



Searching for Success: How to Win in Today's Digital World

As consumer search behavior continues to evolve, those in the communications field need to learn how to stay relevant and visible with your target audience. Explore the search engine optimization from a local Google partner, George Watson of Smart Reach Digital during the Wichita Professional Communicators' Aug. 1 monthly luncheon program.

An experienced digital marketer, Watson has helped more than a thousand small- and medium-size businesses effectively market themselves in the digital space while working as a digital sales manager in media for the last 13 years. He has worked closely with Google over the course of his career, attending numerous trainings and regional workshops as well as being invited for an advanced training at Google's Mountain View, California, headquarters.

Watson is a native of Wichita and graduated from Wichita State University with a marketing major and a minor in management. He started his career as a digital sales manager in 2006 at FOX Kansas and moved to Oklahoma City in 2013 to work for KOKH FOX25. He was recruited back to Wichita near the end of 2017 and has been the digital sales manager for Smart Reach Digital, the digital division of Entercom, since then. Please RSVP **no later than noon Tuesday, July 31**, <https://www.eventbrite.com/e/wpc-monthly-meeting-and-luncheon-august-2018-tickets-48114130660>

Remember, the RSVP deadline is firm, and individuals must pay for cancellations received after the deadline.

DATE: Wednesday, August 1
TIME: 11:30 a.m. *sharp*
PLACE: Larkspur Bistro, 904 E. Douglas
COST: Members \$15, students \$10, guests \$20
There is a \$5 walk-in fee for members and nonmembers if you did not make a luncheon reservation.

Reservations/cancellations required:
Go to [Eventbrite](#) by noon Tues.,
July 31. Payment may be made online, or you may pay at the door.

Words from the WPC president: Recruitment and service

More than a decade ago, a strong recruitment message for WPC was delivered to me by pioneering woman communicator Donna Dilsaver at one of the WPC annual mixers: "If you want to call yourself a professional communicator, you need to belong to this group." Well, good heavens, I certainly didn't want to be considered an unprofessional communicator so I joined in 2008. A year later, I was asked to join the board as the group's newsletter editor, a position I had until I became president this year.

As we head into the last half of 2018, I'd like to ask your help in two things: helping to recruit others to this group and considering serving on the board.

Our Aug. 29 evening mixer at the Wichita Marriott is an ideal time to invite colleagues, co-workers and others in the business to check out our group. It's a great social event, mixed with networking and philanthropy. It's also an ideal time for potential members to join, since WPC runs a concurrent special with NFPW/KPC to provide the remainder of 2018 membership for free to anyone who signs up starting Sept. 1 for a 2019 membership.

In November, we will elect a new slate of officers to the four positions of president, president-elect, treasurer and secretary. The incoming president then will need to make appointments to fill positions such as vice president of programs and courtesy/reservations manager. Some of our current board members will likely want to continue serving, but we also look to add new perspectives and new voices to keep the board innovative and invigorating. While November seems a long way in the distance, we need to start planning now to announce our slate in early October. I'll be heading up our nominating committee so if you have a desire to serve, please let me know by emailing algj664@sbcglobal.net or calling 316.210.4931.



– Amy Geiszler-Jones



Annual WPC mixer, fundraiser: 'Making Merry at the Marriott'

Wichita Professional Communicators is hosting its annual networking mixer and scholarship fundraiser from 6-8:30 p.m. Wednesday, Aug. 29, at the Wichita Marriott, 9100 Corporate Hills.

Bring a colleague, co-worker, friend, partner, spouse or anyone else to join us for "Making Merry at the Marriott." This is a great networking opportunity and a chance to take home some wonderful items, donated by local businesses and individuals, that benefit WPC's philanthropy. Bring your checkbook, credit card or cash to bid on items in the silent auction* or purchase raffle tickets for door prizes.

Tickets are \$20 per person and include wine, appetizers and desserts. Proceeds from the event, silent auction and donations will benefit WPC's scholarship fund. Every year, WPC provides scholarships of up to \$2,000 for Wichita-area college students majoring in a communications field.

The deadline to RSVP is noon Monday, Aug. 27; to make your reservation visit <https://www.eventbrite.com/e/wpc-networking-mixer-aug-29-2018-tickets-48149069162>

Special thanks to venue sponsor Wichita Marriott and wine sponsor Southern Glazer's Wine and Spirits.

**If you or your company would like to donate an item for the silent auction or door prize drawings, please contact Shannon Littlejohn, silent auction chair, at shannon.littlejohn@gmail.com to arrange for a pickup or delivery.*



Community resources for communicators

WPC strives to offer networking opportunities, help fulfill professional development, provide insight to issues and be a resource. With an eye on the latter, we will make you aware of other resources available in the community that can benefit or may interest you as communicators.

Project Wichita update

At the April monthly WPC program luncheon, Vera Bothner, managing partner of Wichita communications strategy company Bothner and Bradley, shared some insights about the new Project Wichita initiative that the company was helping with. The July 24 PRSA program meeting will feature a representative from Project Wichita who will give an update on the development of this project that will help shape our community's future. The meeting is 11:45 a.m.-1 p.m. at Abode Venue. **RSVP by noon Monday, July 23.** Ticket prices range from \$15-27. <http://prsakansas.org/current-program/>

Wichita visit of '100 Things to Do in America Before You Die' author

Journalist Bill Clevlen will stop in Wichita to talk about his book "100 Things to Do in America Before You Die." Co-sponsored by Visit Wichita, the talk "Rediscover America Road Trip Tour" happens from 6-7:30 p.m. Wednesday, July 25, at the Advanced Learning Library. He's expected to share some fun stories about his travels across the US that might inspire your next road trip. The event is free.

For aspiring authors

Author Mark Simmons, a member of Science Fiction and Fantasy Writers of America who is launching his eighth novel will be the guest speaker at the July 28 meeting of the Kansas Authors Club, District

6. The meeting will interest anyone involved in writing, publishing and/or marketing a book. The free meeting is 1:30-3:30 p.m. Saturday, July 28, at Hutchinson Community College.

The Kansas Authors Club state writing conference and convention in early October in Salina will feature Kansas poet laureate Kevin Rabas and workshops on fiction writing, journaling for writers, historical nonfiction, memoirs, personal essays, poetry and more. The conference is Oct. 5-7 at the Quality Inn & Suites, 2110 W. Crawford Street in Salina. Other details are yet to be announced.

Job, advice postings

Openings for communications, marketing, writing, graphic design and other similar jobs are regularly posted on the Wichita Professional Communicators Facebook page. If you are a freelancer in the field or considering joining the gig economy, check out the [WPC-ICT Facebook group](#), where members regularly share professional advice.

Creative Journaling, Polish Your Brand

The Finishing School for Modern Women, run by longtime WPC/NFPW member Jill Miller, has some upcoming workshops that may appeal to creative folks and solopreneurs. Classes are held at 340 S. Main and cost \$35. For more info, visit <https://www.facebook.com/pg/finishingschoolformodernwomen/events/> "Polishing Your Brand: The Art of Self Promotion," 9:30 a.m.-noon Tuesday, Aug. 28

WPC Programs & Calendar 2018

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| Aug. 13 | WPC board meeting, noon, Watermark, 4701 E. Douglas |
| Aug. 29 | Annual scholarship fundraiser mixer/silent auction, 6-8:30 p.m., Wichita Marriott, 9100 Corporate Hills |
| Sept. 6-8 | National Federation of Press Women conference, Bethlehem, PA. |
| Oct. 3 | WPC monthly luncheon program, "Fake News," LaRissa Lawrie, Wichita State University graduate student, 11:30 a.m. Larkspur Bistro, 904 E. Douglas |
| Oct. 15 | WPC board meeting, noon, Watermark, 4701 E. Douglas |

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 \$15, students \$10, all others \$20. Check in and pay at the WPC table inside the banquet room, or prepay through Eventbrite. Members: please leave your name tag with our check-in hostesses. In times of inclement weather, WPC will follow the status of USD 259 closures in deciding to cancel a monthly program meeting.

COMM LINKS

Wichita Professional Communicators: www.wichitaprofessionalcommunicators.com

Kansas Professional Communicators: www.kansasprofessionalcommunicators.org

National Federation of Press Women: www.nfpw.org

NFPW Agenda newsletter: <http://nfpw.org/pdf/currentissue.pdf>.

2018 WPC Board

President: Amy Geiszler-Jones, algj@64@sbcglobal.net

Vice president: Elizabeth Bower, beth@goodlifeguy.com

Secretary: Judy Conkling, judyconkling@Cox.net

Interim treasurer/scholarship chair: Rebecca Funke, rfunke3@cox.net:

VP, membership: Adrienne Churchill, nachurch11@gmail.com

VP, programs: Dawn Monroe, dawnmonroe.training@gmail.com

Courtesy/reservations: Deborah Shaar, deborahshaar@yahoo.com

Newsletter/enews editor: Wilma Moore-Black, wilma.black@wichita.edu

Webmaster: Melinda Schnyder, mvschnyder@gmail.com

Past president/historian: Shannon Littlejohn, shannon.littlejohn@gmail.com

At-large members: Carreen Gibbons carreens@gmail.com

Cindy Kelly, thecindykelly@gmail.com

Annie Welsbacher awelsbacher@gmail.com

Brian Whepley bwhepleycomm@gmail.com

NFPW
Conference



NFPW Conference: Sept. 6-8 in Bethlehem, Pennsylvania

The Comfort Suites Bethlehem
120 W. 3rd Street
Bethlehem, PA 18015

NFPW Headquarters: 804.746.1033

Early bird deadline to register for conference: Aug. 3
KPC's Communicator of Achievement Honoree Amy Geiszler-Jones
Will Be Honored at the COA Banquet
7-10 p.m. Friday, Sept. 7

10 Reasons to Go to Pennsylvania

1. Learn how to spot fake news and plan for a crisis while you also learn about podcasting and Generation Z.
2. Network with colleagues from around the country.
3. The Moravian Book Shop is the oldest continuously operating book shop in the world. It was founded in 1745. How many books will you buy?
4. You'll learn about Pennsylvania hex signs. Then you'll have a chance to paint one of your own.
5. With four keynote speakers, you'll gain valuable insights. And we have many more speakers on a variety of topics (see #1).
6. Explore Philadelphia and Lancaster on the pre-tour, Gettysburg on the post-tour and cool museums, including Martin Guitar and Crayola on the day tour.
7. Celebrate your contest win! Even better, celebrate with a fellow member!
8. Bethlehem is home to Pennsylvania's largest casino, the Sands Casino Resort, built on the grounds of the former Bethlehem Steel plant.
9. Learn about Moravians. We promise they aren't aliens.
10. Pretzels! Seriously, Pennsylvania produces 80 percent of the nation's pretzels.