



# IABC/TORONTO PROUST QUESTIONNAIRE



The ever-popular Proust Questionnaire, as seen on the back page of *Vanity Fair*, derives its name from the French writer Marcel Proust. He did not invent the questionnaire but was one of the earliest and most famous respondents. As part of getting to know our IABC/Toronto members better, we've incorporated this longstanding tradition into *Communicator* and are hoping to get a better glimpse into the lives of those who share our passions and careers. This month's volunteer is Heath Applebaum.



ABOUT  
HEATH APPLEBAUM



Heath Applebaum, ABC, MCM is the owner of Echo Communications Inc. and director of public relations for Reputation.ca, Canada's leading online reputation management company, based in Toronto. He is a Gold Quill winner, and industry thought leader as well as a public relations professor with a Master's Degree in Communications Management.

**What is your idea of perfect happiness?**

Scuba diving in warm turquoise waters while on vacation with my wife and three-year-old son.

**What is your greatest fear?**

Not living long enough to experience my son become a father.

**Which person living or dead, do you most admire?**

My mother — Ruth Devor. She is a gentle soul and the personification of unconditional love. She raised three dynamic kids and is a world-renowned sculptor too.

**What do you consider the most overrated virtue?**

Fortune and fame. It baffles me how some people chase those elusive goals only to wake up one day and realize that true success is the treasure of being surrounded by good friends and family.

**Which words or phrases do you most overuse?**

My wife says that I whistle too much. What can I say; I'm a happy guy and have played the saxophone for nearly 30 years, so I can't help it.

**What is your greatest regret?**

Absolutely none. I strive to live each day with courage and conviction. Life is too short; make the most of every day.

**Which talent would you most like to have?**

A photographic memory when I need it, but

the ability to delete stuff when I don't, to avoid going insane.

**What is the trait you most deplore in others?**

Lack of integrity — people who lie and cheat to get ahead.

**If you could change one thing about yourself, what would it be?**

A faster metabolism, so I can indulge in Reese's Peanut Butter Cups more often.

**What do you consider your greatest achievement?**

Persuading my gorgeous, intelligent wife to marry me.

**What made you join IABC/Toronto?**

I joined IABC more than 15 years ago. It was an opportunity to join a community of highly principled people devoted to excellence and life-long learning.

**How do you participate in IABC/Toronto?**

I have spoken at two world conferences, volunteered as a mentor, judge awards, won a Gold Quill and achieved my ABC accreditation, which I proudly bear wherever I speak or do business around the world.

**What do you most value in your colleagues?**

Honesty, loyalty and collaboration.

**What is your greatest extravagance?**

World travel and fine food — two things I will never give up.

**If you were to die and come back as another person or thing, what would you be?**

An NHL hockey player hoisting the Stanley Cup for the Toronto Maple Leafs. Hey, it's a dream people!

**What do you think are the three most common mistakes made in business communication?**

- Because we have always done it this way...
- Assuming that true communication has actually taken place, with nothing to back it up.
- Short-sighted executives who think they can build trust after betraying their own values.

**What would your dream job be?**

I used to dream of being the head of PR for the Maple Leafs. Now that I have a family, I just love the freedom of running my own business and the gratification that comes with helping so many clients to succeed.

**What is your motto?**

Information is giving out, but communication is about getting through.

If you'd like to be featured in a future Proust questionnaire, please contact [toronto-memcomm@iabc.com](mailto:toronto-memcomm@iabc.com)

