



## Independent Writers of Chicago

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### **IWOC STORIES: INDEPENDENT WRITERS OF CHICAGO HEAR HOW IWOC HELPED FELLOW MEMBERS SUCCEED**

“An organization is only as good as its members.” If that admittedly made-up axiom is true, then IWOC is one heckuva fantastic organization. Certainly it is, judging from the caliber of guest speakers at the next IWOC meeting on Tuesday, July 8<sup>th</sup>, when three long-time IWOC members will be regaling us with stories of how IWOC was indisputably instrumental in achieving success. And how it can be to yours.

First up will be IWOC’s lifelong member and second president, Beth Bradfish, who with Catherine Rategan, co-founded IWOC as an information resource for indie writers. Intermingling her observational, listening, motivational, writing and musical talents, Bradfish was able to parlay her corporate writing and training skills into a lucrative career as a business and life coach. Says Beth, “Being a writer and being part of IWOC, are synonymous for me. IWOC showed me how to manage a business as an independent creative businessperson.”

Bradfish will be joined by Ed Zotti, IWOC’s fourth president. Ed is the personification of the value of networking, the backbone of IWOC membership. An independent writer for over 30 years, he is best known as the editor of “The Straight Dope,” a syndicated Q&A column found in the *Chicago Reader* and also at [www.straighdope.com](http://www.straighdope.com), generating more than 11 million hits per month. Ed has written or edited seven books, and is a transit and planning consultant/ writer for SPX Genfare, makers of fare collection equipment.

Rounding out the panel will be IWOC’s 11<sup>th</sup> president, Collin Canright, principal writer and co-owner (with wife Christina) of Canright Communications, where the main focus is to create content that will help their clients...attract clients. Collin specializes in financial and tech writing, and is on the faculty of Wright Graduate University. He’s also authored or ghostwritten six books, including *Electronic Data Interchange: A Guide for Health Care Institutions* and *Idiot’s Guide to Kabbalah*, and has edited or contributed to numerous magazines and publications, including the *Journal of Electronic Commerce*. Thanks to IWOC, Collin says he has “learned about the business of writing...and writing techniques I use daily when writing technical manuals, articles and presentations.”

Come to the meeting to get inspired. Get hints. And bring your own IWOC-related success stories that could inspire others. We can’t wait to hear them all!

The IWOC meeting will take place Tuesday, July 8<sup>th</sup> in **Room 4G (4<sup>th</sup> floor)** at the Gratz Center, 126 E. Chestnut St. / 115 E. Delaware, Chicago, 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 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 “July 8<sup>th</sup> IWOC Meeting.”) Following the meeting, attendees are invited 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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