

## President's Column

### *From the desk of Wilma Moore-Black*

People who see me often will find a bag or two nearby. That's a tote bag adorned with somebody's name on it, displaying where I traveled, and couched inside are words of wisdom. I'm a knowledge junkie, be it a one-day workshop, weekender or convention.

In October, it was a lime green bag picked up at the Kansas Dropout Prevention Summit. "Not graduating costs everybody. DROP in and be part of the solution," was the theme for this most motivating and informative conference.

In September, a pretty, pink one from the Susan G. Komen's Race for the Cure ended up in the back of my ion blue Hyundai wagon. For years, the annual event to support breast cancer research has been part of my life in memory of three special people. My mother-in-law Thelma Black, sister-in-law Janet Black-Alford, and super friend Elsia Franklin were breast cancer victims. So, I ask that you take time to learn your family history, encourage others to get the annual screening mammogram and make healthy lifestyle choices that may reduce the risk of being diagnosed with breast cancer.

While in San Antonio in September for the NFPW conference, my beige bag's motto was "Roundup on the River." This particular week offered me a double-treat. It was my first NFPW communications conference and I also gained valuable knowledge for my job at the Council for Opportunity in Education's Conference.

A highlight of the NFPW conference was meeting Heloise, the nationally syndicated columnist for Good Housekeeping magazine, author of 11 books and her own column, "Hints from Heloise." An energetic, bubbly and seasoned speaker, she passed on solid journalistic advice that works:

- Always verify your information, even if it's an interview by e-mail.
- Fact finding keeps you reputable and a trusted reporter.
- It's best to have more than one source.
- Speak to your audience.
- A baking soda hint: If you've got a stinky gym bag or sneakers, Heloise says, "Sprinkle plain good old deodorizing baking soda in the gym bag or tennis shoes directly, let set overnight then dump out. Or, put baking soda in an old sock, tie or safety pin it closed and put these homemade 'odor away' socks in the shoes. Works great for boots, too."

Heloise is a smart communicator whose helpful advice has made her successful. Just like her, I'm never too old or too smart to learn something new. It's a lifelong mission to keep bagging new information. It's so painless, great conversation and keeps me growing.

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## November luncheon: Rockin' it with ROK ICT

Hear about ROK ICT!, a relatively new venture that is promoting culture and arts in Wichita at the next Wichita Professional Communicators' luncheon at 11:30 a.m. Wednesday, Nov. 4, at Larkspur, 904 E. Douglas.



Started by Jared Brickman, Jason Dilts and Adam Hartke, ROK ICT! was developed as a social network platform for Wichitans to connect and a talent showcase of local creative professionals and vibrant arts community. It is something of a mix between an arts program/events producer, media outlet, user generated social network,

volunteer team and a brand proliferating energy/pride for Wichita culture.

This newly formed local grass roots organization has created quite a buzz in our community, helping get more people involved in arts and music events. Learn more about how the organization started, what they've learned along the way, and a sneak peak at their exciting plans for the future.

Please **RSVP to Becky Funke no later than noon Monday, Nov. 2**, at [bfunke@activeagingonline.com](mailto:bfunke@activeagingonline.com), call 316-942-5385, or reserve and prepay with PayPal at [www.wichitaprofessionalcommunicators.com](http://www.wichitaprofessionalcommunicators.com). Remember, the RSVP deadline is firm.

**DATE:** Wednesday, Nov. 4  
**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, Nov. 2**, at [bfunke@activeagingonline.com](mailto:bfunke@activeagingonline.com) or call 942-5385. To prepay online using PayPal, visit the WPC Web site.

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### No-show luncheon policy

Just a reminder that if you make a reservation for a WPC luncheon but do not attend, you are still responsible for payment. No-shows will be invoiced. If something comes up before the Monday noon deadline prior to the luncheon, be sure to contact Becky Funke at [bfunke@activeagingonline.com](mailto:bfunke@activeagingonline.com) or 316-942-5385 to cancel.

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### Early bird gets the tote bag



Members who renew their membership for 2010 by the November meeting will have their names entered into an early-bird prize drawing to win a WPC tote bag.

If you haven't yet renewed, remember to do so before Dec. 31. (Renew by Dec. 10 and you'll be entered in the next prize drawing — a WPC mug.)

Complete the attached membership form and bring it with your payment to the November meeting or mail to: Teresa Veazey, WPC Membership VP, 531 N Pamela Ave, Wichita, KS 67212. Or be green, save a tree and renew your dues online:

<http://www.wichitaprofessionalcommunicators.com/join.html>.

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### Why Join WPC, KPC and NFPW?

- There are lots of great reasons to join WPC, KPC and NFPW as a professional member. Here are a few:
- **Networking** with a diverse nationwide membership of communications leaders and trendsetters.
  - **Professional development** through local workshops, the annual spring KPC conference and fall NFPW conference. Professional members enjoy discounts to all.
  - **State and national communications contests** recognizing outstanding performance in a broad range of professional categories. Professional members pay a reduced entry fee.
  - **Leadership development opportunities** through local, state and national organization boards and committees.
  - **KPC and NFPW Communicator of Achievement competitions**, the top honor for Professional members, recognizing career contributions to the communications industry.
  - **KPC professional development grants** for attending non-KPC conferences and workshops in the communications field.
  - **Informative newsletters and e-news alerts** about news of interest to communicators, member news and more, from NFPW, KPC and WPC. Find out about jobs in the field that aren't advertised elsewhere.
  - **Free "Need a Pro?" listing** on the KPC Web site. Nonmembers must pay a fee for this service.
  - **Scholarships** for university communications students.

To learn more, visit our Web sites: [www.wichitaprofessionalcommunicators.com](http://www.wichitaprofessionalcommunicators.com)  
[www.kansasprofessionalcommunicators.org](http://www.kansasprofessionalcommunicators.org)  
[www.nfpw.org](http://www.nfpw.org)

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## Expand your design skills with Adobe Creative Suite

WPC is offering two more one-day workshops centered on Adobe Creative Suite, an industry-leader in publishing and design software, with a portion of the proceeds benefiting the WPC scholarship fund.

Class leader Cort Anderson is a WPC member and owner of Cort D Anderson LC, a company specializing in graphics software training, Internet consulting and fine art photography. Prior to joining WPC, Anderson was a technology consultant for the Kansas Press Association and taught tech classes, including Adobe InDesign, Photoshop and Illustrator, for the organization.

The remaining class sessions are:

- **Friday, Nov. 6 – Adobe Illustrator for beginners.** Want to create your own graphics? Logos? This class will give you the fundamentals in digital illustration.
- **Friday, Nov. 13 – Adobe Troubleshooting** (for those who've taken a previous class and have additional questions/special problems with InDesign, Photoshop or Illustrator projects)



Registration begins at 8:30 a.m. and class starts at 9 a.m. There will be a one-hour break for lunch-on-your-own from noon to 1 p.m. Class resumes at 1 p.m. and ends at 3:45 p.m. with the last 15 minutes for one-on-one assistance. Maximum class size is 15.

Classes will be held in 234 Elliott Hall, Wichita State University campus, 1845 Fairmount Street. Cost is \$75 for WPC members and \$100 for non-members. To sign up, contact Teresa Veazey, WPC membership vice president, at [teresa.veazey@wichita.edu](mailto:teresa.veazey@wichita.edu) or (316) 978-6462. Mail payments, payable to Wichita Professional Communicators, to: Teresa Veazey, Ulrich Museum of Art, Wichita State University, 1845 Fairmount St., Wichita, KS 67260-0046.

Your check is your reservation. Reservations and cancellations must be received by 5 p.m. on Wednesday before the Friday class.

For questions about the class, contact Anderson at [canderson@cortanderson.com](mailto:canderson@cortanderson.com) or (620) 488-2960.

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## Member News

**BD Tharp** brought printer's proofs of her new book, "Feisty Family Values," to the most recent WPC luncheon. The book revolves around three mature (and feisty) ladies living in Wichita. It's a tale of relationships, friendship, and love and growing old with grace. Look for it on bookshelves in February.

Welcome to **Suzanna Matthews**, who joined WPC at the October luncheon. She teaches part time at Butler Community College. Her e-mail address is [sweetsuzanna17@yahoo.com](mailto:sweetsuzanna17@yahoo.com).



Want to be more involved with WPC? Considering becoming serving on the **WPC board**. If you are interested for upcoming vacant positions, such as treasurer or president-elect, contact Beth Bower, president-elect and nominating committee chair, at [beth@goodlifeguy.com](mailto:beth@goodlifeguy.com).

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## What We're Reading

When she's not taking reservations for WPC luncheons or overseeing the publication Active Aging, Becky Funke, has been "blowing through" Janet Evanovich's numbered series featuring the bounty hunter with an attitude, Stephanie Plum.



Funke says, "I've not ever been much of a mystery/thriller fan, but my 18-year-old was reading these and laughing so hard I thought she was going to fall off the couch. So as soon as she finished the first two, I swooped them up and started reading just to find out what's so funny. They are a fun, quick read. I'm keeping about two books behind my daughter and we've bought through 11 at the used bookstore."

The 15th book in the series was published this past summer.

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](mailto:algj64@sbcglobal.net).

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## WPC Programs & Calendar • Year 2009-10

- Nov. 4: WPC luncheon with ROK ICT! at 11:30 a.m. at Larkspur, 904 E. Douglas  
Nov. 9: WPC board meeting, noon at Watermark, 4701 E. Douglas  
Dec. 7: WPC holiday mixer, 4:30-6:30 p.m. at Larkspur, 904 E. Douglas

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](mailto: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](http://www.wichitaprofessionalcommunicators.com)  
Kansas Professional Communicators Web site: [www.kansasprofessionalcommunicators.org](http://www.kansasprofessionalcommunicators.org)  
National Federation of Press Women site: [www.nfpw.org](http://www.nfpw.org)

### 2009 WPC Board

PRESIDENT - Wilma Moore-Black [wmbcreative@yahoo.com](mailto:wmbcreative@yahoo.com) or [wilma.black@wichita.edu](mailto:wilma.black@wichita.edu)  
PAST PRESIDENT - Cori Dodds [cdodds@wichitaeagle.com](mailto:cdodds@wichitaeagle.com)  
PRESIDENT ELECT - Beth Bower [beth@goodlifeguy.com](mailto:beth@goodlifeguy.com)  
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TREASURER - Carreen Simon [carreen.simon@cox.net](mailto:carreen.simon@cox.net)  
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**HAPPY THANKSGIVING!**

