

President's Column

From the desk of Wilma Moore-Black

As you go day to day in your busy lives, please remember to live your dreams. The last day of summer is over. October signals to each of us that we have only three months left in 2009.



Next week, we have another absolutely terrific program arranged for our October meeting. It's a super special Wednesday, Oct. 7, since it is a salute to our patrons who do their part to keep the profession alive by providing scholarship money to students pursuing careers in communication.

WPC honors current and past patrons of the Kansas Professional Communicators who recognize and promote "our most cherished members," as they are described on the KPC Web site.

"Only those who have demonstrated outstanding service to community and state, an interest in communications, and unwavering commitment to excellence are asked to become Kansas Professional Communicators Patrons. A one-time contribution of \$500 from each patron supports KPC's Scholarship Fund for students in communication programs at the University of Kansas, Kansas State University, Fort Hays State University and Wichita State University."

Please make your reservations before noon on Monday, Oct. 5. Remember that your reservations and payment can be made in advance through our Website, www.wichitaprofessionalcommunicators.com, via PayPal. This is an easy and secured way to pay for your lunch in advance and avoid standing in line at Larkspurs.

Taken that class to improve your desktop publishing and computer skills? Read about the WPC tech classes in this nwsbrfs. Then immediately PYF. Years ago I learned about the importance to PYF (Pay Yourself First), simply investing in yourself and your own self development. It's a smart way to take care of yourself and your future with the job marketing changing so rapidly. Rediscover faith in why you went into journalism and communications.

Looking ahead, please take an opportunity to reflect on the millions of soldiers who have made sacrifices over the past 200-plus years to preserve the liberties we enjoy in this country as we observe Veterans Day. Besides their valiant life styles, we, as a nation, have much to be proud of and thankful for as we approach the Thanksgiving Day weekend. Then, it will begin to look a lot like Christmas everywhere we go. Go after year dreams before 2010 sneaks in.

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October luncheon: Patrons and print

At a time when print publications are disappearing in record numbers, Barry Owens is editor of two new neighborhood monthlies that transcend normal newsletters to publications the whole city is reading. Owens is the editor of *The College Hill Commoner* and *The Downtowner*, free neighborhood newspapers in Wichita with a combined circulation of 10,000. He'll talk about his ventures at the next Wichita Professional Communicators' luncheon at 11:30 a.m. Wednesday, Oct. 7, at Larkspur, 904 E. Douglas.



Our October luncheon is a special one, as WPC honors current and past patrons of the Kansas Professional Communicators who are doing their part to keep the profession moving by providing scholarship money to students looking for careers in communication.

Owens, a Wichita native, is a longtime print journalist and the recipient of numerous local, regional and national newspaper writing awards. In 2002, he moved to New York City and worked as an associate editor for a publication in Lower Manhattan, *The Tribeca Trib*. While there, he earned first place news and feature writing awards, and writer of the year honors from the New York Press Association.

He and his family returned to Wichita in 2006. Owens, along with his wife, Jessica, launched The College Hill Commoner in 2007 and The Downtowner in the spring of 2009. The newspapers are produced out of their home in College Hill, where they live with their two children.

Please RSVP to Becky Funke **no later than noon Monday, Oct. 5**, at bfunke@activeagingonline.com, call 316-942-5385, or reserve and prepay with PayPal at www.wichitaprofessionalcommunicators.com. Remember, the RSVP deadline is firm.

DATE: Wednesday, Oct. 7
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, Oct. 5**, at bfunke@activeagingonline.com or call 942-5385. To prepay online using PayPal, visit the WPC Web site.

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Time running out for 2009-10 membership special

From now until the end of the year, new members joining Wichita Professional Communicators for the 2010 calendar year will receive membership for the rest of 2009 free. That means extra months of getting the lower membership price at the monthly luncheons as well as receiving WPC e-news alerts about job openings and other items of interest, which is sent exclusively to WPC members. A membership form is attached.

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Learn more about Adobe Creative Suite programs though upcoming classes

If you need to sharpen up your design skills and are unfamiliar with the latest software, it's time for class. Wichita Professional Communicators will offer four, one-day technology classes in October and November centered around Adobe Creative Suite, an industry-leader in publishing and design software, with a portion of the proceeds benefiting the WPC Scholarship Fund.

Class leader Cort Anderson is a WPC member and owner of Cort D Anderson LC, a company specializing in graphics software training, Internet consulting and fine art photography. Prior to joining WPC, Cort was a technology consultant for the Kansas Press Association and taught tech classes, including Adobe InDesign, Photoshop and Illustrator, for the organization.



Mark your calendars now:

- **Friday, Oct. 2 – Adobe InDesign for beginners.** Perfect for making the transition from QuarkXPress or PageMaker Pro to a more common design program.
- **Friday, Oct. 9 – Adobe Photoshop for beginners.** Do you know the difference between a jpg and a TIFF? How well can you utilize the photos you take with a digital camera?
- **Friday, Nov. 6 – Adobe Illustrator for beginners.** Want to create your own graphics? Logos? This class will give you the fundamentals in digital illustration.
- **Friday, Nov. 13 – Adobe Troubleshooting** (for those who've taken a previous class and have additional questions/special problems with an InDesign, Photoshop or Illustrator projects)

Registration begins at 8:30 a.m. and class starts at 9 a.m. There will be a one-hour break for lunch-on-your-own from noon to 1 p.m. Class resumes at 1 p.m. and ends at 3:45 p.m. with the last 15 minutes for one-on-one assistance. Maximum class size is 15.

Classes will be held in 234 Elliott Hall, Wichita State University campus, 1845 Fairmount Street. Cost is \$75 for WPC members and \$100 for non-members. To sign up, contact Teresa Veazey, WPC membership vice president, at teresa.veazey@wichita.edu or (316) 978-6462. Mail payments, payable to Wichita Professional Communicators, to: Teresa Veazey, Ulrich Museum of Art, Wichita State University, 1845 Fairmount St., Wichita, KS 67260-0046

Your check is your reservation. Reservations and cancellations must be received by 5 p.m. on Wednesday before the Friday class.

If you have questions about the material to be covered in class, contact Cort Anderson at canderson@cortanderson.com or (620) 488-2960.

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And the winners are ...

Several WPC members who won first-place awards in the Kansas Professional Communicators' contest this spring went on to win recognition at the NFPW contest this fall. According to the NFPW Web site, the following individuals garnered national honors:



- First place: Cheryl Miller for feature writing, Web, and David Kamerer, audiovisuals, video production
- Second place: Melissa Lacey Nagy for page layout and Jennifer Heinicke for public service
- Third place: Wilma Moore-Black for personality profile and Sharon Iorio for op-ed in a daily newspaper

• Honorable mention: Les Anderson for column, humorous.

Heinicke and Moore-Black, along with KPC Communicator of Achievement honoree Jill Miller, attended the NFPW conference, where the winners were announced, in September in San Antonio.

Member News

Past WPC president **Diane Lewis** died Aug. 29. She had worked at The Wichita Eagle for nearly 30 years in various editing and writing positions until she retired in 2000. A memorial has been established with the Kansas Humane Society.

Skyler Lovelace has moved her computer and digital media training business, Pixel Time, to the third floor of City Arts, 334 N. Mead in Old Town Square.



Susan Howell recently published her final issue of Kansas Traveler, which she has produced the past six years with her husband, John. She is still looking for a buyer for the quarterly publication. Contact her at (316) 688-0905 or howell@kansastraveler.com or go to www.kansastraveler.com if you are interested.

Melanie Haspels and her husband, Chuck, are the new parents of Johnathan Andrew Haspels, born at 7:12 p.m. Sunday, Sept. 20. He was 21 inches long and weighed 7 pounds, 8 ounces.



Mark your calendars to attend the 2010 NFPW convention Aug. 26-28 in Chicago. You know you'll be in for a good time, as **Jill Miller**, WPC vice president of programming, has been appointed to "the director of fun."

What We're Reading

Jennifer Heinicke, WPC Web manager, is reading "Great Tales and Poems of Edgar Allan Poe" for The Big Read (www.bigreadwichita.org). "I'm struck by just how much of 'The Tell-Tale Heart' is familiar, though I haven't read it in years. While I thought I was a Poe fan back in high school, somehow I always skipped his detective stories before and never had the nerve to read 'The Black Cat.' I'm saving 'The Masque of the Red Death' for last — it was always my favorite tale. (Instead of the bubonic plague, I'm going to pretend the partiers want to escape H1N1.) What page are you on?"



Tell fellow WPC members about your latest read. E-mail the title and author of the book and your observations to nwsbrfs editor, Amy Geiszler-Jones, algj64@sbcglobal.net.

WPC Programs & Calendar • Year 2009-10

- Oct. 7: WPC luncheon honoring KPC patrons and featuring local editor Barry Owens at 11:30 a.m. at Larkspur, 904 E. Douglas
- Oct. 12: WPC board meeting, noon at Watermark, 4701 E. Douglas
- Nov. 4: WPC luncheon at 11:30 a.m. at Larkspur, 904 E. Douglas

Nov. 9: WPC board meeting, noon at Watermark, 4701 E. Douglas
Dec. 7: WPC holiday mixer

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, CANCELATIONS 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

2009 WPC Board

PRESIDENT - Wilma Moore-Black wmbcreative@yahoo.com or wilma.black@wichita.edu
PAST PRESIDENT - Cori Dodds cdodds@wichitaeagle.com
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**Happy
Halloween!**