



# Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

[www.wichitaprofessionalcommunicators.com](http://www.wichitaprofessionalcommunicators.com)

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## WPC November Program

**What:** Adventures in Accidental Entrepreneurship

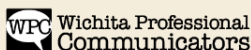
**When:** 11:30 a.m. – 1 p.m.  
Wednesday, Nov. 1, at  
Larkspur Bistro & Bar

**Registration:** [RSVP by noon](#) on Tuesday, Oct. 31, to save \$5! Advance tickets are \$20 for members and \$25 for non-members. Walk-ins are \$25 for members and \$30 for non-members. Students are \$10. (Ticket price includes buffet lunch, water, coffee or tea. Please note: If you register to pay at the door, you will be invoiced if you do not attend.)

JOIN WPC IN NOVEMBER FOR

### ADVENTURES IN ACCIDENTAL ENTREPRENEURSHIP

WEDNESDAY, NOV. 1  
11:30 A.M.  
LARKSPUR



WITH PRESENTER  
**JILL D. MILLER**

Join Jill D. Miller for an excerpt from her keynote session, *Adventures in Accidental Entrepreneurship*. This fun, interactive workshop will offer a sample of practical tips to embrace change and develop your personal brand and secrets for negotiating your worth.

Jill D. Miller is passionate about helping people grow – professionally and personally. Her consulting company, Creative Solutions, has helped fledgling and seasoned entrepreneurs launch and grow out-of-the-ordinary and sometimes quirky ventures since 1998. As Headmistress of the Finishing School for Modern Women, Jill has worked with thousands of women since 2015, inspiring them to overcome obstacles and move toward their goals. She founded the

Badass Women of Wichita Alliance in 2021 with weekly gatherings to build community, promote non-profits, and develop “badassery.” After writing a blog for the Finishing School for seven years, Jill was inspired to compile her favorites into her first book, “Never Finished: Practical advice for Modern Women to inspire your fierce, authentic self” published in October 2022.

Ticket price includes buffet lunch and water, coffee or tea. RSVP by noon Tuesday, Oct. 31, to save \$5!

WPC monthly meetings support a scholarship fund for Wichita-area students pursuing a career in communications. You may donate additionally [via Eventbrite](#) when you register for the meeting, or donate [online](#).

# Job Opportunities

## Keeping an eye out for you

- The **Wichita Eagle** is looking for summer news interns.
- **Textron Aviation** is hiring for a communications associate.
- **USD 259** is hiring a journalism instructor for East High.
- **KSN** is looking for interns.
- The **Kansas News Service** is hiring a statehouse bureau chief.
- **IMA Financial** is hiring a graphic designer.

## From the incoming WPC President

### Why I stay



This fall, as I am facing election as president for Wichita Professional Communicators this January, I have been contemplating why I value my involvement in this group.

After all, numerous other ways exist to connect with communications professionals in this city. So why have I chosen to put my time and energy into WPC?

It could be argued I stay involved for the monthly luncheons, which not only feature Wichita-area communications professionals sharing current, useful information, but also offer the warm ambiance and delicious cuisine at Larkspur.

Another compelling reason to maintain my membership and board involvement is the annual scholarship we provide for a local communications college student. Gotta love giving back to the profession.

While both of these reasons certainly contribute to my love for WPC, the reason I truly stay involved is the good company. The Wichita Professional Communicators membership is composed of a wide variety of young and seasoned professionals, each of whom have something to teach others.

In 2022, I had the privilege of attending the

National Federation of Press Women national conference. Our parent organization is steeped in a rich history of strong women trailblazing communications professions. I loved hearing about their lives and accomplishments, and it gave me a strong appreciation for those local members who have been around for more than a couple of years and who have lessons and stories to share. History matters.

Contrastingly, as a person who is still learning to accept I no longer always represent the youngest generation in a room full of professionals, I greatly appreciate the energy and fresh ideas provided by the younger professionals on our roster. They have a lot to teach us about keeping up with trends and changing when it benefits the group.

Both sectors must exist harmoniously for our group to be the strongest it can be. Mutual appreciation between members breeds productivity, relevance and value for our membership. I am looking forward to appreciating both tradition and change in 2024.

**Kristin Bogner**

# Vote for 2024 WPC board officers

Our 2024 WPC Board features some familiar faces. We are excited to announce the proposed slate for next year's board, which members will vote on at our November meeting.



**Kristin Bogner, president:** Kristin is community director for Learning Lab Wichita.

Previously, Kristin worked in marketing for the National Association of Secondary School Principals (NASSP), United Way of the Plains and Fundamental Learning Center. She is a former high school journalism teacher.

Kristin is a board member for Music Theatre Wichita and Center City Academy, a sustaining member of Junior League of Wichita, and a proud 316 Gymnastics Academy and Kansas Dance Academy mom. Kristin grew up in El Dorado and loves storytelling, her family and Wichita.



**Kindra Goertzen, president-elect:** After graduating Tabor College with degrees in Organizational Communication

and Journalism, Kindra joined the marketing team at United Way of the Plains in Wichita, Kan., to create stories that would bring individuals and businesses together to address the most pressing community needs in the areas of health, education, financial stability and basic needs. Over the past 16 years, she's held multiple, successive roles within the marketing department that

have allowed her to hone her skills crafting compelling campaigns that harness the caring power of the community to create systemic change to social issues. She currently serves as the creative manager, overseeing the voice and image of the United Way brand across print materials, advertising and the website.



**Brittany Sweeney, treasurer:** Brittany is a wife, mom, and business owner. She has an extensive

background in public and private bookkeeping, having worked in the field since 2010. Over the years, she has worked with various businesses with a range of revenues from \$30 million to \$12,000 annually. Brittany decided to open Sweeney Bookkeeping LLC after seeing a need for affordable bookkeeping services for small businesses. She recently celebrated her fifth business anniversary and welcomed her first baby; it's been a big year.

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 Regional Chamber of Commerce and Rotary International. She also loves to travel and is always dreaming of her next destination.



**Ben Redington, secretary:** Ben is a Wichita native and Wichita State University alumnus with a bachelor's degree in graphic

design. Currently, he is a designer at Howerton+White, where he has had the pleasure of working three times. Not only has Ben been able to hone his craft as part of their team, he has also gained valuable leadership experience and enjoyed opportunities to meet other industry professionals and learn the ins and outs of their clients' marketing strategies.

Previously, Ben was a part of the Koch Industries Creative Group and Unified teams. At KCG, he spent a lot of time on graphic design and print projects. He gained immense knowledge about how the work they did fit into the big picture and overall strategy of such a large organization. At Unified, he pushed himself outside of his professional comfort zone as the chief operating officer of an esports company. While the position challenged him to grow as a senior leader, it offered him the opportunity to pull from his various professional experiences over the last 20 years.

When he's not sliding down the slide at H+W, you'll definitely find Ben running his kids around Wichita for their various activities. He spends most of his time going to and from practice or games for all kinds of things, sports, music lessons, etc. When he's lucky enough to get some time away, you can find him exploring a new hiking or biking trail, planning his next national park adventure, or enjoying a nice bourbon or craft beer while daydreaming about travel.



# WPC & AFFILIATES CALENDAR

**Nov. 1:** WPC monthly program, 11:30 a.m., Larkspur Bistro & Bar

**Nov. 6:** WPC board meeting, noon, via Zoom

**Dec. 6:** WPC monthly program, 11:30 a.m., Larkspur Bistro & Bar

**Dec. 11:** WPC board meeting, noon, via Zoom

**Jan. 17:** Early bird deadline for KPC/NFPW contest

## Communications contest is open for entries

Find your best work for 2023 and get the recognition you deserve.

You can start entering items into the two-tier 2024 Kansas Professional Communicators/NFPW communications contest now through the final deadline of noon Feb. 7, 2024; the final deadline for book entries is noon Jan. 31, 2024. All work must have been published or broadcast between Jan. 1 and Dec. 31, 2023, to be eligible.

The first tier of the communications contest is the state affiliate level, which is open to both KPC members and nonmembers.

Entry rates for members are \$30 for the first entry and \$25 for each additional entry; the rate for nonmembers is \$35 for the first entry and \$30 for each additional entry.

Early bird rates end noon Jan. 17; entries submitted between noon Jan. 17 and the final deadline for either book or other entries will be charged a one-time \$25 fee.

First-place winners in the KPC contest who are KPC/NFPW members in good standing will automatically go on to the second tier of the contest, competing against the first-place winners from other state affiliate and at-large contests. Non-member winners can join NFPW by March 15 to advance to the national contest. As part of your membership benefit, KPC pays for each first-place winner's additional entry fees into the national contest, a \$25 value per entry.

For more information, visit <https://www.nfpw.org/professional-contest>.



# 2023 WPC BOARD

## PRESIDENT

Naomi Shapiro  
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## PAST-PRESIDENT

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