

President's Column

Happy New Year and welcome to a new decade!

How time does fly, doesn't it? It was just yesterday that we were at the Hyatt celebrating the advent of 2000, not only waiting for the ball to drop but the other the shoe to drop -- the big computer meltdown. Technology, it's a friend and sometimes not a friend. Fortunately, the meltdown didn't happen but it was the beginning (maybe) of the end of some ways of life.



The past 10 years have seen amazing advances in technology and changes in how we communicate. Newspapers have seen the biggest hits, many people preferring to get their news online, by television or, the latest social media – Twitter. As communicators, we have had to adjust to these leaps. Most of us have had to learn new skills and how to adapt our hard-won talents to be able to utilize and grow, to offer better direction to clients and employers. We can't stay static in this techie climate.

After having been downsized, I realized there was much I could have done to change the way I looked at my job and my part in the scheme of things. Maybe it wouldn't have mattered in the end, but I realize now change is something to be embraced.

As an organization of communicators, let's make 2010 a year of change. Pick one thing you need to update about your skills and set a goal to make that update and do it. Pick one thing you want to change about yourself; you can do it. Offer to mentor someone or just meet someone new and learn something about that person; share it with others.

I am afraid of Facebook. (Most of you are laughing right now but that's OK.) I promise to get myself set up on Facebook this year and learn some of its many uses. This might sound like a small goal ... but you never know. What's that about things "snowballing?"

I hope this year brings more prosperity, better health and more love into your lives. Happy New Year and see you at upcoming meetings.

-- Beth Bower

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January meeting: The Wild Web



The Internet is the Wild West of journalism but when the dust settles in a few years, the most trustworthy and educational sources will be left standing. Rebecca Zepick will discuss her foray into the Web during Wichita Professional Communicators' Jan. 6 luncheon meeting.

Zepick will talk about bringing educational and in-depth public policy broadcast news to the Web, ways that the Internet is changing media markets and how both print and broadcast news need to adapt to be successful on the Web. She is the founder and a reporter for State of the State KS, a Web-based, non-partisan journalism organization. The site covers Kansas legislative issues during the session, gives candidates and issue advocates a place to give a deeper explanation of their positions, and produces feature stories that put human faces to political issues. Zepick has worked in the political communication field, both in Kansas and on the national level. She is a graduate of Washburn School of Law, and most recently studied broadcast journalism at Wichita State University, participating in the Greensburg Rebirth project.

Please **RSVP to Becky Funke no later than noon Monday, Jan. 4**, 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, Jan. 6
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, Jan. 4**, at bfunke@activeagingonline.com or call 942-5385. To prepay online using PayPal, visit the WPC Web site.

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Vote on 2010 officers

Elections for the 2010 Wichita Professional Communicators board positions, listed below, will be held during the Jan. 6 WPC luncheon meeting. Many officers and those already serving on the board have agreed to stay on this year or to fulfill new roles. Wilma Moore-Black, outgoing president, along with WPC, extend a hearty thanks to those who served on the WPC board in 2009. Board meetings for 2010 will be held at noon, the second Tuesday of the month, at Watermark, 4701 E. Douglas.



President: Beth Bower
President-elect: Susan Hund-Milne
Secretary: Carreen Simon
Treasurer: Melissa Lacey Nagy
VP membership: Teresa Veazey
VP programs: Jill Miller
At-large board members: Kathy Souter, Susan Hund-Milne, Shannon Littlejohn
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Renew membership or join now

WPC memberships expired at the end of the calendar year so please remember to renew for 2010. New members are encouraged to sign up, as well. You may fill out the attached application or pay online using PayPal at the WPC Web site (www.wichitaprofessionalcommunicators.com).

For questions about WPC membership, please contact Teresa Veazey, WPC membership VP, at teresa.veazey@wichita.edu or 978-6462.

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
www.kansasprofessionalcommunicators.org
www.nfpw.org

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Member News

Elizabeth Kennedy, who writes about children's books for about.com, has a new way to follow her guide to children's books through a Facebook fan page. Check it out at <http://www.facebook.com/pages/About-Childrens-Books/178213250422?ref=ts>

Share news about a promotion, a change in jobs, etc., by submitting your information to nwsbrfs editor, Amy Geiszler-Jones, algj64@sbcglobal.net.

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Entries for KPC contest due Jan. 11

Enter your best work in Kansas Professional Communicator’s annual contest that offers several categories in writing, advertising, public relations work, Web site development, electronic media, photography, books, research and much more. Entries must be postmarked by Monday, Jan. 11.

All 2010 contest entries must have been published, issued, broadcast or epublished between Jan. 1, 2009 and Dec. 31, 2009. All necessary forms to enter the contest, along with the listing of categories, are available at www.kansasprofessionalcommunicators.org.

For more information, contact state contest chair and WPC member Becky Funke at 942-5385 (work), 650-5824 (cell) or bfunke@activeaging.com.

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Scholarship applications due Feb. 1

The deadline for submitting completed applications for scholarships awarded by Wichita Professional Communicators is Feb. 1.

This year the awards have increased from \$1,500 to \$2,000, and students from Butler Community College will be eligible to apply, in addition to students from Friends, Newman and Wichita State universities.



To be eligible, students must have declared a major in print or broadcast journalism, mass communications, public relations or advertising. Applicants must have completed a minimum of 45 hours of college credit with an overall grade point average of 3.0.

WPC awards all qualified applicants, whether or not they receive a monetary award, memberships in our local WPC chapter, Kansas Professional Communicators, and the National Federation of Press Women.

For more information on the scholarships, contact Deb Umberger, scholarship committee chair, dumberger@ilrcks.org.

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What We’re 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.

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Tell us more about you

The inquiring minds of your fellow WPC members want to know more about you. In 2008, we started publishing the occasional member profile in WPC nwsbrfs to help us get to know one another. 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:

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WPC Programs & Calendar • Year 2010-11

- Jan. 6: WPC luncheon featuring Kansas political blogger Rebecca Zepick, 11:30 a.m. at Larkspur, 904 E. Douglas
- Jan. 12: WPC board meeting, noon at Watermark, 4701 E. Douglas
- Feb. 3: WPC luncheon featuring Rob Christeson on public speaking, 11:30 a.m. at Larkspur, 904 E. Douglas
- Feb. 9: WPC board meeting, noon at Watermark, 4701 E. Douglas
- Aug. 26-28: NFPW conference in Chicago

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

2010 WPC Board

Elections for open positions will be held at the Jan. 6 luncheon

PRESIDENT - Beth Bower beth@goodlifeguy.com
PAST PRESIDENT - Wilma Moore-Black wmbcreative@yahoo.com or wilma.black@wichita.edu
SECRETARY -
TREASURER -
VP MEMBERSHIP - Teresa Veazey Teresa.Veazey@wichita.edu
VP PROGRAMS - Jill Miller jilldm@swbell.net
AT-LARGE -
AT-LARGE -
AT-LARGE -
AT-LARGE -
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
HISTORIAN - Liz Kennedy lizkennedy@wscribe.com

