

September 2012  
TypeRider

# Arizona Press Women

## NFPW tour deadlines extended

by Glennis McNeal

In order to fill every last available seat for the NFPW Conference tours, the registration deadlines have been extended. The new registration deadline for all tours is September 5, as long as space is still available. So, make your reservation now to ensure a seat.

The four tours include a September 16 through 18 pre-conference tour of Northern Arizona; a Wednesday, September 19 day tour focused on native flora, fauna, and peoples; a Thursday, September 20 day tour to Taliesin West; and a September 23 through 25 post-conference tour of Southern Arizona.

Visit [www.arizonapresswomen.com](http://www.arizonapresswomen.com) for tours descriptions, prices and registration forms. Each tour leaves from and returns to the Hotel Valley Ho in Scottsdale.

The tours are an opportunity to mix and mingle with communicators from other parts of the nation. NFPW travelers are always interested in what the locals have to say. In addition, it's a carefree way to see the sights without getting behind the wheel – and you can even text as you travel.

Space permitting, members may register a spouse, friend or other family member to accompany them. Before writing a check, however, check with Glennis McNeal, the conference chairperson, at 503-866-4757 or [glennis555@aol.com](mailto:glennis555@aol.com) to make sure there is still room for you.



Scottsdale's Hotel Valley Ho is the hub of the 75<sup>th</sup> Anniversary NFPW Conference. Turn to Pages 6-8 for a complete schedule of workshops, events and presentations.

## Half-price deal

*Wine, food, history at conference opener*



**Official Arizona State Historian Marshall Trimble entertains at the NFPW Conference opening event**

**A**PW members can take advantage of a low-cost way to get in on the fun of the NFPW Conference opening event and meet other writers from across the nation without registering for the full three-day event.

The local organization is sponsoring the opening event at the Arizona Historical Society's Museum in Papago Park from

*See half-price, Page 3*

## PRESIDENT'S MESSAGE

### Last minute conference details



We are looking forward to the attendance of as many APW members as possible at the 2012 National Federation of Press Women conference this month in Arizona. The opportunity to participate in this annual event on our home turf doesn't come often.

In the 58 years since APW became an affiliate of NFPW in 1954, we hosted the group in 1956 at Hotel Westward Ho, Phoenix; in 1971 at the Camelback Inn, Scottsdale; and now, 41 years later, at Hotel Valley Ho, Scottsdale. Don't let the opportunity to attend at least part of this extra-special communications conference pass you by!

At the conference planning session in August, the committee discussed new registration alternatives for those who cannot make time to attend the full conference September 20 through 22. You can of course sign up to attend by the day, but if you can spare only half days, on Friday and Saturday, we are now offering morning sessions, which include breakfast, or afternoon sessions, which include lunch, at \$55 each half day for members. You are encouraged to invite your friends or acquaintances from other writing groups to join you at this same \$55 rate or the general public may attend at a rate of \$65. Join us for the opening event on Thursday night at the Arizona Historical Society museum at Papago Park for only \$40, which includes entertainment, food, and wine tasting. APW members are encouraged to add to the fun by wearing Western

attire for the opening event. More specifics about conference activities is in the latest *NFPW Agenda* posted at [www.nfpw.org/pdf/currentissue.pdf](http://www.nfpw.org/pdf/currentissue.pdf). Check websites [nfpw.org](http://nfpw.org) or [arizonapresswomen.com](http://arizonapresswomen.com) for registration forms or call Pam Stevenson at 602-301-9595 with questions.

We need volunteers to assist us at the opening event – set up, greeting guests, clean up – and at the conference with such tasks as registration, the silent auction, and introducing speakers at the workshops. Volunteers at the opening event pay \$20 instead of \$40 and other conference volunteers pay only for the conference meals they partake and may sit in on sessions when not working if they purchase a meal. Contact Cheryl Kohout at [cheryl.kohout@tmcaz.com](mailto:cheryl.kohout@tmcaz.com) to sign up as a volunteer. The deadline is September 10.

All the tours APW offers as part of the conference events are a go. This means enough people have paid for each tour to break even. However, we still have seats available and have extended the deadlines for signing up. You are welcome to bring friends or family members. This is a great opportunity for you to see new places in Arizona or revisit places you have enjoyed in the past at reasonable cost and with fun companions. Registration forms are available at [arizonapresswomen.com](http://arizonapresswomen.com). Please contact Glennis McNeal at [glennis555@aol.com](mailto:glennis555@aol.com) to check on availability before sending in your registration.

By the way, we are still looking for “goodies” to go in the participants' tote bags which are included in the full conference registration, and we still need items for the silent auction. Contact Barbara Lacy if you have items to donate at [blacy1@cox.net](mailto:blacy1@cox.net).

I will be at the conference for the full three days. Please take the opportunity to say hello.

*Brenda*

### Goodie Bags!

Refrigerator magnets, perfume samples ...  
Hand lotion, emery boards and  
Travel sewing kits.  
A pencil here, another pen  
Scratch pads and other odds and ends ...  
We need them all to fill the totes  
That welcome guests from distant coasts.

The theme is history with a Western twist  
But another image won't be amiss.  
I'm collecting your trinkets and samples,  
Call me ... 480-620-1358

— Barbara Lacy



**Here is a sneak peak of the tote bag included in the full registration package for participants at the NFPW Conference. The logo on the bag came from a painting by APW member Barbara Lacy.**



# Volunteers needed for NFPW Conference registration

NFPW has asked APW to supply some volunteers to work the registration table for 75<sup>th</sup> Anniversary NFPW Conference at the Scottsdale Valley Ho, and Cheryl Kohout is working on a sign-up sheet to accomplish the task.

APW volunteers do not need to pay the whole NFPW conference fee. They can pay for the meal only (breakfast at \$35, lunch at \$45 or \$80 for both). However, volunteers still need to register. Volunteers can also attend some seminars if they pay a meal fee for the day. For example, on Friday or Saturday, volunteers can work a morning shift, pay for lunch and have a choice of six afternoon seminars for just the cost of the



meal. Volunteers are needed for these shifts:

- Wednesday, September 19: 4 to 7 p.m.
- Thursday, September 20: 7 to 10:30 a.m., 10:30 a.m. to 2 p.m. and 2 to 5:30 p.m.; for evening shifts, see the cover story, *Half-price deal*

- Friday, September 21: 7 to 10 a.m., 10 a.m. to noon, 5 to 7 p.m.
- Saturday, September 22: 7:30 to 9 a.m., 11:30 a.m. to 12:30 p.m., 6 to 7 p.m.

To volunteer for a shift, email Cheryl.kohout@tmcaz.com by September 10; meals must be ordered by September 14. All the meals and seminars take place at the Hotel Valley Ho at 6850 E. Main St.

In addition to registration, volunteers are needed for the silent auction on Saturday night. There are two shifts available: 6 to 7 p.m. and 7 to 8 p.m. To sign up, contact Barbara Lacy at 480-620-1358 or blacy1@cox.net.

## *Half-price from Page 1*

5:30 to 9:30 p.m. on September 20. APW members who volunteer to help set up the event at 4 p.m. and welcome NFPW members to Arizona can enjoy the festivities for just \$20. Furthermore, APW members who want to attend the event, or bring a friend, but can't volunteer to help with setup, clean up and hospitality, can attend for \$40. The fees will help APW pay for the basic costs of the event.

Those who attend the opening event can choose to be bused to the museum from the Hotel Valley Ho in Scottsdale or drive to the AHS museum on their own.

The Verde Valley Wine Consortium is providing a wine tasting to showcase Arizona wines to the NFPW visitors. Authentic Southwest dishes created by AHS League members will be available at a buffet, while Official Arizona State Historian and author, Marshall Trimble, entertains with music and tall tales. Plus, the Museum exhibits are open to attendees free of charge.

The opening event is casual dress, and APW members in attendance are encouraged to don western wear, such as a denim skirts, jackets, western shirts, etc.



APW members who want to volunteer should contact Cheryl Kohout at cheryl.kohout@tmcaz.com by September 10. Those who wish to attend at the \$40 cost should make a reservation with Pam Stevenson at pstevensoncomm@cox.net by September 10. All checks must be made out to APW and mailed to Pam at 1927 E. Vaughn St., Tempe, AZ, 85283.

For more information about the 75th Anniversary NFPW Conference, visit [www.nfpw.org](http://www.nfpw.org) or [www.arizonapresswomen.com](http://www.arizonapresswomen.com), or read the August edition of the *NFPW Agenda* newsletter.



# APW Board Meeting review

by Brenda Warneka

Highlights from the APW Board Meeting held Sunday, August 19 are as follows:

The treasurer's report by Cheryl Kohout shows we have unrestricted funds in the bank of \$6,989.13 and \$632.69 in scholarship funds. The Latty-Hurlburt scholarship funds are scheduled to be depleted this year. The budget shows \$2,000 was voted on at the general membership meeting in May to sponsor expenses related to the 2012 NFPW Conference.

Gail Herne reported that Rim Country is providing up to \$500 for expenses of the opening night event at the NFPW Conference, and Barbara Lacy reported that Central District is advancing funds for the purchase of the participants' tote bags.

Brenda Warneka, project leader for the Centennial Legacy Project, reported there are several events planned for *Skirting Traditions* in the fall including one to be scheduled at the Arizona Historical Society Museum at Papago Park and another to be rescheduled at the Sharlot Hall museum in Prescott.

Sheila Roe, the anthology treasurer, provided a cash flow report from inception of the project through July 31, which showed sources of cash \$24,659.79 and uses of cash \$18,131.20, with cash on hand July 31 of \$6,528.59. The revenue report through July 31 showed \$4,220.11 in net profits available to APW for the scholarship program.



**Carol Osman Brown and Barbara Lacy discuss important business at the recent APW Board Meeting.**

Official delegates to the NFPW conference are Brenda Warneka as affiliate president and Pam Stevenson, Cheryl Kohout and Gail Hearne elected at the May general membership meeting. Sheila Roe, who was also elected, is unable to attend, so one of the alternates will take her place. Alternates are Christy Powers, Patricia Myers and Glennis McNeal.

APW will purchase copies of *Skirting Traditions* at cost from the anthology project to be included in the NFPW conference tote bags and as speakers' gifts. The money will come back to APW from the anthology project as scholarship funds.

## Contest Director needed

Is anyone out there willing to volunteer to be the APW Contest Director for 2013 contest (entries from 2012 calendar year)?

The APW Board will be considering the issue of the annual communications contest in the fall. We were without a director for the 2012 contest so our writers participated in the NFPW at-large contest.

Those interested should let us know as soon as possible, as there will be a meeting of the NFPW affiliate contest directors at Hotel Valley Ho on Saturday, September 22, which should be very informative.

The position is a board position appointed by APW president Brenda Warneka. Contact her at [Warneka@cox.net](mailto:Warneka@cox.net).

## Yahoo group ends



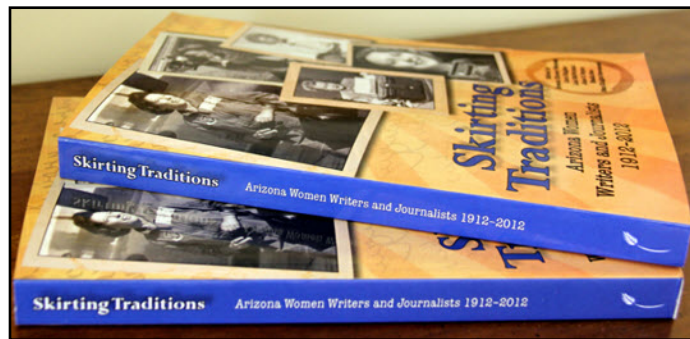
Due to inactivity, the AZPW Yahoo List Serve group has been closed.

Industry appropriate messages can be shared with the entire membership by sending them to Joan Westlake at [westwoman@aol.com](mailto:westwoman@aol.com). She will distribute them via email.

APW members can also post on the Arizona Press Women Facebook page at [www.facebook.com/ArizonaPressWomen](http://www.facebook.com/ArizonaPressWomen).



# 'Skirting Traditions' signings, more



APW asks *Skirting Traditions* writers who attend the NFPW conference to sign the anthology for attendees as they are asked to throughout the conference.

There will also be a table for signing the book at the Book Signings scheduled from 1:45 to 4:30 p.m. on Saturday, September 22.

Anthology writers who will be at the convention at limited times, or not at all, should consider coming on Saturday to sign books so attendees can get their signature.

Anyone with questions about the Book Signings session should contact Jan Cleere at [jan@jancleere.com](mailto:jan@jancleere.com).

In other anthology news, the Rim Country District had a book signing of *Skirting Traditions* at the

Pine Library with authors Barbara Lacy, Carol LaValley and Carol Osman Brown. They also hosted an APW/NFPW planning committee meeting.

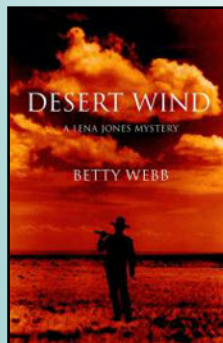
Pat Gail Hearne and Carol Osman Brown are preparing the NFPW conference program which will be printed in Payson.

## IN TOUCH WITH APW

**Jane Eppinga's** latest book *Images of America: Saguaro National Park* was released in July by Arcadia Publishing Company. Saguaro National Monument was created by outgoing President Herbert Hoover in 1933. On October 14, 1994, President Bill Clinton signed legislation enlarging Saguaro's boundaries and making Saguaro National Park America's 52nd national park.



**Betty Webb** recently reported on Facebook, "I just realized that I'll have had TWO books released this year: *Desert Wind* (February) and *The Llama of Death* (December). No wonder I'm so tired." Also, "One of my students just returned from the Berkeley, Calif., library where she said she saw my *Desert Wind* being showcased as a "great read.""



**Linda F. Radke** of Five Star Publications, Inc., reports that *Publishers Weekly* made mention of two of her authors' titles in the new children's titles section: *Arizona Way Out West and Wacky* by APW members Conrad Storad and Lynda Exley and *Horri-fa's Magic Makeover: Witch Way to the Ball?* by Susan L. Krueger.



**Nancy L. Young** of Hayden, Ariz. recently joined APW, becoming a Southern District diva. She was referred to the organization by her publisher, Linda F. Radke of Five Star Publications, Inc.



# NFPW events, speakers, workshops at a glance

## Thursday, September 20

**5 to 6 p.m., Bus shuttle to museum reception including food & beverage:** Meet in the lobby to take the bus from the Hotel Valley Ho to Arizona Historical Society Museum.

**5:30 to 9:30 p.m., Opening Event at Arizona Historical Society Museum:** Enjoy entertainment by Marshall Trimble, Arizona's official historian; authentic Southwest food; wine tasting; and tour the museum, which features exhibits of Arizona's centennial year.

## Friday, September 21

### 7:45 to 9 a.m., Breakfast & Opening Session/Welcome:

Steve Saffron presents "Leadership & Humor During Tough Times – How to Lighten Up & Balance Life, Work & Play." A humorist, Saffron of Scottsdale is a nationally known speaker who educates, entertains and empowers people through humor.



### Workshops:

**9:15 to 10:30 a.m., Crisis Communication – It's a Whole New World:** Julie Rodriquez, public information manager for Phoenix Sky Harbor International Airport.

**9:15 to 10:30 a.m., Editing Photographs at Arizona Highways:** Jeff Kida, photography editor of *Arizona Highways*, who also selects calendar and book images. An award-winning photographer, he worked for the

Associated Press, *Time Magazine* and the *L.A. Times*.

### 9:15 to 10:30 a.m., Marketing Essentials for Book Authors:

Linda Radke of Five Star Publications, Inc., and award-winning author and publicist Lynda Exley present.

Whether you are contemplating publishing for the first time or have already published a book, you will walk away from this workshop with valuable book marketing tips and tools, and an expanded insight on what makes a best-selling book.



Linda F. Radke

### 10:45 a.m. to noon, The Secrets of Writing Relevant Newsletters For Today's Readers:

Rebekah Cancino and Anna Hrach present. Organizations have relied on newsletters for years to keep their audiences informed, active and engaged. This workshop takes a hands-on, collaborative look at designing newsletters for a responsive age.

**10:45 a.m. to noon, The Converged Newsroom – Managing News for Print, Digital, Television, Tablet & Mobile:** Nicole Carroll, vice president/news and executive editor for the *Arizona Republic*/azcentral.com (Republic Media/Gannett) shares insights into the challenges of working with the 24/7 news cycle presented on different platforms and what this means for writers and photographers submitting material.

**10:45 a.m. to noon, Five Book Ideas a Day:** Betty Webb, author, journalist and educator, is known for writing mysteries with a social conscience. Her dark series of Lena Jones novels is a contrast to her humorous Gunn Zoo series. Have fun with this hands-on workshop involving an exercise with newspapers. Webb demonstrates how a successful novelist finds intriguing ideas for books by mining the pages of a newspaper.



**12:15 to 1:30 p.m., Lunch with Speaker – Gaining Skills for Success in Global Communications:** Kathryn McManus, vice president of Global Communications, Thunderbird School of Global Management, will provide insight into the expanding arena of global communications. Prior to joining Thunderbird, she had extensive experience as head of CNN Japan, CNN's first country-specific international network headquartered in Atlanta. She was a White House Pool reporter and later founded NewsCertified Exchange, a networking site that connects journalists with expert sources through its large database.

**1:45 to 3 p.m., It Takes Two to Succeed – How Media Pros and PR Practitioners Work Together to Provide Well Rounded News:** Panel Moderator: Kristen Jarnagin, VP of communications, Arizona Lodging and Tourism Association.



Panel discussion with PR experts and Media pros from print to broadcast. Panelists: Jim Cross, KTAR radio reporter; Dawn Gilbertson, *Arizona Republic* travel writer; Sean McLaughlin, CBS News 5 anchor (KPHO-TV).

**1:45 to 3 p.m., Learn Trade Secrets for Effective Online Marketing:** Christine Marek, president of Bushido marketing, who is a recognized expert in developing proven, cutting-edge marketing programs for authors and businesses, utilizing blogs, social media and websites. She will share insider tips of how to boost sales of your book or product.

**1:45 to 3 p.m., More Than Just the Facts – Making Nonfiction FUN!:** Conrad Storad, award-winning author of more than 30 science and nature books for children teaches how to incorporate storytelling and creative techniques into nonfiction writing, regardless of whether the end product is a book for young readers or just a quality feature story for a newspaper or magazine.



**3:15 to 4:45 p.m., Review/Writing – The Pleasures & Pitfalls of Critiquing Concerts, Theater, Dining, Travel, Films & Books:** Patricia Myers, an internationally known jazz reviewer, journalist and author, discusses the do's and don'ts of writing award-winning reviews as both a freelancer or staff writer. She has been a paid reviewer for more than 25 years for both print and Web.

**3:15 to 4:45 p.m., Covering Politics & Legislative Issues:** Moderator: Ginger Lamb, vice

president and publisher of *Arizona News Service*, the parent company of *Arizona Times* and other publications geared toward legislative issues. Panelists are *Arizona Capitol Times* editors and reporters Jim Small, Bill Bertolino, Luige del Puerto and Jeremy Duda.

**3:15 to 4:45 p.m., Turning Your Beat into a Book:** Terry Greene

Sterling, a journalist and author of *ILLEGAL: Life and Death in Arizona's Immigration War Zone* was a staff reporter for the *Phoenix New Times* for 14 years. As a freelance writer, she wrote stories for *The Washington Post*, *Newsweek*, *Arizona Highways* and the *National Journal*. She is a contributor to *The Daily Beast* and a writer-in-residence at the Walter Cronkite School of Journalism and Mass Communication.



**Ginger Lamb**



## Saturday, September 22

**7:30 a.m., Breakfast Buffet & Plenary Session:** Thanks to our breakfast sponsors, the Omaha World-Herald Company and World Media Enterprises Inc.

**7:45 to 9:00 a.m., President's Roundtable: A New Era for Newspapers & Invitation to Utah for 2013 Conference:** President's Roundtable, featuring NFPW President Lori Potter and Roundtable participants: Terry Kroeger,

president & CEO of the Omaha World-Herald Company, publisher of the *World-Herald*, president and CEO of BH Media and chairman of World Media Enterprises; Brooke Christofferson, VP of Marketing & Business Development, Republic media, Gannett West Group marketing director; Richard Haddad, award-winning Arizona newspaper editor and digital director of Western News & Info, Inc.

**9:15 to 10:30 a.m., Headline Writing for the Web:** Richard Haddad, digital director, Western News & Info, Inc., presents "Seven Headline Tips and Tricks that Might Surprise You," a lively hands-on workshop.

**9:15 to 10:30 a.m., Career Transitions:** Presented by Cory Craft, communication leader at Honeywell Aerospace, where she is responsible for internal communications to more than 30,000 employees globally. This workshop reveals tips for smooth transitioning from the newspaper field to a position in corporate communications. Freelancers also learn how to work as an outside contractor for organizations.

**9:15 to 10:30 a.m., Arizona Newspaper Association – Four Success Stories:** Moderator: James C. "Bing" Brown III, representing ANA. Panelists are Ilana Lowery

of the *Business Journal*; Pam Mox, *Green Valley News* publisher; Thelma Grimes, ME of *The Explorer*; Flo Eckstein, publisher of the *Jewish News of Greater Phoenix*.



**Ilana Lowery**

**10:45 a.m. to noon, Writing the Cookbook(s) You've Always Wanted to Write:** The presenter is Eileen Bailey, author of the *Arizona Celebrity Cookbook*, which profiles 70 noted Arizonans including Hugh Downs, Glen Campbell and Alice Cooper. She is also a journalist and public relations consultant. Learn tips about creating cookbooks and work effectively with publishers.

**10:45 a.m. to noon, Accessing Your Muse at the Push of a Button – Your Brain Buttons!:** Cristina Whitehawk, CEO (Chief Empowerment Officer) of Phenomenal Women events, is an author and educator. In this fun workshop learn simple exercises to boost creativity, reduce stress and relieve jet lag. Learn a four-step process from Brain Gym® to switch on creativity using easy-to-use brain-based movements. This easy 2-minute process recharges and re-focuses you to better access your muse by integrating all three dimensions of your brain for better communication, organization and focus.

**10:45 a.m. to noon, Written Word to Screen Action – Making it Happen:** Katherine Atwell Herbert is a screenplay writer, journalist, author and former Chair of the Scottsdale Community College Film School. She worked in production and as a script analyst in Los Angeles. Her workshop will reveal how a novel is transformed into a film or television movie.



**12:15 to 1:30 p.m., NFPW High School Journalism Awards Luncheon & Keynote speaker:** Terry Wimmer, University of Arizona's School of Journalism professor presents "Old Tricks, New Media." Learn how basic journalism skills combine with new media to present news and feature stories to wider audiences.

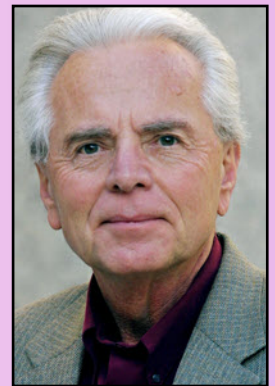
**1 to 4:30 p.m., Thinking Digitally – Hands-on Workshop; ASU Phoenix Campus:** Steve Elliott, director of digital news at the Walter Cronkite School of Journalism and Mass Communications at Arizona State University presents.



Preregistration and \$15 fee required. Travel to ASU's Walter Cronkite School of Journalism and Mass Communication in downtown Phoenix for a crash course on easy tools for adding multimedia to news packages and how to shoot a basic news video. Enjoy hands-on training with video cameras and a look at one of the nation's premier journalism/education facilities.

**1:45 to 3 p.m., Writing Health and Medical Books: The Art of Writing Health and Medical Books:** Ed Sylvester, professor at ASU's Cronkite School and author of more than five medical books

including *Back From The Brink* and *The Healing Blade*, which are nonfiction narratives revealing medical discoveries about the human brain.



**Ed Sylvester**

He created and teaches the Cronkite School's Science and Medical Writing course. His magazine articles have appeared in national publications such as *USA Today* and *New York Times*.

**1:45 to 3 p.m., Arizona Sonora News Service: Serving the Needs of Rural Media:** Terry Wimmer, University of Arizona School of Journalism professor shows how U of A advanced reporting students produce multi-media content for media including rural Arizona newspapers. They focus on border issues and stories relating to Southeastern Arizona.

**1:45 to 3 p.m., Make a Break-Through: Getting Started in Science Writing:** Diane Boudreau, science writer and managing editor in ASU's research office, is an expert at explaining complex research. She is also a freelance contributor to National Geographic Education's online encyclopedia. Learn how to tap into the growing market for science and environmental writing. "Don't let the science scare you away from this field," says Boudreau.

**1:45 to 4:30 p.m., Book Signings**

## Bring on the bling

The Communicator of Achievement Banquet (COA) is one of the most enjoyable events at the NFPW Conference.

This year's COA is 7 to 10 p.m. Friday, September 21 at Hotel Valley Ho in Scottsdale. The theme is "Diamonds in the Desert," and attendees are encouraged to dress fancy and load up on the bling.

Invitations have been sent by email. Don't miss it!