



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

VOL. 50 | No. 11 | November 2021

WPC November Program

What: "Empowering Together" with Ariel Rodriguez, executive director of Empower

When: 11:30 a.m. – 1 p.m.
Wednesday, Nov. 3

Where: Larkspur Bistro & Bar
904 E. Douglas Ave., Wichita, KS

Registration: RSVP by noon
Tuesday, Nov. 2 on [Eventbrite](https://www.eventbrite.com) to save \$5.

- WPC members \$20
Member walk-in \$25
- Non-members \$25
Non-member walk-in \$30
- Students always \$10

Your purchase helps fund WPC's annual scholarship. You may donate additionally via Eventbrite when you register for the meeting, or donate on the [WPC website](http://www.wichitaprofessionalcommunicators.com).

Please note: If you register to pay at the door, you will be invoiced if you do not attend.



EMPOWERING TOGETHER

featuring Ariel Rodriguez,
Executive Director, Empower



November 3 • wichitaprofessionalcommunicators.com

Wichita's North End is home to a vibrant Hispanic community that has historically been underserved. Empower is a new nonprofit launched in March to serve residents of the NoMar district and connect them with resources in education, small business incubation and workforce development.

Empower is breaking down barriers by providing a one-stop access point for educational opportunities, work-readiness preparation and small business development resources in a culturally inviting, bilingual and comfortable space. Join Empower's executive director, Ariel Rodriguez, to learn how he is building relationships and communicating the importance of accessible

resources for the community.

Rodriguez, a Wichita native, joined Empower after spending 11 years working in youth development, most recently as the executive director of Rise Up For Youth. He is committed to helping impact the lives of those in his community, as he believes all should have an equal opportunity to achieve success.

Proceeds from this event help fund WPC's scholarship fund. You may donate additionally via [Eventbrite](https://www.eventbrite.com) when you register for the meeting or on our [Donate page](#). Every year, WPC provides [scholarships](#) of up to \$2,000 for Wichita-area college students majoring in a communications field.

Job Opportunities

Keeping an eye out for you

- **ICM Inc.** is looking for a **brand and communications coordinator.**
- **Professional Engineering Consultants** is hiring a **communications team manager** and a **marketing proposal team lead.**
- **The American Heart Association** is looking for a **media advocacy manager.**

More Jobs!

- **Cox Communications** is hiring a **communications specialist.**
- **Cargill** is hiring a **marketing manager.**
- **KSN-TV** is hiring a **producer, anchor and reporter.**
- **International Rescue Committee** is looking for a **development manager.**

Vote for 2022 WPC board officers

Elections for the 2022 executive positions on the WPC board will take place during the Nov. 3 WPC meeting, which doubles as our membership meeting and our monthly program. The following slate has been nominated and will be voted on by all members in attendance. Other board positions will be appointed by the 2022 president.



Sean Jones, president: Sean is the communication specialist for the Wichita Public Library, where he oversees all marketing and communications. His primary duties include communication

with the city manager's office, city council, district advisory boards and other key stakeholders, along with media relations, social media management, graphic design, campaign implementation, content creation and internal communications. Jones received his Bachelor of Arts in communication from Wichita State University. He started working for the City of Wichita in July 2015 as the digital arts coordinator at CityArts. In 2017, Jones assumed the role of programming director at CityArts, managing all classes, instructors and program offerings, before he began working at the library in 2019.



Naomi Shapiro, president-elect: Naomi is a communication specialist with the City of Wichita, serving the Division of Arts and Cultural Services. She previously helmed creative communications

for The Anchor, Yoder Smokers and Baseline Creative. Naomi grew up in Hawaii and Texas, and holds a Bachelor of Arts in liberal arts from The

Evergreen State College and a Bachelor of Fine Arts in graphic design from the University of Memphis. She is the co-founder of Digital Wichita and is also a sustaining member of Junior League of Wichita and Wichita AIGA. She lives in east Wichita with her artist husband, two surly teens, three dogs and five cats.



Brittany Sweeney, treasurer:

Brittany has an extensive background in public and private bookkeeping, having worked in the field since 2010. Over the years, she has worked with

businesses with a range of revenues from more than \$30 million to \$12,000 annually. Brittany opened Sweeney Bookkeeping, LLC, after seeing a need for affordable bookkeeping services for small businesses. When she is not crunching numbers for her clients, you can find her hanging out with her family, friends, and two rescue dogs, attending a networking event, enjoying a nice meal or volunteering for causes she believes in. She is a member of the Wichita Area Chamber of Commerce and Rotary International.



Ben Redington, secretary: Ben is a financial administrator at Unified Esports Association, a graphic designer and a print guru, with more than 10 years of experience working in the printing industry as

a prepress specialist. He graduated from Wichita State University in May of 2011 with a Bachelor of Fine Arts in graphic design and previously worked full time at Howerton+White as a production artist and graphic designer.

MEMBER PROFILE



Judy Conkling

Why do you think groups like Wichita Professional Communicators are important?

Those of us who work independently – or as the sole communications professional for a small business or organization – really need to connect socially and professionally with other communicators. WPC offers that opportunity, as a home for all manner of communicators – writers, designers, marketing and PR pros, photographers, and more. We support and learn from each other, through both informal interactions and regular professional development programs. WPC is truly the most welcoming and supportive professional organization I've ever been a part of.

How long have you been involved in WPC?

I've been a member of WPC for more than 20 years, through my many career transitions: from community newspaper editor, to business reporter, to corporate PR and communications coordinator, to grant writer/fundraiser for a nonprofit, to independent writing and editing contractor.



Ricardo Gomez Angel

Judy Conkling Profile (cont.)

What do you enjoy about being a co-chair for WPC's scholarship committee?

It's great to be able to encourage budding communicators with a much-needed scholarship, and help mentor them through membership in our organization. It's also fun to team up with my co-chair, Wilma Moore-Black, on creative scholarship promotions and fundraising activities.

Who or what recruited you to become a member?

The late Dorothy Belden, a longtime member and storied local editor, invited me to join the group early in my career. Other longtime members I've met at KPC and NFPW conferences have inspired me to remain a member all these years.

What do you do in your spare time, or just simply to relax?

I enjoy the never-ending task of

renovating and furnishing my mid-century home with things I find at estate sales and used furniture stores. I also dabble in genealogy and am descended from at least four colonists (both male and female) who fought against the British or provided material support to the colonial militias during the Revolutionary War.

What does the future look like for nonprofits that host scholarship fundraisers?

In Sedgwick County alone, there are more than 200 nonprofits appealing for donor dollars. During my time as a professional fundraiser I learned that donors want to support the causes to which they feel most connected. They need the nonprofits to tell them the story of how their donations will make a positive difference in someone else's life. The better a nonprofit is at "telling their story," the more successful they'll be at fundraising.

Les Anderson Fund for Students

Les Anderson was a proud family man, beloved journalist, mentor and nationally noted professor in the WSU Elliott School of Communication.

Anderson began teaching journalism at WSU in 1977. He served as a faculty adviser for the student Society of Professional Journalism and served on the WSU Board of Student Publications. In 2003, he was recognized as a Bender of Twigs honoree for his more than 25 years of service to the university. Prior to his time at WSU, Anderson worked at The Wichita Eagle and helped start two weekly newspapers, The Wichita Sun and The Ark Valley News. In 2010, he published the book "Never Take a Snake for a Ride," a compilation of many of his columns.

Additionally, he was a former president of the Kansas Press Association and served on numerous state and national committees. Throughout the years, Anderson received countless Kansas journalism and teaching awards, including the Karl and Dorothy Gaston Outstanding Mentor Award, the Victor Murdock Award for Excellence in Kansas Journalism, the Clyde M. Reed Jr. Master Editor Award, the Huck Boyd Community Service Award and the Kansas Board of Regents Excellence in Teaching Award.

When a handful of former students wanted to do something to honor a professor who went out of his way to support and promote their education, they established the Les Anderson Fund for Students for support

of both individual and group student activities in the Elliott School of Communication. A successful fundraising event on Oct. 20, 2011, featuring a lighthearted roast of Anderson, netted enough donations from many friends, WSU alumni and family for an impressive and stable fund. Sadly, Anderson died suddenly thereafter on Nov. 12, 2011.

Donations to the fund should be made out to the WSU Foundation in person, by mail to Wichita State University Foundation, 1845 Fairmount St., Wichita, KS 67620-0002 or online [here](#).

Article courtesy of Wichita State University.

From the WPC President Remembering Les Anderson

Les Anderson invited me to my first Wichita Professional Communicators luncheon. At the time, I was a student in his classes at Wichita State University's Elliott School of Communication. With his guidance, I developed a love for journalism and the AP Stylebook, and a deep hate for the word "very."

Les encouraged me to write for The Sunflower, apply for scholarships and serve on the WSU Board of Student Publications. He helped me find a freelance opportunity in college, writing "Love Story," a feature story in the Sunday Celebrations section of The Wichita Eagle. He served as my reference when I got my

first full-time journalism job as a copy editor at The Hutchinson News.

Whenever he could, Les lent a hand. I am but one lucky recipient of his kindness, as he extended his helping hand and constant smile to numerous people. Many of us gathered 10 years ago for "Beyond Casual," an event launching the Les Anderson Fund for Students at WSU. Now, an event is planned to replenish the fund. "Taco 'bout Les" will be from 6-10 p.m. Friday, Nov. 12, at the Valley Center Community Center.

Hosted by Ben Anderson and Madeline McCullough, the event



might include "some Anderson shenanigans, as are to be expected with any function involving Les' family," according to the [event Facebook page](#). Consider lending a hand.

Darcy Gray

WPC & AFFILIATES CALENDAR

Nov. 3: WPC monthly program and annual meeting, 11:30 a.m. at Larkspur Bistro & Bar

Nov. 8: WPC board meeting, noon at Dawn Monroe Training

Dec. 1: WPC monthly program with fun activities, networking and light entertainment

Dec. 13: WPC board meeting, noon at Dawn Monroe Training

Jan. 19: Early bird deadline for **NFPW Professional Contest** entries

June 23-25, 2022: Save the date for the NFPW Communications Conference in Fargo, North Dakota.

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>

2021 MEMBERSHIP DUES

WPC Professional

Price: \$155

(Includes membership in National Federation of Press Women, Kansas Professional Communicators and Wichita Professional Communicators)

WPC Local

Price: \$50

(Membership in WPC only)

WPC Student

Price: \$45

(Includes membership in NFPW, KPC and WPC)

WPC Retired Professional

Price: \$105 (One Time)

One-time payment of \$105 for KPC plus \$30 annually for professional level membership.

2021 WPC BOARD

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