

President's Column: Give us your input

We're looking for a few good ideas.

We would like to hear from you about your ideas for upcoming programs and what Wichita Professional Communicators means to you. Next year is the 70th anniversary of the Kansas Professional Communicators and Wichita has been an important part of that for more than 50 years. "We've come a long way, baby."

Whether you've been a longtime member of WPC or are new to us, we value what you think about the organization. If you could take the time to respond to some questions, we would really appreciate it. E-mail me, Beth Bower at beth@goodlifeguy.com with your answers and I will pass them along to the board. Please feel free to add questions/queries/answers to your response. Thanks much.

• To help you in build your career and keep it viable in today's tough job market, what kind of things can WPC help you with?

• What type of program would be of interest to you in building your career or personally?

• Do you have anyone you could suggest who would make an informative program presenter?

• Why are you a member of Wichita Professional Communicators? Kansas Professional Communicators?

National Federation of Press Women?

• Would you like to know how to get involved in WPC/KPC or NFPW?

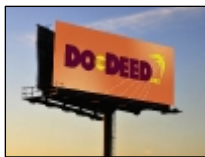
• What else would you like us to know?

— Beth Bower

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May 5 luncheon: Doing a good deed

One small act of kindness creates a ripple. That spreads. And grows. Find out about a new integrated social campaign under way at the next Wichita Professional Communicators luncheon Wednesday, May 5, luncheon at Larkspur, 904 E. Douglas.



Greteman Group colleagues Deanna Harms and Todd Ramsey will talk about how Do the Deed expanded from a holiday initiative to a full-blown movement – with people tweeting about it as far away as Sao Paulo and Budapest, national coverage in "Fast Company" and "Parade," and an avalanche of pro bono support from The Wichita Eagle and countless other partners.

The campaign tries to make each person a bit more aware of his or her actions and encourages others to do nice little things for others. And, in turn, prompts them to pay the kindness forward. As the goodwill spreads, small deeds can become big victories. Check stories people have posted:

<http://www.dothedeed.org/wp/category/stories>.

Please RSVP to Becky Funke **no later than noon Monday, May 3**, at bfunke@activeagingonline.com, call 316-942-5385, or reserve and prepay with PayPal at 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, May 5

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, May 3**, at bfunke@activeagingonline.com or call 942-5385. To prepay online using PayPal, visit the WPC Web site.

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WPC 2010 scholarship recipients honored at luncheon

Wichita State University sophomore Melissa Traskowsky, pictured second from left, and Newman University sophomore Ellen Traylor, second from the right, were each awarded a \$1,000 scholarship from Wichita Professional Communicators at WPC's April 7 luncheon. Also pictured are Deb Umberger, WPC scholarship committee chair, far left, and Beth Bower, WPC president, far right.



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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Another scholarship recipient from Wichita

Another homegrown communications student was among the four Kansas Professional Communicators scholarship recipients. Wichita State University junior and Goddard High School alum Nicole E. Ruvolo is majoring in communication with an emphasis in print journalism. Fresh from a winter break copy editing internship at The Wichita Eagle, she is determined to engage in some sort of journalism-oriented profession.

She has worked at Collections Etc. since 2006 as a team lead and intermittent training coordinator. When she is not helping to correct employee performance or calm an irate customer, she designs, edits and produces the company newsletter.

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WPC does well in KPC contest

A dozen Wichita Professional Communicators members won 24 awards in the 2010 Kansas Professional Communicators communications contest. First-place winners — of which there were nine among WPC members — advance to the national competition, where the winners will be announced at the August NFPW convention in Chicago.

Congratulations to the following winners:



Les Anderson: 1 & HM (features stories), 3 & HM (columns), 1 (nondaily editing)
Judy Conkling: 1 (PR magazine)
Amy DeVault: 1 (nondaily editing)
Amy Geiszler-Jones: 1 (writing/Web)
Jennifer Heinicke: 1 (public service)
Sharon Iorio: 2 & 3 (editorial columns)
Elizabeth Kennedy: 1 (writing/Web), 2 (PR newsletter)
Wilma Moore-Black: 1 (achievement/adviser), 2 (writing/Web)
Melissa Lacey Nagy: 1 & HM (PR newsletter), HM (page layout)
Cheryl Miller: HM (feature story), HM (publication editing)
BD Tharp: 2 (feature story), 2 (personality profile), 3 (special articles)
Deb Umberger: 3 (personality profile).

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Entering the blogosphere

Following the April luncheon program on blogs, inquiring minds among Wichita Professional Communicators wanted to know who among our membership has entered the blogosphere. Here are four current WPC bloggers:

- B.D. Tharp: <http://bdtharp.com> where she blogs about writing, publishing, promotions and her experiences with “Feisty Family Values,” her most recently published first novel
- Suzanna Mathews: <http://suzannamathews.posterous.com/> where she writes on the topics of media and communications



- Liz Kennedy: <http://childrensbooks.about.com/b/>, which is about children’s books, and <http://allaboutwichita.com/>, which is all about Wichita

- Deanna Harms: www.GretemanGroup.com/Blog, on a wide range of communication-oriented topics.

If you’re a little behind the tech curve but plan to start a blog soon, be sure to let us know so we can share information about your blog. Contact nwsbrfs editor Amy Geiszler-Jones with the URL and the topics of your blog for a future issue of nwsbrfs.

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WPC Programs & Calendar • Year 2010-11

- May 5: WPC luncheon featuring 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
- June 8: 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, CANCELLATIONS 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
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