

# POLITICAL INVOLVEMENT NETWORK



## *PIN Points*

Public Affairs Council e-Newsletter  
January 6, 2011

### **Chairman's Welcome:**

Happy New Year! As public affairs professionals, we know that each new year brings change and challenges. The Council formed the Political Involvement Network (PIN) two years ago to help its members better confront day-to-day professional challenges. I hope the PIN's more than 200 members will agree that we've accomplished this goal.

As for change, the new year also means new leadership. It has been my pleasure to serve as your chairman for the past two years, but now it's time to hand over the reins.

Please join me in welcoming Sabrina Spitaletta, associate vice president of civic action programs for Sanofi-Aventis, as the PIN's new chairman. Sabrina is an active Council board member and will no doubt broaden the PIN's programs to further assist you in meeting the challenges of 2011.

- Willem Rijkse, vice president of public affairs, American Insurance Association

### **Upcoming Events:**

January 19: PIN Meeting: [What Does It Mean To Be a Leader?](#)

January 25-28: [National Grassroots Conference](#), Key West

February 21-24: [National PAC Conference](#), Miami Beach

March 30: [Write to Change the World](#) (with Doug Williams), Washington, D.C.

### **PIN Event: What Does It Mean to Be a Leader?**

Guest Speaker: Anthony A. Tansimore, executive vice president, DHR International

Theories on leadership have evolved in recent years. While CEOs and senior managers were once known for giving directions and orders, today's leaders use softer skills to get things done. They inspire, lead by example, volunteer and showcase the work of others. Anthony Tansimore will join us to examine what businesses want in their leaders and how you can use "soft" skills to advance your political programs and your career.

**January 19, 2011**

**1:00 p.m. – 2:15 p.m. EST**

**RSVP: [PIN@pac.org](mailto:PIN@pac.org)**

Out-of-town Network members are welcome to request conference dial-in information with their RSVP.

### **Social Media Round-up:**

Find us on [LinkedIn](#) | [Facebook](#) | Twitter: @PACouncil | [Blog](#)

#### **Members all a-Twitter:**

American Heart Association: @AMHeartAdvocacy

Novo Nordisk Government Affairs and Public Policy: @NovoNordisk\_GA

Naked Civics: @NakedCivics

Who else should we follow? [Tell me.](#)

#### **Social Media News:**

##### [Person of the Year 2010](#)

*Time* (12/15/10); Grossman, Lev

*Time* names social media giant Mark Zuckerberg of Facebook its person of the year for 2010.

What lessons do you think Zuckerberg and Facebook teach about leadership?

##### [Six Predictions for Social Networks in 2011](#)

*Mashable* (12/31/10); Parr, Ben

Co-editor Ben Parr shares his thoughts on what 2011 will mean for social networks. He predicts a trend in mobile photos, that Twitter holds steady, and no Facebook IPO. What do you think?

### **Political Involvement Tidbits:**

In keeping with this month's leadership theme, the tidbits below speak to qualities every good leader needs.

#### **Seeking the "Commune" in "Communication"**

##### [Public Affairs Perspective \(11-17-10\)](#)

Guest blogger Dana Wilkie, communications and editorial director for the Council as well as a freelance writer and a former D.C.-based newspaper correspondent, takes a look at how good leaders communicate and how good communication can create a leader. "It's no small thing to respect the intelligence and instincts of your listeners. Communicate plainly, candidly - respectfully - and while they may be mad or discouraged about the message, at least they won't be insulted by how it was delivered."

##### [Council's 2010 Volunteer of the Year](#)

In case you haven't heard, Political Involvement Network member Molly Nichelson of the American College of Cardiology was named the Public Affairs Council's 2010 volunteer of the year.

Molly was recognized not only for her leadership in using social media for public affairs and grassroots initiatives but also for her enthusiastic and active participation in the Public Affairs Council and member community. Congratulations, Molly, and thank you for your leadership!

Have questions about the PIN? Contact [pin@pac.org](mailto:pin@pac.org).

Rikki Amos  
Associate Director, Political Involvement Programs  
Staff Executive, Political Involvement Network  
Public Affairs Council  
202-872-1790 | [ramos@pac.org](mailto:ramos@pac.org)

Will Rijkse  
Chairman, Political Involvement Network, 2009-2010  
Vice President, Public Affairs  
American Insurance Association  
202-828-7139 | [wrijksen@aiadc.org](mailto:wrijksen@aiadc.org)