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IWOC ROUND TABLE DISCUSSION

## Get answers and new ideas when you talk about the writing life

BY SHERREE GEYER

**D**o you consider yourself to be a great writer but a not-so-great sales person? Do you cringe at the prospect of discussing money matters, such as project budgets or fees for services rendered, with clients? Do you struggle with the dilemma of replacing a low-paying steady source of income with one that promises but doesn't guarantee greater earning potential?

If so, join fellow freelancers at the tenth annual IWOC Round Table program on Tuesday, September 14 to sort through these and other compelling conundrums that can cause wrinkles in the writing life. Round

Table discussions offer an

opportunity for program participants to engage in problem-solving exercises and address issues, ranging from business decisions to client respect, that affect all self-employed writers at one time or another.

At 15-minute intervals, participants will rotate to different tables and tackle yet another entrepreneurial and/or scribe-specific issue. A moderator will keep track of the time and lead a summary session at the end of the program. Always a popular program, the Round Table also provides an ideal opportunity to network and promote services, so make sure to bring plenty of your business cards.

The annual business meeting will precede the program. At this meeting, the election of new board members and officers takes place. There also will be a report on the organization's fiscal health.

The IWOC Round Table meeting will be held on Tuesday, September 14 at the Feltre School, 22 W. Erie. Networking begins at 5:00 PM and the program at 6:00 PM. Admission is free to professional members and costs \$5 for associate members and \$15 for nonmembers.

Participants can retire to a nearby restaurant afterwards for a buy-your-own dinner. At last year's post-program meal, the ideas and information—much like the wine at IWOC Fest at the Pegasus Taverna in Greektown—flowed as freelancers continued talking about the writing life. ✍



**IWOC'S ANNUAL  
ROUND TABLE  
Discussions about  
the Writing Life**

**Tuesday**

**September 14**

**The Feltre School**

**22 West Erie**

**Networking 5:00 PM**

**Program 6:00 PM**

**FREE for  
Professional members  
Associate members \$5  
Nonmembers \$15**

*IWOC meets for a  
program and networking  
the second Tuesday of  
every month.*

**iwoc**

Independent Writers of Chicago

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### Programs:

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George Becht 847/973-2556

### Seminars:

Jenny Hamby 815/254-4939

Web site: [www.iwoc.org](http://www.iwoc.org)

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## PRESIDENT'S MESSAGE

# We got a lot done this year—and we couldn't have done it without YOU

BY JIM LEMAN

My year as IWOC president concludes this month; in October a new team of officers, directors and committee chairs takes over. Many of these folks were part of my team this year, and without their help and support I would not have been able to have enjoyed my short tenure as IWOC president as much as I have. Together, we got a lot done this year—you, the board and IWOC.

I'd like to thank here the 2003-2004 officers, board of directors and committee chairs, who are listed in the masthead. A special thanks also to Jennifer Oatfield, who stepped back into a board function this year and who kept us, especially me, on track. I would also like to thank the following members who stepped forward during my time to help us out on various projects and activities:

✍ Noreen Kelly, who has gotten involved in IWOC PR and who is the PR committee co-chair along with Katherine Mikkelson for 2004-2005. Katherine also helped Jeff Steele with membership this year.

✍ Conrad Lawrence and Gary Joy, who helped with Web development issues.

✍ Lisa Mayer, who helped with Web strategic planning and who is heading up the IWOC Marketing committee with Esther Manewith, for 2004-2005. Lisa has also been nominated for IWOC vice president for the new term.

✍ Sherree Geyer, Jim Hodl and Richard Eastline, who volunteered to serve as Programs co-chairs for the coming year.

✍ Jenny Hamby, this year's Seminar chair, who along with Kim MacGregor, will serve as Seminar co-chairs for 2004-2005.

✍ Marla Kruglik, Conrad Lawrence and Karen Schwartz, who all volunteered to fill vacancies on the Board of Directors for the coming year.

✍ Elaine Fiedler, our *Stet* editor, who will continue to edit our monthly newsletter for the coming year.

✍ Joel Kinnan and Ed Bouchard for their tremendous efforts this year that resulted in the new IWOC Web site—and whose efforts in the coming year will help move the site even further forward.

And although Bob Hashioka and Jason Kinnan are not IWOC members, their technical and design contributions to the team helped the group create the great new IWOC Web site we now all enjoy.

In addition, I would also like to thank Brent Brotine, the former IWOC president, whose efforts to move IWOC forward made the achievements of the current board possible.

Foremost among our achievements is one I trust we can all agree on, and that is the vastly improved IWOC Web site. In the short time it has been functional, prospective clients have posted jobs on Writer's Line; we know that numerous potential clients have visited the online directory and/or requested a hardcopy version.

*continued on next page*

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## ***Slate of IWOC officers, directors and committee chairs for 2004-2005***

### **OFFICERS 2004-2005**

**President:** Harry Karabel  
**Vice President:** Lisa Mayer  
**Secretary:** Ellen Krupp  
**Treasurer:** Dixie Watterson  
**Parliamentarian:** Jim Leman

### **BOARD OF DIRECTORS:**

Marla Kruglik  
Conrad Lawrence  
Karen Schwartz

### **COMMITTEES**

**Public Relations:** Noreen Kelly with Katherine Mikkelson

**Marketing:** Lisa Mayer with Esther Manewith

**Membership:** Jeff Steele

**Programs:** Sherree Geyer, Jim Hodl, and Richard Eastline

**Seminars:** Jenny Hamby and Kim MacGregor

**Directory:** Open

**Web site:** Joen Kinnan

**Writer's Line:** Dianne Rowland

Can you help on the directory or Writer's Line committees? Pitch in, and gain new skills and contacts!

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## ***President's message continued***

And we know potential new members are visiting the site. In fact, Web administrator Joen Kinnan forwards to me for personal follow up the contact information submitted by every inquiring freelancer who visits the site. I don't have the exact count for this activity, but I typically write two or three follow-up notes a week. This is more activity on this site, which has been up just a few months, than I think the old site ever experienced.

To support the Web site going forward, the Marketing committee is working on opportunities to continue to drive potential clients and new members to the site. The PR committee will continue the efforts to publicize monthly meetings, place other IWOC PR and support the marketing efforts. The Seminar committee is looking into new and exciting ways to help members and potential new members alike strengthen their business through professional

development, and the Programs committee will continue to bring informative and entertaining guest speakers to our monthly meetings.

My goal for this year was to revitalize IWOC. I sense we've made a good start toward accomplishing that goal.

***Jim***

## ***Hiring freelancers from a manager's point of view***

The Chicago area is brimming with associations of all kinds, and they often need the services of writers, copyeditors, designers, and others. Some associations use work-for-hire contracts to avoid the appearance of an employer-employee relationship. Others are more flexible.

How should a freelancer approach an association manager for a project?

Try seeing it from the other side. One association manager was recently asked by *Forum* magazine about her views on hiring freelancers. She said that freelancers often offer more flexibility than in-house writers, which can be a good thing. Besides the requisite experience and skills, she looks for a good personality. A freelancer who is eager to work, always meets deadlines, and learns new material quickly has a good chance of being hired. Good communication and interpersonal skills can clinch a job. And flattery is not necessarily a bad trait—a little can go a long way in winning over a manager.

The downside of hiring freelancers, from the manager's point of view, are also important to understand. A manager may feel that the freelancer will take more time than is practical to learn all the ins and outs of a project, so the level of expertise you bring to a topic will be important. Don't misrepresent your knowledge of a subject or your access to sources. Also be careful to specify your availability. And, if you want a second job from the same manager or a referral to others within the organization, don't miss deadlines or deliver work that's not up to the manager's expectations.

Each association has its own unique view on using independents, but the basics—experience, ability, and attitude—are essential. These tips on working with associations come from "Building a Publishing Team" by Dot Vartan, which appeared in the July issue of *Forum*, published by the The Association Forum of Chicagoland, a group devoted to improving association management.

Web site: <http://www.associationforum.org>

# FYI

## **Find out how to market your writing at IWPA meeting on September 18**

Open that drawer, take out your manuscript, and get ready to sell your book, article, essay or other writing project!

Learn how to market your work at the Illinois Woman's Press Association luncheon September 18 in the Bali Room at the Chicago Athletic Association, 12 S. Michigan. James Durkin, a published writer and co-founder of the Authors Marketing Group, will share some practical tips and success stories.

Registration and networking begins at 11 AM, lunch is at 11:30 AM and the program starts at 12:45 PM. Cost is \$30 for IWPA members, their guests and full-time students. Others pay \$40. You can pay at the door by cash or check.

To reserve your spot, you can respond to [cgreen@TURN-AROUND.ORG](mailto:cgreen@TURN-AROUND.ORG) or call 312-458-9151. Please specify if you have meal requests (vegetarian, etc.).

## **IWOCer's company offers a personal touch**

After almost two decades in business as a creative writing and production company, Park Avenue Productions has opened a consumer division offering personal history videos, live shows, parody lyrics, and customized poems for consumer occasions. IWOC member Lynn Sanders now creates personalized tributes for fundraisers, retirement videos, anniversaries, and other events—customized pieces that bring an individual's or organization's story to life.

Her work in corporate videos, marketing, and promotional support led to the new service. "My favorite projects are motivational, educational or inspirational," says Sanders. "They have an emotional core, and that's why I enjoy offering the same benefit to consumers."

To learn more, call Lynn Sanders, president of Park Avenue Productions, in Winnetka, at 847-501-2867.

Web site: <http://www.parkaveproductions.com>

## **Member Carol Stover's first novel to be published later this year**

After publishing three non-fiction books and more than 70 magazine articles, member Carol Stover tells us her first novel *Current River Redemption* (ISBN : 1-4137-3227-5) will be published by PublishAmerica later this year

The work falls into three fiction categories: historical, women's, and Southern. It is the story of a 15-year-old girl growing up in rural Arkansas circa 1915 who is raised by her strict preacher grandfather and grandmother whom town-folks call "nuts."

For her fellow IWOCers, Carol adds, "If there are any other novelists amongst us, I'd be pleased to answer any questions they may have about my publishing experience."

## Calendar

September 14 (2nd Tuesday)

**IWOC monthly meeting: Election of officers. IWOC Round Table Program.** At The Feltre School, 22 West Erie, Chicago. Networking at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$15.

October 12 (2nd Tuesday)

**IWOC monthly meeting: To Be Announced.** At The Feltre School, 22 West Erie, Chicago. Networking at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$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.***

September 2 / October 7 (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 information, call Esther Manewith at 773/274-6215.

September 23 / October 28 (4th Thursday)

**IWOOP monthly lunch:** The West Suburban group meets at noon at Poor Phil's at 139 So. Marion, Oak Park. Contact Barb Dillard at 312/642-3065.

**Check out  
IWOC's Web site at  
[www.iwoc.org](http://www.iwoc.org)**