



Independent Writers of Chicago

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IT'S ABOUT TIME – MANAGEMENT, THAT IS. INDEPENDENT WRITERS OF CHICAGO (IWOC) LEARN HOW TO MAKE THE MOST OF EVERY MINUTE

Since time began, it's been a complaint for many of us freelance writers: There never seems to be enough hours in the day. But the truth is, 24 is plenty. It's how we manage those hours that can mean the difference between accomplishing much. Or not so much. Precisely why it's vital to take time out and come to the next IWOC meeting on Tuesday, February 10th, when fellow IWOC-ers and time manager mavens Laurel Johnson and Betsy Storm reveal a myriad of time-tested techniques that will help us save time, work smarter and make every second count.

After having worked for the mammoth marketing agencies of Frankel and Leo Direct, Laurel Johnson carved out her own thriving marketing career as an independent, creating successful campaigns for clients from museums to hospitals. Betsy Storm, who has worked as a communications pro for such venerable institutions as Northwestern Memorial Hospital, has since been the principal of Top Drawer Communications, helping various business and individuals communicate to a variety of audiences, gain awareness and enhance their images. Time management skills, Laurel and Betsy fully admit, have helped them keep their sanity.

A truism held high by this dynamic duo is that time management has everything to do with acquiring and maintaining good habits. These could include effective techniques for time tracking, project management, identifying and squelching time wasters, setting priorities, developing doable work plans...we could go on, but better yet, come to the meeting to find out all the strategies. We promise, it will be time well spent.

The IWOC meeting will take place Tuesday, **February 10th** in **Room 4A (4th fl.)** 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. IWOC members admitted free and do not need to register. Nonmembers, \$15. (\$10 if pre-registered at <http://www.iwoc.org/calendar>. Click on "February 10th 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.

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.