



Developing solutions thru creativity

--News Release for April 13, 2005--

IABC Houston President Takes Part in Global Communication Think Tank

Houston, TX – Joe Fournet, Houston chapter president of the International Association of Business Communicators (IABC) and President/Creative Director of Ideas & More, was among a dozen communicators from around the globe to recently participate in the IABC Research Foundation's 2005 Think Tank in Seattle, WA.

Established in 1998 as an "insight incubator," the Think Tank generates ideas that can be turned into research projects for the foundation. The 2005 Think Tank addressed the following issues:

- 1.) Communications issues affecting our business today;
- 2.) Trends in business we see impacting how we work and communicate with customers, shareholders, employees;
- 3.) What's on the horizon that isn't an issue yet, but will be?

According to Joe, "An interesting and yet disturbing fact of our society today is that three of the top issues of concern now - cyber-terrorism, changing workforce, and globalization - are also emerging issues we still have to face as these concerns and issues evolve."

IABC/Houston is part of a global information network of more than 12,000 business communicators dedicated to serving communication professionals locally, nationally, and throughout the world.

Based in Sugar Land, Texas, Ideas & More is an advertising and marketing consultancy specializing in creative strategy, concept development and copywriting.

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