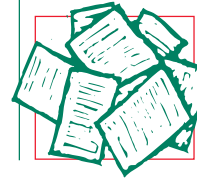


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SOURCES



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CONTEST  
DETAILS

KANSAS PROFESSIONAL COMMUNICATORS

# communiKPC

W I N T E R 2 0 0 3



## Retreat results

### CONFERENCE UPDATE

Although the Spring 2003 Kansas Professional Communicators conference is still in the planning stages, several details have already been determined:

#### DATES

May 7 • Board meeting  
May 8 • Conference  
Awards Banquet

#### LOCATION Abilene

#### ACCOMMODATIONS

Abilene Holiday Inn Express  
\$70 plus tax  
785-263-4049 for reservations  
(Say you're with KPC for above rate)

#### AWARDS BANQUET Brookville Hotel

Watch the *CommuniKPC* for additional details as they become available!  
But mark your calendar NOW!

or four intense hours, we tossed out any and all ideas and perspectives on our organization.

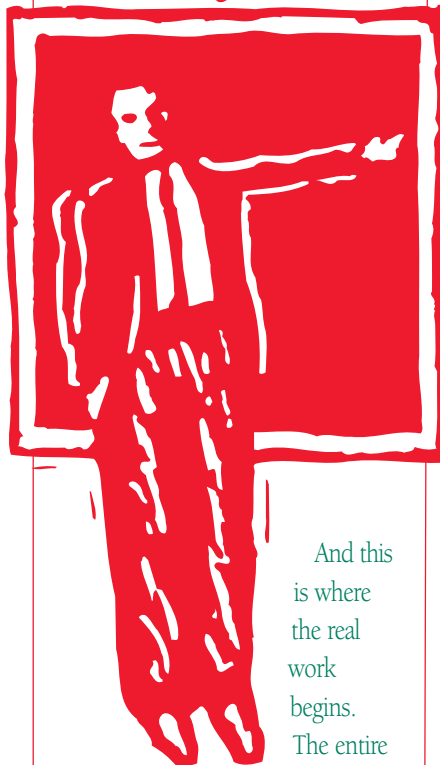
And the result will be information – organized and prioritized – that will provide a road map for developing strategies to strengthen the organization – and build membership.

Thirteen members of the Kansas Professional Communicators Board gathered Nov. 15 on the Washburn University Campus in Topeka for a retreat led by facilitator Herb Callison.

Callison, executive director of the Kansas Non Profit Association, Topeka, guided us in determining our role as an organization, and identifying our strengths, weaknesses and potential audiences.

We looked at today's work environment and determined the next steps in shaping a membership strategy.

Callison will submit a formal report on the retreat in the near future.



And this is where the real work begins. The entire winter

board meeting, 10 a.m. to 3 p.m. Saturday, Feb. 7. in Abilene's

Kirby House, will be devoted to developing a strategy for KPC's future.

ALL KPC members are welcome and encouraged to participate. This will be the meat and potatoes of what happens next...and will determine how effectively we meet our goal to strengthen KPC and build membership.

So start getting your ideas together NOW. And put SATURDAY, FEB. 7, on your calendar NOW.

If you plan to attend, or just want to pass along some ideas, contact KPC president Jane Lee at [jane@janeleecomm.com](mailto:jane@janeleecomm.com).

We'd also like to say a big thank you to the Washburn Center for Kansas Studies (WCKS), represented by Tom Averill (Jeff Goudie's husband). The WCKS sponsored our meeting room and refreshments.



# BITS&PIECES



## NEW MEMBERS!

Welcome to our newest KPC members:

**ANDY MCGINNIS, APR**  
Consultant  
McGinnis Strategic Communications  
2522 Lake Ridge Court  
Wichita, KS 67205  
316-773-7571  
mcginnis\_andy@yahoo.com

**SARAH COLEMAN**  
Account Coordinator  
Associated Advertising  
4601 East Douglas  
Wichita, KS 67218  
316-683-4691  
scoleman@associatedad.com

Welcome!

**M**indie Paget, Lawrence, the *Journal-World's* arts editor, has been honored by the Kansas City Association of Black Journalists.

At the group's 12th annual media awards ceremony recently, Paget received the award for best feature in a daily newspaper with less than 100,000 circulation.

Her winning story, "Expressions of Spirit," profiled two black artists and examined the way black artists have been received in the American art world.

The awards recognize "outstanding enterprise coverage of African-Americans and other people of color in Greater Kansas City."

**Jeff Goudie**, Topeka, and spouse, Tom Averill, have given two joint speaking presentations recently. One was part of Johnson County Library's "Meet the Author" series in Prairie Village, Kan., and the other at Cottey College in Nevada, Mo.

Jeff's article, "Gender Differences: What's Man? Which Woman,?" appeared in the Fall 2003 issue of the ERC Resource and Referral's newsletter *ERC NOW!*

**Teresa Veazey**, Wichita, co-chair of programs for Wichita Professional Communicators and vice-president of membership for Kansas Professional Communicators, was recently awarded a \$295.50 professional development grant from NFPW's Education Fund.

The grant money (a new benefit for NFPW members) is designed

to help NFPW members in their efforts to gain new levels in professional capabilities.

Teresa plans to use her grant money to attend the Marketing Management Certificate Program at Wichita State University's Center for Management Development.

Her goal is to learn up-to-date marketing skills to jump start KPC membership retention and



## Hate it when I make a mistake!

The editor apologizes to Jeff Goudie on the misspelling of her last name under the board photo in the Fall 2003 issue of *CommuniKPC*.

Please note the *correct* spelling of Jeff Goudie's last name.

recruitment efforts. Good luck, Teresa!

And speaking of NFPW grant money...applications are also being accepted from NFPW members who have never attended an annual conference and would be interested in going if they have financial

assistance. One conference registration will be granted yearly by the NFPW board.

An article on "WPA (Work Projects Administration) Kansas" by **Sue Novak**, Topeka, was published in the Autumn 2003 issue of *Kansas Heritage*.

**Clara Kilbourn**, Sterling, has started chemotherapy treatments for her recently-diagnosed cancer. Our thoughts and prayers are with her as she begins this challenging journey.

**Sarah Cox**, Texas, 2004 conference chair for Press Women of Texas, has invited KPC members to the annual state conference, March 26-28, 2004.

Most meetings will be on the Baylor University campus.

Saturday's sessions include:

- Ninety-minute workshop by the National Press Foundation. NPF is based in Washington, D.C. To learn more about NPF go to [www.nationalpress.org](http://www.nationalpress.org)
  - Breakout sessions, each 45 minutes, led by speakers who include a freelance writer/author; a public relations representative from Southwest Airlines; the editor of the Waco Tribune-Herald; Baylor University's director of Media Relations; and a former media relations director for the Waco Chamber of Commerce who handled the media when President Bush was in town.
- If you have any questions, or would like to register, call 254-757-5753.



# WEB SOURCES

The Web site suggestions keep flooding in! Here are a few of the most recent we've heard about:



Journalists and writers who are looking for good article ideas and seek the native tallgrass prairie experience should visit:

[www.prairie-heritage.org/index.html](http://www.prairie-heritage.org/index.html)



Henry Wilhelm's book, *The Permanence and Care of Color Photography: Traditional and Digital Color Prints, Color Negatives, Slides, and Motion Pictures*, is now available on the Wilhelm Imaging Research Web site.

You can either download it in its entirety (79mb) or by the chapter.

[www.wilhelm-research.com/book\\_toc.html](http://www.wilhelm-research.com/book_toc.html)



A new site offers aid to beginners in their efforts to write a disaster plan.

The site was created by Jon S. Schultz, Professor of Law at the University of Houston. Schultz was director of the University of Houston Law Library in June 2001 when Tropical Storm Alison caused major damage to the collections.

Of special interest is the section, "Your One-Hour Emergency Plan," with suggestions for ten- or 15-minute projects that will help you

be better prepared if a disaster occurs.

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



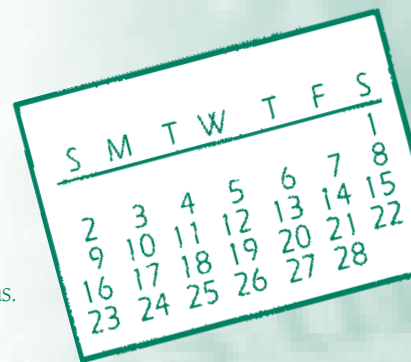
Check out the Web site of the National Association of Women Writers. This interesting organization started in 2001 and will be of particular interest to writers.

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



"Grantionary" is a list of grant-related terms and their definitions.

[www.eduplace.com/grants/help/grantionary.html](http://www.eduplace.com/grants/help/grantionary.html)



## Mark that date!

Jan. 22

Communications Contest  
Postmark Deadline  
(See story, back page)

Feb. 7

10 a.m.

Board meeting  
Kirby House, Abilene

May 7

6:30 p.m.

Board meeting  
Holiday Inn Express, Abilene

May 8

State Conference  
Holiday Inn Express, Abilene

Sept. 9 - 11

NFPW conference  
Lexington, Ky.

## RENEW NOW!

Most of you have received your membership renewal notices from National Federation of Press Women.

Don't even think about not renewing. That is not an option. We need every member now more than ever. And every member ought to feel a renewed energy and optimism about KPC and its future as we move through the evaluation process.

As you remember, the board met with a facilitator in early November to help us identify our goals, define our strengths and weaknesses, and determine potential member groups. When we finished the four-hour session, we were pumped. The exercise was invaluable.

We'll now focus our energies on

developing strategies to strengthen the organization and build membership, based on the report generated by the session.

We're devoting the entire winter board meeting to strategizing. And all members are welcome to

participate in this critical session. We're meeting 10 a.m. to 3 p.m. Saturday, Feb. 7, at the Kirby House in Abilene. We'd like your input!

But back to membership renewal. A reenergized KPC is not the only reason to stay in the ranks. The friendships and contacts

we all have throughout the state are invaluable. I like to tell the story of one member who was wavering. As she went through her Rolodex, she realized how many friends and supportive acquaintances she had made through KPC. She renewed.



**PRESIDENT'S PERSPECTIVE**

And now it's time for you to do the same. Maybe it's the conferences and meetings...maybe it's the contest...or mini-grants...or maybe just the people. Whatever turns you on, we need every one of you to get involved and lead a strong KPC into the future.

Speaking of the contest, you should have received your packet of instructions and entry forms in the mail. We have new categories so that more of you can enter more categories. The deadline is Jan. 22, so start digging out all that good work.

If anyone wishes to attend the strategizing session Feb. 7 or just submit ideas on building membership, please contact me at [jane@janeleecomm.com](mailto:jane@janeleecomm.com).

Now about that renewal form...

# New contest categories/lower fees!



## REGIONAL MEETINGS

### FLINT HILLS PRESS WOMEN

First Thursday evening of the month  
Junction City or Abilene  
Time and location vary.  
Contact Gail Parsons  
785-762-5000  
flinthillspresswomen@  
yahoo.com

### WICHITA PROFESSIONAL COMMUNICATORS

First Wednesday of the month  
Botanica, 701 Amidon  
11:30 a.m.  
(Lunch service begins at 11:15 a.m.)  
Members: \$8 / Students: \$5.50  
First-time visitors: \$5.50  
Contact Becky Funke  
316-942-5385

The clock is ticking toward year's end, and that means it's time to be pulling your entries together for the 2004 Communications Contest!

And – good news – entry fees have been lowered!

Gail Parsons, Communications Contest Chair, has already mailed out contest information packets to all KPC members.

If you haven't received yours, contact Gail at 785-762-5000 or flinthillspresswomen@yahoo.com. Entry forms, contest categories and directions are also available in PDF format at [www.janeleecomm.com/kpc](http://www.janeleecomm.com/kpc).

Entries for this year's contest must be **postmarked** by Jan. 22, 2004.

University of Oklahoma Professor Harry Hicks will judge this year's entries.

Please note several "state-only" categories have been added to the contest this year. These first place entries will not be eligible to compete at the national level.

Where we have split an existing category into profit and non-profit, for example, the judge will determine which first place winner

will advance to national competition.

These categories have been added at the state level to encourage more entries and to better represent the diverse work done by our membership.

It is hoped that our state categories will be considered by national and added to the NFPW competition in the future!

College students may also compete this year. Categories include: creative writing, personality profiles, class

projects, features, radio commercials, television features and news stories.

In addition to expanded categories, we have **lowered** the price of entries this year to \$9 per entry (for members), in hopes of enticing a few more to enter the competition.

So dig out your best work, check out the new categories, and fire off your entries to Gail Parsons postmarked by Jan. 22, 2004!

*And good luck!*



## BOARD MEMBERS

Jane Lee, APR, President  
620/662-0076

Teresa Veazey, VP Membership  
316/978-6462

Carrie Dvorak, Second VP Bylaws  
913/583-3400

Sue Novak, Treasurer  
785/272-8681

Jennifer Latzke, Secretary  
800-452-7171, ext. 1807

Gail Parsons, Contest

Carol Hockersmith, COA

Jeff Goudie, Historian

Sheila Lucia, Newsletter Editor

Grace Wilson, Parliamentarian

Judy Conkling, Publicity

Becky Funke, Scholarships

Amy Eck, Youth Contest

← WANT TO JOIN KPC? CALL TERESA, OUR VP OF MEMBERSHIP!

## NITTYGRITTY

CommuniKPC is a quarterly publication of Kansas Professional Communicators, an affiliate of National Federation of Press Women.

### KPC President

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February 13, 2004

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