

**President's Column: Spring's here and so is KPC conference**

Happy Spring! While we had a bit of snow to start off spring, it's warm now and getting warmer. The daffodils are blooming and the wind is trying to blow them right out of the ground. Don't you just love Kansas weather?

For those of you who procrastinated and didn't get in on the early bird registration for the Kansas Professional Communicators spring conference, you still have time to sign up. Thanks to a great committee, we will learn the latest in blogging how-to's for positioning yourself as an expert; innovative tools for career advancement and job searches; new twists on social media for marketing; and overcoming event planning challenges and obstacles. There will also be an awards banquet celebration and silent auction to benefit scholarship winners. Anyone looking for a job in today's technology savvy market or working to keep their position while updating skills should attend the spring conference. It's a great deal and will be fun and educational as well.

Speaking of scholarships, our two scholarship winners will be at the luncheon on April 7. Come meet Melissa Traskowsky and Ellen Traylor and see the face of the communications future. They sound like outstanding women we want to become a part of Wichita Professional Communicators.

Have a great month!

— Beth Bower

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**April 7 luncheon: Verb [ICT] editor talks about blogging**

If you have something to share, it can be as simple as writing about it on the Web. Or maybe not, if you don't know how to create and draw people to your blog. Find out more about creating a blog and promoting it when Shea Sylvia, creator of verb [ICT], a hybrid blog/magazine with a Wichita slant, speaks at the next Wichita Professional Communicators' luncheon Wednesday, April 7, luncheon at Larkspur, 904 E. Douglas.



Sylvia is an interactive marketing professional who specializes in social media strategy and execution, blog development, content management and copywriting, with a little bit of Web and graphic design thrown in for good measure.

She spent four years as an entertainment blogger for b5media, one of the largest blog networks on the Web. After a stint as a dating columnist for Wichita's Naked City Magazine, Sylvia developed the concept for verb [ICT].

When she isn't working at her day gig as a marketing manager for a leading live chat software company, managing the day-to-day operations of verb [ICT], juggling freelance writing assignments, consulting projects, and speaking engagements, she enjoys blogging her everyday adventures as A California Girl in Kansas, whipping up new recipes in the kitchen, and exploring the Midwest with her boyfriend and their two pugs.

Please **RSVP to Becky Funke no later than noon Monday, April 5**, 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 and cancellation deadline is firm; if you are unable to attend you will be invoiced for your luncheon.

**DATE:** Wednesday, April 7  
**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, April 5**, 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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## KPC conference focuses on ‘Emerging Trends in Communications’

Find out more about Emerging Trends in Communications from a variety of experts at the Kansas Professional Communicators conference April 16-17 in Council Grove.

The featured speakers include:

- Emily Hunter, executive director of “Symphony in the Flint Hills,” giving a behind-the-scenes look at special event promotion
- Karl Kandt, assistant director of Career and Employment Services at Kansas State University, about keeping current by using electronic resumes and portfolios



• A panelist of experts will address various topics — Susan Berhow, assistant director of communications for KSU Foundation, telling about social media for fund raising; Jonathan Endicott, founder of Mobile Riot, giving insights about text messaging promotions, and Cheryl May, assistant vice president and director of media relations at Kansas State University, talking about harnessing communication technology for updating an institution like Kansas State University. Moderator will be Sierra Scott, director, writer, producer of “It’s ALL Good,” which airs on KSCW in Wichita.

• Benjamin Cartwright, doctoral candidate in creative writing at the University of Kansas and a professional blogger (see his posts at Kansas Bathub Writing Collective and Kansas Blotter), giving how-to’s for positioning yourself as an expert through blogging.

• Sue Novak, lecturer and coordinator of the Bremner Editing Center at University of Kansas and former KPC president, leading a Grammar Slammer

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.

An awards banquet celebration and a silent auction to benefit scholarship winners caps off the conference.

Registration fees are \$105 for KPC members, \$140 for nonmembers, and \$70 for students and retired KPC members. Register and pay online: [http://www.kansasprofessionalcommunicators.org/conference\\_overview.html](http://www.kansasprofessionalcommunicators.org/conference_overview.html).

### Authors’ bonus/Auction items requested

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.

Additional items for the silent auction are welcome, as well. Workshop participants can bring an item for this fund-raising effort or contact Miller to make the donation.

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### Communicator of Achievement nominations being accepted

Nominations are now being accepted for the 2010 Kansas Professional Communicators’ Communicator of Achievement Award. All that’s needed is a short paragraph or two about the nominee, including awards and honors as well as professional accomplishments and community service. For more information or to e-mail the nomination, contact Teresa Veazey, [kansasprocom@gmail.com](mailto:kansasprocom@gmail.com). Last year WPC member Jill Miller took home the award, which is announced at the KPC spring conference.



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### Member News

**Deanna Harms** of Greteman Group has been elected to the Elliott School of Communications board at Wichita State.

**BD Tharp** continues her book signings for her novel “Feisty Family Values,” this Saturday, April 3, from 1-3 p.m. at Borders, 2441 N. Maize Road.

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

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## WPC 2010 scholarship recipients announced

Wichita State University sophomore Melissa Traskowsky and Newman University sophomore Ellen Traylor have each been awarded a \$1,000 scholarship from Wichita Professional Communicators. They will receive the scholarships at WPC's April 7 luncheon.

Traskowsky graduated from Herington High School in 2008 and enrolled at WSU with dreams of becoming a television news anchor. In addition to her coursework there, she is pursuing her commercial helicopter pilot license to work as a helicopter news reporter in the future.



"My cousin, Brent Stover, has a degree in communication and as a news reporter he has given me advice regarding my broadcasting career. He used to work for Fox News in Wichita but now works freelance in Chicago," said Traskowsky of her muse.

Traylor began her college career as a biology major but by the end of her freshman year knew that writing and communications classes were a better fit for her. Traylor, from Owasso, Okla., says she finds inspiration through art and music.

"I'm not completely sure where I want my life to go; I am positive that I want to continue writing. I know that regardless of where my professional life takes me, I will always follow my passions because I believe that nothing great can be accomplished without it," she said.

WPC offers scholarships to students of WSU, Newman, Friends University, and Butler Community College. Qualified applicants are declared communications students in print or broadcast journalism, mass communications, public relations, or advertising with a 3.0 overall grade point average and at least 45 hours of college credit. Annual scholarships totals are \$2,000 and may be awarded in full or in part to one or more candidates.

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## WPC Programs & Calendar • Year 2010-11

- April 7: WPC luncheon featuring Shea Sylvia from verb[ICT], 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
- May 5: WPC luncheon featuring Deanna Harms from Greteman Group on the Do the Deed campaign, 11:30 a.m. at Larkspur, 904 E. Douglas
- May 11: WPC board meeting, noon at Watermark, 4701 E. Douglas
- June 2: WPC luncheon featuring novelist BD Tharp, 11:30 a.m. at Larkspur, 904 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, 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**

PRESIDENT - Beth Bower [beth@goodlifeguy.com](mailto:beth@goodlifeguy.com)

PAST PRESIDENT - Wilma Moore-Black [wmbcreative@yahoo.com](mailto:wmbcreative@yahoo.com) *or* [wilma.black@wichita.edu](mailto:wilma.black@wichita.edu)

PRESIDENT-ELECT - Susan Hund-Milne [susanhm@cox.net](mailto:susanhm@cox.net)

SECRETARY - Carreen Simon [carreen.simon@cox.net](mailto:carreen.simon@cox.net)

TREASURER - Melissa Lacey Nagy [melissa\\_lacey@via-christi.org](mailto:melissa_lacey@via-christi.org)

VP MEMBERSHIP – Teresa Veazey [Teresa.Veazey@wichita.edu](mailto:Teresa.Veazey@wichita.edu)

VP PROGRAMS - Jill Miller [jilldm@swbell.net](mailto:jilldm@swbell.net)

AT-LARGE - Kathy Souter [kathy210929@cox.net](mailto:kathy210929@cox.net)

AT-LARGE - Shannon Littlejohn [shannon.littlejohn@wichita.edu](mailto:shannon.littlejohn@wichita.edu)

SCHOLARSHIPS - Deb Umberger [dumberger@ilrcks.org](mailto:dumberger@ilrcks.org)

COURTESY / RESERVATIONS - Becky Funke [bfunke@activeagingonline.com](mailto:bfunke@activeagingonline.com)

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