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MOVERS & SHAKERS

**WordWrite founder Furiga earns
ABC designation**

Paul Furiga, founder of WordWrite Communications LLC and a former editor of the *Pittsburgh Business Times*, earned the Accredited Business Communicator designation from the International Association of Business Communicators.

WordWrite Communications LLC is a full-service public relations firm providing crisis communications, employee communications, financial communications, media relations and writing and editorial services. WordWrite clients include GlaxoSmithKline Consumer Healthcare, Koppers Inc., Medrad and the Renaissance Pittsburgh Hotel.

Furiga, 45, is a former vice president of Ketchum public relations and a veteran of two decades in journalism, including stints in broadcasting, newspapers and magazines.

He serves on local boards including those of the CEO Forum of Pittsburgh, the Japan America Society of Pennsylvania and The Rivers Club.

"We bring global experience to the very personal challenge of creating a company's great story, and then sharing it with everyone who needs to know it," Furiga says.

The ABC designation, held by fewer than 10 percent of all business communicators, is awarded to established professional communicators after a rigorous process that includes a portfolio review and a written and oral examination covering ethics, development of a communication program and philosophy and knowledge of organizational communication. Professionals who earn the ABC have demonstrated their ability to successfully manage and perform those tasks deemed essential to effective organizational communication with internal and external audiences.

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