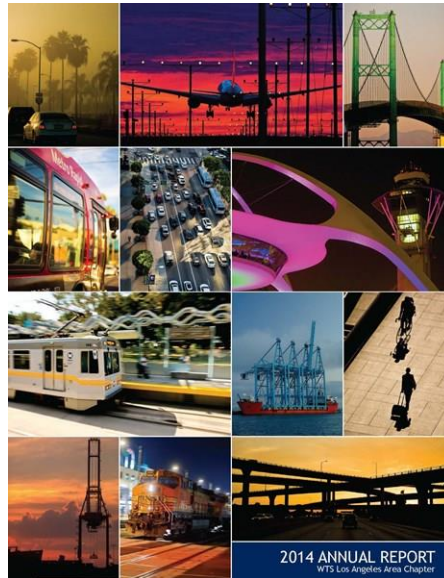


## Excellence Marks the Spot for the WTS-LA Communications Committee



Photos © John Livzey, 2020

Excellence knows no age, gender, or bounds. Yet people know excellence when they see it. And WTS International saw excellence in the 2015 WTS-LA communications program, selecting it for the 2016 *WTS Circle of Excellence Award in Communications*.

“We look at the Circle of Excellence Awards as a means to identify chapters that are doing something unique or more comprehensive than others that could serve as a goal or vision for our chapters,” explains City of Denver Project Manager and WTS Circle of Excellence Committee member Karen Good. “And we found that your broad range of communication options and platforms are important in today’s environment. But one of the big things the Circle of Excellence Committee appreciated about your chapter’s work was your 2014 [annual report](#). It is very professional and something that other chapters may strive to produce in the future. In addition, you have an active presence on multiple media platforms, not just the webpage and newsletters, but also Twitter (loved the number of followers!), Instagram, and LinkedIn, as well as a chapter video.”

Though many chapters applied for the award, the Circle of Excellence Committee chose only one chapter. And they chose WTS-LA for good reason. Current WTS-LA Communications chair and Curt Pringle & Associates Community Outreach Director Liz Ramirez (left) believes this award and the work of the previous Communications chair, Jeff Markwardt, demonstrates a commitment to quality and determination, one she continues in the committee’s work today.



“WTS-LA is thrilled to have received this honor from WTS International. Under the leadership of Jeff Markwardt (right), ICF Aviation Business Development Manager and then-Communications chair, WTS-LA achieved huge milestones with our communications program. Our communications team continues to work diligently to maintain our branding, while providing our membership with news and information relevant to the industry. Our content

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in our newsletters is original, with special attention paid to highlight our members and female leaders. We are continuously seeking ways to develop and enhance our existing communications program—and we welcome feedback! And in doing that we honor Jeff's work while best serving the chapter.”

Both Ramirez and Markwardt stress the importance of quality in every communications effort. From the strategic to the tactical, great time, effort, and energy goes into every communications piece or program. But they also always strive to improve, seeking ways to enhance the committee's effectiveness. They want to find a way to set the chapter's efforts apart, while still providing an essential service. And they have. A perfect example of an element that sets the committee's work apart is photography.



While many organizations tend to fall back on an intern using his or her cell phone for photography, both committee chairs use *only* professional photography. They believe that a professional's work helps create a look that attracts attention and defines the chapter visually. Photographer John Livzey (left) has established a signature WTS-LA look or brand over nearly two decades of work with the chapter. A noted professional for more than 30 years, Livzey's work regularly graces the covers of national and international magazines. He's also photographed three US presidents as well as a who's who of rock stars. His work throughout the transportation industry is legendary. But Ramirez and Markwardt see Livzey's work as an investment for the chapter, one that pays significant dividends in multiple marketing and communications channels by making the chapter's efforts really stand out. His photography in the previously named annual report clearly set it apart from many competitors. So much so, in fact, that 2014 WTS-LA Annual Report also won a 2015 MarCom Gold Award. *John*

But photography is only one example. Through everything from social media postings to article placement to website management to professional writing, the Communications Committee helps to extol the virtues of the chapter to its membership and beyond in ways that attract a larger audience, and hopefully increase membership.

Excellence knows no age, gender, or bounds. But everyone knows excellence when they see it. And this year, WTS International saw excellence in the outstanding work of the 2015 Communications Committee. Congratulations to everyone who worked so diligently to serve the chapter in that capacity.