

# Stet

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THE NEWSLETTER OF THE INDEPENDENT WRITERS OF CHICAGO

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## MAY MEETING

# Exploring the healthcare market A panel of experts present a field guide

BY JENNIFER OATFIELD

All right, if your business isn't exactly tanking, projects are definitely more difficult to come by in the current economic cycle. Rather than weep and wail over these trying times, May's IWOC program will give you the low down on what it takes to carry your writing expertise into the healthcare field.



To discuss the requirements for various healthcare writing projects, IWOC has arranged for a moderated panel of three experts: an editor, a consultant, and a journalist. Each brings a unique perspective of the market to you.

## YOUR GUIDES

Pat Lee is a developmental editor for the American Medical Association Press in Chicago. She specializes in clinical books, CDs, and coding reimbursement products but has also developed medical books for consumers. She owned her own medical editing and writing consulting business with such clients as the Feinberg School of Medicine of Northwestern University and the Rehabilitation Institute of Chicago.

Brian J. Wilk has extensive experience designing and implementing communication and business improvement initiatives. He has managed multiple pharmaceutical sales projects for Abbott Laboratories. With experience at SP3 International, Caribiner International, and Nalco Chemical, he currently leads a collaborative, independent consultancy, Swilken Bridge, Ltd.

Ross Werland has been working at the *Chicago Tribune* since 1981. He currently edits the health content for the *Tribune's* Q section in addition to writing his own bimonthly column. Previously he edited the health content for the Health & Family section of the *Tribune*, having written for that section for two years.

## PLUS, "A MIGHTY WIND"—AROUND THE PIANO

So turn that business frown upside down at IWOC's May 13th meeting at the Feltre School, 22 West Erie. In addition to our usual networking at 5 PM, there will be a genial group around the piano singing a selection of songs about writing. Come join us—and bring some sheet music! The program will follow at 6 PM. ✍

## "The Healthcare Market"

Tuesday, May 13

Feltre School

22 West Erie (at State)

Networking 5 PM

Program 6 PM

Professional members FREE

Associate members \$5

Nonmembers \$15

IWOC meets for a program and networking the second Tuesday of every month.

Preceding each meeting, the IWOC Board gathers at 3 PM at Barnelli's at Ontario and Clark. All members are welcome to board meetings.

For more information, call the IWOC office at 847/855-6670.

# iwoc

Independent Writers of Chicago

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# Check it out: IWOC Online Sourcebook

BY JANE JERRARD

Log on to [www.iwoc.org](http://www.iwoc.org) to check out IWOC's new online *SourceBook*. It's a great complement to the printed 2003-04 IWOC *SourceBook*, which all members should have received in the mail. The *SourceBook* includes listings of all our current members who joined before February. Now that information is online, available through IWOC's Web site for member convenience and, more importantly, potential clients.

Visit [www.iwoc.org](http://www.iwoc.org) and click on "client matters" at the bottom of the home page to access the online *SourceBook*. You'll find it lovely to look at and easy to use, thanks to the efforts of Ed Bouchard, who put a lot of hard work and careful thought into creating the interactive tool. And special thanks to former member Tom Kepler for posting the online *SourceBook* on our site.

## YOU CAN STILL BE INCLUDED—OR MAKE A CHANGE

For new members and those who opted out of the online *SourceBook*—you can still be included! Contact Jane Jerrard at [jjerrard@mindspring.com](mailto:jjerrard@mindspring.com) for an online directory form. It costs \$35 to post your current information from the *SourceBook*.

If you are listed in the online *SourceBook* but want to make a change, you can do so for \$7 per change (such as adding new categories or updating your e-mail address). Just send a note detailing what you'd like changed, along with your payment, to the IWOC office.

A final note: Every member included in the online *SourceBook* just added a new "Google-ability" to their business. If you're listed, do a search on your name in Google and see for yourself! ✍

# May 10 workshop: How to market your writing

BY JENNY HAMBY

IWOC and the Midwest Writers Association are co-sponsoring a three-hour workshop on May 10. "How to Effectively Market Your Writing Services" will focus on basic marketing strategies to help you increase your assignments.

The workshop will be taught by freelance writer and speaker Kathy McDonald, author of *Creating Your Life Collage: Strategies for Solving the Work/Life Dilemma*.

Participants will learn the ins and outs of preparing a successful personal marketing plan, setting achievable goals, and drafting powerful one-minute commercials and positioning statements. You'll learn how to set yourself apart from other writers, how to avoid the most critical mistakes writers make when marketing their services, and how to ask for and get higher fees.

## DON'T DELAY!

Registration is limited to just 50 people, so don't delay. The workshop will be held from 9 AM till noon at Gorton Community Center, 400 E. Illinois Ave., Lake Forest, just one block south of the Lake Forest Metra station. The fee for IWOC members is \$35; nonmembers pay \$45. Call 847-615-0543 to pre-register.

Registration forms were e-mailed to all IWOC members. If you can't find yours, call IWOC Seminar Chair Jenny Hamby at 815-254-4939. ✍

## Promote your awards ... and yourself!

BY CINDY MEHALLOW

Professional awards—both giving them and getting them—can enhance your professional prestige, according to speakers at the IWOC meeting on April 8.

By creating an award program to recognize a leading executive in the meatpacking industry, trade publication *Meat Marketing & Technology* increased its credibility among readers and advertisers, according to Editor Dan Murphy. In a crowded, competitive market, *MMT* has used the award program to both promote best practices within the industry and to “bask in the reflected glory.”

The award has gained industry acceptance, noted Murphy, because it was based on a solid rationale—advancing the industry by focusing on innovation.

The second speaker, IWOC’s own Jim Kepler, shared proven techniques he’s used to leverage awards in promoting his two businesses: Kepler Associates and Adams Press.

As editor of the trade publication *Midwest Engineer*, Kepler told no one the first time he entered an awards program. When his publication won an award from the Society for Technical Communication, Kepler sent a press release to all his neighborhood newspapers, his alumni publication, and relevant professional associations. The next year, Kepler convinced his client, the Western Society of Engineers, to pay the entry fee! Kepler also sent out press releases when his wife (and business partner) Ann won the Beth Fonda Award from the American Medical Writers Association.

Photocopies of his awards go along with samples and a resume whenever Kepler sends letters of introduction to prospects.

Kepler advocates sending press releases about all sorts of accomplishments—landing a client, publishing a book, even interviewing a famous person.

“If you’ve met someone of real repute, your stature as a writer goes up,” noted Kepler. In his role as editor of *Midwest Engineer*, Kepler has interviewed the astronaut Gene Cernan as well as the inventors of the transistor and wire recording. ✍

## Profiles of success—extending an invitation

Lynn Sanders’s popular column “Profiles of Success” will not appear this month. If you’ve enjoyed her profiles, and would like the opportunity to sharpen your own interviewing and profile-writing skills, Lynn would love to hear from you and is inviting you to write a guest Profile.

You get to meet an interesting character, you get the byline, Lynn gets her hiatus, and other IWOC members learn about someone special. Everyone wins!

Lynn would be happy to show you the ropes. And her enthusiasm is infectious. You can call her at 847-501-2768 or e-mail: [park994@aol.com](mailto:park994@aol.com).

And speaking of Lynn, check out the following item:

### Member News

A profile article written by Lynn Sanders has been published on an e-zine called *Writers Stew*. “Naomi & Holt” can be viewed online at [www.writers-stew.tripod.com](http://www.writers-stew.tripod.com); check under “Meat & Potatoes.” The article is about how the life of Naomi, a disabled adult, has been transformed by her service dog, Holt.

Won’t you share your news with other IWOC members?  
Simply e-mail your information to [map133@aol.com](mailto:map133@aol.com).

“How can it be an error if  
it’s grammatical??!”

—Hedda Hopper

Hollywood gossip columnist  
responding to critics who chided her  
for her less than stellar writing skills

# FYI

## Upcoming events

### WRITERS & EDITORS/ONE-ON-ONE CONFERENCE

There are still a few openings for the ninth annual Writers & Editors/One-on-One Conference on July 11-13, 2003, in Chicago. The conference is billed as “a way for established magazine freelancers to meet in person with editors” from a variety of publications.

Details, daily schedules, and applications are available at <http://www.magazinewriters.com>.

Do you know of any upcoming events that might be of interest to your fellow IWOCers? If you want information included in next month's *Stet*, e-mail by the 15th to [map133@aol.com](mailto:map133@aol.com).

## Sound off!

More words to gripe about:

✍ Use of the word “gentlemen” for everyone from hockey players to serial killers. Example: “Did the gentlemen at Enron ever return the money?”

✍ Use of the word “folks” to denote people, when said with “sincerity.” Very popular on news analysis and morning TV news shows. Does calling people “folks” make you folksy? Example: “The folks at Enron denied any wrongdoing.”

✍ Candidate for Catchphrase of the Year 2003: “Regime change.”

✍ “Impactful.” Not only has the notorious and incorrect verb form of “impact” found its way into usage, but now there's an equally incorrect adverb form. Watch for both versions. When your client wants you to use either word, pull out a dictionary or style book. And if he/she insists you use it? YOYO.

✍ Bringing us to that acronym for “You're on your own.” A peculiarly appropriate phrase in the age of the New New Economy (a.k.a. the Old Economy or slump). Not to be confused with the Yankee catcher, the cellist, or Tommy Smothers. Example: “Please, sir, may I have my pension?” Former CEO's response: “YOYO.”

by Elaine Fiedler

**Need work?  
Check out  
IWOC's Writer's Line  
[www.iwoc.org](http://www.iwoc.org)  
user id: iwoc  
password: chgowtr**

## Calendar

May 13

**Board meeting:** Barnelli's, at Ontario and Clark, 3 PM. All members are welcome to attend.

**IWOC monthly meeting:** “Exploring the Healthcare Market” with a panel of editors and writers who will give you the low-down on what it takes to carry your writing expertise into the healthcare field. At The Feltre School, 22 West Erie, Chicago. For information about parking, please call the IWOC office. Networking at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$15. Come and check it out!

May 10

**IWOC Seminar:** “How to Market Your Writing” with Kathy McDonald, cosponsored by IWOC and the Midwest Writers Association. Pre-registration is required; \$35 for IWOC members. See article for details. At Gorton Community Center, 400 E. Illinois Ave., Lake Forest, from 9 AM to noon. To register, call 847-615-0543.

*The monthly food and networking get-togethers listed below meet at the same time and place each month unless otherwise noted. The groups welcome nonmembers.*

May 1/ June 5 (1st Thursday)

**IWORP monthly breakfast.** Join the Rogers Park IWOC contingent for breakfast at 9 AM at the A&T Grill, 7036 N. Clark St., Chicago. For more information, call Esther Manewith at 773/274-6215.

May 22 (4th Thursday)

**IWOOP monthly lunch:** The West Suburban group meets at noon at Poor Phil's, 139 S. Marion, Oak Park. Contact: Barb Dillard at 312/642-3065.

May 20 (3rd Tuesday)

**Far North monthly breakfast:** At 9:00 AM at Egg Harbor, 300 Village Green, Lincolnshire. For more information, call 847/821-1515. Contact: Carrie Suarez, [carrie.suarez@worldnet.att.net](mailto:carrie.suarez@worldnet.att.net).

If none of these meet-and-eat groups is in your neck of the woods, start your own group. Be sure to notify *Stet* so your group can be included in the calendar. A Streeterville group is in the works right now. For information, call Christina Foster at 312/274-0597.

*For details about IWOC monthly meetings or seminars, call the IWOC office at 847/855-6670 or check out [www.iwoc.org](http://www.iwoc.org).*