



Special Section Editorial Calendar

Content must be approved by Chandra Chase, GVCC Communications Director prior to completing and submitting. Email column idea for approval to cchase@vancouverusa.com. Columns are about 200-250 words. Include headshot and company title. **Items due on the 10th of the month prior to publication**

January/February 2015

Special Section: Business Communications & Marketing Channels, seeking columns on:

- Communication techniques/strategies regarding your current customers
- How to best key in your employees to an organizational message/tone
- Utilizing the voice and resources of your board of directors or investors
- Cross promotional marketing effort with your suppliers and partners
- Integration of humanitarian or community causes through your business for promotions

March/April 2015

Special Section: The Multi-Generation Workplace

- Strategies on an aging workforce
- Legality of transferring your business between generations
- Communication style and leadership techniques for a multi-generational workplace
- Challenges between the generations
- Motivators for each generation

May/June 2015 – NO MAGAZINE

July/August 2015

Special Section: Developing Leaders

- Leadership Development styles/strategies/techniques
- Moving Up, How to Cultivate Leaders
- Small Business Leadership – Challenges/Benefits
- Five traits of successful leaders
- Defining Leadership in Your Organization

September/October 2015

Special Section: Non-profit Board and Committee Development

- Getting the 'most' from your Board of Directors
- Committee Work, How to Get Effective Results
- Board Retreats – Do they work?
- Tips on picking a highly effective board

November/December 2015

Special Section: UNKNOWN – Make a suggestion