

President's Column

From the desk of Wilma Moore-Black

On May 29, I celebrated my 50+ birthday. Good memories of my four days in Las Vegas still linger throughout each day. The trip was a Vegas get away special purchased as part of my son's graduation celebration. Where does the time go? It was 22 years ago that Jimmy Lee Black II forced my OB-GYN doctor to stop all my efforts of a natural childbirth when my son started having difficulty breathing. Within minutes, I was rushed off to the surgical room for an emergency C-section, and I never even knew how much my life was about to change.



But, with all the labor pains and therapy now years behind me, I'm glad my son is a "keeper." He has been a bubbling joy and inspirational source in my life. Most recently, he made me a super proud mom when he walked across the stage at Koch Arena to accept his finance degree from the Barton School of Business. What was more amazing was that his name was listed among those graduating cum laude. He never told me in advance about that accomplishment. Showering any stranger with his smiles, gentleness, unselfishness and unconditional love, my son really is a "keeper." He makes you want to snap off the specks of unwanted pettiness, leftover memories of firm discipline, and repeated warnings of "stop," "just one minute," or "clean your room now or else!"

Embraced with all the hugs and congratulations during the special moment family and friends celebrated together, a moment of sadness surfaced. Sometimes, what we care about the most gets all used up and goes away never to return before we can say good-bye or say "I love you." So while we have it, it's simply best to love it, care for it, or fix it when it's broken. This mission works with a marriage and old cars, children with bad report cards, aging parents and grandparents. We love them; we keep them. They're simply worth it because we are worth it.

People who are "keepers" in your life should know it. Today can be a starting place to find ways to say "I love you." Love is a multi-faceted emotion that shows itself in diverse ways. Share your hidden love with those people you know who are special and keep them close.

June 3 WPC meeting — Show me the money: Grant-writing tips from a master

When it comes to securing grant money, Deltha Q. Colvin has become a master. Hear her tips for writing winning grants during the next WPC luncheon 11:30 a.m.-12:30 p.m. Wednesday, June 3, at Larkspur.



Colvin, assistant vice president for campus life at Wichita State University, has submitted numerous winning grant proposals to sustain the TRIO programs that she oversees at WSU. TRIO programs, funded by federal grants, help many underserved students get a college education. She's so good at it she's been a national trainer for other TRIO programs for more than two decades, helping others secure grants, too.

Please RSVP to Becky Funke no later than noon Monday, June 3, at bfunke@activeagingonline.com, call 316-942-5385, or reserve and prepay with PayPal at www.wichitaprofessionalcommunicators.com. Remember, the RSVP deadline is firm.

DATE: Wednesday, June 3
TIME: 11:30 a.m. *sharp*-12:30 p.m.
PLACE: Larkspur, 904 E. Douglas
COST: Members \$12, students \$10, guests \$15

Reservations/cancellations required:

E-mail Becky Funke **by noon Monday, June 1**, at bfunke@activeagingonline.com or call 942-5385. To prepay online using PayPal, visit the WPC Web site.

Mark your calendar for the July mixer; auction items needed

Mark your calendars now for the July WPC mixer, and tell other potential members about it, too. The mixer is a great way for potential members to see what a fantastic networking organization WPC is. WPC board member Beth Bower and her husband, Guy, are again hosting the event at 6:30-8:30 p.m. Tuesday, July 14, at their home, 15700 Lynwood St. Watch next month's nwsbrfs on cost and RSVP details.

There's a special membership offer for new members joining WPC at the mixer or later — they'll get the rest of 2009 free. A membership form is attached.

Members who wish to donate items for the silent auction held during the mixer may fill out an attached donation form and submit the form along with the item(s) to auction chair Shannon Littlejohn. You can reach her at shannon.littlejohn@wichita.edu.

* * * * *

Member news

Welcome to new member Jerrod Ketchersid, who is a student at WSU. He can be reached at jketchersid619@hotmail.com.

WPC member and WSU Elliott School of Communication faculty member Melanie Haspels will not return to the classroom this fall. She has plans to be a full-time mom to Baby Haspels, expected in September.

WPC member Sandy Evans is moving to Panama, Okla., to be closer to family in June. She says she'll keep up with fellow WPC members and friends by Facebook and Twitter. Her e-mail will remain sevans@evansprbird.com or you can reach her by regular mail at 24996 Buck Creek Road, Bokoshe, OK 74930.

Received a promotion or award, changed jobs? Share your news with your fellow WPC members and friends. E-mail nwsbrfs editor, Amy Geiszler-Jones, algj64@sbcglobal.net.

* * * * *

AMA Marketer of the Year luncheon

Jeben Berg, creative director of cross platform solutions for YouTube and Google, will be the special guest speaker for the Wichita American Marketing Association's Marketer of the Year luncheon. The event will be held from 11:30-1:30 p.m. Thursday, June 18, at Dugan-Gorges Conference Center, Newman University.

Berg has been responsible for many of the global marketing efforts of YouTube and its high-profile advertising partners. He will use YouTube to show how social media -- marketing's fastest growing tool -- can add equity to your organization's brand.

Tickets are \$25 for students, \$40 for AMA members, \$50 for nonmembers, and \$350 for a table of eight. Purchase tickets before June 13 by visiting www.wichitaama.com.

* * * * *

Newman holding children's lit workshop in June

Newman University will host a children's literature workshop Friday and Saturday, June 19-20 designed to help educators, writers and other interested parties learn from noted authors, illustrators and other professionals in the children's literature publishing industry.

The workshop sessions will cover literature for young people ranging from grade school through middle school, as well as some material that could be used for high school studies of Kansas history. Fees run from \$35 a day for those attending for non-credit to a high of \$211 for those taking the workshop for credit. Fees include all materials, meals and snacks. Registrations postmarked by June 1 will receive reduced rates. Registration will be accepted at higher rates up to June 15.

For more information, contact Pam Sprague at 316-942-4291 ext. 2228 or spraguep@newmanu.edu. To register or for more workshop details, visit www.newmanu.edu/kidslit.aspx.

* * * * *

What We're Reading



Summertime often means catching up on reading. Tell fellow WPC members about your latest read. E-mail the title and author of the book and your observations to nwsbrfs editor, Amy Geiszler-Jones, algj64@sbcglobal.net.

* * * * *

Tell us more about you

The inquiring minds of your fellow WPC members want to know more about you. Last year, we started publishing the occasional member profile in WPC nwsbrfs to help us get to know one another. We've run a handful of profiles, and would like to share more. Here are the standard questions. E-mail your answers, along with a photograph, to nwsbrfs editor, Amy Geiszler-Jones, at algj64@sbcglobal.net.



Name:

Employer:

Your full business title and describe what you do:

A little about your family:

A little about where you grew up:

Your educational background:

Your favorite things to do, see or visit in Wichita:

One thing about you that would surprise people:

The most interesting/funny/unusual/weird person you've ever interviewed or written about:

Your favorite book:

* * * * *

WPC Programs & Calendar • Year 2009

- June 3: WPC luncheon at Larkspur, 904 E. Douglas, featuring Wichita State assistant vice president for campus life Deltha Q. Colvin on how to find and get grants
- June 8: WPC board meeting, noon at Watermark, 4701 E. Douglas
- July 13: WPC board meeting, noon at Watermark, 4701 E. Douglas
- July 14: WPC mixer, Beth Bower's home, 15700 Lynwood St
- Dec. 7: WPC holiday mixer

WPC offers professional development and major networking opportunities for working communicators, freelancers and career-directed students. Membership is open to any person who is paid as a communicator. We welcome visitors to our monthly luncheon meetings. Members \$12, students \$10, all others \$15. Check in and pay at the WPC table inside the banquet room, or prepay with PayPal on the WPC Web site. Members: please leave your name tag with Teresa Veazey, membership chair.

RESERVATIONS, CANCELATIONS REQUIRED

E-mail bfunke@activeagingonline.com or call 942-5385 *no later than noon on Monday* before each luncheon meeting. You're responsible for your reservation or cancellation. If you reserve a spot but do not attend, you are still responsible for paying for lunch. If you don't have a reservation but wish to attend the meeting, we'll try to give you a seat but do not plan to eat. Meetings begin promptly at 11:30 a.m. If you've reserved a meal but haven't arrived by 11:45 a.m., your plate may be sold.

MEMBERSHIP DUES

- WPC Professional:** \$138 (Includes membership in National Federation of Press Women, Kansas Professional Communicators and Wichita Professional Communicators)
- WPC Local:** \$50 (Membership in WPC only)
- WPC Student:** \$35 (Includes membership in NFPW, KPC and WPC)
- WPC Emeritus:** One-time payment of \$105 for KPC plus \$20 annually for NFPW (no additional WPC dues necessary). Make payment to WPC.

COMM LINKS

Wichita Professional Communicators: www.wichitaprofessionalcommunicators.com
Kansas Professional Communicators Web site: www.kansasprofessionalcommunicators.org
National Federation of Press Women site: www.nfpw.org

2009 WPC Board

PRESIDENT - Wilma Moore-Black wmbcreative@yahoo.com or wilma.black@wichita.edu
PAST PRESIDENT - Cori Dodds cdodds@wichitaeagle.com
PRESIDENT ELECT – Beth Bower beth@goodlifeguy.com
SECRETARY - Kathy Souter kathy210929@cox.net
TREASURER - Carreen Simon carreen.simon@cox.net
VP MEMBERSHIP – Teresa Veazey Teresa.Veazey@wichita.edu
VP PROGRAMS - Jill Miller jilldm@swbell.net
AT-LARGE - Shannon Littlejohn shannon.littlejohn@wichita.edu
AT-LARGE - Susan Hund-Milne susanhm@cox.net
AT-LARGE - Melissa Lacey Nagy melissa_lacey@via-christi.org
AT-LARGE – Judy Conkling judy_conkling@via-christi.org
SCHOLARSHIPS - Deb Umberger dumberger@ilrcks.org
COURTESY / RESERVATIONS - Becky Funke bfunke@activeagingonline.com
NEWSLETTER EDITOR / E-NEWS - Amy Geiszler-Jones algj64@sbcglobal.net
WEB MANAGER – Jennifer Heinicke jenniker@gmail.com
PUBLICITY - Sandy Evans sevans@evansprbird.com
HISTORIAN - Liz Kennedy lizkenedy@wscribe.com