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WHATEVER YOU DO NOT ANTICIPATE WILL HAPPEN

Chuck Werle has accepted an invitation from the director of the School of Journalism at Michigan State University to conduct a series of lectures on crisis communications.

The lectures will be held January 23-25 at the College of Communications Art & Sciences on the campus in East Lansing, Michigan. More than 50 public relations students will be expected for 15 sessions in an accelerated program over three days.

Werle, principal of Carolina Image Builders in Asheville, has more than 24 years of experience in crisis media relations and management counseling to corporations and national associations.

He has been featured in articles on crisis communications in the Asheville Citizen-Times and was retained by a medical group for a successful campaign directed at a major WNC hospital.

He also wrote a column on the subject published in the Citizen-Times August 6th.

For more information, CIB can be contacted at 828.299.0813 or by email at imagebuc@bellsouth.net. The website is [Carolina Image Builders.com](http://CarolinaImageBuilders.com)