



**Independent Writers of Chicago**

PMB 119, 1800 Nations Dr., Suite 117, Gurnee, IL 60031

Phone: 847-855-6670 ☐☐☐ Fax: 847-855-4502

[www.iwoc.org](http://www.iwoc.org)

## 2008 IWOC Writers' Conference Schedule

### Morning Sessions

- 8:00 a.m. Registration and Introduction**  
Registration will continue until 8:45. Network with others as you enjoy a continental breakfast with muffins, bagels and cream cheese, and coffee or tea.
- 8:45 a.m. The Zen of Writing** – Catherine Rategan, an IWOC founder, will conduct a workshop that looks at the job of writing from inside the writer's mind. You'll learn how to do better work, take good care of your clients, and develop a real sense of pleasure in writing well.
- 9:55 a.m. Choose one:**  
**How to Pitch Magazines** – IWOC's Jennifer Lyng will lead a panel of four magazine editors as they discuss how freelance writers can get article assignments. They'll tell both what to do and what to avoid in dealing with editors. Panelists include: Peter Gianopulos, Don Parker, Megan Waitkoff, and Ruth Welte.

OR

- The Freelance Life** – IWOC past president Harry Karabel will lead a panel of four IWOC members in an open discussion of what can be knotty issues, including how to get new clients, what's the best workspace and equipment, should you incorporate, and how to handle late payers. Panelists include: Charles Coffin, Joen Kinnan, and Roger Rueff.
- 11:05 a.m. Choose one:**  
**Social Networking** – IWOCer Barbara Rozgonyi, founder of CoryWest Media, will dig into social media sites to show how you can quickly build influential networks that position you as a recognized subject matter expert.

OR

**The Law of Communications** – Attorney Daliah Saper will present what every writer should know about copyrights and trademarks.

### Lunch and Networking – 12:05 p.m. to 1:00 p.m.

Enjoy a delicious box lunch and chat with other conference attendees, speakers, and panelists.

### Afternoon Sessions

- 1:00 p.m. Practical Marketing for Strategic Business Development** – Gary Glenn, a seasoned marketing executive and consultant, will show how basic marketing principles can be used to establish a simple and easy-to-follow marketing plan for your business. You'll

learn how to apply your plan to your customers, your industry, and your competition as well as to develop your strengths while offsetting weaknesses.

- 2:10 p.m.**      **Cold Calling Boot Camp** – IWOC past president Jim Leman will show how he has used cold calling as his most productive marketing tool to generate new business and sell his services. You'll learn all his methods including the number-one technique for generating dollars.
- 3:20 p.m.**      **How PR Professionals Can Help Writers** – IWOC's Jeff Steele will lead a panel of five outstanding Chicago-area public relations specialists who will discuss how writers can best work with PR pros and what help those PR contacts can provide for freelance writers who are working with their respective organizations. Panelists include: Dave Bosch, Kate Koziol, Jim Lee, Kim Manning, and Kim McCullough.
- 4:20 p.m.**      **Conclusion**



## Independent Writers of Chicago

PMB 119, 1800 Nations Dr., Suite 117, Gurnee, IL 60031  
Phone: 847-855-6670 ☐☐ ☐☐ Fax: 847-855-4502

[www.iwoc.org](http://www.iwoc.org)

### Participants' Bios for 2008 IWOC Writers' Conference

#### **Barbara Rozgonyi**

Founder of CoryWest Media, LLC and online publisher at Wired PR Works. She is a speaker, entrepreneur and imagemaker on a mission to convert everyone she meets into a social evangelist.

#### **Daliah Saper**

Principal attorney at Saper Law and counsel to creative entrepreneurs and innovative business organizations. She handles cases involving trademarks, copyrights, and trade secrets as well as helping clients choose the right business entity, draft bylaws, and negotiate agreements and contracts.

#### **Catherine Rategan**

Started her own freelance business nearly 30 years ago after starting as an advertising agency copywriter. She has written in virtually every format, has won multiple awards, and particularly enjoys working as a writing coach.

#### **Jim Leman**

Left a corporate writing and PR position in 1991 to start lemanbizwriter.com. He provides a full range of writing and PR services to a variety of local and national corporate and media clients. He has presented his Cold-Call Your Way to Profitability program throughout Chicagoland.

#### **Gary Glenn**

Has over 25 years experience in the media and advertising industry. He has worked for agencies, corporations, and his own companies as sales executive, PR and marketing executive, and planning consultant. He currently provides consultation to corporations and presents programs on marketing, branding, and corporate creativity.

### **PANEL – How PR Professionals Can Help Writers – Jeff Steele Moderator**

#### **Jeff Steele**

Credits IWOC with giving an enormous boost to his bottom line. He has published more than 1400 articles in leading newspapers across the country, as well as trade publications. He also writes advertising copy and newsletters.

#### **Dave Bosch**

Is Communications director for west suburban-based Gift of Hope, a federally designated organization that coordinates organ and tissue donation for Illinois and Northwest Indiana. Until recently he was president of Donate Life America.

#### **Kate Koziol**

Heads her own public relations firm, K Squared, based in Chicago's northwest side Norwood Park neighborhood. A former long-time high-ranking executive with one of the world's best-known airlines, her specialty is travel.

**Jim Lee**

Is executive director of the Chicago office of Wagstaff Worldwide, Inc., a public relations firm specializing in the hotel, resort and restaurant industries. He charts PR strategy for such names as Eagle Resort & Spa and Intercontinental Chicago.

**Kim Manning**

Is an account executive with Taylor-Johnson-Olesker Public Relations, which represents Trump Tower Chicago and many other clients. Her specialty is single-family and multifamily residential real estate throughout the Chicago area.

**Kim McCullough**

Is director of community and media relations at Chicago's Concordia University. She has long experience in the non-profit sector and the health care industry as well as experience as a staff writer, an editor, and a freelance newspaper reporter.

**PANEL – How to Pitch to Magazines – Jennifer Lyng Moderator****Jennifer Lyng**

Specializes in health and fitness, sports, and business issues. She also covers local journalism, personal profiles, and human interest features. Her background includes extensive corporate writing as well as grant writing.

**Peter Gianopulos**

Is senior editor for *North Shore* magazine where he edits its food, travel, and feature sections while managing the magazine's award-winning freelance writers. He has written more than 400 articles in eight years at the magazine and is an adjunct professor of journalism at Loyola University. He also freelances for both regional and national publications and is a frequent lecturer on culinary history.

**Don Parker**

Has been the editor of *Chicago Wilderness* magazine since 2002. He is responsible for issue planning, story assignments, copyediting, and photo editing. When he's not behind a computer, he organizes habitat restoration workdays in forest preserves across the Chicago region and works to build a culture of land stewardship.

**Megan Waitkoff**

Is editor-in-chief of *Lake* magazine. She has been a beat reporter, features stringer, and worked the news desk for daily, bi-weekly, and weekly newspapers in Chicagoland and London. Her magazine experience spans both regional and trade publications.

**Ruth Welte**

Has been an associate features editor at *Time Out Chicago* for the past three years. Prior to that, she spent four years as a reporter and editor at *Billiard Digest*, a monthly sports glossy.

**PANEL – The Freelance Life – Harry Karabel Moderator and Panelist****Charles Coffin**

Has extensive experience in book and magazine writing and editing in both education and association publishing. Relatively new to the freelance arena, he has fresh memories of the startup process and how he was able to succeed.

**Harry Karabel**

Is a past president of IWOC who serves a wide range of clients and industries in all media with writing that delivers marketing messages, trains, communicates, and sells products.

**Joen Kinnan**

Is an IWOC past president and its current webmaster. She specializes in all types of healthcare and medical writing and editing, newsletters, magazine articles, and writing for the web.

**Roger Rueff**

Is currently president of IWOC who embodies a combination of technical, communication, and creative skills. He has managed and authored large documentation projects, taught business writing, and written audio/video scripts. He is also an award-winning playwright.