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## AUGUST MEETING

### *Maltese Falcon escapes; IWOC is grinchd*

BY MARY ANN PORUCZNIK

For five years, IWOC members have met on the rooftop of Pegasus Restaurant, 130 S. Halsted, to celebrate the summer. For countless years before, IWOC members have vied for the coveted Maltese Falcon.

This year, IWOC members will celebrate the summer on Tuesday, August 13 at Pegasus. But despite the promising teaser on the promotional flyer, no one will go home with the Maltese

Falcon, which has flown the coop!

But that doesn't mean YOU should skip a year of IWOCFest. The festivities begin at 6 PM, with a cash bar and appetizers. Food will follow, an assortment of salad, buffet delicacies, and desserts, sure to please the palates of meat-eaters and vegetarians alike. Just be sure to leave room for dessert. And don't forget to bring your dancing shoes. The music starts at 8 PM.

The \$27 per person cost covers everything but your bar bill. Valet parking is available, or you can park in the lot across the street. Pegasus is also easily accessible by public transportation. Bring clients, friends, and/or family, but don't miss it. Call the office or mail your reservation in today.

P.S. The Falcon will return next year, promises party planner Jennifer Oatfield. ☞

### *Get ready to renew your membership*

BY JANE JERRARD

October marks a new fiscal year for IWOC, with a new board of directors, new monthly programs, and the beginning of a new directory, also known as the IWOC Writer SourceBook.

Watch your mailbox in the week immediately following Labor Day—we plan to mail the 2003 membership renewals close to the holiday. This is your chance to sign up for another year of valuable networking, education, and information from IWOC. It's also your chance to tweak the writing categories you choose for the print and online SourceBook, update your contact information, and reword your business description.

#### DESIGNER WANTED

Each year we hire a professional designer to lay out the print version of the SourceBook and design the cover. If you're interested in quoting on this project for 2003, or know someone who's interested, please contact Jane Jerrard at [jjerrard@mindspring.com](mailto:jjerrard@mindspring.com) for specifications and information.

#### PROOFREADERS TOO!

If you've got an eagle eye for typos and inconsistencies, consider volunteering to proofread the print directory. This process conveniently takes place in late November to early January, when no one has anything else going on in their lives. It takes a small corps of volunteer proofers to get this done. If you'd like to help, please contact Jane Jerrard. ☞

## 2002-2003

The following is the slate of new officers for the 2002-2003 fiscal year.

#### OFFICERS

President, Christina Foster  
Vice President,  
Barbara Silverman  
Secretary (to be selected  
from new board)  
Treasurer, Alan Laduzinsk  
Parliamentarian, Brent Brotine

#### BOARD MEMBERS

Marilyn Hopkins  
Harry Karabel  
Rebecca Maginn  
Mary Ann Porucznik  
Suzanne Tague

Any other recommendations should be made to the Nominating Committee. Contact Brent Brotine, Jennifer Oatfield, or Jane Jerrard with your suggestions before August 9. ☞

*iwoc*

Independent Writers of Chicago

## Officers

### President:

Brent Brotine 847/869-7733  
brent@brotine.com

### Executive VP:

Barbara Silverman 847/256-9900

### Treasurer:

Alan Laduzinsky 773/296-4349

### Secretary:

Deborah Hawkins 773/281-6683

### Parliamentarian:

Jennifer Oatfield 773/763-7948

### Board of Directors

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Christina Foster 312/274-0597  
Bill Miller 847/864-8384  
Carrie Suarez 847/855-0401

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### Directory:

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### Marketing:

Suzanne Tague 773/274-6546

### Publicity:

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### Membership:

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MaryBeth Huffman 847/426-5605

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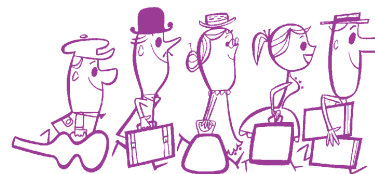
Brent Brotine, Elaine Fiedler, Jane Jerrard, Joen Kinnan, Mary Ann Porucznik

### Printing:

The Printing Store

## PRESIDENT'S MESSAGE/BRENT BROTINE

# It's Moving Day!



As just about every IWOC member knows, the Board has been hard at work seeking out a new meeting space—and our search is over! But before I get to the specifics, I want to thank the many members who've provided great leads, all of which we've pursued. Particular thanks go to Barb Rozgonyi and Lisa Kemp for an exhaustive list of possibilities... Cathie Rategan and Jeff Steele for personally checking out locations... plus Joen Kinnan, Peter Kusel, Katherine Mikkelson, and so many others (apologies to anyone I've left out) for helpful e-mail suggestions.

I'm glad to announce that the "winning" lead also came from an IWOC member—and a special round of thanks (and at least a drink at IWOCFest) goes to Robert Shoemaker for first putting us in touch with our new location. Beginning in October, we'll be meeting at what we consider to be a writers' meeting place straight out of Central Casting: The Feltre School at State and Erie.

### ALL THE RIGHT REASONS

In this time of belt-tightening, we were obviously looking to save money on the price of hotel meeting space, and it's good to know that our arrangement with The Feltre School meets this objective. But more important, we add a unique personality to our meetings that should be highly appealing to new members.

The Feltre School is a non-profit, private institution that offers adult education

classes in the liberal arts—from English grammar and writing to classical Latin and the humanities. It's housed in a beautiful turn-of-the-century mansion, where the rooms have been converted into seminar-style classrooms. But the high point is the meeting room, which absolutely screams "writers welcome here."

We weren't able to include a photo in this issue of STET, but if you will, imagine a large paneled room the entire width of the mansion with a gabled ceiling, floor-to-ceiling wood bookcases, drapes, real dining room-style chairs, plus a grand piano as well as acoustics that are darn near perfect—no microphones necessary. (The Feltre School is currently updating its Web site to include photos and other material. The new site is scheduled for an August launch at [www.feltre.org](http://www.feltre.org).)

We're still working out some of the details regarding refreshments, but suffice to say that you won't go thirsty. For those of you who drive downtown, there should be plenty of parking available right before our meeting starts on the "no parking between 4 PM and 6 PM" streets; there are also parking lots nearby plus the Red Line subway. As to our after-meeting restaurant location, we're open to member suggestions.

There's no change in our traditional meeting time; we'll still meet on the second Tuesday of the month. As part of our new relationship, students from Feltre

may be visiting our meetings from time to time; we look at this as a great way to both give back to the community and possibly expand our associate membership.

Please keep in mind that all this begins in October when our new year and new Board begin. Our usual September roundtable meeting and election will be our final meeting at the Marriott.

### STILL ROOM FOR MORE

For the past two years, it wouldn't have been a President's Column without my making some sort of plea for becoming involved—and I'm not going to stop now. We're just about 90% there with our 2002-2003 team, but we still need some important slots filled.

As I mentioned last month, we're in need of a Program Chair plus members to work on the Program Committee. We're also looking for members for the Marketing Committee. Plus, we're always eager to bring new people into the fold for other IWOC areas, from Seminars to Membership to the Web. So if you have the time and energy to help us out next year, let me know with a phone call or e-mail and I'll do my best to match your interests with our needs. ☺

## What Sells?

BY JOEN KINNAN

To paraphrase a recent cliché, “If you offer jobs, we will come.” A great crowd turned out for the July IWOC meeting that featured editors from Chicago’s major print media. The editors got right to the nuts and bolts: what they want, how much they pay, and how to get in touch.

All five editors—Jeff Borden of *Crain’s Chicago Business*, Holly Greenhagen and Michael Miner of *Chicago Reader*, Maureen Hart of *Chicago Tribune*, and Jan Parr of *Chicago* magazine—stressed the importance of becoming familiar with the publication for which you want to write. They’ve all received submissions that didn’t fit their formats or subject matter. They were cool toward being directed to a writer’s Web site to view samples. They’d rather the samples were submitted with the writer’s other materials.

Jeff Borden, who is assistant managing editor for the Small Business and Special Sections, said *Crain’s* uses freelancers for the News Section, for special reports, and for advertorials. First-timers are unlikely to score in the News Section. Special reports—Borden’s bailiwick—are more likely venues. *Crain’s* publishes 38 to 40 per year. Three or four advertorials appear per year, covering such subjects as golf, real estate, and autos.

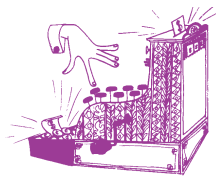
Borden wants compelling pieces that include multiple voices, from writers who meet deadlines and are willing to go the extra mile to get the story just right. *Crain’s* pays 80 cents per word upon acceptance and

buys all rights, including electronic. See [chicagobusiness.com](http://chicagobusiness.com) to view the editorial calendar. Contact Borden at [jborden@crain.com](mailto:jborden@crain.com) with queries and three to five samples.

Holly Greenhagen and Michael Miner, both senior editors, were upfront about saying that people don’t generally write for the *Reader* for the paycheck, but usually do write on spec. No queries necessary. Just write the story and hope. The pay rate varies, but it is somewhat less than for larger publications. The upside is that the *Reader* will consider stories about virtually anything, as long as they are of local interest. (They don’t cover anything with a national slant.) And they don’t care whether the writer has other clips. This is a good venue for people without other journalism credits, though Greenhagen and Miner stressed that they need to be good, professional writers, who want to get interesting topics into print that might not find another home. The biggest needs at the *Reader* are short pieces for “Neighborhood News” and “Our Town.”

Maureen Hart, Special Sections editor at the *Trib*, said that 30 Special Sections are published each year, including Education Today, Prime Time, and various regional issues. For publication dates for each section, go to Special Sections at [chicagotribune.com](http://chicagotribune.com).

Hart welcomes queries. She stressed that writers must have multiple sources for all articles. Most articles are fairly short. For an 800-word article, the pay is \$275.



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## Profiles of Success

BY ELAINE FIEDLER

### Meet Jane Ranshaw— Writer and Consultant

**Length of IWOC membership:** Twenty-one years. I joined soon after IWOC was founded.

**Why are you an IWOC member?** Originally I did it for the noble intention of getting the insurance, and then I started getting business from IWOC by networking. I made good friends, too. And it’s a real link to the writing community.

**Expertise:** Corporate freelancing, but most of the time I write training materials, or do workshops for companies to improve communication skills. The American Management Association is my biggest client.

My latest project is “Managing Emotions at Work.” “We are now living in Future Shock,” as Alvin Toffler says. Stress and uncertainty fill our lives. People have to deal with layoffs and feel helpless. We tend to think we can do it all, and blame ourselves, not the environment. It’s an area of interest and work for me.

From the writing perspective, our work life has changed. Even lower level employees are doing writing these days. Companies used to have writers on staff. But now, except for outsourcing, companies ask employees to write all kinds of things. Many of them don’t know how. They write e-mails, and don’t realize what an impact they have on the person reading them. Often, the other person is offended. Writing skill has become important because, although we live in a multimedia age, 90% of it consists of writing.

**Why freelance?** I’m not fit to do anything else. When I began, I knew in a matter of weeks that I’d found my niche. Sometimes clients ask me to come on staff, but I wouldn’t be the same person they got as a freelancer. For example, taking extra pains and extra time actually pays off when you freelance, but not necessarily when you are on staff, facing a deadline.

**Projects most proud of:** A varied career: doing brochures, newsletters, speeches, technical writing, creating seminars. I’ve served on several boards, including as president of IWOC. We drew in different kinds of people. I was on the first committee to create the directory, and we introduced seminars, using veteran members to teach newer members.

**Fun project?** E-learning. I’m developing training materials for live, interactive group training on the Internet. People from around the world can participate. I love working with a team: it’s creative and constructive.

**Other interests?** Oh, just the usual: skydiving, mountain climbing, modeling for *Vogue*. Actually, I read books voraciously. Theater—I’m lucky to get to New

*continued on page 4*



## IWOCers at work

IWOC co-founder and long-time independent writer Catherine Rategan recently developed a three-hour seminar customized to improve the writing skills of faculty members, researchers and staff members of the Department of Microbiology and Immunology, Loyola University Chicago.

A special thank you to trouper Joen Kinnan for filling in for the *Stet* editor in July—and for the dynamite job she did putting together the very first online *Stet*.  
*Thank you, Joen!*

### What Sells?

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For 1,000 words, you'll get \$400 or more. Contact her at [specialsections@tribune.com](mailto:specialsections@tribune.com) or [mhart@tribune.com](mailto:mhart@tribune.com).

Jan Parr is Special Projects editor at *Chicago* magazine. These special projects are complete magazines in themselves, sold on newsstands, on topics such as shopping in Chicago, home design, and home renovation. The pay is about \$1 per word, and the publication buys first North American rights only. Parr wants to see—via snail mail—the query(ies), three to five clips, and some information about the writer.

(At the time of the IWOC meeting, *Chicago* magazine was up for sale, and Parr was uncertain as to the future of Special Projects or her own position. This week, *Chicago Tribune* announced it had purchased the magazine. Reportedly, all staffers will remain.) ☞

### Chicago Women in Publishing Party

Our colleagues at CWIP invite you to their Fall Kickoff Party, with keynote speaker Carol Anshaw, an award-winning fiction writer. Anshaw's stories have been included in *Best American Short Stories* and read on NPR's "Selected Shorts" series. There will also be a silent auction for the Cabrini-Green Tutoring Project. It's on Thursday, Sept. 19 from 6 PM to 8 PM at the Chicago Athletic Association, 12 S. Michigan Avenue.

### Profiles

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York on business and I see Broadway shows, which is addictive. Walking, doing yoga. Seeing Chicago attractions: the Grant Park symphony and the Cubs.

**Best advice?** Once in a while, a project can go horribly wrong. It happened to me, and it was painful! But then, I saw Al Franken on TV doing his Stewart, the self-help guru, saying his mantra, "I'm good enough, I'm smart enough, and, dog-gone it, people like me." It made me laugh, and I started using that—it helped me get through the hard time. In other words, you may have to go outside to find some strength. Keep your humor about you—you'll need it.

**Your heroes?** Eleanor Roosevelt.

**How would you most like to be remembered?** As employed. ☞

## Calendar

### August 13

**"It's IWOCFest!"** IWOC's annual summer frolic—no regular meeting this month. Once again we'll be living it up on the rooftop of Pegasus Restaurant and Taverna at 130 S. Halsted in Greektown. Food, drink, camaraderie, and a great Greek band—all for just \$27 per person. Call in your reservation today: 847/676-3784.

### September 10

**IWOC monthly meeting.** The annual meeting and election of officers is followed by the best networking session in town—the annual IWOC Roundtables. Chicago Marriott Downtown, 540 N. Michigan Ave., Chicago. Ample parking nearby. Buy-your-own dinner follows in the hotel dining room. Networking at 5 PM, program at 6 PM. Professional members free, associates \$5, non-members \$15.

*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 15 (3rd Thursday)

**IWOW monthly meal.** Join IWOCers in the far western burbs. For time and place, call Barb Rozgonyi at 630/942-9542.

### August 27 (4th Tuesday)

**IWOOP monthly lunch.** Join near-west suburbanites at noon for an outdoor lunch at Poor Phil's, 139 S. Marion St., Oak Park (summer location). For more info, call Barb Dillard at 312/642-3065.

### September 5 (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 info, call Esther Manewith at 773/274-6215.

If none of these meet-and-eat groups is in your neck of the woods, start your own group. It's easy: just contact other IWOCers who live in your area and pick a place for your first meeting. Those who attend can decide on a permanent time, place, and contact person. (Most groups use e-mail for quick notification.) Be sure to notify *Stet* so your group can be included in the calendar. A Streeterville group is in the works right now. For information, call Christina Foster at 312/274-0598.

*For details about IWOC monthly meetings or seminars, call the IWOC office at 847/676-3784 or check out [www.iwoc.org](http://www.iwoc.org).*