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Have you
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out
Fractured
Atlas?

Your IFVP Membership automatically qualifies you for FA Associate Membership –at no additional cost to you!

Click on the logo above, or go to www.fracturedatlas.org

The Directory has a new Feature:



Now you'll be easier for clients to LOCATE!

2005 ... A Year of New Beginnings

IFVP is looking forward to an exciting year. We have an all-new Board, and we've kicked off 2005 by forming an Alliance with Fractured Atlas, an association of professionals working in the arts. We are excited that IFVP members now receive free Associate Membership in Fractured Atlas, including basic health and dental insurance programs and a free prescription card, among other benefits.

That's the "old" news, there's lot's more:

Newsletter format for formal communications

We hope you like our new look—we're dressing for success. *The Visual Practitioner* will be published bi-monthly, with extra editions as required. Past issues will be archived on the website.

IFVP Board Update

We want to thank our outgoing Board members, Leslie Salmon-Zhu, Lynn Kearney, and Jennifer Hammond Landau for all their hard work and their support. They, and you, have entrusted us with taking IFVP to the next level, and that's exactly what we intend to do!

The new Board doesn't have a formal Strategy yet, but we do have some broad areas of focus for the coming year— **Providing Value to Members, Growing our Profession, Building our Membership**. The beautiful thing is, when we do one well, the others benefit: a *virtuous spiral* that will eventually result in more clients, more lucrative practices, and greater quality of life for individual IFVP members. As a Board, we are committed to all of these, and we have each accepted responsibility for building and sustaining momentum in a particular area, the honored role of "nudge":

Director of Membership Development: Michelle Boos-Stone has amazing energy for people and prosperity

Director of Planning: Bill Bancroft keeps an eagle eye on bottom-line value and strategy and always asks the hard questions

President of the Board: Martha McGinnis believes our field could be much BIGGER and that IFVP has a key role to play

Contact us: Board@visualpractioner.org

Website Update

The Web Team is ramping up content production for the IFVP Website. IFVP will be actively pushing our site and our content out into to the world. The exposure will do us all good! We're excited that Sean Griffin has re-joined Rob Benn and Brandy Agerbeck—Sean will be managing the Education section of the site, which carries articles and other information to help people understand the value and power of our profession.

Reach the WebTeam and Editors at <http://www.visualpractitioner.org/contact.htm> ...and check out the new *geographical* directory page!

As part of the Education section revitalization, we are adding a new area: **Graphics in Action**—a showcase of real-world examples, with photographs of Visual Practitioners in action with small groups, large groups or any groups. If you are interested in being part of our IFVP gallery, please submit your photographs. Include a **title**, a **short sentence** describing what is going on in the photo, and a **link** to your IFVP directory or Website **for each photograph** submitted. Please email photos and text to education@visualpractitioner.org by March 30, to have your favorite projects highlighted!

TWO NEW ARTICLES Have Been Posted:

***The HISTORY and EVOLUTION of the GRAPHIC FACILITATION/RECORDING FIELD* ...read it today ▶▶**



We'd like to thank Christina Merkley, of MAKE YOUR MARK GRAPHIC FACILITATION & COACHING, for writing another wonderful and informative article about our profession. We're grateful to Christina for providing content for the education section and encourage ALL OF YOU OUT THERE to submit articles and other content! More on that below.

WHAT'S the VALUE of a GRAPHIC RECORDING ?... ▶▶



Heather Cummings, Jane Howe, and Augusta Horsey Nash of CONVERSATIONS THAT COUNT have contributed an article about the impact of graphic recording on their World Café work. This is the first of what we hope will be a series of contributions by clients and colleagues of Visual Practitioners—real world testimonials to the power of Graphics in group process.

Growing Our Profession

All of us have encountered barriers of understanding—people don't understand what we do, or how it could benefit them and their organizations. If we are to build our profession and our individual practices, we need publicity and exposure. **IFVP is beginning 2 initiatives to GET THE WORD OUT about the AMAZING IMPACT of GRAPHICS: Testimonials and Demonstrations.**

Okay, there's nothing particularly new about those, is there? We all use them individually. The difference is scale: IFVP is now beginning a formal program to increase awareness and understanding of our profession by getting in front of the people who make decisions, in print and in person.



TESTIMONIALS: Active solicitation of client feedback and comments in the form of ARTICLES and CASE STUDIES.

These will be posted on the website and submitted, as appropriate, to as many newsletters, professional journals, and other media as possible. In addition to topical articles such as those featured in the past, we hope to showcase individual clients and successful applications that illustrate the uses, benefits and bottom-line value of our work.

This is your opportunity for **shameless self-promotion!** Write it yourself, or better yet, get a satisfied client to write it or co-author. When a consultant-colleague of mine enthused about what great use her client was making of his

Keep

an eye

on



IFVP...





We're

putting



the



pieces



together!

The International Forum of Visual Practitioners is a professional association of Graphic Recorders, Graphic Facilitators, and others who utilize graphics in group process work.

On the web at:
www.ifvp.org

If you have questions about this newsletter, please email:
marthamcg@comcast.net

charts, and what a difference graphic recording had made for his organization, I invited her to write an article (above) about their work and the role graphic recording has played. She readily agreed—**this is a big win/win for everyone:**

- ✓ You, your client or your colleague can submit the completed article/case study to as many publications as you like, getting the word out about everyone mentioned.
- ✓ The client organization gets to crow about the improvements /benefits they've generated, so they come across as efficient, innovative, and well-managed.
- ✓ People who read the article learn about our work—from the people who have benefited, people they can identify with.
- ✓ Repetition, Repetition, Repetition: We know that the more times, the more ways someone gets a message, and the more different people and places they hear it, the more likely they are to *GET IT*.

IFVP wants to get the message out. *The more content we have to provide, the better we can capitalize on opportunities when they arise. You'll receive another communication in a few weeks about article guidelines, and they'll be posted on the website soon! Email: education@visualpractitioner.org*



DEMONSTRATIONS: IFVP has begun contacting conferences where large numbers of high-potential clients will be in attendance.

These include highly-placed Human Resources, Organizational Development and Learning Executives; Foundation and Non-Profit Executives; Meeting Planning Professionals; and similar audiences of people with budgets for meetings, development and communication. We will offer to provide one or more IFVP members to chart a conference at no charge, and will negotiate for free or reduced hotel accommodations, transportation costs, etc. As we need people to demonstrate, opportunities will be emailed to the membership roster.

- ✓ This is a great opportunity to **showcase your work** and **distribute your cards and brochures!**
- ✓ IFVP, and you, if possible, will get **credit as a Sponsor**
- ✓ **Hundreds of people will see the magic of Live Graphic Recording**
- ✓ **Photos, charts, and testimonials** from the Conference will be available for your use and for IFVP use in PR materials and website posting
- ✓ **Buzz** ✓ **Credibility** ✓ **Momentum**

When one of us succeeds, we ALL benefit! Each time someone new sees our work, our market grows. Every one of us is an ambassador of the profession when we're at the wall.

- ⊙ *If you'd like to be on a roster to be contacted early, before an engagement is formalized, send an email to Michelle Boos-Stone: mboos13@aol.com*
- ⊙ *If you have an opportunity to suggest, contact Michelle also.*
- ⊙ *If you'd be willing to help create an IFVP brochure and promotional materials to be distributed at events, please email me, Martha McGinnis: marthamcg@comcast.net*

---- **Martha McGinnis**