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# iwoc

Independent Writers of Chicago

## OCTOBER PROGRAM

# *The private promotional publishing market and the working writer*

BY JENNIFER OATFIELD

**A**t IWOC's October program, you will learn about the nuances of the fast-growing private publishing industry. Jerrold Jenkins, chairman and CEO of the Jenkins Group, will discuss topics including:

- ✍ How books are used in ways not always visible to the general reading public.
- ✍ How writers are involved in the process of manuscript development, ghostwriting, editing, and other areas.
- ✍ How corporations, PR firms, professional speakers, and others utilize writers' skills in the areas of marketing, credibility, and additional promotional activities.

## AN OVERLOOKED MARKET FOR YOUR SKILLS

As CEO of a marketing firm that specializes in branding for corporate promotions, Jerrold Jenkins delivers creative marketing solutions to PR firms and *Fortune* 500 corporations. The Jenkins Group, headquartered in Traverse City, Michigan, has used books and other written material to successfully promote the pharmaceutical and manufacturing industry and major corporations. Jenkins' client list includes Pfizer Pharmaceuticals, Bristol Myers Squibb, and the Bill and Melinda Gates Foundation.

Such private publishing may be an area you have overlooked as a route to your own success as an independent. Jenkins can help you better understand this little-known but vital market.

In demand as a speaker and consultant, Jenkins promises a lively presentation, including how to customize the perfect corporate promotion according to the client's marketing needs.

Join us for an informative program on Tuesday, October 8 at the Feltre School at 22 West Erie, Chicago. Networking begins at 5 PM; the program starts at 6 PM. ✍

### "The Promotional Publishing Market"

Tuesday, October 14

Feltre School

22 West Erie (at State)

Networking 5 PM

Program 6 PM

Professional members FREE

Associate members \$5

Nonmembers \$15

IWOC meets for a program and networking the second Tuesday of every month.

For more information, call the IWOC office at 847/855-6670.

## Officers

### President:

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jleman@newsletterbureau.com

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*Stet* is published 11 times per year by the **Independent Writers of Chicago**, PMB 19, 5465 W. Grand Ave, Ste 100, Gurnee, IL 60031, 847/855-6670. Internet address: [www.iwoc.org](http://www.iwoc.org). Copy submissions and advertising materials are due by the 15th of the month preceding publication. All submissions and ideas will be considered. Copyright ©2003 by Independent Writers of Chicago.

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## PRESIDENT'S MESSAGE

# A new president for IWOC— starting with “just one goal”

BY JIM LEMAN

A few years ago, I was elected president of a non-profit organization that provides meeting facilities for Alcoholics Anonymous and Al-Anon, a group for the families of alcoholics. At the time of my tenure as president for that group, the board of directors was in the midst of building a new meeting hall, which would, when completed, be made available for up to 23 weekly meetings of AA and Al-Anon, for the small fee of \$1 per participant per meeting attended, the customary AA “self-supporting” tradition.

Bootstrapping this new facility was a monumental leap of faith for the board. That year of my presidency was intertwined with responsibility for seeing that the building construction was completed. I had a great board working with me that stayed on the progress day by day.

At the time, I said my goal for my presidency of that organization was simply to make sure the new building didn't burn down. It didn't burn down and attendance grew and the people within the meetings grew more vibrant. Of course, whether the building would burn down wasn't in my control (except that I learned not to play with matches at age seven); the board of directors and those who attended the meetings were the real energy behind the rebirth of Serenity House.

Now, as your new IWOC president for 2003-2004, I have a similar goal: Not to let IWOC burn down.

Here's how I suggest we do that:

✍ Focus on membership retention by providing meaty, “must-attend” monthly program content.

✍ Create a welcoming, helpful environment for new members and visitors, by making sure each is greeted and engaged in “get-to-know-you” conversation during the networking hour.

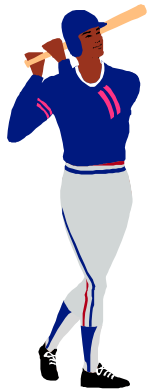
✍ Capture e-mail addresses for each and every visitor so I personally can visit with them post-meeting to extend the helping hand of IWOC even further.

✍ Convey positive energy in all of our IWOC dealings, recognizing that we all have chosen this freelance path, that we are individually successful at our endeavors along this path, and that it is our personal responsibility to ourselves as members and to IWOC as an organization to make it important in our lives and successful.

As with Serenity House's new building project, I won't accomplish my goal as your IWOC president without the help of the fine board of directors and committee chairs working for you this year or without the will (as in desire), participation, ideas, and well-wishing of each of you.

I have been a member of this fine organization since 1992, having served as vice president, board member, and seminar chair. For me, my involvement in IWOC has proven the adage, “You get out of it what you put into it.” That's probably what you'll find is true for you, too, from your involvement in IWOC. ✍

# Can you “learn” to be an independent?



**P**lay ball! The World Series is coming, and for once, Chicago is paying attention. The Sox and the Cubs have been playing like they’re paying attention, too—they’re contenders.

And what does this have to do with IWOC’s September Roundtable?

It’s a sneaky way to talk about the beauty of teamwork. For the true sports fan, a team playing at its best is indeed a thing of beauty. They study the pitches, anticipate stolen bases, know when and how to bunt,

and in a pinch, can mount a grand slam. And win it all in the end.

That’s the beauty of spending time with a group of professionals like the members of IWOC, too. They’ve learned, whether rookie or veteran, that there’s always something new to discover about the business of independent writing and consulting.

At the September 9 meeting, **Jim Kepler**—of Kepler Associates and Adams Press and a former IWOC president—led 40-plus people in how-to techniques every independent can use.

The presentation was divided into three parts. First, the group learned techniques for dealing with problems by the examples of three scenarios an independent might confront.

Next, the group considered a case study for public relations problems.

And finally, participants separated into twos to work on negotiating exercises. One person acted as the consultant giving his/her fee (starting at the highest) and the other person was the client stating the most he/she would pay (starting with the lowest amount). Try this with a friend. It’s great practice for your next fee negotiation.

Can you learn how to be a successful, income-producing independent writer, editor, or consultant? Many possibilities can come into play: how-to books, school courses, and programs and seminars presented by IWOC and other professional groups. And, of course, good old trial and error. But probably the most dynamic way to learn is from and with other people—your fellow members of IWOC for starters.

How do you think the ballplayers learn? ✍

by Elaine Fiedler

## Profiles of success

### Meet Dixie Watterson

BY LYNN SANDERS

**Length of IWOC Membership:** “One year. I joined last November, 2002. I’m now going on the board and hoping to make a contribution to IWOC.”

**Why Are You An IWOC Member?** “My roots are in investor relations, but my scope has broadened over the last few years. I’ve gotten more assignments in marketing. I’m now writing breezier copy—shorter, snappier sentences, for example. Because there are so many styles and audiences represented in IWOC, hearing what other members are doing is helping me make the transition to broad-based audiences.”

**Background:** “I started as a stock broker at Merrill Lynch. Their sales training program taught me to look for the key messages in every project and to focus on future benefits. I learned to hone my marketing skills and draw in the audience.”

**Projects Most Proud Of:** “Writing a recent brochure for a healthcare product. The client couldn’t articulate what he wanted. After the first draft, they asked me to cut back the language. I was able to figure out what the client wanted, and the brochure was a great success. Another interesting project was a marketing plan for a Christian bookstore. I researched detailed ways to get the message out to their audience. It turned out to be about 40 pages, and gave them a blueprint to market the store. They were very happy.”

**Hobbies And Interests?** “I have two grown daughters and two grand-daughters, Jane (age four) and Charlotte (age two). I volunteer with The American Cancer Society, and I’m a long-time member of a group that supports education for women. I started a book club several years ago. We serve refreshments that are somehow tied to the theme of the book!”

**Best Advice?** “Keep learning something new, and keep your brain flexible.”

**Who Are Your Heroes?** “Don’t you think you can learn something from everyone you admire? My dad’s parents were big influences in my life. My grandmother, Madge Tolles, was very literate and loving. She studied social work at the University of Chicago early in the 1900s and even turned down a job at Hull House because she thought Jane Addams was too snooty! She supervised working conditions in factories and set an example of a woman who has a career and keeps a home. My grandfather, Frank Tolles, was a civil engineer who built public works in the ‘40s and ‘50s that are still being used!”

**How Would You Like To Be Remembered?** “Someone who enriched the lives of my co-workers, friends, and family...someone who can be trusted...and someone who likes to have a good time.”

# Getting better while growing older applies to new edition of Chicago Manual of Style

BY RICHARD L. EASTLINE

*This is another in an irregular series devoted to books and Internet sites that are popularly classified as reference source material.*

THE CHICAGO MANUAL OF STYLE, 15TH EDITION / 956 pp (17 SECTIONS PLUS INDEXES) / U OF C PRESS, 2003 / \$55.00 / ISBN 0-226-10403-6 / [www.chicagomanualofstyle.org](http://www.chicagomanualofstyle.org)

After something has become established for what it is, the common scenario calls for it to change. What often results is a bloated or slicker product tainted with gimmicks. In a few instances, though, it is grandly reborn.

Trumpeted as the most changed edition in 20 years, the venerable *Chicago Manual of Style* from the University of Chicago Press passes the test with ease. The manual's core information is deftly updated and expertly integrated with new and relevant features.

A major addition is the highly appropriate chapter on English grammar and usage (U.S. interpretation) contributed by Bryan A. Garner, author of the *Dictionary of Modern American Usage*.

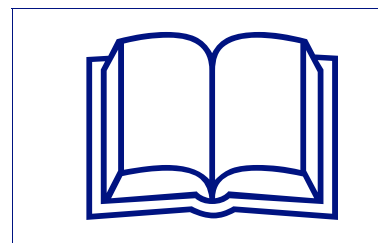
Of comparable value is the guidance offered for electronic documentation and publishing. Nearly every section of this manual reflects an understanding of the rapid development of Internet communications and the practices that have

evolved in the handling of type and copy structure, including content acknowledgment.

Although the concept of "decision-making by committee" is frequently derided, the new *Chicago Manual of Style* benefits from an advisory board representative of the many areas of print communications. Employing these 14 overseers meant that experts outside the U of C team could question intended changes. (One behind-the-scenes incident resulted in a final decision not to modify the distinctions among the hyphen, en dash, and em dash.)

Nearly 20 topic sections plus a variety of indexes, including a 75-page general index, fill this new edition. To ease the finding of any specific subject, each numbered paragraph now opens with an identifying sub-head.

Another improvement is in the handling of documentation—the first of two chapters devoted to this subject details the two style models preferred by the editors and the other chapter provides a discussion on various types of subject content along with samples.



Growing in scope since the first edition (1906), the *Manual of Style* now encompasses a full range of guidelines for both writers and publishers. Considered as practical advice rather than rules, the manual's contents include the expected (names and terms, punctuation, numbers, quotations) as well as the less familiar (tables, mathematics, proofs, captions). A far cry from the original sheet of basic proofreading instructions circa 1890.

So, then, accepting the premise that this or any style guide is an essential reference for all who work with words, is the 15th edition really a "must" purchase? For those now using a former version such as the 14th or a relatively recent competitive publication, the practical response would have to be negative, given its cost. But there's a caveat. Better that you do not even take a peek at the newest *Chicago Manual of Style*—you'll surely covet it. ✍

**Need work?  
Check out  
IWOC's Writer's Line  
[www.iwoc.org](http://www.iwoc.org)  
user id: iwoc  
password: chgowtr**

# FYI

## Upcoming events

### MEMBERSHIP RENEWAL DEADLINES

October begins IWOC's new membership year. Have you returned your renewal and updated your listing for the IWOC Writer SourceBook?

*Deadlines for membership renewal:*

**October 3**—Renewal forms and payment must be postmarked by this date to receive one additional free listing. The same deadline applies if you create a new category or subcategory for yourself.

**November 14**—The directory closes. No additional listings or changes are accepted.

### INDEPENDENT WRITERS AT WORK

**Lynn Sanders** is writing articles for a new Web site—[www.bestofthenorthshore.com](http://www.bestofthenorthshore.com), a site that promotes top suburban businesses through networking with tie-in advertising and promotions. Categories range from automobiles, entertainment, food, and drink to retailers, publications, and media and professional services. Her company, Park Avenue Productions, is proud to be a member of this site. To learn more about membership, contact Alan Kossow at 847-446-9526.

Lynn is also delighted to announce that her father, Gil Bogen, a retired doctor and passionate baseball fan, will have his first book published in the late fall. *Tinker, Evers and Chance, A Triple Biography*, published by McFarland & Company, documents the lives and careers on and off the field of these three legendary Chicago Cubs players.

Through extensive research, Bogen contacted the descendants of Joe Tinker, Johnny Evers, and Frank Chance, and has acquired photos and stories that have never been seen before by the admiring baseball public. Tinker, Evers, and Chance have for decades been called one of the greatest, most colorful, and most memorable double-play combinations of all time. For more information or to order a book, see [www.mcfarlandpub.com](http://www.mcfarlandpub.com).

P.S. Lynn's dad is 77 and is now working on his second baseball biography for McFarland & Company.

✍ E-mail your announcements to [map133@aol.com](mailto:map133@aol.com).  
Please refer to "Stet" in the subject line.

***"Retire? As long as people are  
buying what I'm selling,  
I'm still selling."***

Katharine Hepburn  
quoted in *Kate Remembered*  
by A. Scott Berg

## Calendar

October 3

**Renewal deadline:** To receive one free listing in the Writer Sourcemark, IWOC membership renewal forms and payment must be postmarked by this date.

October 14 (2nd Tuesday)

**IWOC monthly meeting: The Promotional Publishing Market.** Jerrold Jenkins, chairman and CEO of the Jenkins Group, discusses the fast-growing private publishing industry as a market for your skills. At The Feltre School, 22 West Erie, Chicago. Networking at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$15.

November 11 (2nd Tuesday)

**IWOC monthly meeting: To Be Announced.** At The Feltre School, 22 West Erie, Chicago. For information about parking, please call the IWOC office. Networking at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$15. Come and check it out!

November 14

**Final IWOC Directory Deadline.** No changes accepted after this date.

*The monthly food and networking get-togethers listed below meet at the same time and place each month unless otherwise noted. The groups welcome nonmembers.*

October 2 / November 6 (1st Thursday)

**IWORP monthly breakfast.** Join the Rogers Park IWOC contingent for breakfast at 9 AM at the A&T Grill, 7036 N. Clark St., Chicago. For more information, call Esther Manewith at 773/274-6215.

October 23 (4th Thursday)

**IWOOP monthly lunch:** The West Suburban group meets at noon at Poor Phil's, 139 S. Marion, Oak Park. Contact Barb Dillard at 312/642-3065.

October 21 / November 18 (3rd Tuesday)

**Far North monthly breakfast:** At 9:00 AM at Egg Harbor, 300 Village Green, Lincolnshire. For more information, call 847/821-1515. Contact Carrie Suarez, [carrie.suarez@worldnet.att.net](mailto:carrie.suarez@worldnet.att.net).

*For details about IWOC monthly meetings or seminars, call the IWOC office at 847/855-6670 or check out [www.iwoc.org](http://www.iwoc.org).*