



Independent Writers of Chicago

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FOR IMMEDIATE RELEASE

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**WILL WORK FOR FOOD:
INDEPENDENT WRITERS OF CHICAGO (IWOC)
HEAR A MOUTHFUL ON WRITING FOR THE FOOD INDUSTRY**

How many ways can you turn Food! Glorious Food! into Jobs! Glorious Jobs!? Let's just say there's a veritable smorgasbord of opportunities out there. Maybe it has to do with exploring the latest food and beverage trends. Or discovering a great restaurant. Could be about cooking. Nutrition. Agriculture. Please, sir, you want some more? Then, come to the next IWOC meeting on Tuesday, November 8th, when foodie writers Michael Gebert and Lisa Bertagnoli will be dishing out all kinds of juicy details on what those opportunities are and how to find them.

Gebert is a podcaster, freelance writer and online community builder who reports on the exciting Chicago food scene. His award-winning Sky Full of Bacon HD video podcast and blog can be seen at www.skyfullofbacon.com. He also produces the video for "Key Ingredient," a series on the *Chicago Reader* website. One tidbit of advice: "Become proficient in taking photographs and shooting a little video to go with your stories." Sounds good to us!

Bertagnoli is a society columnist and regular contributor to *Crain's Chicago Business* and has served as managing editor for the trade publication, *Restaurants and Institutions*. "It all starts with a love of food and an interest in it. But," says Bertagnoli, "the successful writer either needs to put a fresh spin on an old idea or find new ones." As she did when writing about "designer ice" served in cocktails at some of the city's top bars. Cool.

So if you have a good appetite for work – and who doesn't these days – make it a point to attend the meeting. Should be quite (ful)filling.

The IWOC meeting will take place on Tuesday, November 8th 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 "November 8th 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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