

Eileen Ryder: Advancing the Chapter One Communication at a Time



Eileen Ryder (WTS-LA Communications co-chair), 2019

Journalist Sydney J. Harris said, “The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.” Stantec business development manager and WTS-LA Communications co-chair Eileen Ryder achieves both, providing WTS-LA leaders with an effective medium to enlighten chapter members about its events and people. For that truly invaluable work, WTS-LA has named her 2019 WTS-LA Member of the Year.

Ryder is devoted to WTS-LA. Since joining the chapter, she has routinely given tremendously of herself and her expertise, the dearest gifts of all. A board member since 2013, she previously served as co-chair for both the Membership Committee and the Professional Development Committee. But it’s her work as Communications Committee co-chair that has cemented her place in the pantheon of the chapter.

Without effective communication, many organizations die. Through an effective combination of eblasts, articles, reports, and other materials, Ryder has helped ensure chapter success by providing an effective tool to reach and inform chapter membership. Partnering with her co-chair Raffi Garboushian, who oversees social media, Ryder works closely with virtually every chapter committee to help them communicate their mandates to the chapter and beyond. And that is no small feat.

In addition to the strategic conception of all articles and communications, Ryder oversees the writing, editing, and placement of communications. From weekly eblast publications to news article development, to even assisting with the chapter’s annual report, Ryder has elevated the chapter’s reputation through award-winning, highly esteemed communication materials. But she didn’t stop there.

Raising editorial and graphic design standards, Ryder revamped the chapter’s communications materials to make them even more streamlined and readable. She also did the same for a chapter marketing piece that provided a concise snapshot of the chapter, illustrating the mission, goals, volunteer opportunities and membership information. Her work has proved successful and has been used since as go-to materials for conferences, including the LA County Women’s Conference and Mobility 21. These materials also helped raise the chapter’s profile at these events.

Finally, Ryder also volunteers her time and expertise to several different committees. She’s attended various trainings and conferences, representing the chapter and connecting with other WTS chapters to learn best practices and share what she’s learned. Each time she returns to the chapter, integrating lessons learned from her adventures.

Information is giving out and communication is getting through. Fortunately, for WTS-LA, Eileen Ryder routinely achieves both. For that and many other reasons, WTS-LA proudly names her the 2019 Member of the Year.