

**April
2014**

TypeRider

Arizona Press Women

Get word out: April 21 is deadline for journalism scholarships

Arizona high school students planning to study journalism at an Arizona university or community college in the fall of 2014 are invited to apply for the \$1,000 Arizona Press Women Memorial Journalism Scholarship. The application deadline is April 21, 2014.

APW established the annual scholarship with funds honoring the memory of Betty Latty-Hurlburt, a notable Phoenix journalist who passed away in 1997, and June Payne, a longtime member, journalist and photographer.

Applicants must be graduating high school seniors who intend to major in journalism at an accredited

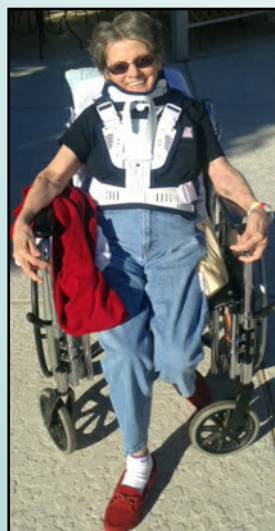


Arizona university or community college. Requirements include submitting an application, a letter of recommendation from a high school teacher, two published writing samples and a one-page letter or essay from the student that describes her/his background and the reasons she/he wants to pursue a career in journalism.

Applications and further instructions are available at www.arizonapresswomen.com or by contacting Scholarship Chair Joan Westlake at 480-968-8902 or jkwestlake@aol.com.

APW member recovering from multiple surgeries

Former APW President Cheri Cross-Bushnell, 75, finally returned to her home in Tucson after spending more than eight months of the past year in hospitals and rehab. The recent multiple surgeries were necessary due to complications with a cervical fusion and titanium plate she had put in 20 years ago as a result of



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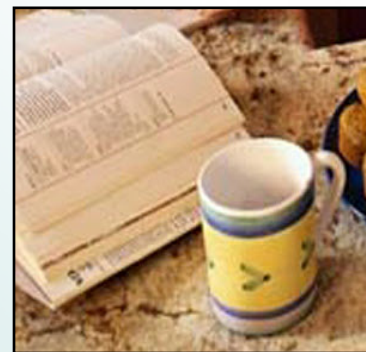
Cookbook workshop: April 26

by Gail Hearn

Have a box of family recipes to share? Passionate about cooking healthy foods? Do your specialty dishes always get rave reviews? Maybe you should consider writing a cookbook.

“Eat Your Words:

Write a Cookbook!” is offered by APW's Rim Country District in conjunction with Majestic Mountain Inn of Payson from 1 to 4 p.m. on April 26 at the



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PRESIDENT'S MESSAGE

Now is the time to consider getting more involved with Arizona Press Women!

April is the election of officers. As of this writing, we still have an opening for a Central District Director and 1st Vice President. The primary responsibility of Central District Director is to plan meetings of the district and any other events the district might wish to hold.



The 1st Vice President is in line to become APW President in 2015. There are no specific duties for this office. It is an opportunity to get to know more APW members and learn about the operation of APW. Contact me at 602-301-9595 or PStevensonComm@cox.net if you're interested in either of these positions.

The board is currently making plans for the annual APW State Conference in May. We tentatively considered holding it at the Chaparral Suites conference center, the same location as last year, but that facility is not available on Saturday, May 17. However, it is available on Sunday, May 18.

We have made many changes to the State Conference in recent years. It used to be a weekend event that began on Friday evening with a Board meeting and ran through Sunday morning with a breakfast gathering of the new board. A few years ago, we stream-lined the conference to one day.

What do you think about holding the Conference on a Sunday?

I think we'd probably want to start it at noon or 1 p.m., have an afternoon of information sessions, and end with a dinner or happy hour with keynote speaker and scholarship award presentation. Please let me know your thoughts on the conference for this year.

Central District needs director

After many terms as Central District director, Barbara Lacy has stepped down, and the position is now open to those interested.

"I loved this job," says Lacy. "I got to know you better. I met interesting writers, went to NFPW conferences – with APW support. But at 71, I have to let go. I

have been on the board most of the 28 years I have been a member, starting with editing the *TypeRider* and moving on to several terms as Central District director and state president."

Among other things, the Central District Director is responsible for planning APW gatherings and workshops. Anyone interested in this vital position should contact Lacy at blacy1@cox.net or Pam Stevenson at PStevensonComm@cox.net.

Lacy adds, "I am looking forward to talking to the member who will help lead APW into what will be an exciting future!"



Barbara Lacy

As you become more involved with Arizona Press Women you have an opportunity to shape the future of our organization and to be more personally acquainted with many of our members. As many long-time members can tell you, these relationships can become life-long friendships.

Please do what you can to be an active, involved member of APW.

Pam Knight Stevenson

Submissions wanted!

Share industry related news with fellow APW members including committee reports, event news, writing contests, industry articles, industry-related

personal accomplishments ... anything you think would be of value to members! Send submissions, photos and art to Lynda Exley at exlent@aol.com. The deadline for the May issue is April 21.

Relax, renew, recharge

Writers' Retreat set for July 19-20 in Payson

by Carol Osman Brown

Schedule some personal R&R time for this summer. By acting now, you can assure yourself a weekend getaway from your work schedule, kids, ringing phones and other pressures. Best of all, you can escape the summer heat July 19 and 20 while relaxing at the APW Writers' Retreat, held at Payson's Merritt Center in the cool pines of the Rim Country.

Last year's Writers' Retreat was such a big success, members and their guests asked for a repeat performance this summer. To accommodate them, and give those who couldn't make it last year another chance to experience the laid-back weekend at a secluded mountain lodge, Rim Country District organizers agreed to hold another retreat.

APW members are encouraged to make reservations now and invite a friend or two to join them in meeting other creative people and recharging their batteries at this informal event. Attendees can explore nature, read a book in a hammock, share ideas to help revamp goals and jump-start creativity.

What did last year's participants like best about the retreat?

APW member Katherine Herbert says, "I enjoyed a very restful and inspiring weekend. I liked feeling connected to other writers, learned some new things at the photography session and had a great experience walking the labyrinth."

Barbara Lacy recalls, "I appreciated the group support. I was facing a tough project, and they shared tips to relieve stress and gave me the courage to proceed. It was a great learning experience. I enjoyed meeting new people, as well as going on a few hikes."

Marie Fasano of Payson became an APW member after attending the retreat. She says she enjoyed hanging out with other writers who were willing to



Last year's APW Retreat attendees enjoyed healthful and delicious food prepared by Merritt Center.

share professional writing experiences in a relaxing setting. "Sharing ideas helped provide fresh insight into common problems writers face," she adds.

APW obtained a dynamite group rate for this vacation retreat, which includes an overnight stay plus four tasty, home-cooked meals: lunch and dinner on Saturday, breakfast and lunch on Sunday. No red meat or alcohol will be served.

Rim Country District has paid an advance fee to hold the dates for APW, but space is limited. Attendees have a choice of staying in the lodge or in cozy cabins that offer twin or larger-size beds. People may wish to share a room with a spouse or a friend. The double-occupancy rate (including four meals) is \$100 per person through the early-bird registration deadline of June 16 or \$125 thereafter until the closing registration date of July 1. The single occupancy rate is \$145 by the early bird registration, and then it is \$165 from June 17 to the final registration date. All fees must be paid by the final registration date and can be mailed to Arizona Press Women at 1420 N. Sunrise Court, Payson, AZ 85541.

For more information, contact Carol Brown via email at carolosmanbb@gmail.com, or call 928-468-9269.

APW member is Road Scholar

Arizona Press Women's president, Pam Knight Stevenson, was selected for a second two-year stint, 2014-16, as a Road Scholar for the Arizona Humanities Speakers Bureau. The Speakers Bureau pays honoraria, travel, lodging and meals for its Road Scholars to speak at public humanities programs around the state at public libraries, schools, museums, historical and archaeological societies, retirement homes, community centers and civic organizations.

Stevenson speaks on the host organization's choice of three topics: (1) "*Skirting Traditions: Arizona Women Writers and Journalists 1912-2012*" based on the APW anthology; (2) "Written in Thread," a presentation of women's history as told through their quilts; and (3) "Inventing Local TV News," which is based on oral histories.

Stevenson's career spans 30 years of television management and news and documentary production. Her many areas of expertise include historical quilts and conducting oral history interviews.



**APW President and
AZ Humanities Road Scholar
Pam Knight Stevenson**

Cross-Bushnell from Page 1

two car accidents for which she was not at fault.

Cross-Bushnell had her eighth back surgery on April 12, 2013, and surgery for a fractured neck on Dec. 17, 2013.

"I had gotten down to 92 pounds, and the surgeon told my family that because of my frailty I might not make it through the surgery," recalls Cross-Bushnell. "But if we postponed it, I could have been dead by morning, he said. So it's a miracle that I came through it at all."

Cross-Bushnell, who now weighs 99 pounds, is still unable to stand or walk unaided, but says she gets along fairly well with her walker.



"I continue to have private care through an agency during the day, and my daughter, Michelle, stays with me every night," says Cross-Bushnell. "My insurance ran out for the care centers, so I'm on my own, but I can handle it."

Still facing additional spinal surgery, Cross-Bushnell says she will put it off as long as she possibly can. But, she adds that she, "hasn't given up on eventually being able to play golf again."

Cheri Cross-Bushnell recovers from multiple surgeries with help from her daughters, from left: Michelle Marsh of Tucson, Peggi Cross of Cottonwood and Rochelle Jourdan of Kerhonkson, N.Y.

Membership directory online

An updated APW membership directory is now available online.

To access it, go to arizonapresswomen.com. Look for "Membership Directory," a choice at the top of the

page. Click on it to get a page that requires a password to access the directory. Members must send an email to azpresswomen@cox.net and ask for the password. The password will be sent by return email.

Meet APW member Lynda Exley

Interviewed by Brenda Warneka

Although born in Rolling Meadows, Ill., Lynda Exley grew up in Littleton, Colo., where her family moved to get away from the snow and cold of the Midwest. She graduated from Columbine High School and married at age 19.

A year later, the couple opened a bakery in Littleton, Colo.—his life-long dream. Promoting the bakery for six years honed Exley's interest and skills in public relations and marketing. But, Colorado's harsh winters were tough on business, prompting the couple to sell and move to the Phoenix area.

Exley used the opportunity to pursue public relations and marketing with a job in sales at then Westcourt in the Buttes. Her marriage ended shortly thereafter.

While at the Buttes, she became interested in meeting planning, and left the resort for a job planning seminars at the Institute of Configuration Management. Later, she became Executive Director of Valley Innkeepers Association and the Arizona Restaurant & Lodging Show for Arizona Hotel-Motel Association, an organization that manage the two entities.

In 1995, now married to "hiking buddy" Mark Moorehead and with a new baby, Exley became an independent writer and editor, working from home. Her new career began with two free articles for the *Wrangler*, after which she was hired as a reporter.

Exley joined Arizona Press Women in 1997. She has been APW's newsletter editor since 2012, but also served as secretary several years back. The leads she received as member helped her stay in business. Eventually, she landed a job as calendar editor for *Arizona Parenting*, later writing articles for the magazine, and finally becoming editor. She also edited *Houston Parent*, wrote for *LA Parent* and was an associate editor at *Ahwatukee Monthly*, among other publications. While still at *Arizona*



Above: Lynda Exley married Mark Moorehead atop Cathedral Rock in Sedona, 1993; Below: Exley at Phoenix Humanities Festival with "Johnny Ringo" and co-author Conrad J. Storad.



Parenting, she became editor of Chandler's *SanTan Sun News*.

In 2006, Lynda and Mark used all their savings to pay to publish their 11-year-old son, Michael Moorehead's, picture book, *The Student From Zombie Island: Conquering the Rumor Monster*. However, the publisher went under before printing the manuscript, leaving the couple with no book or money to publish.

Exley took the manuscript to APW member Linda Radke of Five Star Publications, who fell in love with the story and agreed to traditionally publish it. Exley agreed to write the promotional pieces for the book, and Radke liked them so well, she hired her to promote other Five Star books.

In 2011, Radke paired Exley with Conrad J. Storad to write *Arizona Way Out West & Wacky*, a children's educational activity book and Arizona Centennial Legacy Project. After learning the book wasn't eligible to compete for ONEBOOKAZ for Kids because it was an activity book, the co-authors produced a different version that didn't encourage kids to write in it. *Arizona Way Out West & Witty—Library Edition* won 2012 ONEBOOKAZ for Kids. *Arizona Color Me Wacky* followed.

Exley spent two years on the road promoting the *Wacky* books in schools and as a public speaker on the topics of writing, publishing, public relations, humor in the classroom and Arizona history for both adults and children. Shortly thereafter, she left *SanTan Sun News*

when the newspaper was sold, thankful for the break in her overcrowded schedule. Recently, with Michael living on campus at Arizona State University, she moved to Sedona in preparation for Mark's upcoming retirement.

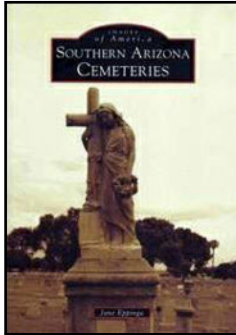
After receiving numerous awards for editing and nonfiction writing over the last 20 years, Exley is now interested in pursuing the art of writing fiction.

IN TOUCH WITH APW

Cheryl Kohout graciously agreed to co-chair the APW communications contest for 2015. APW now needs a co-chair to work with her to find judges for the contest. If you are willing to help or interested in more information, contact Brenda Warneka at warneka@cox.net.



Jane Eppinga's latest book, *Southern Arizona Cemeteries*, is now available at Amazon.com.



Linda F. Radke's publishing company, Five Star Publications, recently released its newest children's book, *Arizona Agriculture: Bee's Amazing Adventure* by Bonnie Apperson Jacobs and Terri Mainwaring. The

book introduces children in kindergarten through fourth grade to the Grand Canyon State's diverse agricultural industry. Written by a team of lifelong educators in compliance with Arizona's College and Career Ready Standards – also known as the Common Core – the interactive story helps students develop a deeper understanding of and appreciation for Arizona's farmers and ranchers and the many diverse products they bring to the market. *Arizona Agriculture: Bee's Amazing Adventure* is funded, in part, by the Arizona Department of Agriculture, Agricultural Consultation and Training Program using Specialty Crop Block Grant funds from the USDA's Agricultural Marketing Service. Info: 480-940-8182 or visit ArizonaAgricultureBook.com.



Cookbook from Page 1

hotel, 602 E. Highway 260. The Inn was recently named 2014 winner of the Best Hotel in Payson award in the *Payson Round-up* reader poll.

The "Eat Your Words: Write a Cookbook!" workshop focuses on the basics of writing a successful cookbook, as well as exploring publishing options available to writers.

The featured speaker is Peggy Martin, a certified nutrition consultant, who presented a series of popular Cooking for Health programs at the Payson Public Library.

Martin published a small travel magazine, *Route 260 Review*, and has written about food and health topics for newspapers and magazines. She served as a U.S. Peace Corps volunteer and lived in Southeast Asia



Left: Peggy Martin; Right: Martin checks out produce from a vender at the Payson Farmers Market (left) with Chef Gary Bedsworth by her side.

where she took cooking courses prior to moving to Payson. She also facilitated memoir writing workshops and taught a course about publishing layout and design for Eastern Arizona College.

The cost for the cookbook writing workshop is \$20 if

you register by April 22 or \$25 at the door. The fee includes light refreshments and handouts. Send registration payment to Arizona Press Women, 1420 N. Sunrise Court, Payson, AZ 85541.

For event information, contact Carol Osman Brown at carolosmanbb@gmail.com or 928-468-9269, or Gail Hearne at 928-472-7132. For Majestic Mountain Inn info, visit www.majesticmountaininn.com.

Upcoming writing events

April 1: 1 p.m. “Writing and the Law: Memoirs” presented by Brenda Warneka, member of APW and State Bar of Arizona at River Writers Group at Mohave Community College Library in Bullhead City. Open to the public. Info: sylbiz@aol.com.



April 4: PR for Nonprofits, Small Businesses and Organizations is a hands-on workshop taught at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. Develop digital public relations and marketing communications skills to promote your cause, business or organization. Fran Matera, founding director of the Cronkite School’s Public Relations Lab, covers key communication strategies that make a difference. APW members receive a \$50 discount when they mention the code INDUSTRY during registration made at cronkite.asu.edu/newmedia or by emailing Liz Smith at elizabeth.grace.smith@asu.edu.

April 4: Video: Capturing Compelling Stories is a hands-on workshop taught at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. Practice shooting high-quality video, composing strong shots and locating compelling subject material in this workshop. Cronkite Production Manager Jim Jacoby, an Emmy award-winning editor and director, shows participants how to create compelling video for a variety of uses. APW members receive a \$50 discount when they mention the code INDUSTRY during registration made at cronkite.asu.edu/newmedia or by emailing Liz Smith, elizabeth.grace.smith@asu.edu.

April 5: Video Editing: Learn Adobe Premiere is a hands-on workshop taught at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. Get training in the video editing software application Adobe Premiere. This hands-on session, taught by Jim Jacoby, covers basic to intermediate software functions for creating and editing video packages. APW members receive a \$50 discount when they mention the code INDUSTRY

during registration made at cronkite.asu.edu/newmedia or by emailing Liz Smith at elizabeth.grace.smith@asu.edu.

April 7, 14, 21 and 28: 10 a.m. to noon. Memoir Writing Workshop at Maricopa County Library District’s Northwest Regional Library, 16089 N. Bullard, Surprise. Registration required: 602-652-3000. Info: www.mclidaz.org.

April 12: 10:30 a.m. to noon, Betty Webb presents “Life Is What Happens When You’re Making Other Plans” at Maricopa County Library District’s White Tank Branch Library, 20304 W. White Tank Mountain Rd., Waddell. Webb’s books include: *Desert Wind*, *The Llama of Death* and *Gunn Zoo* mysteries, among others. Info: 602-652-3000, www.mclidaz.org.



April 12 and 26: 10 a.m. to noon. Writer’s Critique Group at Maricopa County Library District’s Sun City Branch Library, 16828 N. 99th, Sun City. Receive enthusiastic support and honest feedback on anything from poetry to prose. Newbies receive New Member Packets. Info: 602-652-3000, www.mclidaz.org.

April 26: 10 a.m. to 5 p.m. “So You Want to Write Crime Fiction?” is a free mystery writing workshop at Scottsdale Civic Center Library, 3839 N. Drinkwater Blvd., Scottsdale. Sponsored by Desert Sleuths, the Phoenix chapter of Sisters in Crime, the workshop is appropriate for budding and seasoned authors. Learn how a crime is processed in the justice system by law enforcement professionals, from investigation to prosecution, and experience a mock crime scene. In addition, leading local authors discuss the development of literary aspects of a novel and wading through the business aspect of being a novelist. Bring a lunch or purchase one at the library. RSVP through the chapter’s Facebook page at Sisters in Crime Desert Sleuths Chapter. Info: www.DesertSleuths.com.

