

Share your experience in the next issue of IAM's industry magazine, *The Portal*

Rising Stars, Big Ideas

The May/June issue of *The Portal* will explore the ways industry newcomers have influenced the way IAM member companies do business. We'd like to know about younger executives who have proposed ideas that paid big dividends for their companies. Millennials/YPs and their managers will surely have things to say, but we also expect to hear from old-timers who made valuable contributions back in the day, when they were new on the job (e.g., talking the old-school boss into investing in high-tech survey and tracking tools, recognizing the public relations value of participating in charities and causes, etc.).

- Tell us a bit about yourself and your career. Where are you working now, and what is your job title?
- Have you (or a young employee at your company) had a bright idea that turned out to be just what was needed? Please explain.
- Have you been a part of innovations that saved or made money for your employer?
- What does your employer/company do to encourage thinking outside the box? (Examples: offer incentives, promotions, award bonuses, etc.)
- Do you have any predictions for future innovations in the industry? What will be your role in implementing them?
- What other relevant insights would you like to share with us?



The deadline for the May/June issue of The Portal is April 15.

You may provide a stand-alone article or respond to the guidelines above, and we will include your comments in our overview article. **Send your submission to joycedexter47@gmail.com and janet.seely@iamovers.org.**

Submissions must be separate Word documents or pasted into an email message. High-resolution digital photos are welcome and will be used on a space-available basis. Don't forget to include your name, title, company and Web URL and email address.