

President's Column: It's February already

You know you're getting older when ... time passes and you don't even stop to smell the roses. Oh, no roses yet to smell, don't worry, Valentine's Day is just around the corner.

Valentine's Day, isn't it the ultimate holiday for communicators? Why for communicators you ask? Can a rose speak 1,000 words? Does a card or box of candy say entire paragraphs? To a loved one, friend or family member, one of these tokens is a sign of your regard or affection for that person and it goes hand-in-hand with what you say/do as you present them. Although it's not really about the item, it's about what it means. As communicators, sometimes it isn't what you say, show or do, it's "how" you do or don't say, show or do it. This leads us to non-verbal communication (the rose on Valentine's Day). Non-verbal communication is as important in business as it is in relationships.



Just ask our February speaker Robert Christeson who will talk about how to be a better public speaker. I'm sure public speaking is not just about the words that come out of our mouths. It's how you handle yourself while you are speaking that ensures whether people listen or not. Fidgeting, weak delivery, lack of eye contact and distracting clothing or jewelry are no-nos to getting your message across. And making your intent clear, whether you are speaking to a group of 1,000 people or trying to pitch an idea to one client, is vitally important.

Wichita recently lost a great person. George Fahnestock was what I would call one of the ultimate communicators. He didn't write or create advertising or do any of the things we normally associate with communicating. What he did was make things better for people in Wichita by using all of those talents to convince, persuade and foster cooperation to get things done. It's a fine legacy to leave and one that will be hard to replace.

We also remember another outstanding example of a communicator — Shannon Littlejohn's mother, Delaine Dannelley. If for nothing else, she gave us Shannon but she was so much more. From what I heard at the funeral service, Delaine loved the art of telling stories, she loved sharing this with others through her work at the Eagle Beacon and in her other endeavors. She cared about the people around her and those she touched and helped make their lives better. It's what we can all hope for in the end.

So, back to Valentine's Day and roses. First, stop and take time to reflect (go smell the roses). Second, tell someone you care — show them. Be the communicator you know you can be.

Thanks and wear red for American Heart Month!

— Beth Bower

* * * * *

Feb. 3 luncheon: Pointers for public speaking



If you want to learn the three keys to being better prepared to handle surprise speaking sessions, whether at work or at home, join Wichita Professional Communicators at its Wednesday, Feb. 3, luncheon at Larkspur, 904 E. Douglas. The featured speaker will be professional consultant Rob Christeson, who coaches individuals and corporate clients on improving their public speaking skills and provides training for new and experienced supervisors.

As a member of Toastmasters, Christeson leads marketing and oversees public relations efforts throughout Kansas and Western Missouri, serving 100 clubs. He also is author of the Blog, Talk to the Human™ – ways to improve your interactions with real people.

Christeson, a WPC member, will help you learn the important steps of preparing yourself, understanding your message, and knowing your potential audience so that you can be successful in otherwise stressful circumstances. After this presentation, you'll be ready to handle those common off-the-cuff situations whether you speaking to one person, a conference room, or at your local WPC luncheon.

Please RSVP to Becky Funke **no later than noon Monday, Feb. 1,** at bfunke@activeagingonline.com, call 316-942-5385, or reserve and prepay with PayPal at www.wichitaprofessionalcommunicators.com.

Remember, the RSVP deadline is firm. Your luncheon price includes the beverages of iced tea, coffee and water only. Anyone who orders other beverages at the luncheon is responsible for paying for those additional beverages.

DATE: Wednesday, Feb. 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, Feb. 1**, at bfunke@activeagingonline.com or call 942-5385. To prepay online using PayPal, visit the WPC Web site.

* * * * *

Donations for drawings are welcomed

WPC is accepting donations of new or like-new books or other items that can be given away during drawings at our monthly luncheon meetings. Money from the tickets purchased for the drawings supplements our scholarship fund. Just bring your donations to the monthly luncheons.

* * * * *

Welcome to our 2010 officers

Elections for the 2010 Wichita Professional Communicators board positions were held during the Jan. 6 WPC luncheon meeting. Board meetings for 2010 will be held at noon, the second Tuesday of the month, at Watermark, 4701 E. Douglas. The WPC membership is invited to attend.

Those elected to office are Beth Bower, president; Susan Hund-Milne, president-elect; Carreen Simon, secretary; Melissa Lacey-Nagy, treasurer; Teresa Veazey, VP, membership; and Jill Miller, VP, programs. The list of official and ex-officio members and their e-mail information can be found at the end of this newsletter.

* * * * *

Remember to renew membership

Remember to renew your Wichita Professional Communicators membership for 2010 if you haven't already. WPC memberships run by the calendar year. New members are encouraged to sign up, as well. It's easy to renew online at <http://www.wichitaprofessionalcommunicators.com/join.html> and pay by PayPal.

Among the benefits of membership are networking opportunities and discounts for monthly luncheons. As a member, you'll also receive e-news alerts about job opportunities, events and other such information.



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

* * * * *

Member News

Suzanna Mathews recently took the position as director of marketing and public relations for The Wichita Center for the Arts. Her work contact information is 316-634-2787 ext. 214 or smathews@wcfta.com.

Condolences go to **Shannon Littlejohn**, whose mother Delaine Dannelley, a former Wichita Press Women member, died Jan. 6. A memorial has been established in Delaine Dannelley's name with St. Joseph's Indian School, P.O. Box 100, Chamberlain, SD 57325-0100.

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

* * * * *

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.

* * * * *

Meet a Member

For the past year, nwsbrfs and e-news alerts editor Amy Geiszler-Jones has been asking you to share your member profile, so it's time she completed one herself.

Name: Amy Geiszler-Jones



Employer, business title: part-time marketing assistant, Mid American Credit Union, and freelance writer/editor and owner of Golden Light Communications

Describe what you do: In my steady income job at the credit union, I'm responsible for handling the content of three newsletters, an annual report, news stories for the credit union's Web site, and news releases. I also oversee the ordering, editing and such for all logoed marketing materials. As a freelancer, I do primarily writing and editing work, with some design work, for clients such as Via Christi, Cargill Animal Nutrition, the Kansas Society for Children with Challenges and Healthy Living.

A little about your family: We have a 10-member household: four kids ages 5 and younger, three adults, two Labrador retrievers and one aging cat who joined our family 18 years ago shortly before we moved from England to Wichita, thanks to the U.S. Air Force. Our only daughter Jewel recently returned home with her four kids – Jayvin, 5; Will, 4; Malayshia, 4; and Za'Riyah, 9 months. They have been a wonderful boost to my self-esteem (and add a lot of laughter and stories) when they greet me with shrieks of “Nana, you're home” each time I walk through the door or ask for encores as I rehearse dances.

A little about where you grew up: I grew up on a farm in south-central North Dakota, near the two tiny towns of Lehr and Fredonia, populated primarily by Germans-from-Russia descendents. Lawrence Welk's birthplace was about 50 miles away. Wunnerful, Wunnerful.

Your educational background: I received a bachelor's degree, with honors, in both English and journalism from the University of North Dakota. I even earned a minor in German, but after two decades and not much practice in the language, you wouldn't believe it. My mom, a first-generation American, often lapses into German when she talks to me, but I answer in English to her disappointment.

Your favorite things to do see or visit in Wichita: We have a great variety of things to do – lectures at WSU, lots of arts and cultural happenings and such so it's hard to pick one. My husband and I do enjoy going to WSU basketball games.

One thing about you that would surprise people: It may not be a huge surprise anymore, but when I reached a milestone birthday six years ago, I started belly dancing. I developed a real passion for it, and now I can be found three nights a week at Safira's Center for World Dance, 2919 E. Kellogg, dancing flamenco, gypsy fusion and Middle Eastern dances, working out to zumba and teaching a class I developed called Yo-Belly, which consists of doing yoga and then learning introductory belly-dance moves. I travel to a lot of dance workshops — including to Egypt in 2008 and an upcoming trip to Turkey, have learned to sew, and developed a lot of great friendships. I have some of the most awesome beaded bras you'll ever see! I'll be doing 10 dances — with just six costume changes — in our studio's major annual concert at the Mary Jane Teall Theater Jan. 30. My stage name is Zahavah Noor, which means golden light in Hebrew and Arabic, respectively.



The most interesting/funny/unusual/weird person you've ever interviewed or written about: In my former jobs working as a writer for the European edition of The Stars and Stripes (where Andy Rooney once worked) and as a longtime writer/editor at Wichita State University, I've gotten to interview all kinds of people from celebrities and politicians to high-ranking generals to curmudgeonly professors. One WSU professor apparently misunderstood the intent of an interview and basically started dictation for me, not allowing me to ask questions about his work, and then concluded by saying, “There, I'm done talking now.” Some of my stories for The Stars and Stripes led to interesting fallout: One England base dropped its practice of busing English women to its recreation center for a night of dancing with the American airmen — a holdover practice from the World War II-era — after my feature drew attention to it. The GIs had dubbed the night “hog call.” (The girls who had been transported on the back of “lorries” in WWII were called “spam-bashers.”) Another story about how a night of what was to be family bowling went to the gutter when the base bowling manager decided to spice things up by giving away sex toys almost got me banned from the very base where we lived.

Your favorite book: Can't pick one.

* * * * *

WPC Programs & Calendar • Year 2010-11

- 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
- March 3: WPC luncheon featuring Andrew Bales, editor of a new literary journal, 11:30 a.m.
at Larkspur, 904 E. Douglas
- March 9: WPC board meeting, noon at Watermark, 4701 E. Douglas
- April 16-17: KPC conference, location TBD
- 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

PRESIDENT - Beth Bower beth@goodlifeguy.com
PAST PRESIDENT - Wilma Moore-Black wmbcreative@yahoo.com or wilma.black@wichita.edu
PRESIDENT-ELECT - Susan Hund-Milne susanhm@cox.net
SECRETARY - Carreen Simon carreen.simon@cox.net
TREASURER - Melissa Lacey Nagy melissa_lacey@via-christi.org
VP MEMBERSHIP – Teresa Veazey Teresa.Veazey@wichita.edu
VP PROGRAMS - Jill Miller jilldm@swbell.net
AT-LARGE - Kathy Souter kathy210929@cox.net
AT-LARGE - Shannon Littlejohn shannon.littlejohn@wichita.edu
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