

Communication Works!



Welcome to Communication Works!

Dear friend,

The inaugural edition of Communication Works!, features a brand new look and approach to e-newsletters. Earlier this year, faculty and staff sat down with alumnus Matt Highsmith ('82) to talk about improving delivery of our e-news. Matt is the founder of TailoredMail and one of his specialties is helping companies do just that. We listened carefully to Matt — he knows what he is talking about. The result is a shorter, more thoughtful, less cluttered news piece designed with our busy alumni in mind. We hope you enjoy reading. Please stay tuned for more editions.

► From the chair: Celebrating 150 years of excellence



This is a big year for the University of Washington: we are celebrating our 150th year of education. It's remarkable: through several wars, the gaining of statehood in 1889, economic depressions and elevations, two World's Fairs, annual salmon runs and apple seasons, and the launching of one epic idea after another, the UW has been a constant presence in this region. We

are rightly proud of this, and the university has many plans for sesquicentennial celebration this 2011-12 academic year. In the Department of Communication, we plan to highlight on our website 12 of our alumni who were selected in 2008 as part of the UW's "Wondrous 100 Alums" by Columns Magazine. [Read more.](#)

► Highsmith ('82) starts e-mail company



Matt Highsmith (BA, 1982) had a successful marketing portfolio from companies such as Procter & Gamble and Apple before he began working at InterMind in 1995. The company specialized in "push technology," a term Highsmith coined himself during an interview with *Wired* magazine. But in 1997, during the dot-com bubble, InterMind fell and this former

captain of the UW golf team decided to work for himself. Today, Highsmith is the founder of TailoredMail, a cloud-based email marketing business that employs 26 people. [Read more.](#)

► UW Communication alumni at helm of AWC



Autumn 2011

OUR WONDROUS 12



The June 2008 issue of *Columns Magazine* featured a memorable story on 100 "famous, fascinating or influential living graduates." The Department of Communication was impressively represented by 12 alumni from the list of 100. In celebration of the UW's 150th anniversary, we will feature these Wondrous 12 throughout the year

as a reminder of the impressive and awe-inspiring work our alumni are doing. Up first is Assunta Ng, a recent Odegaard Award recipient and founder of Northwest Asian Weekly and Seattle Chinese Post. [Read More.](#)

I <3 UW COMMUNICATION

On November 4, 2011, Huskies all around the world will drape themselves in purple and raise a toast to the UW's 150th birthday. As part of the celebration, the Department of Communication wants to hear from you. What do you love about UW Communication? [Read memories from other alumni and share your own.](#)

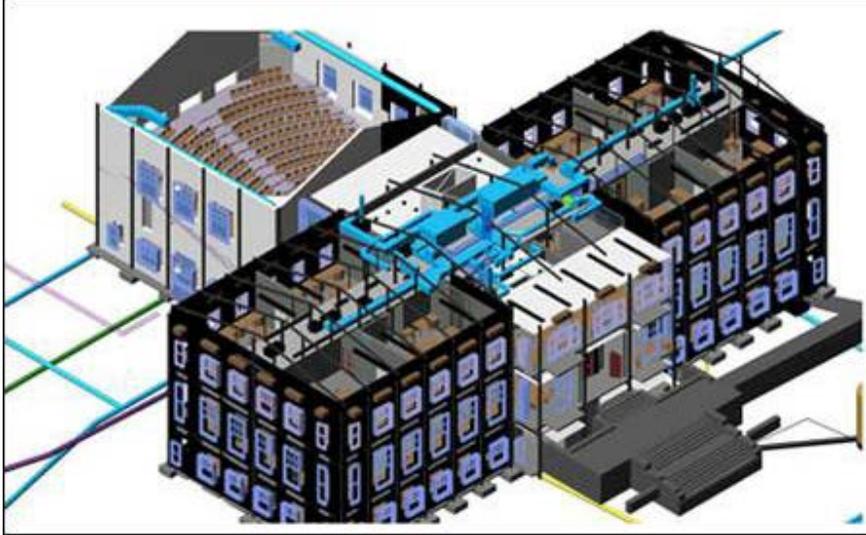
Upcoming Events

ALUMNI HALL OF FAME

The Department of Communication at the University of Washington will induct six new members into its Alumni Hall of Fame on Wednesday, Oct. 19 from 5 to 7 p.m. at the University of Washington Center for Urban Horticulture (3501 NE 41st St). Free parking is readily available. [Read more and register to attend.](#)

When Tina Christiansen (BA, 1988) decided to start her own business in 2005, she found the support of the Association for Women in Communications critical to her success. Today, the alumna is president of the Seattle chapter and, along with a committed board, six of whom are UW Communication alumnae, she plans on refreshing communication efforts and increasing membership. [Read more.](#)

► Study: Tech not always an improvement



When Assistant Professor Gina Neff visited her first construction site, she realized she needed a makeover for that environment. "I was wearing open-toed shoes and I suddenly was very conscious that I was wearing absolutely the wrong thing," she said. Three years later, Neff and her co-authors have visited multiple construction sites to learn how teams collaborate using building information management software. Their findings are published in the *Engineering Project Organization Journal*. [Read more.](#)

► Other Department Links

- [CCCE director Lance Bennett named University Faculty Lecturer](#)
- [MCDM: *The Four Peak Review* inaugural journal](#)
- [Research Centers](#)
- [News Headlines](#)
- [Alumni News](#)
- [Student News](#)

ALUMNI WORKSHOPS: NEW MEDIA IN COMMUNICATION SERIES

Communicators have more tools than ever to deliver a message. Social media networks provide you with a unique community of listeners and YouTube makes video distribution as easy as sending an email. But what skills do you need to tell a compelling story?

Get caught up on the opportunities available to you with this series of interactive workshops hosted by the University of Washington, Department of Communication and the Common Language Project, designed specifically for Communication alumni.

[Read more.](#)

NCA RECEPTION (NEW ORLEANS)

The Department of Communication's annual National Communication Association reception in New Orleans:

Nov. 18, from 6:30-8:30 p.m.

[Register online.](#)

Discover what's next. It's the Washington Way.

THIS NEWSLETTER WAS SENT BY:
UW Department of Communication, Box 353740, Seattle, WA 98125-3740
© 2015 University of Washington | [Contact Us](#) | [Privacy](#) | [Terms of Use](#)
This e-mail message was sent to
[Manage Your Subscriptions](#) or [Unsubscribe](#) or [change your e-mail address](#)

