

Stet

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THE NEWSLETTER OF THE INDEPENDENT WRITERS OF CHICAGO

IN THIS ISSUE. . .

1/IWOC Fest

2/July Recap

3/Membership Renewal
Profiles of Success

4/New IWOC Board
Calendar

IWOC FEST

Meet and greet and eat— with old friends and new at IWOC Fest August 12

Once again IWOCers will be shouting from the rooftops of Greektown's Pegasus Taverna. On Tuesday, August 12, members and their guests will be viewing the city's panorama from the Pegasus rooftop and toasting the sunset, the summer, and their fellow writers and others seeking success selling their wordcraft.

Catering captain Yianni promises to "bombard" IWOCers with food as he did last year—from shrimp and chicken kebobs to lots of salads, yogurt, and vegetarian dishes. (A tip from one belt-busting veteran: don't eat everything you see in the first course or two. There will be more coming.)

And there will be a drawing for the famous Maltese Falcon, a life-size replica of the statue in the Humphrey Bogart classic. You may be the lucky winner this year.

So, come one, come all, and bring along your guests. All are welcome. It's a night of indulging the senses and enjoying the camaraderie of old friends and new.

The cost to each participant is \$27 for early reservations (before August 5th) and \$30 at the door. Festivities begin at 6 PM and are slated to end at 9 PM. Drinks will be available at a cash bar.

Pegasus is located at 130 South Halsted, and restaurant parking is available across the street. In case of rain, dinner will be served inside. For more information or to make your reservation, call the IWOC office at 847-855-6670. 

"August Fest"
Tuesday, August 12
Pegasus Taverna
130 S. Halsted (Greektown)
Begins at 6 PM
\$27 if reserved by Aug. 5
OR \$30 at the door

For more information,
and to make a reservation,
call the IWOC office at
847/855-6670.

iWOC

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JULY RECAP

Networking give and take— doing what comes naturally

BY MARLA KRUGLIK

If you've been making it a point to arrive between 5 and 5:45 at IWOC meetings, you probably already know what networking is—it's whatever everyone's doing until the program begins at 6, of course.

But there's a lot more to a working definition than that, as networking professionals Nina Adams and Jane Ranshaw demonstrated at the IWOC meeting on July 8.

The two speakers asked the audience to define networking. Only after several definitions were offered from the floor did Adams pass out a handout that said, "Networking is a process that connects you with people who will help you find information you need in the shortest time possible." ("Time" here refers to both calendar days and actual hours spent working on the project, she added.)

Adams, a consultant since 1992, has included the topic of networking in her repertoire for the last four years. Former IWOC president Jane Ranshaw has been coaching executives, consulting, and conducting seminars since 1976. The two pros led a seamless interactive session that ultimately led to everyone present confidently networking.

WHAT TO DO

Here are some of their recommendations:

✍ After introducing yourself, exchanging cards, and establishing mutual interests, find out each other's needs.

✍ Above all, keep in mind that it's okay to network if you want to learn something—but that you are also going to help others by sharing what you know. And it's okay to contact someone you don't know personally to get additional information.

✍ Just be sure to "honor their time," Adams emphasized, suggesting that 20 minutes (on the outside) was reasonable. Then always say "Thank you" immediately. And be prompt to follow up with thank-you notes. "Be sure you're prepared when you

ask for someone's time," Ranshaw elaborated.

"Have a couple of simple questions. If you ask for five minutes, you'll probably get 10 or 15."

HOW TO FOLLOW UP

✍ Once you've found people who can help you or whom you can help,

you need a reliable method of filing cards, requests, etc., to maintain your network. To be sure she follows through in a timely manner, Ranshaw puts asterisks on business cards from people needing immediate follow-up. There are software systems available, too, she says, to keep your files. "Following up when you say you will is a must," Ranshaw repeated.

✍ "Think long-term but act short-term," Adams concluded. And to be really successful at networking, do a lot of it.

✍ And, finally, leaving the audience one last point to ponder, Ranshaw advised networkers simply not to do "anything that doesn't come naturally."

Adams added, "Be memorable," such as by "wearing a unique piece of jewelry." For the record, she was wearing a teal blue pendant over a white smock that evening. ✍

**"Following up
when you say you
will is a must."**

Watch for Your Renewal Notice

BY JANE JERRARD

You'll receive some very valuable mail in early September: That's right, the 2003-2004 IWOC membership renewals are coming! Watch your mailbox—if you don't receive your renewal mailing by Monday, September 15, please call the IWOC office right away and ask for a packet.

There will be a slight increase in membership dues in order to cover the costs of some new marketing initiatives. It's been four years since the last increase, and your membership in IWOC is still an outstanding value, especially when compared to other regional writing groups.

Here is a breakdown of the new dues:

- Professional membership increased \$15 to \$150.
- Senior membership will increase from \$87 to \$95.
- Associate membership will go up from \$80 to \$90.

We've also changed the pricing on category listings in the next SourceBook. Rather than offering three free listings, with a fourth if you respond by the first deadline, we're giving each member four free listings plus a fifth for early birds. Each additional listing will be \$10. The cost of inclusion in the online SourceBook remains the same at \$35. This price ensures that your SourceBook listing and all your categories are posted on IWOC's Web site.

I hope you won't hesitate to renew your membership. IWOC has a great year ahead of us, with a fresh Board of Directors and some exciting new things planned. The "bang" should be even bigger for your buck in the year ahead. ✍

Please—

Let us know where to find you!

If you move, change your phone number, or get a new e-mail address, please remember to tell IWOC! These days we mostly communicate via e-mail, so it's especially important that you let the IWOC office know if your e-mail address changes. That way, we can continue to send you *Stet*, seminar news, and other announcements. Your membership renewal will be mailed to the address in the current SourceBook. Please make sure we have your current information.

Jane

Profiles of success

BY SUSAN G. BAIRD

Meet Esther Fritz Kuntz— Writer

How long have you been a member of IWOC?

For nearly a year.

Why did you join?

I met Esther Manewith at a Northwestern University Medill School of Journalism reunion. She encouraged me to join because I'm resuming my writing career. Previously, I had been concentrating on child rearing and working with my husband.

What is your background/expertise?

I worked as a business and health care reporter. I was an associate editor for *Modern Healthcare* magazine. Later I began my freelance business. Some of my clients were *Crain's Chicago Business*, *Forbes* and *CFO* magazine. Happily, now I'm doing what I've always preferred—writing personal essays, children's stories, and articles on health care and education. Also, I have some books in mind.

Why freelance?

I want a more flexible schedule and I want to be able to write about the subjects that are important to me.

What makes you the most proud?

I wrote newsletters for The Cove School in Northbrook. Also, I've written for Dr. Jeffrey Getzell, who is a behavior optometrist. I provide information to help children with learning disabilities and people who have difficulties with visual perception.

What are some of your other interests?

I like to work with my hands, playing the piano, knitting, gardening, and canoeing.

What advice would you give?

Write daily.

Who are your heroes?

People who are able to overcome substantial difficulties and are then able to attain their goals. Most of all, I admire those who value helping others.

How would you like to be remembered?

I want to be remembered for making an original contribution to society through my writing. I would also like to have people think of me because I was a good friend.

2003-2004 IWOC Board

BY JENNIFER OATFIELD

The nominating committee presents the following slate for the 2003-2004 term beginning in October:

President—Jim Leman

A freelance writer since 1992, Jim Leman and his Associates Newsletter Bureau provides one-stop newsletter editorial, design, and production services to clients of any size.

Vice President—Harry Karabel

With 25 years experience, 5 years as an independent writer, and a current board member, Harry offers clever, creative copy delivering marketing and training messages that communicate, sell products, and make people laugh.

Treasurer—Alan Laduzinsky

IWOC's current treasurer is signing on for a second year. He has 26 years of experience in engineering, finance, and company operations as well as corporate PR/marketing and magazine writing.

Secretary—Ellen Krupp

With 25 years of experience, Ellen does audiovisual and print materials for business and education on a wide range of subjects.

Parliamentarian—Christina Foster

With 17 years experience and as a strategic, big-picture thinker, Christina provides persuasive writing in medical and not-for-profit environments. Christina is IWOC's current president.

Karen Schwartz

With 25 years experience, Karen is a versatile corporate writer, an experienced healthcare writer, an excellent editor and interviewer.

Marilyn Hopkins

A current board member, Marilyn is a marketing maven with 36 years experience specializing in corporate and marketing communications.

Jim Ardito

With 19 years experience, Jim is our advertising expert. Chock full of inventive ideas filled with life and humor. And he's a founding member of IWOC to boot!

Dixie Watterson

With 20 years experience writing and consulting with businesses, Dixie provides complete marketing and investor relations plans and programs.

Calendar

August 12

IWOC FEST: Bring yourself, your friends, family, clients, and neighbors to IWOC's summer party on the rooftop of Pegasus Taverna at 130 South Halsted in Greektown. Festivities begin at 6 PM and continue until 9 PM. There will be multiple courses of great Greek food for \$30 per person at the door. (\$27 if you contact IWOC by Tuesday, August 5, to make reservations.)

September 9 (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!

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.

August 7 / September 4 (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.

August 28 (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.

August 19 (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.

If none of these meet-and-eat groups is in your neck of the woods, start your own group. Be sure to notify *Stet* so your group can be included in the calendar.

For details about IWOC monthly meetings or seminars, call the IWOC office at 847/855-6670 or check out www.iwoc.org.