by check or credit card at the door. Beverages and a buffet will be served. Free parking.

**RSVP:** By Friday, January 24. Use the SV-IABC Web site <http://sv.iabc.com>, call the hot line at 408-746-3545 or e-mail the Independents' Roundtable Director, Pat Frischmann at [pat@fricomm.com](mailto:pat@fricomm.com).

### Recommended Reading

*The Art of Identity*, by Mark Rowden

*Eating Big Fish*, by Adam Morgan

*Fusion Branding*, by Nick Wreden

*Ogilvy on Advertising*, by David Ogilvy

MEET THE EDITOR

## Lori Maupas, Director of Internal Communications



### What is your profession?

I've been writing professionally for 12 years for marketing and public relations departments in a variety of industries,

including high-tech, education, real estate and consumer electronics. In the middle of 2002, I launched my own writing business, Alphabet Soup Writing Services. Alphabet Soup provides writing and editing services for marketing-communications projects that range from contributed articles and public relations to Web copy, printed collateral and creative messaging. Clients benefit from fast, reliable service, project management hand-off and the opportunity to work with a very agreeable and witty vendor (me!).

### How did you become involved with IABC?

My friend and colleague Marnie Santoyo was a Board member of the Silicon Valley chapter in 2002. She was taking over the role of vice president of communications and asked me to work with her on the chapter newsletter. I thought being involved with IABC, especially in a role so closely related to my field of expertise, would help me gain exposure as a freelance writer and enable me to more effectively promote my writing business through networking events. I was excited about joining a networking group like IABC, which is brimming with top-notch communications professionals.

### In what way did you initially participate?

I jumped right in, head first. Editing the *Communicators' Network* (CN) newsletter was a great opportunity for me to meet the Board members and a number of other volunteers and chapter members. While gathering content for CN, I attended nearly every luncheon and IRT,

and as a result, received a great introduction to the wonderful programs IABC offers. I found the speakers extremely knowledgeable, and their presentations informative. About a third of the way through the year, I helped the Board take the newsletter to an online format, an experience that was at times challenging, but in the end, very worthwhile.

### What do you get out of your involvement both personally and professionally?

The most obvious benefit is the ability to meet and interact with other communications professionals who are dedicated to their professions and are willing to share ideas, experiences and advice. I've learned a tremendous amount from the folks I've met at various chapter events—both members from corporations, as well as independents like myself. The mix of talent that makes up SV-IABC's membership is world-class. I've also learned a lot from just attending the luncheons and presentations. It's wonderful to be part of a community of professional communicators. There's never a lull in the conversation, that's for sure!

### What is your recommendation for new members who would like to get involved and possibly volunteer?

Volunteering is the best way to get the most out of involvement with any organization, and as a member of SV-IABC, you'll have lots of opportunities. Because we're non-profit, we need volunteers to make our events successful and our communications effective. Just assembling this newsletter takes numerous contributors each month; writers who want a by-line should definitely contact me about contributing. By volunteering, even for a small job, you'll be able to turn your involvement with SV-IABC into an enriching, potentially prosperous experience. Call any of the Board members listed in this newsletter in the Contact section to find out where you can contribute your time and talents.

## Beyond the Valley — News from IABC

### Teleseminars: Train Your Whole Staff for Under \$100

IABC's new teleseminar series has begun. These one-hour telephone seminars are a low-cost way for communicators to get professional training at a low price without leaving their office.

Use your office speakerphone and invite your whole staff for one price — U.S. \$75 for each session, from anywhere in the world. See the IABC calendar below for upcoming teleseminar sessions.

Get the complete schedule with session descriptions, and register online at: <http://store.yahoo.com/iabcstore>

### IABC Offers Insurance Coverage to U.S. Members

There has been some discussion lately about health insurance for consultants. Through an arrangement with Marsh Affinity Group Services, U.S. members of IABC will be able to obtain group insurance coverage. Major medical insurance will be the first product offered. Details at:

[http://www.iabc.com/info/news/2002\\_11\\_01.htm](http://www.iabc.com/info/news/2002_11_01.htm)

# Who To Contact at SV-IABC

*Communicators' Network* is published monthly by SV-IABC. News and commentary are welcome.

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### Meetings

SV-IABC program luncheons are usually held the second Thursday of the month, and Independents' Roundtable evening meetings are typically the last Tuesday of each month. Non-members are welcome.

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Open

### Student Relations Director

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### Membership Director

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