



## Independent Writers of Chicago

28 E. Jackson Bldg., Suite 1020 #W686, Chicago, IL 60604

Phone/Fax: 800-804-IWOC (800-804-4962)

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

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**CONTACT: LAURA STIGLER**  
[laurastigler@earthlink.net](mailto:laurastigler@earthlink.net)

### **INDEPENDENT WRITERS OF CHICAGO (IWOC) FIND TRUE “APPINESS”**

What makes freelance writers really happy? It’s finding all kinds of juicy Apps and URLs that will help them promote, enhance and grow their business. Work more efficiently. And even make them better writers – if that’s possible! At the next IWOC meeting on Tuesday, April 9<sup>th</sup>, IWOC members Betsy Storm and Jennifer Lyng Rueff will be sharing their considerable knowledge of Apps and websites that could be considered a writer’s best friend, covering subjects from social media and research, to productivity. And then some.

A lifelong feature writer whose works have appeared in the *Chicago Tribune*, *Consumers Digest* and *Brides*, Storm is the principal of Top Drawer Communications, a Chicago-based enterprise that helps organizations, businesses and individuals communicate with a variety of audiences to enhance their images, reputations and visibility. Previous to TDC, Betsy applied her award-winning writing/editing and public relations talents to benefit such institutions as Northwestern Memorial Hospital, for which she played a key role that earned her marketing team a Golden Trumpet Award from the Publicity Club of Chicago.

Freelance writer Lyng Rueff specializes in health and fitness, sports and business topics. But doesn’t stop there. She also takes on subjects relating to personal finance/investing, writes personal profiles and human interest stories, and has had articles published in the *Chicago Tribune*, *Next* (an Amer Sport magazine) – among others. Prior to embarking on her indie career, Jennifer proved she was one smart cookie at Nabisco, where she honed her writing skills in sales communications, management and marketing.

How to enrich your freelance business – in more ways than one? There’s an App for that. Several in fact! Come to the next meeting and learn about them all.

The IWOC meeting will take place Tuesday, April 9<sup>th</sup> in the Page Smith Room, off the lobby of the Gratz Center at 126 E. Chestnut St., Chicago / 115 E. Delaware. We’re just west of Michigan Ave., adjacent to Fourth Presbyterian Church. Discounted parking (after 5 pm, with validation) is located at the 900 N. Michigan Ave. Garage. Networking begins at 5 p.m. Main program, 6 p.m. Free admission to IWOC members. Nonmembers, \$15. (\$10 if pre-registered at <http://www.iwoc.org/calendar>. Click on “April 9<sup>th</sup> 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](http://www.iwoc.org).

IWOC is a nonprofit professional association of freelance writers living in the Chicago metropolitan area whose clients range from local to global. Together, IWOC members represent a broad spectrum of writing talents, consultation services, and specialties serving large corporations, small businesses, and not-for-profit organizations.

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