

May 2012
TypeRider

Arizona Press Women

APW sponsors Arizona Centennial Conference



Pam Stevenson, center, presented at the Centennial Conference as part of a *Skirting Traditions* panel discussion with Sheila Roe, left, and Carol Hughes. Photo by Brenda Warneka

APW is pleased to have been a sponsor of the Arizona Centennial Conference that recently took place at Pointe Hilton Tapatio Cliffs Resort in Phoenix. Numbering 450, those who registered for the conference represented several states.

The conference, which celebrated Arizona's 100th year of Statehood and was an Official Centennial Event, took years of planning by the three organizations who partnered to present it: Arizona History Convention, Inc. (Arizona Historical Society), Museum Association of Arizona and Arizona State Historic Preservation Office (a division of State Parks).

APW had an exhibit table selling the anthology, *Skirting Traditions*, and other books by APW members.

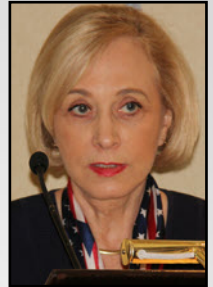
Additionally, the co-editors of the anthology presented a session at the conference on how the book came to be and a short look at some of the interesting women in the book.

See more conference photos on Page 3.

PRESIDENT'S MESSAGE

Looking ahead

We were sorry to hear by email (after the April TypeRider had gone out) that Barbara Clarihew resigned at the end of March as president of Arizona Press Women. As the immediate past president, I agreed to step in to complete her term.



See President's Message, Page 5

APW Spring Conference announced

by Brenda Warneka

It's that time of year again – when APW members have the pleasure of joining other members from around the state for Arizona Press Women's Spring Conference. This year's conference takes place Saturday, May 19, at the Scottsdale House at 4800 N. 68th St. in Scottsdale. For newcomers, this is a gated community, and the meeting is in the clubhouse.

The event schedule is as follows:

- **9:00 a.m.** - Sign-in opens. Pastries, fruit, coffee and tea will be available.

See Spring Conference, Page 6

More Kudos for 'Skirting Traditions'

Carol Hughes, the co-editor in charge of marketing *Skirting Tradition*, recently presented copies of the anthology on behalf of Arizona Press Women to Arizona's female governors: Rose Mofford, Jane Dee Hull, Janet Napolitano and Jan Brewer.



Gov. Rose Mofford

Thumbs up to Gov. Mofford who called Hughes on the phone after she started to read the book and reported, "The more I read it, the more I like it!"

Survivors

Three APW members who were contributors to *Skirting Traditions*, Carol Osman Brown, Patricia Myers and Pam Stevenson, showcased the book at the 22nd Annual Survivors Reunion at Bill Johnson's Big Apple in west Phoenix on April 26. Stevenson brought the display board and a supply of books.



Left to right: Patricia Myers, Pam Stevenson and Carol Osman Brown. Photo by Bing Brown

The Survivors group is comprised of media professionals who were active in and after the 1960s in print, television, radio, public relations and advertising.

Ask your librarian

In an effort to get *Skirting Traditions* into more libraries, APW Director Barbara Lacy suggests asking local librarians to order it.

"Recently, a former librarian friend checked with libraries around the state and found that only the NAU library had *Skirting Traditions*," she notes. "To help APW get our wonderful women's history book around the state (and help add money to our scholarship fund), make that call!"

Information needed for new directory

A new APW membership directory is planned for availability at the May 19 Spring Conference. Information as shown on the membership lists on the National Federation Press Women website will be used unless you advise APW otherwise, so check www.NFPW.org to make sure your information is correct.

If your membership has lapsed or you wish to sign up as a new member, send in your application form and pay your dues now to be listed in the new directory. The application form is available on the NFPW website where you can pay by credit card or at www.arizonapresswomen.com.

Changes to your information or questions about the directory should be sent to Brenda Warneka at warneka@cox.net. Let her know if you are renewing or joining at this time to ensure you are included in the directory; otherwise she may not get the information soon enough from NFPW.

Arizona history books needed

by Lois McFarland

For the past 10 years, the Arizona Culturekeepers program of selecting nine individuals and one group from around the state who have contributed to the rich history and culture of Arizona, has been ongoing to culminate in 2012, the year of the state's 100th birthday.

On May 6, the final Culturekeepers Induction Luncheon takes place at Westin Kierland Resort & Spa, sponsors of Culturekeepers. All 100 of the honorees and 10 groups, including the 2012 inductees, will be recognized during ceremonies emceed by Official Arizona State Historian Marshall Trimble, chair of Culturekeepers for the past decade.

In order to keep the Arizona Culturekeepers program active beyond the final event, the Westin staff established the Arizona Culturekeeper Legacy Library, which will be stocked with new or gently used books on the subject of Arizona, its history, people, culture or preservation.

This is a chance for APW members who have authored books with an Arizona connection to contribute them to the library which will serve as an archive of the state's history and be used by guests and other educational programs hosted by the resort. Anyone not attending the Culturekeeper Induction Luncheon who wishes to donate books, should contact Holly Penido at holly.penido@westin.com or Lois McFarland at loiswrites@aol.com to contribute to the library. Penido's phone number is 480-624-1356, and McFarland can be reached at 480-991-1385.

McFarland, an APW member, has been a volunteer member of the Culturekeepers executive committee for the past decade.

More Centennial Conference photos



Above: *Skirting Traditions* panel discussion timekeeper Lois McFarland kept things moving. **Below:** Jan Cleere, left, joins Betty Webb at the APW table. Photos by Brenda Warneka



Brenda Warneka moderates the *Skirting Traditions* panel discussion. Photo by Dick Warneka



Above: Secretary of State Ken Bennett performs during the Plenary Session. **Below:** Lynda Exley is all smiles as she meets Official Arizona State Historian Marshall Trimble, who endorsed the book she co-authored with Conrad J. Storad. Photos by Brenda Warneka



Arizona exhibit at the Musical Instrument Museum where Friday night's reception was held. Photo by Brenda Warneka



2012 NFPW Conference Planning Committee

by Carol Osman Brown

APW members on the NFPW Planning Committee have been meeting monthly and making significant progress. Glennis McNeal represented APW at the NFPW Board meeting in Idaho Falls. Pam Stevenson and Carol Osman Brown participated by conference call. The 75th annual NFPW convention will take place Sept. 20 through 22 at the Hotel Valley Ho and it promises to be an exciting and educational event. The committee will reveal plans at the May 19 APW State Convention.

In this Centennial year, the focus is on throwing a fantastic party to showcase our state to NFPW officers and members from out of state. NFPW is asking all our members and former members to think of companies and associations who can be sponsors to help underwrite about \$10,000 of expenses for the conference. Even if you do not have a personal contact, but know of a company or organization that

is a possibility, send APW the information. Some members work in the PR/Marketing field and may have clients who would consider underwriting the costs of AV equipment, workshop expenses, meals and transportation. Those who don't get to many meetings, can read the business sections and online blogs that can be mined for those gems. Make some phone calls to find out the correct people to contact. APW only have a few months to raise the funds, so "let's work together to do it."

Pass information on via email to committee members: Carol Osman Brown at carolosmanbb@gmail.com and Pam Stevenson at pstevensoncomm@cox.net.



Mark calendar for 2012 national conference

The 75th anniversary of NFPW will be celebrated at the 2012 NFPW Communications Conference: Making History in Arizona September 20 through 22 at Hotel Valley Ho, 6850 E. Main St. in Scottsdale. The hotel first opened its doors in 1956 and was once a Hollywood hideaway with spectacular mid-century design, spa, pool and restaurants.

Conference Workshops

The event features workshop tracks covering a variety of professional skills and communication trends. Tentative workshop tracks include:

- New Media: Skills for 21st Century Reporters - ASU Cronkite School of Journalism
- Historical Journalism: educational writing, historical biographies, travel writing
- Future of Public Television and Radio
- Crossover Journalism to Fiction
- Social Media, Technology Marketing & Public Relations

Tours

Several exciting tours are in the planning stages for before and after the conference. Tour fees will include

transportation, lodging, admission to attractions and several meals. More information will be coming soon, but here's a taste of what's in store:

- **Pre-Conference Tour:** Northern Arizona, September 16 through 18. The pre-conference tour will focus on northern Arizona sites, the land of the Hopi and Navajo, Zane Grey country, Route 66, the Grand Canyon and Sedona.
- **Day Tour and Mini-Tour:** Plans for the September 19 one-day tour include visits to the Desert Botanical Garden, Pueblo Grande Museum, and Herd Museum. The Sept. 20 mini-tour may include the Arizona Historical Society Museum and the Talking Stick Salt River Pima Maricopa Indian casino.
- **Post-Conference Tour:** Southern Arizona September 23 through 25. Tour participants will head south for stops at the Mission San Xavier, the Tubac artists' community and historic Tombstone.

For a sneak peak at conference plans as they develop, visit www.arizonapresswomen.com.

Nominating Committee news

by Brenda Warneka

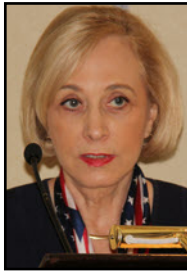
The Arizona Press Women Nominating Committee nominates the following members as officers for the 2012-13 fiscal year:

- President: Brenda Warneka
- First Vice President-Incoming President: Pam Stevenson
- Second Vice President-Membership: Joan Westlake
- Secretary: Patricia Gail ("Gail") Hearne
- Treasurer: Cheryl Kohout

Biographies of officers

Brenda Warneka:

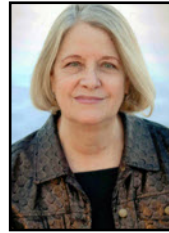
Warneka is a writer and editor, who is an attorney and certified public accountant. She has a BA in history and was the project leader, co-editor and a writer for the APW anthology *Skirting Traditions*. She has been a member of APW since 1995. She previously served as president, 2010-11, and is currently serving as interim president following a resignation in that office.



She is a dual member of Nevada Press Women and Arizona Press Women.

Pam Stevenson:

Stevenson's journalism experience includes writing, reporting and producing television documentaries, news, public affairs and investigative reports. She is the owner of an independent video production company and has conducted hundreds of oral history interviews. She has a BA in history and was a co-editor/writer for the APW anthology *Skirting Traditions* and is also a woman subject featured in the book. She has been a member of APW since 1992 and is a former APW president.



Joan Westlake:

Westlake has been an editor, journalist and public relations professional in the Valley, Minnesota, Washington, D.C. and New York City. She has been a member of APW since 1995 and membership communications coordinator for nearly as long, as well as a Past APW President and a Communicator of Achievement.



Gail Hearne:

Hearne is a writer, photographer and an educator who still occasionally works as a substitute teacher in the Payson School District. She is a history buff who specializes in historical presentations about local history and the Civilian Conservation Corps (CCC) before Friends of Payson Library and Gila County Historical Society groups. She has a BA in Education. Hearne has been a member of APW since 2006 and currently serves as the treasurer for the Rim Country District.



Cheryl Kohout:

Kohout is a communications coordinator at TMC HealthCare in Tucson where she worked for 14 years; prior to that she was a business reporter. She has served as APW state treasurer for a number of years. Kohout has a MA in journalism and a BS in Engineering Mathematics. She has been a member of APW since 1994 and is a former APW president.



President's Message from Page 1

It was also my duty under the by-laws to appoint a nominating committee to nominate officers for 2012-13. Thanks to Carol Osman Brown and Patricia Myers for serving with me on this committee. The slate is listed in this newsletter. Ballots have been emailed to members and should be returned by May 15. The new officers will be inducted at our spring conference on May 19. Other positions on the board are appointed by the president.

The last three years have been busy ones for APW as we worked toward the publication of our Arizona Centennial Legacy Project, the newly released anthology *Skirting Traditions*, and took preparatory steps to host the 2012 National Federation of Press Women annual convention in Arizona. We are now busy marketing *Skirting Traditions*, while finalizing the tours, programs and speakers for the national convention, which will take place September 20 through 22 at the Valley Ho Resort in Scottsdale. Having

seen the advance plans for this convention, I can say it is one you will not want to miss!

What is ahead for Arizona Press Women after the national convention in September? A few short years ago, none of us dreamed of the changes the Internet would bring to journalism and publishing or that we would have been expected to become proficient in something called "social media." The impact of these things on our members and their work, exacerbated by the downturn in the economy, cannot be overestimated. I envision that the plans of our board as we move toward 2013 will be to look at what we need to do to make APW more relevant to our members' lives and better able to meet their needs in the workplace, whether they work for a large corporation as an employee or for themselves out of their home. We hope you will join with us in this endeavor. We will need your input and your participation.

— Brenda Warneka

Donations needed for silent auction

by Barbara Lacy

In the mood for a little Spring cleaning? Consider donating some of your quality, unused items to APW for the silent auction at the May 19 conference at Scottsdale House.

"Every year we receive fun items that one member discards and another snatches up," says APW director Barbara Lacy. "I, for instance, have a small collection of animal boxes and wonderful art books that I have added to over the years."

Items of interest are jewelry, books, DVD's, pottery, gift baskets and certificates. Lacy suggests asking the businesses you frequent to donate gift cards or certificates.

Those with something to donate should contact Lacy at blacy1@cox.net before the conference.

"Let me know what you can bring. I will send you the form to fill out before you get to Scottsdale House, but of course, you can just bring the item with you."

Spring Conference from Page 1

- **9:30 a.m.** - Board Meeting.
- **10:00 a.m.** - General Membership Meeting. This includes the induction of officers elected earlier in the month; a memorial for APW members who passed away since our last conference; election of delegates to the 2012 NFPW conference in September; report about 2013 communication contest, high school writing contest and scholarships; a report by the 2012 NFPW Conference Planning Committee; and other business. We will recognize the Arizona NFPW at-large communications contest winners at the luncheon.
- **11:30 a.m.** - Break with time to mingle. Take part in the silent auction and shop at the book sales tables. No-host bar available. Nonmembers may wish to arrive at this time.
- **Noon** - Luncheon. Gourmet dining with a choice of entrees that includes egg plant Parmesan, grilled salmon, chicken Genovese, and a house salad, which has no meat but fruit and nuts with a strawberry-vinaigrette dressing. The program that follows is a talk by lawyer and writer Brenda Warneka on the topic "How to Write a Best Seller Without Getting Sued." She will discuss some of the legal issues involved in writing, with examples taken from cases involving best-

Pet project



Pet columnist Christy Powers discussed how she turned her passion, dogs, into sellable prose at the April 19 APW Central District. She shared her concerns about puppy mills, the importance of spaying and neutering, and making pets part of the family, among other topics that can be submitted to local newspapers and national magazines.

selling authors. The talk is intended for the purpose of entertainment and education and is not to be taken as legal advice.

The cost to attend is \$45 for members and \$55 for nonmembers. Receipt of payment is your reservation. Early-birds whose checks are received by May 11 or who pay through APW's reservation site by that date may deduct \$10 from the price. Make checks payable to Arizona Press Women, specify your choice of entrée, and mail to the event chairman: Pam Stevenson, 1927 E. Vaughn, Tempe, AZ 85283. To pay by credit card, send RSVP with choice of entrée and your telephone number to apw.reservations@gmail.com. APW will call you to take your credit card information over the telephone. Reservation deadline is May 16. After that, send an email to the reservation site to check on availability.

Tables for book sales and signings at the event are free for members, \$10 for nonmembers on a first-come, first-served basis, based on when payment for luncheon is received. Those with silent auction items to donate, should contact Barbara Lacy at 480-991-6422.

A meeting of the 2012 Conference Planning Committee will follow the program. All members are invited to attend this meeting.

Thank you to Scottsdale House and Christy Powers for making this extra special venue available to us.

IN TOUCH WITH APW



Patricia Myers was a guest jazz DJ on an Internet radio station's live broadcast from 8 to 10 p.m. Thursday, April 5, playing local, national and international favorites from her CD collection. The broadcast was rebroadcast on a new FM radio station, KVIT, 90.7 (<http://907goldmine.com>), and is available online at <http://radiophoenix.org>.

Myers, an at-large entrant in the NFPW communication competition, was also notified she won awards in four categories: first place for Columns, informational for *Riffs: News from Out and About* in the Jazz in AZ print newsletter; first place for Speeches, *Four Great Ladies of Jazz*, presented in Paris last summer; second place for Writing for the Web, special-interest sites, three jazz concerts for *JazzTimes.com*; and third place for Writing for the Web, nonprofit sites, Paradise Valley Jazz Party 2011 for JazzInAZ.org.

Jaimie Hall Bruzenak won the following in NFPW's at-large contest: first place for Nonfiction Books, instructional; and second place for Columns, informational.

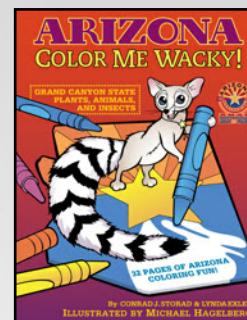


Jan Cleere took first place in the Historical Nonfiction Book category for *Levi's & Lace: Arizona Women Who Made History*. Her entry will go on to compete on the national level. Cleere is also the author of *Outlaw Tales of Arizona*, *Amazing Girls of Arizona: True Stories of Young*



Pioneers and More Than Petticoats: Remarkable Nevada Women.

Conrad J. Storad and Lynda Exley celebrated the printing of their new coloring book, *Arizona Color Me Wacky*, a sister publication of *Arizona Way Out West & Wacky*, which is already in its second printing after just a few months of retailing it (the first run was 5,000 copies), and *Arizona Way Out West & Witty*, which won 2012 ONEBOOKAZ for kids.



Barbara Lacy had her fourth solo art showing this year at the Royal Palms in Phoenix last month. Lacy's painting "A Padre's Legacy" is also part of a yearlong "Arizona Centennial Exhibition" at the Arizona House of Representatives. It was one of 25 chosen for this special exhibition out of 327 submissions. See Lacy's work on her website www.barbaralacy.com or visit the Arizona Art Alliance Gallery at the Pavilions on Indian Bend in Scottsdale.



Joan Cox, 94, was surrounded by friends and well-wishers at the Tucson rehab center she entered due to recent medical concerns. Cox is having physical therapy and expects to come home soon. Well wishes and cards can be sent to her at 1427 E. Lee St., Tucson, 85719-4219.



Virginia Fraps Hodge, 71, born near Philadelphia on September 15, 1940, died of cancer on Feb. 22, 2012, at Emeritus at Pantano in Tucson. A longtime member of APW's Southern District, Hodge was the niece of Clara Lee Fraps Tanner and was quoted in her aunt's biography in *Skirting Traditions*. Virginia began her journalism career at the Arizona Daily Star, where she met and married science writer Carle Hodge. She graduated from the University of Arizona with a degree in journalism and worked at the UA and Pima College. She moved to Bisbee in 1990 and worked for Cochise College, City of Bisbee, Copper Queen Library and The Gold Shop. For memorial information, email virginiamemorial@cox.net.

Rim country names outstanding weather woman

Pam Stevenson was honored with yet another award at the 2012 NFPW conference planning session recently held in Scottsdale. She was recognized as “Outstanding Weather Woman” by the delegation from Payson.

The award was given in jest for having scheduled all committee meetings on weekends when there were winter storms in Arizona, thereby testing the resolve of Rim Country members to make the trip to Scottsdale to attend.

Snow storms also resulted in hazardous travel for trips by Stevenson, who participated in a book signing at the Northern Gila County Historical Society in Payson and in Sedona for yet another signing.

It has been suggested that any members scheduling a ski trip next year might wish to include Stevenson.



Pam Stevenson, left, accepts the “Outstanding Weather Woman” certificate from Carol Osman Brown.

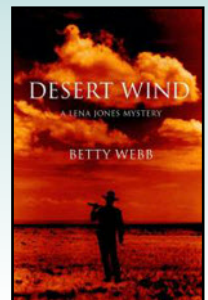
Web reminder

If you have the APW web address saved in your "favorites," remember to change the URL to the association's new one: www.arizonapresswomen.com.

APW recently revamped its website to make it more appealing and user-friendly. Check it out!

Webb reminder

APW Member Betty Webb has four hardcover, first-edition copies of her book, *Desert Wind*, for sale only to APW members for \$25 plus sales tax. To purchase one or for more information, contact Webb at webbscottsdale@aol.com.



Upcoming AZ writing Events:

Northern Arizona Book Festival, May 18 and 19. This venue attracts renowned authors from across the nation. Contact Barbara J. Carlile at bjcarlile@npgcable.com.

Society of Professional Journalists presents JournCamp 8 a.m. to 4 p.m. Friday, May 18 at the Arizona State University Cronkite School of Journalism in downtown Phoenix. The focus is skills-based training for becoming a better journalist.

Topics include entrepreneurial journalism, social media as a reporting tool, visual storytelling, copyright law and fair use, using mobile tools, finding public data and posting it online; and more. The cost is \$20 for SPJ or ONA members and \$40 for nonmembers. Breakfast and lunch are included. Registration and info: <http://spj.org/spjona.asp>.

Submissions wanted!

Share industry related news with your fellow APW members including committee reports, event news, writing contests, industry related articles, industry-related personal accomplishments ... anything you think would be of value to our membership!

Send submissions, photos and art to Lynda Exley at exlent@aol.com.

The deadline for the June issue is May 21.