

CHICAGO

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### **Chicago-Area Communications Professionals Earn Accreditation Designation**

CHICAGO, July 17, 2008 – Two Chicago-area communications professionals have earned the Accredited Business Communicator (ABC) designation from the International Association of Business Communicators (IABC).

“Earning an ABC is an outstanding personal and professional achievement in our complex and growing field,” said Karen Utterback, ABC, president of the IABC/Chicago chapter. “These individuals have met a global standard for their ability to manage the communications function, think strategically, establish meaningful objectives and measure their success.”

Jennifer Saputo, ABC is a senior communications specialist responsible for employee and human resources communication at Takeda Pharmaceuticals North America, Deerfield, Ill. (previously Tap Pharmaceutical Products). Before joining the company in 2006 as a human resources communications manager, Saputo was a senior communications analyst with Options Clearing Corp., Chicago. She began her career in Detroit, where she worked for PPOM health network (now Aetna Cofinity) and magazine publisher Crain Communications. Saputo received her bachelor’s degree in journalism and master’s degree in communications, both from Wayne State University, Detroit.

Nadine Sudnick, ABC is president of Sudnick Business Communications in West Chicago, Ill. She develops integrated communication solutions – including communication strategy development, measurement and implementation – for companies including Abbott Laboratories, McDonald’s and TRW. Previously, she was senior vice president, communications for GE Capital Railcar and a communications manager at Motorola. Sudnick is a past president of IABC/Chicago and has earned IABC Gold Quill and Silver Quill awards for her strategic work. A speaker, author and facilitator on communications-related topics, Sudnick also is a member of Women’s Business Development.

Saputo and Sudnick have joined a select group of accredited professional communicators – about 800 throughout the world and 17 in the Chicago area. IABC’s accreditation process consists of rigorous evaluation that identifies and recognizes highly qualified, well-rounded communicators through a review of their portfolio of work, as well as written and oral examinations. A 2007 study of accredited business communicators in seven countries found that IABC’s accreditation program is a gateway to learning and advancing the practice of strategic communication management. A majority of current and former supervisors who participated in the study said ABCs provided more credibility to their departments or organizations, while a majority of clients perceived ABCs as having an increased understanding of effective communication practices. Large majorities of the ABCs surveyed said that becoming accredited improved their resumes, increased their confidence, enhanced their credibility and gave them peer approval and recognition.

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The International Association of Business Communicators (IABC) is a global network of communication professionals committed to improving organizational effectiveness through strategic communication. Established in 1970, IABC serves more than 15,000 members in 70 countries with a multi-disciplinary approach to corporate communication, public relations, employee communication, marketing communication, media relations, community relations, public affairs, financial communications and government relations. IABC/Chicago ([www.iabcchicago.com](http://www.iabcchicago.com)) is the oldest IABC chapter in the world and one of the largest IABC chapters in the United States, with about 500 members.

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