

# News Release

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## **Dallas/IABC luncheon, April 8, features “Spin to Win! Getting Practical about PR” by RGM Communications**

**DALLAS— March 17, 2008**—The Dallas International Association of Business Communicators ([Dallas/IABC](http://www.dallasiabc.com)) is hosting an April 8 luncheon featuring “Spin To Win! Getting Practical about PR,” led by Roy G. Miller, president of [RGM Communications](http://www.rgmcommunications.com). The event is 11:30 a.m. to 1 p.m. at Popolos’ Café in Dallas. Online registration is available at [www.dallasiabc.com](http://www.dallasiabc.com). Pricing is \$30 to \$45 for the luncheon, depending on membership and pre-registration. Student pricing is \$20.

“Public relations is the most misunderstood and maligned profession within communications,” said Roy G. Miller, president of RGM Communications, a PR and business communications firm in Wylie, Texas. “So we’re going to dig into the world of PR, what really matters and what we as communicators can do to improve our work, profession and lives. We’ll share an unconventional, practical approach to PR that targets business results and personal results too.”

[Miller](#) is a 24-year communications veteran who has served large, publicly held companies, international firms, mid-market and small businesses. He’s worked as a freelancer, account supervisor and vice president, both on the agency and company sides of marketing communications, and also served as a newspaper reporter and writer. His forte: strong writing tightly packaged around a journalistic nose for news and a communications–business sense of “the bigger picture.” He believes PR must complement a company's efforts to reach real business objectives and success. Today, RGM serves a variety of clients, mostly business-to-business firms, from technology providers (hardware, software and services) to professional service providers, including those in accounting, finance, real estate, retail, mergers/acquisitions and more. In 2006, Miller was elected president of the [International Association of Business Communicators/Dallas](http://www.dallasiabc.com). Today, he continues to serve on the Dallas/IABC board, helps lead a weekly [CEO Network](#) referral group and supports various non-profit organizations. Miller grew up in Plano, Texas, attended Plano Senior High School and graduated from the [University of North Texas](http://www.unorth.edu) with a journalism degree.

Dallas/IABC ([www.dallasiabc.com](http://www.dallasiabc.com)) is the professional communicator’s choice for practical education, information and professional development. The not-for-profit association serves more than 300 members in North Texas representing hundreds of corporations, agencies, entrepreneurs and

not-for-profit organizations. For more information, visit [www.dallasiabc.com](http://www.dallasiabc.com), or contact Dallas/IABC President Julie Songer at [Julie.Songer@ngc.com](mailto:Julie.Songer@ngc.com).