

# Stet

SEPTEMBER 2003  
VOLUME 22 NUMBER 9

THE NEWSLETTER OF THE INDEPENDENT WRITERS OF CHICAGO

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## SEPTEMBER ROUNDTABLE

# Tips, techniques, and strategies for success at IWOC Roundtable

BY JOEN KINNAN

Whether you're new to the game or an old pro, you'll learn practical tips and helpful strategies about being a successful independent writer at IWOC's annual September Roundtable. It's the popular program where members share their expertise, reveal their strategies, and help solve thorny issues you bring to the table.

Have a really slow-paying client? Find out how others get clients to ante up. Want to get into brochure writing but don't know how to break in or what to charge? Learn the ropes from someone who's been there, done that. Whatever you need to know, you'll find somebody who has encountered the same situation.

This is a great program for nonmembers and inexperienced writers—so invite those you know. Everyone gets a chance to participate, and everyone learns something. It's a chance to pick many brains in one fell swoop, so make the most of it.

And while you're at it, share your own strategies, pricing gambits, or any other helpful hints that have boosted your own career.

Join your colleagues at the IWOC Roundtable at The Feltre School, 22 W. Erie Street, on Tuesday, September 9. Networking begins at 5 PM and the program starts at 6 PM. Preceding the Roundtable, there will be a brief business meeting to elect a new slate of officers for IWOC. (See the slate on page 2.) And why not plan to stay for the buy-your-own dinner at an inexpensive nearby restaurant afterwards? There's always a lively discussion, and it's lots of fun, too.

Transportation includes several city buses, the Chicago and State el stop, and, for those who are driving, something we've all been waiting for—validated parking at CPS Parking, 10 East Ontario (just west of Wabash), for \$9 for up to four hours. It's do-it-yourself validation. Just stamp your parking ticket with the stamp ensconced on the front-hall table at Feltre. Other lots are also available, if you're trying to get rid of a large sum of money quickly. ✍

## "IWOC ROUNDTABLE"

Tuesday, September 9

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.

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

# iWOC

Independent Writers of Chicago

## Officers

### President:

Christina Foster 312/274-0597  
cfwrites@aol.com

### Executive VP:

Barbara Silverman 847/256-9900

### Treasurer:

Alan Laduzinsky 773/296-4349

### Secretary:

Suzanne Tague 773/274-6546

### Parliamentarian:

Brent Brotine 847/869-7733

### Board of Directors

Marilyn Hopkins 773/871-0432  
Harry Karabel 219/921-0877  
Rebecca Maginn 773/935-8410  
Mary Ann Porucznik 708/386-3796

## Committees

### Directory:

Jane Jerrard 773/561-5907

### Marketing:

Esther Manewith 773/274-6215  
Rob Sullivan 773/477-8415

### Public Relations:

Pat Terry 773/871-0087

### Membership:

Jeff Steele 773/481-0010

### Programs:

Viktorija Todorovska 773/472-0441

### Seminars:

Jenny Hamby 815/254-4939

### Writers' Line:

Dianne Rowland 630/834-0209

Website: <http://www.iwoc.org>

*Stet* is published 11 times per year by the **Independent Writers of Chicago**, PMB 19, 5465 W. Grand Ave, Ste 100, Gurnee, IL 60031, 847/855-6670. Internet address: [www.iwoc.org](http://www.iwoc.org). Copy submissions and advertising materials are due by the 15th of the month preceding publication. All submissions and ideas will be considered. Copyright ©2003 by Independent Writers of Chicago.

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# About your membership renewal

BY JANE JERRARD

**Have you taken stock lately? Do you have new contact information, new skills, or new and different ways to market yourself? It's time to update your listing in IWOC's SourceBook.**

IWOC's new fiscal year begins October 1, and it's time to sign up for another year of IWOC membership. Watch your mailbox—the 2003-2004 IWOC membership renewal packets are coming. If you haven't received yours by Monday, September 15, please call the IWOC office right away at 847/855-6670 and ask for a packet.

### MARK THESE DATES

To receive an extra free listing in next year's SourceBook, your returned renewal must be postmarked by October 3, 2003.

The final deadline for returned renewals is November 14.

Renewing your IWOC membership ensures another year of valuable networking, education, and information about marketing your business, increasing your billing, and breaking into new markets.

It's also your chance to update the categories you choose for the print and online SourceBook, change your contact information, and reword your business description.

You won't want to miss what IWOC has planned: new, exciting seminars, programs, and an all-new rate survey. Join your colleagues and give yourself the gift that keeps giving right back to you—membership in the Independent Writers of Chicago. ✍

## IWOC Officers nominated for the 2003-2004 term

*The nominating committee has presented the following slate for the 2003-2004 term beginning in October:*

<b>President:</b>	Jim Leman	<b>Chairpersons:</b>	
		Web site	Joen Kinnan
<b>Vice President:</b>	Harry Karabel	PR	Pat Terry, Cliff Terry
		Membership	Jennifer Oatfield, Jeff Steele
<b>Treasurer:</b>	Alan Laduzinsky	Marketing	Esther Manewith
		Volunteers	Jane Jerrard
<b>Secretary:</b>	Ellen Krupp	<i>Stet</i>	Elaine Fiedler
		Programs	Jim Ardito
<b>Parliamentarian:</b>	Christina Foster	Seminars	Jenny Hamby
		Directory	Susan G. Baird
<b>Board of Directors:</b>			
	Karen Schwartz, Marilyn Hopkins, Jim Ardito, Dixie Watterson		

## IWOC Fest— another lovely night

BY JENNIFER OATFIELD

For those who couldn't make it to IWOC Fest—it was another lovely night on the rooftop of Chicago's Pegasus restaurant. Gathering for the August party at Pegasus, IWOCers enjoyed a seemingly endless stream of succulent food, good wine, and fine friends as the evening turned from blue sky/white clouds to deep blue night sky pierced by the highrise lights. (OK, we didn't see Mars, but skyscrapers are a good substitute.) We talked, we laughed, we ate . . . boy, did we eat!

Picture if you will, 30 sated members of IWOC (pretty much stuffed to the gills). As the darkness descended and the Greek band played on, almost all 30 were "bobble-heading" in time to the music of mandolin, keyboard, and a lovely Greek singer.

This year, Jim Hodl won the drawing for the book *The Maltese Falcon*. (Our traditional Maltese Falcon figure is no longer available and the only substitute we could find was over budget.) Metro Golden Memories has promised to keep trying to track down the Falcon for us. Maybe next year.

If you didn't make it this year, come on down next August. In the meantime, there's always the holiday party in December. Sure, there might be snow instead of stars, but the good food, good company, and good times will continue. There's networking, great food, laughter, and prizes. Who could ask for anything more? ✍



### Help Wanted—Proofreaders

If you have a propensity for proof-reading, consider volunteering to proof the IWOC membership print directory. It takes a small group of volunteers to get this done, proofing as a group or independently in December and January. If you'd like to help, please contact Jane Jerrard at [jjerrard@mind-spring.com](mailto:jjerrard@mind-spring.com).

## Profiles of success turns the tables— Meet Lynn Sanders

BY SUSAN G. BAIRD

**Length of IWOC Membership:** "About 20 years."

**Why Are You An IWOC Member?** "At first, I wanted to learn about freelancing and enjoyed networking with people in the writing business. Now, I enjoy the support and camaraderie with other independent writers."

**Expertise:** "Video scripting, lyric writing, and writing for live productions. I also write ads, brochures, catalog copy, newsletters, Web sites, and speeches. My claim to fame was the lyrics for WGN-TV's station promo, 'Chicago's Very Own, Channel 9.'"

**Why Freelance?** "I wanted to set my own schedule and be my own boss. After having children, freelancing was the ideal way to work, and still be available for my boys."

**Projects I'm Most Proud Of:** "One of my favorites was a video project that I wrote and helped produce for Amoco's International Crane Foundation in Baraboo, Wisconsin. Amoco needed to inform its international marketing managers about their work for the Foundation. I was involved on the shoot, and got involved during the editing. I learned that the International Crane Foundation is the only place in the world where all fifteen species of cranes live. The project touched my heart, and I'm working on a children's book about it.

"Another favorite project was writing a video script for *Encyclopedia Britannica*. It was intended to educate professionals about how to create better schools for our children. The video was made in both English and Spanish versions. It went over so well in the Chicago area, that it was later distributed throughout the Midwest."

**Other Interests?** "Music—piano and guitar. Meditation and studying about spirituality. I love all the arts, writing poetry, and writing my own articles and children's stories."

**Best Advice?** "Follow your heart and do what you love to do. On a practical note, get everything in writing to avoid any potential conflict."

**Who Are Your Heroes?** Amelia Earhart—for being courageous, outspoken, and independent enough to follow her own dream. Gandhi—for doing whatever it took to unify his country. And my parents—who are like angels on earth to me. My dad is just getting his first book published at age 77 this fall.

**How Would You Like To Be Remembered?** "Someone who made a difference in the lives of others, with a loving, caring, creative spirit."

# FYI

## Upcoming events

LEARN HOW TO WRITE, SELL, AND PROMOTE YOUR OWN BOOKS



It's often been said that everyone has a book inside—here's your chance to learn how to get yours out and on paper the easy way (and even make some money along the way).

On Saturday, Oct. 4, 2003, author and former literary agent Jim Kepler of Adams Press will join PR veteran Esther Manewith of ELM Enterprises to teach "You Ought to Write a Book!" During this full-day event, IWOC members and other aspiring authors will discover time-tested methods for writing, selling, and promoting fiction and nonfiction books.

By participating, you'll learn:

- ✍ How to evaluate and focus your subject
- ✍ How to research and organize your materials
- ✍ How to construct a submission proposal
- ✍ How to approach agents and editors
- ✍ How your book is handled by publishers
- ✍ How to distribute your book
- ✍ How to promote your book
- ✍ How to make money from your book
- ✍ How to protect your literary property
- ✍ How to build a career as a writer
- ✍ How to become a self-publisher ...  
and whether self-publishing is right for you
- ✍ How and where to sell your book

And much more!

The IWOC member registration fee is just \$195 (nonmember price is \$295), which includes seminar handouts and lunch. The event will be held at the Chicago Athletic Association, 12 S. Michigan Ave.

Seating is limited ...so register today. Call the IWOC office at 847-855-6670.

*from Jenny Hamby, Seminars Committee chairperson*

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

## Calendar

September 9 (2nd Tuesday)

**IWOC monthly meeting: The September Roundtable.** Fellow IWOC members share their knowledge and experience with you. Bring your questions and/or share your own tips. Tell your friends: nonmembers and beginning independent writers are welcome. At The Feltre School, 22 West Erie, Chicago. Networking at 5 PM; program at 6 PM. Professional members free, associates \$5, nonmembers \$15.

October 7 (2nd Tuesday)

**IWOC monthly meeting:** Jerrold Jenkins, Chairman and CEO of the Jenkins Group, discusses the fast-growing industry of private publishing and its little-known opportunities for writers, editors, marketing consultants and others. 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!

*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.*

September 4 / October 2 (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.

September 25 (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.

September 16 (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.

*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).*