



Exploring the Chung Report and Wichita's Future at WPC luncheon

A bank senior vice president, Katie Grover works hard at changing images in the banking business and the face of Wichita. Grover is an editor with TheChungReport.com, a content producing website that aims to engage, inspire and inform Team Wichita.

The Chung Report was inspired by the work of data analyst James Chung and his company Reach Advisors. In shining a light on the issues facing Wichita, Chung created the impetus for a real conversation about the future of this city. The goal is to make this site one of the places where exploration of these issues can continue.

Grover also serves as senior vice president and marketing director at Fidelity Bank. In her role, Grover oversees all aspects of marketing from strategy to execution for a bank that spans three markets and has exceeded \$2 billion in assets. Most notably, she directed the launch and continued efforts of BRAVELY ONWARD, an extremely innovative (and bold), multilayered rebranding initiative.

Prior to Fidelity, Grover was the director of marketing at Heartspring. During her career, Grover was honored as the 2010 Wichita Chapter of the American Marketing Association's Nonprofit Marketer of the Year as well as the 2013 Financial Marketer of the Year. She was named to the Wichita Business Journal's 40 Under 40 class of 2011 and the Chamber's Leadership Wichita class of 2015.

Grover received her bachelor's degree in communication studies from Bethany College in Lindsborg, Kansas. She is a member of the American Marketing Association Wichita Chapter and a past board member for the Kansas Chapter of the Public Relations Society of America. She sits on the board of directors for the WSU Tech Foundation and the board of trustees for Leadership Wichita. She enjoys volunteering her time with Special Olympics, the Miracle League of Wichita and Earhart Environmental Magnet Elementary School. She lives in Riverside with her husband, Travis, and children Lillian and Harrison.

Please RSVP **no later than noon Tuesday, Nov. 6**, <https://www.eventbrite.com/e/wpc-monthly-meeting-and-luncheon-november-2018-tickets-51381559628> Remember, the RSVP deadline is firm, and individuals must pay for cancellations received after the deadline.

DATE: Wednesday, November 7

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](https://www.eventbrite.com/e/wpc-monthly-meeting-and-luncheon-november-2018-tickets-51381559628) by noon Tues.,

Nov. 6. Payment may be made online, or you may pay at the door.

Words from the WPC president: Say yes

November is election month – not just for political offices, but for our organization. WPC has four elected positions and the rest of our board is made of appointed members. It's a wonderful thing to hear "yes" from our members when asked to step into a leadership role with the organization. With the wide range of talents shown among our members, we need diverse voices on our board to move us forward. If you want to serve on next year's board, please ask me or another current member. Don't be afraid to ask and explore if this could be an option for you. We also need people willing to serve on committees to help determine scholarship winners, plan programming and more.

Even if you're not ready to be on the board, we want you to say yes by renewing your membership to remain with WPC for 2019. We have programs set up through March, and we hope to continue to add value to your membership with efforts like the Tell Us Tuesdays on Facebook and accepting guest blog posts for our website.

The other thing you should say yes to is entering the Kansas Professional Communicators (KPC) communications contest. Organized through the National Federation of Press Women (NFPW), the KPC contest is accepting entries right now. If you need some help negotiating the new contest rules or figuring out what categories your work fits into, make plans to join KPC and NFPW board member Gwen Larson in a tutorial workshop 1-3 p.m. Saturday, Nov. 17, at Watermark Books.



– Amy Geiszler-Jones

Free workshop Nov. 17 to address new NFPW contest rules

WPC has set up a free contest workshop for Nov. 17, 1-3 p.m., Watermark Books. It will be open to members and nonmembers to share contest tips with them as well as working hands-on to navigate the submission system. The workshop is free, but for planning purposes, we'd like people to register. Here's a link: <https://www.eventbrite.com/e/nfpwkpc-contest-workshop-tickets-50340708414>

Join NFPW board member Gwen Larson as she gives a tutorial on how to enter the upcoming contest. Participants can also get some tips and advice for successful submissions. The workshop is free and open to both professional and nonmembers of NFPW and the Kansas Professional Communicators. Lawson, also KPC vice president, was actively involved at the recent NFPW conference in Bethlehem, Pennsylvania.



Come early to order lunch or snacks from the Watermark Cafe or use the cafe's convenient call-ahead order <https://www.watermarkbooks.com/cafe> and let them know you'll be attending the workshop in the store's Starry Night room. If you'd like, bring your laptop to set up an online account for contest entries.

The annual contest has undergone several changes, ranging from the types of categories to the requirements within continuing categories. All entry submissions and payments will be handled online in the upcoming contest, too.

Other major changes include the contest being open Oct. 1 to accept entries, as well as very early deadlines for submissions. The early-bird deadline is Jan. 9, which will save you \$25 on your first contest entry. Final deadline for book entries is Jan. 15, while the final deadline for all other entries is Jan. 22.

Nonmembers and professional members of NFPW and its affiliates are eligible to enter work completed during the 2018 calendar year. Entries will be submitted to the state affiliate level first (Kansas Professional Communicators), with first-place winners who are professional members moving on to compete in the NFPW contest. Nonmembers who place first in the state contest may choose to become a professional member so that their entry can move on to the national contest.

Slate of new officers to be presented at Nov. 7 meeting

Elections for executive positions on the WPC board will be held at the Nov. 7 meeting. The following slate has been nominated and will be voted on as a whole: president – Amy Geiszler-Jones, vice president – Adrienne Churchill, treasurer – Becky Funke and secretary – Darcy Gray. Other board positions will be appointed by the new president.

Please make plans to attend the Nov. 7 meeting, which doubles as our membership meeting plus fantastic monthly program. We will start the buffet line promptly at 11:30 a.m. and get the meeting underway around 11:40 a.m. to allow plenty of time for our presenter Katie Grover, editor of The Chung Report and senior vice president and director of marketing with Fidelity Bank.

To keep things moving along, we'll dispense with doing introductions and raffle drawings, and use that time for the elections, a vote on whether to accept the amended bylaws you'll get more on that in the upcoming November nwsbrfs), and a status report on the group's financials and actions for the year.

Keep in mind parking has become more challenging so factor that into your arrival time.

Update on WPC bylaws to go to membership vote

WPC bylaws, in place since the incorporation of the organization formerly known as Wichita Press Women, need occasional review. This year's bylaws committee was headed by past president Shannon Littlejohn and included current president Amy Geiszler-Jones and at-large board members Anne Welsbacher and Brian Whepley. The newly edited bylaws were reviewed by members of the WPC board of directors and unanimously approved for the membership vote on Nov. 7.

Modifications include:

- A change in Article II from Objectives to Mission and an updated mission statement.
- A merging of applicable membership information from Article IV, Fiscal Year and Dues, with Article III. Article IV was eliminated. To be in line with KPC and NFPW policies, the setting of membership dues and specials is handled by the WPC board.
- An update of Article VIII (now Article VII), Meetings, Section 1 to not specify monthly meetings to allow for a variety of programming.

- The addition of an appendix for further guidance on Article X (now Article IX), regarding the duties of elected and appointed officers.
- A general grammar and style cleanup of language.

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.



Need an expert for your story?

From the NFPW conference: Find an expert for your next story through ExpertFile. It's free to use this service to locate experts and thought leaders on more than 25,000 topics. ExpertFile partners with universities and organizations worldwide to provide its database of experts.

Let me see your badge

Wichita State University offers a number of badge courses for non-degree seeking students who want to freshen up their skills or acquire new ones. It offers a number of badges under its Professional Writing Series program, including editing social media and writing for social media. For more information, call the WSU Office for Workplace, Professional and Community Education, 316-978-6487 or visit <http://badges.wichita.edu/badges>

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.

Job openings

The City of Wichita is accepting applications for a communications position. Find out more at: <https://www.linkedin.com/jobs/view/882919068/>

WPC Programs & Calendar 2018

Nov. 7	WPC monthly luncheon program, 11:30 a.m., Larkspur Bistro, 904 E. Douglas, "Dissecting The Chung Report"
Nov. 12	WPC board meeting, noon, Watermark, 4701 E. Douglas
Nov. 17	Workshop on NFPW new contest rules, 1 p.m., Watermark, Presenter: Gwen Larson, NFPW board and KPC vice president
Dec. 5	WPC monthly luncheon program, 11:30 a.m., Larkspur Bistro, 904 E. Douglas, holiday fun and entertainment provided by Richard Crowson
Dec. 10	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.

Donate for December silent auction

For our Dec. 5 WPC meeting, we will once again hold a type of silent auction. Please consider donating an item or two for this auction, which involves bidding by placing your \$1 purchased ticket into a drawing to win whichever particular item you want. In the past we've had items ranging from holiday décor to free classes. It's as easy as bringing an item the day of the auction.

Renew or join for 2019

WPC has maintained a diverse, vibrant membership, and we want to build on that success, as well as contribute to yours. Membership in WPC is by the calendar year, so please remember to renew or join for 2019, if you haven't already. Download the 2019 app from the WPC [website](#), fill it out and mail it or bring it to the next meeting.

Join early in the year so that you can reap the benefits of membership the entire year. We'd also appreciate your help in letting other potential members know about WPC.

**JOIN OR
RENEW
NOW**

Ways to remember former WPC member Con Van Zandt

A friend and longtime member of WPC, Con Van Zandt, needs our support. Van Zandt is a photographer and writer from Wichita who moved to Memphis 15 or so years ago. She has a history with WPC and NFPW, earned a degree from the Elliott School in 1992, traveled, worked at the state fair and eventually moved to Memphis where she worked at Fed Ex until she retired in the spring of 2017. She has come into some health issues -- short term memory loss.

Van Zandt, moved in with a longtime friend and caregiver, Lynette and her husband. I recently spoke with Lynette and shared that Van Zandt has a group of communicator friends in WPC, and she thought it would be great to share their address. If you want to send her a note, her mailing address is: Con Van Zandt, 6426 Hawks Call Lane, Bartlett, TN 38135. If you want to join in sending her a card for her birthday on January 3, then contact Angela Gaughan, angela.gaughan@wichita.edu This is not a monumental birthday, but Van Zandt's symptoms have progressed.

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