

## President's Column: State conference and good communications

Will March come in like a lion or a lamb? I don't have a crystal ball to tell us what kind of weather we're going to have, but I'm betting we're still in for more white stuff. It is Kansas and we are in an El Nino year and there is global warming. That aside, a little more snow is okay, but I sure am looking forward to spring and warmer weather. And ... the 2010 Kansas Professional Communicators state conference April 16-17.

The conference will focus on Emerging Trends in Communications. (Read more on the conference and registration details in another article in this issue of nwsbrfs.) As communicators in an increasingly techie world where what you don't know can definitely keep you back, this conference is a must. It's an inexpensive way to get sound advice and learn skills that will help you in your current job or the one you WANT to have. Register now!

As communicators intent on helping people to see things correctly, we have to know what we're talking/writing/communicating about. Sometimes that takes the form of giving a speech, other times it's writing clearly, succinctly about issues. And that brings me two of my favorite pet peeves: "who versus that" and "more than and over."

If you said, "I wonder what she could be talking about?" pick up any paper, go online, listen to people speak and you will hear both of these used incorrectly — all the time! Is it a lack of knowledge or laziness on the speaker/writer's part? I think it's both and the Internet seems to facilitate it. If it's out there in the ether, it must be right, people seem to think.

Do your part to fix this problem whenever you can. Communicate. Note: If you don't know the correct way to fix this, the book "Eats, Shoots and Leaves" by Lynne Truss, can be helpful.

I do know that once something wrong becomes popular, it is hard to change that perception. Remember "irregardless?" Thanks goodness that word has gone out of style or else a concerted effort — by many — was made to stop that madness.

Make an effort to bring good grammar and punctuation back into style. And remember to sign up now for the state conference! As always, it's a great opportunity to learn and have fun doing it as well. Maybe we'll even have a discussion about my pet peeves.

— Beth Bower

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## March 3 luncheon: 'Fractions' – no math involved

Find out more about a new local literary journal during the next Wichita Professional Communicators' luncheon Wednesday, March 3, luncheon at Larkspur, 904 E. Douglas.

Last fall, Andrew Bales — the Stephen C. Barr fellow in Wichita State's master of fine arts creative writing program — joined up with designers Andrew Stephens and Matthew Miller to create Fractions, a group giving creative exposure to the arts. Together they produce Fractions Journal, a community-funded, bimonthly publication featuring art and writing. The publication is set to soon release its second installment, which will include Wichita artists alongside work from places as disparate as Italy and New Jersey. Bales will discuss the concept and development behind Fractions Journal and its role in the developing online media culture.

FRACTIONS

Please **RSVP to Becky Funke no later than noon Monday, March 1**, 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. Read more about making reservations on Page 2.

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

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**Reservations/cancellations required:**

E-mail Becky Funke **by noon Monday, March 1**, at [bfunke@activeagingonline.com](mailto:bfunke@activeagingonline.com) or call 942-5385. To prepay online using PayPal, visit the WPC Web site.

## Making reservations, luncheon policies

Here are some guidelines to ensure your reservation is received and responded to and information about WPC's luncheon policies.

**On making reservations:** When making your WPC luncheon reservation by e-mail to [bfunke@activeagingonline.com](mailto:bfunke@activeagingonline.com), please use WPC reservation in the subject line. This will ensure that your reservation e-mail will not end up in Becky Funke's junk mail folder. Funke will always reply to your e-mail to confirm she received it. If you don't a reply, please be sure to follow up. Funke says, "Try again or call me. We have a good, reliable voicemail at Active Aging for after-hours calls and I will return your call or send you a confirmation e-mail."

**On cancellations or no-shows:** To keep your monthly luncheon costs at a reasonable rate, WPC negotiated arrangements with Larkspur to provide reservation numbers at a particular time. The deadline for cancellations is the same as WPC's luncheon reservation deadline of noon Monday, prior to the Wednesday luncheon. The deadline is based on when WPC must submit the reservation numbers to the luncheon venue, which bills WPC according to those numbers. That's unfortunately why WPC will invoice you if you are unable to attend the luncheon.

**On what's included:** Our negotiated 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 beverages.

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## Register now for the KPC conference for early-bird pricing



The deadline for the early-bird registration rate for the Kansas Professional Communicators conference April 16-17 in Council Grove is March 30. The conference topic is Emerging Trends in Communications.

The early, discounted rates are \$85 for members, \$120 for nonmembers and \$50 for students. You can register and pay online at [http://www.kansasprofessionalcommunicators.org/conference\\_overview.html](http://www.kansasprofessionalcommunicators.org/conference_overview.html).

The conference will be held at the historic Hays House Restaurant and Tavern, 112 E. Main St. in Council Grove. Hays House is the oldest continuously operating restaurant west of the Mississippi River. Accommodations are at The Cottage House, 25 N. Neosho, Council Grove. To make hotel reservations call 800-727-7903 and mention KPC to get the special reservation rate of \$75 for the first person in the room and \$10 for each additional person.

Learn about emerging communication trends and practical tips:

- **Blogging** how-to's for positioning yourself as an expert
- Innovative tools for **career advancement** and job searches
- New twists to **social media** for marketing and PR
- Overcoming **event planning** challenges and obstacles



An awards banquet celebration and a silent auction to benefit scholarship winners caps off the conference. Donations for the silent auction are welcome, so be sure to bring an item for this fund-raising effort.

## Authors' bonus

If you're a KPC member, have recently written a book and would like to host a book signing and sale during the conference, please contact Jill Miller at [jilldm@swbell.net](mailto:jilldm@swbell.net) or call (316) 841-8927 to reserve your space. All that is asked in return is for the author to donate a book for the silent auction.

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## Member News

**Lee Starkel** made a donation to the WPC scholarship fund in memory of Delaine Dannelly, who passed her love of good grammar and great communication to her daughter, WPC board member **Shannon Littlejohn**.

Share news about a promotion, a change in jobs, etc., by submitting your information to [nwsbrfs](mailto:nwsbrfs@activeagingonline.com) editor, Amy Geiszler-Jones, [algj64@sbcglobal.net](mailto:algj64@sbcglobal.net).

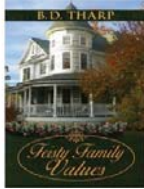
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### Tharp's book is available now

Longtime WPC member BD Tharp's novel, "Feisty Family Values," is available for sale now at Watermark and local Barnes and Noble, and Borders bookstores. The hardback book, which retails for \$24.95, can also be purchased online at amazon.com, borders.com or bn.com.

You have three occasions in which you can purchase and get your book signed by Tharp: 7 p.m. Thursday, March 18, at Watermark Books, 4701 E. Douglas; 2-5 p.m. Saturday, March 20, at Barnes and Noble, 1920 N. Rock Road; and 1-3 p.m. Saturday, April 3, at Borders, 2441 N. Maize Road.

Here's a synopsis of the book, which is getting favorable reviews: The orderly life of successful artist and regal widow Regina Morgan-Smith abruptly changes with the arrival of her frumpy cousin, Annabelle Hubbard — and not for the better. Homeless and covered in bruises, Annabelle requires more attention than Regina is willing to give. However, family ties are strong, and Regina takes Annabelle into her home in the once opulent Riverside area of Wichita. Regina's best friend and housemate, Matilda (Tillie) Dawson, takes on the job of referee between the two cousins. But Tillie's breast cancer diagnosis only complicates matters. The entrance of a handsome neighbor adds to the tension: all three ladies are attracted to his good looks and charm, but he only has eyes for Tillie. And then Annabelle's three grandchildren are abandoned on their doorstep.



Congratulations to Tharp on the publication of her first book.

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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](mailto: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. Here are the standard questions. E-mail your answers, along with a photograph, to Amy Geiszler-Jones at [algj64@sbcglobal.net](mailto: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

- 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 7: WPC luncheon, 11:30 a.m. at Larkspur, 904 E. Douglas
- April 13: WPC board meeting, noon at Watermark, 4701 E. Douglas
- April 16-17: KPC conference, Council Grove
- 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, CANCELLATIONS 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)

### 2010 WPC Board

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