



Independent Writers of Chicago

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FOR IMMEDIATE RELEASE

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WHAT STAFFING FIRMS AND CORPORATIONS WISH FREELANCERS KNEW: INDEPENDENT WRITERS OF CHICAGO (IWOC) GETS THE LOWDOWN

Sure, the economy stinks. But does that mean your freelance business has to? *Au contraire*. There *are* opportunities for talented writers the likes of yourself. But how do you find them? And they, you? Staffing firms and corporate execs in charge of hiring have the inside insights. Hear them out at the next IWOC meeting on Tuesday, September 13th, when Judi Wunderlich and Antonio Hernandez of WunderLand Group staffing and ComEd, respectively, will talk about how they operate in hooking up the right freelancers for the job.

Judi Wunderlich is co-founder and Vice President of recruiting at WunderLand Group, a staffing firm (<http://www.wunderlandgroup.com>) that matches freelance creatives to assignments as well as to full-time employment. So how do staffing firms actually work? How do they find the freelancers they place? One hint: they consult LinkedIn and search various websites. Learn what URLs they prefer. What skills/attributes they look for in candidates. What types of assignments are available. Where to network. And much more.

As for hiring freelancers directly – that’s the perspective you’ll hear from Commonwealth Edison Corporate Communications executive Antonio Hernandez. What types of writing does ComEd have to offer? What do they look for in freelancers? What no-nos will keep us from getting the job?

So many questions! So many more answers! Be privy to them all at the upcoming meeting and prepare to think “Bad economy? What bad economy???”

Please note: There will be a short business meeting and election of officers before the program.

The IWOC meeting will take place on Tuesday, September 13th at National-Louis University, Room 4020, 122 S. Michigan Ave., Chicago. Networking begins at 5 p.m. The main program is at 6 p.m. Admission is free to IWOC members. Nonmembers, \$15. (\$10 if pre-registered at <http://www.iwoc.org/calendar.htm>. Click on “September 13th IWOC Meeting.”) Following the meeting, attendees are invited to go to a nearby restaurant for a buy-your-own dinner to further discuss writing-related topics or to continue networking. For more information, call 800-804-IWOC (800-804-4962) or visit www.iwoc.org.

IWOC is a nonprofit professional association of freelance writers who work primarily throughout the Chicago metropolitan area. Together, IWOC members represent a broad range of writing talents, consultation services, and specialties serving large corporations, small businesses, and not-for-profit organizations.

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