

THE PUBLIC AWARENESS COMMITTEE

Your Public Awareness Committee

This communication from the Public Awareness Committee serves several functions:

1. To introduce you to the committee
2. To present a referendum on Testimonials
3. To let you know what we are doing
4. To open a dialogue about changes in the Institute's graphic presentation

The functions of the Public Awareness Committee, as described in the Plan, are:

1. to oversee the Institute's Public Awareness activities,
2. to set directions for development of Public Awareness materials,
3. to review existing literature.

One of the recommendations of the Public Awareness Committee at our December meeting was that the Institute's graphic output be reviewed and updated — including the logo, the letterhead, the Catalogue, etc. Since changes of this sort affect all the members of the Institute, I want to begin a dialogue - to be continued at the Annual Meeting - concerning the need for these changes.

Who's On The Committee

The committees of the Board were designed to include a combination of Rolfers and outside professionals who were expert in the areas the committee dealt with. The Public Awareness Committee had a unique way of fulfilling that requirement. Three members of the Committee who are current or about-to-be Rolfers have a combined 44 years of professional experience among them. Here is the committee:

Julie Paul

Graphic Designer 19 years. Julie is a designer of considerable expertise, having completed projects for companies like Pacific Bell, Xerox (for which she won the New York Art Directors award) Taco Bell, and several universities and colleges. Julie will take the Practitioner training in March.

Paul Shane

Public relations 10 years and Rolfer. Paul's expertise lies in the area of relations with print media. He has offered to develop a media list for the Institute (publications in which we would like to see articles published) and to be the contact person for members who have newsworthy events or who have Rolfed people who may have news potential, e.g. star athletes, celebrities, or people who have unusual physical problems which were helped by Rolfig.

Bob Alonzi

Advertising and Marketing 15 years and currently a Rolfer. Bob knows the ins and outs of the magazine industry.

Owen Marcus

Rolfer. Owen's contribution to the committee is that of someone who has considerable experience in the marketing of Rolfig and in developing a research program with public relations potential.

Don Hazen

Committee chair. Rolfer for ten years. Member Institute Board of Directors. Don has a graphic design business in addition to his practice.