

DRAWN

the power to attract attention

The Newsletter of Diana Degan & Associates

December 2011

Happy Holidays!

Where has this year gone?! It's December already. I can't believe it. Time: never enough when you need it, but, oh too much of it when you're waiting for something!

At this time of year, I believe in stopping, reviewing and being thankful for the achievements of the current year and taking a moment to consider the goals for the next.

My first year as Diana Degan & Associates is almost done. I launched my new blog, DDA, on my revamped web site. I was fortunate to win another IABC international Gold Quill Award. I was honoured to be recognized by Cambridge Who's Who as their Professional of the Year for Public Relations & Marketing and featured in their magazine.

I started working with several new clients including the Responsible Gambling Council. And I have been selected as a speaker at the IABC World Conference to be held in Chicago, IL next June.

The next year looks brighter than ever. A new project with Storck for their Werther's candy promises to be especially sweet. I've just been asked back to Loyalist College to speak to their Post-Grad PR program -- my 6th year! And I have a trip to Chicago to look forward to.

I wish you all the happiest of holidays and a very successful 2012. I thank you all for your support, your advice and your friendship and look forward to seeing you in the New Year.



D.D.A...Drop Dead Apropos

So I finally launched my [blog, D.D.A.!](#) Or [Drop Dead Apropos](#). You can find it on my web site: www.dianadeganassociates.ca

It's been a long time coming. I've been in business for 10 years as of this past summer and for many of the past five years, I have contemplated starting up a blog. But I also wondered whether I would have anything to share. What could I say that wasn't already being said by a host of other bloggers out there? And yet, I still had this little niggle in my brain.

Then in May I attended an IABC/Toronto presentation on Social Media by industry expert Randall Craig. And I [specifically asked the question if I should start up a blog](#). His response: absolutely!! No waffling, no hesitation, just unequivocally...[absolutely!](#) So, here I am!! Proud owner of a blog.

As with anything, just making the decision isn't enough. There is a lot of strategy, planning and implementation that goes along with it. Kind of like changing back to using your maiden name!

The biggest realization was how to integrate a blog into my existing web site. And like a game of dominoes, one thing leads to another to another... In the end, my "web site guy", Mike Lush of Masterplans and I decided the best thing to do would be to overhaul my existing web site and move it to the new Web 2.0 platforms that are apparently the way of the future and going to make everything else look outdated.

Nothing like tackling new business proposals while your web site is under construction! Ah well, what's that saying? The only thing that is constant in life is change.

Oh...the name. [Why Drop Dead Apropos?](#) I originally considered not having a name and then realized my newsletter has a name and it seemed kind of lame to just refer to "my blog." I thought it would be interesting to see if I could use the first letters of my company name, Diana Degan & Associates — DDA. But unlike when I started my newsletter, I couldn't find one word with all three letters that really worked. So I started looking for three words. Drop Dead popped out at me as I was doing research. Which just left me with finding an A word. Hmm....and the word Apropos snuck into my mind. Apropos...okay, first I had to look up how it was actually spelled. And I found that it could be an adverb, an adjective, and a preposition. Interesting. [It means at the right time, by the way, fitting the occasion, relevant, in connection with, being at once opportune and to the point.](#) All of those meanings were perfect as far as I was concerned for a blog about my day job, PR and marketing communications. And it worked with Drop Dead. So the blog was named: [Drop Dead Apropos](#). And on a really rough day sometime in the future, I can just say, with as straight a face as I can manage... "ya sure, Drop Dead...Apropos, my blog..check it out."

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