

SEPTEMBER MEETING

It's Back-to-Work Time: Get Advice from Experts on Ways to Get Hired

BY NANCY SOLOMON

Summer's over and it's time for most of us to start doing something about landing more work.

The program is titled "What Companies and Staffing Firms Wish That Freelancers Knew." Get the skinny on how companies, organizations, and staffing firms scout for freelance talent at the September 13 IWOC meeting. Word of mouth is prime, so get out of those sweats from time

you can put your best foot forward. Learn how freelancing through a staffing firm is different from freelancing directly for a business or organization – and which one requires wearing real clothes on a regular basis.

Currently, Antonio Hernandez leads corporate internal communications at ComEd. He'll share the business perspective – and no,



to time and network. But where? Our presenters will let you know. They'll also let you know how they use LinkedIn and search websites to find people to hire. Find out what kind of URLs they like best, exactly what skills they're looking for, the types of assignments that are available, and how



he can't do squat about your outage. Hernandez has been hiring and working with freelancers for more than 25 years as a senior public relations and communications professional at ComEd, Abbott Labs, McDonald's, *Hispanic Magazine*, the Hispanic Association of Colleges & Universities, and



a PR and advertising firm in his home town of San Antonio. Judi Wunderlich has long been a leading recruiter in Chicago for people in the creative fields. In 2009, she co-founded the WunderLand Group, a staffing and search firm for contract and full-time job opportunities. In two years WunderLand has grown from 2 people in Chicago to 20 people in three offices including both coasts.

Wunderlich is the reigning queen of resources and has a special place in her marketing heart for those of us who are, shall we say, mature. She was with Aquent for years before launching her own business. She offers tons of helpful, energizing information.

September is our annual business meeting, so before we hear our speakers, we'll elect new officers and very briefly discuss any other business.

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PRESIDENT'S COLUMN/ROGER RUEFF

Swan Song



The ancient Greeks are said to have believed that the Mute Swan (Cygnus olor) utters not a sound until the very end of its life, whereupon it sings one beautiful song—its “swan song.” The notion is false, of course, but like many false-hoods, it is harmless enough and lends itself to insightful poetical use, as in English composer Orlando Gibbons’ madrigal, *The Silver Swan* (1612), in which he wrote:

“The silver Swan, who, living, had no Note, when Death approached, unlocked her silent throat.

Leaning her breast upon the reedy shore,

thus sang her first and last, and sang no more:

“Farewell, all joys! O Death, come close mine eyes!

More Geese than Swans now live, more Fools than Wise.”

Socrates, too, is believed to have made reference to the swan’s last song before his death in 399 B.C.E., saying:

“You know that when swans feel the approach of death they sing, and they sing sweeter and louder on the last days of their lives because

they are going back to that god whom they serve.”

And Samuel Taylor Coleridge used the reference for comic effect when he wrote:

“Swans sing before they die — ‘t were no bad thing Should certain persons die before they sing.”

In point of fact, Mute Swans are not actually mute; they honk, grunt, and hiss all their lives. But try making poetical use of “swan honk” and you’ll appreciate the ancient Greeks’ predilection for advancing what amounts to an artistic prevari-

cation.

So here I am at the end of four years in service to IWOC as president, delivering my swan song. Unlike Socrates, I have not been convicted of impiety—though a great deal of evidence could easily be brought against me on that charge—and I am not being forced to drink poison. Otherwise, the parallels are uncanny.

When I donned the mantle of IWOC presidency in 2007, I wrote in my first *Stet* column that I joined IWOC years ago “to become part of the group that knows the way to the updraft [of success in freelance writing]... and to equip myself to help others find their way there,”

and I voiced the opinion that we are “all stronger when everyone pitches in.” Four years later, that opinion has not changed. I still believe IWOC is a marvelous organization and that its strength lies in the remarkable concept of freelancers helping each other to succeed. I also believe that its potency waxes and wanes in direct proportion to the extent of member involvement.

If you want to know why IWOC works, look no further than the masthead of *Stet*. There you will find the names of the officers, the board of directors, and the chairs and members of IWOC committees. These are your fellow freelancers whose selfless commitment to the cause of success for all makes IWOC function. Each has his/her own reason for contributing time and effort to the cause, but all are important to its advancement, and all deserve a note of special thanks.

Well, this is my swan song, dammit, so here it is:

If you have served on the IWOC board or on any committee or written a meeting recap for *Stet* or helped in any other way in these last four years, I tip my hat to you in thanks. You have eased my own path and helped make my efforts worthwhile.

And those who have done so likely have learned the secret that others don’t know—that the more you give to IWOC, the more you get back. I do not exaggerate

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IWOCFEST RECAP

BY JOEN KINNAN

Saint Francis de Sales — of course you all know he is the patron saint of writers — smiled hugely upon us at IWOCFest. The weather was perfect, and everyone was in an extremely festive mood. But true to the old epigram that a picture is worth a thousand words, I give you visual evidence that we all had a splendid time. 🍷



A Rose by Any Other Name . . . Would Be Quite Amusing

There's not much to laugh about these days, so we thought we'd inject a little humor to brighten up your day. (Thanks to Laurel Johnson and Catherine Rategan.) Once again, *The Washington Post* has published the winning submissions to its yearly neologism contest, in which readers supply alternative meanings for common words. The winners are:

1. Coffee (n.), the person upon whom one coughs.
2. Flabbergasted (adj.), appalled over how much weight you have gained.
3. Abdicate (v.), to give up all hope of ever having a flat stomach.
4. Esplanade (v.), to attempt an explanation while drunk.
5. Willy-nilly (adj.), impotent.
6. Negligent (adj.), describes a condition in which you absentmindedly answer the door in your nightgown.
7. Lymph (v.), to walk with a lisp.
8. Gargoyle (n), olive-flavored mouthwash.
9. Flatulence (n.) emergency vehicle that picks you up after you are run over by a steamroller.
10. Balderdash (n.), a rapidly receding hairline.
11. Testicle (n.), a humorous question on an exam.
12. Rectitude (n.), the formal, dignified bearing adopted by proctologists.
13. Pokemon (n), a Rastafarian proctologist.
14. Oyster (n.), a person who sprinkles his conversation with Yiddishisms.
15. Frisbeetarianism (n.), (back by popular demand): The belief that, when you die, your soul flies up onto the roof and gets stuck there.
16. Circumvent (n.), an opening in the front of boxer shorts worn by Jewish men.

The *Post's* Style Invitational also asked readers to take any word from the dictionary, alter it by adding, subtracting, or changing one letter, and supply a new definition. Here are this year's winners:

1. Bozone (n.): The substance surrounding stupid people that stops bright ideas from penetrating.
2. Foreploy (v): Any misrepresentation about yourself for the purpose of getting laid.
3. Cashtration (n.): The act of buying a house, which renders the subject financially impotent for an indefinite period.
4. Giraffiti (n): Vandalism spray-painted very, very high.
5. Sarchasm (n): The gulf between the author of sarcastic wit and the person who doesn't get it.
6. Inoculatte (v): To take coffee intravenously when you are running late.
7. Hipatitis (n): Terminal coolness.
8. Osteopornosis (n): A degenerate disease. (This one got extra credit.)

9. Karmageddon (n): it's like, when everybody is sending off all these really bad vibes, right? And then, like, the Earth explodes and it's, like, a serious bummer.
10. Decafalon (n.): The grueling event of getting through the day consuming only things that are good for you.
11. Glibido (v): All talk and no action.
12. Dopeler effect (n): The tendency of stupid ideas to seem smarter when they come at you rapidly.
13. Arachnoleptic fit (n.): The frantic dance performed just after you've accidentally walked through a spider web.
14. Beelzebug (n.): Satan in the form of a mosquito that gets into your bedroom at three in the morning and cannot be cast out.
15. Caterpallor (n.): The color you turn after finding half a grubbin the fruit you're eating.. 🐛

2011-2012 Slate of Officers

The nominating committee is pleased to present this slate of candidates for officers and the board for the coming year, to be voted on at the September meeting.

President: David Epstein

Executive Vice President: Betsy Storm

Secretary: Jennifer Lyng

Treasurer: Barbara Dillard

Parliamentarian: Roger Rueff

Board of Directors: Michelle Beuscher, Jim Hodl, Ann Kepler, Joen Kinnan, and Catherine Rategan

Our heartfelt thanks to retiring board members Danielle Schultz and Don Talend. They've served the board well.

It's IWOC Renewal Time!



IWOC's annual membership renewal drive begins on September 1, and runs until October 1. We've kept last year's lower membership rates, which are \$140 for professional members, \$90 for senior members (aged 62 or older), and \$70 for associate members, but if you join by September 15, you'll get the early-bird rate of \$125 (professional), \$80 (senior), or \$60 (associate). Professional and senior members also get six free category listings. It's very easy to renew. Just sign in to your profile on the website, and click on "Renew." The form already contains this year's data, but you can make any changes you want. **Remember: only six categories are free.** If you choose more than six, you **must** also check a box that corresponds to the appropriate "extras" package. Otherwise the total payment amount will be incorrect; the system doesn't add them in unless you check an extras box. **Sign up early and save money.** And, before paying, **please** check that your payment is more than the membership rate unless you've chosen only six categories.

Program Article, Continued from page 1.

If you already have more than enough well paying and interesting assignments, come to the meeting on September 13 for the snacks, fellowship, and to vote on our new officers. It's a good bet that you'll probably want to stick around for the program, too.

Visitors are cordially invited. The program takes place on Tuesday, September 13 at National-Louis University, Room 4020, 122 S. Michigan Ave., Chicago. Networking

with snacks and beverages begins at 5 p.m. The meeting begins at 6 p.m. Admission is free to IWOC members, \$15 to nonmembers (\$10 with pre-registration online). After the meeting, attendees are invited to go to a nearby restaurant for a buy-your-own dinner and to further discuss professional writing topics and continue networking. For more information, call 800-804-IWOC (800-804-4962) or visit www.iwoc.org. 🐦

President's Column, Continued from page 2.

when I say that the jobs I've gotten via IWOC—either directly through my directory listing or indirectly through referrals from other members—have already paid for my IWOC membership for the next 600 years. That's one helluva payout, but it did not come by chance. It came, in part, because I have involved myself in IWOC and become well acquainted with my fellow freelancers, some of whom have referred to me work for which they were not suited. God bless them. (End of sermon.)

Now, after four years—which represents over 13% of IWOC's lifetime—it is time to step down. With the blessing of the voting members in attendance at the September meeting, I will hand the IWOC reins to David Epstein, in whom I have every confidence. And I will remain on the board, as did Harry Karabel before me—just not as the ringmaster, anymore.

I am grateful to have had the chance to serve as IWOC president. And even though I've had fun in the job—sometimes at my own expense—I've done my best to take it seriously and to handle each challenge with responsible action. I know Dave will, too.

Now, where's that hemlock? 🐦

Editor's Note: I know that everyone in IWOC joins me in thanking Roger for the tremendous job he's done as president these past four years. He's worked diligently to give the website a better and more user-friendly interface; entertained us mightily with his clever and fast-paced meeting-reminder robo-calls; introduced our meetings with wit and aplomb; chaired our board meetings gracefully, even when we resembled a herd of cats; and in general, worked tirelessly to make IWOC the terrific organization that it is. Thank you, thank you, Roger, we're all so grateful for everything you've done.

**IWOC Welcomes Returning Member
Sheryl Cash**

Calendar

September 13

IWOC Monthly Meeting. Annual business meeting and election of officers. Program speakers Judi Wunderlich and Antonio Hernandez will discuss "What Companies and Staffing Firms Wish that Freelancers Knew." Nonmembers welcome. For more information, call 800/804-4962 or visit www.iwoc.org.

October 11

IWOC Monthly Meeting. Program details coming soon. Check the website.

The monthly food and networking get-togethers listed below meet at the same time and place each month unless otherwise noted, but call ahead in case of cancellation. The groups welcome nonmembers. If there's no group in your area, why not start one? Contact webmaster@iwoc.org.

September 27 (4th Tuesday)

IWOOP Monthly Lunch. Join near-west suburbanites for a noon lunch at Poor Phil's, 139 S. Marion St., Oak Park. For more info, call Barb Dillard at 312/642-3065. Check before you come. This lunch is monthly only if there are enough people who can attend. Note: The lunch is now on the 4th Tuesday, not the 4th Thursday as it had been in the past.

October 6 (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.

It's Happening on the Web!

Check Out Writers' Line

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See What's Doing in Coming Events

WWW.IWOC.ORG