

OCTOBER MEETING

Talk About Expanding Your Horizons!

BY BECKY MAGINN

WE NOW HAVE THE ABILITY TO REACH OUT TO CLIENTS
ACROSS THE OCEAN AS WELL AS THOSE ACROSS TOWN

You've heard it again and again: Times are tough. The economy is down. People are tightening their purse strings. In our professional writing lives, this too often translates into "Sorry, but there's just no money in our budget for that project."

Come to our October meeting and hear something you may not have heard lately: a very positive message about today's job possibilities—literally, a world of possibilities.

It's no secret that our business has been significantly affected by the shift away from print. One result of the birth of new technologies is that we now have the ability to reach out to clients across the ocean, as well as those across town. The potential array of assignments might almost boggle the mind.

On the other hand, so might the thought of even attempting to compete with writers from around the world, all vying for those assignments. That is where our program for Tuesday, October 13, comes in. Dr. Edward Gordon will talk to us about how we can not only succeed, but also thrive,



in the evolving global work environment.

Dr. Gordon is an internationally recognized writer, speaker, and consultant on U.S. and global workforce trends. His Chicago-based management consulting firm, Imperial Consulting, advises corporations, government agencies, trade associations, and other entities. Drawing on extensive personal business experience, in addition to leading-edge research, he will challenge us to make improvements to our business practices that will pave the way for increased productivity and profit. This program will reference his latest book, *Winning the Global Talent Showdown: How Businesses & Communities Are Partnering to Rebuild the Jobs Pipeline*.

Looking over a number of reviews of Dr. Gordon's presentations, I quickly noticed a heavy emphasis on his delivery, as well as his

content. I was impressed by the frequent use of words like "passion," "energetic," "exciting," and "artful." Also, although the audiences varied widely, many of the reviews mentioned how well Dr. Gordon had customized his message for their meeting. So it seems we are in for not only a highly informative talk, but also an entertaining one!

This year, because of the state of the economy, the Program Committee has worked hard to bring you speakers who can help you expand your client base. Think about it: the world as your potential marketplace... Then think about whether you can afford to miss the October 13 meeting.

The meeting will be held in Room 5008 at National-Louis University, 122 S. Michigan Avenue (across from the Art Institute) in Chicago. Networking with snacks and beverages begins at 5 p.m., followed by the program at 6 p.m. The meeting is free for all IWOC members. Nonmembers pay \$15. Plan to stay for a buy-your-own dinner at a nearby restaurant afterwards for more networking. ♪

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PRESIDENT'S COLUMN/ROGER RUEFF

Sketches of Spain . . . And France and Belgium



ARRIVED HOME SAFELY MONDAY NIGHT FROM THREE WEEKS IN EUROPE. STOP. ALMOST OVER JET LAG BUT NOT QUITE. STOP. WONDERFUL TRIP FROM START TO FINISH. STOP. DETAILS TO FOLLOW. END OF DISPATCH.

The problem is not where to begin or end—I'll begin at the beginning and end in the middle—it's how to compress three weeks of great weather, marvelous companionship, fabulous scenery, fascinating sights, and terrific food into just a few pages of text. Even now as I scan through the hundreds of pictures I took (thank god for digital photography), I'm struck by how much happened in Europe this month that is of no international importance whatsoever and won't make the news but the implications of which affect me in a way that coups and peace treaties cannot.

Let's look at a few of the photos.

I'm seated at a table in a café in Madrid with six Spanish journalists and the publisher of the Spanish version of my play. Beside me sits the play's producer—who also acts in the play—translating something I've just said in English to one bright-eyed journalist while another journalist beside her jots notes. The mirrored walls in the background reflect rich mahogany paneling and a soft, golden glow from brass chandeliers that hang from the ornate ceiling. The café is famous, according to the plaque outside the front door, for the Spanish writers who have served as its clientele for over a century. I'm smiling at the camera. Unseen in the photograph

is the photographer herself, my significant other, who has accompanied me on the trip and has quickly earned the moniker Fille Vendredi (Girl Friday) for her attentive assistance and paparazzi skills while I play the temporary celebrity. The moniker is French, not Spanish, but has a better ring to me than Viernes Chica, so it sticks—and we shorten it to FV.

Later that morning. I'm seated in the stark, muted confines of a radio broadcasting studio with earphones on my head while a short, bearded radio host reads from a list of prepared questions. Again, the producer sits beside me, translating the questions and my answers. Before we arrive at the studio, he informs me that it is a right-wing radio station. I am expecting questions regarding morality, slanted in a particular direction. Those I get do not lean at all—at least from what I can tell.

Fast forward.

On the streets of Madrid. FV kneels beside a dark-green, graffiti-ed traffic light control box on which have been plastered two small posters. One is for an event called SEMANA DE LA COOPERACIÓN. The other is for my play, EL PEZ GORDO. It shows signs of weathering... a soldier on assignment from the theater, bravely manning its post in sun, wind, and rain.

Forward.

At an outdoor café near

the Opera, FV feeds a frantic flock of small brown birds with the crumbs of the potato chips that accompanied her sandwich. The birds are ravenous—her doting minions—and would gladly give their lives for her... as long as the chips hold out.

In a nearby cathedral, a soft, reverent, prismatic light shines through a set of stained glass windows and brushes the walls of four deep-set private altars on the sunny side of the sanctuary. It's the kind of light that illustrates how quiet the world can be.

Forward.

On the marquee over TEATRO ARENAL, a huge, horizontal poster advertises the play. Three actors dressed in business suits and immersed in dark water swim downward toward the camera—the central figure reaching out as if to grasp the lens. Each figure sports the actor's name. Mine is at the bottom, under the title and the tagline, "Nadie está por encima de Dios... salvo tu jefe." ("No one is above God ... except your boss.")

That night, after the show, which is one of the best productions of the play I've ever seen in any language (including English) the camera lens frames four happy people in the warm, no-flash glow of a Madrid tapas bar also named EL PEZ GORDO—me, the producer, his very lovely actress girlfriend, and the exquisite FV. All of us are beaming.

Flipping more quickly now.

An online interview at a

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Social Media: How to Link In, Face(Book) It, and Twitter Your Way to an Online Business Presence

BY KAT VALENTINO

UNLIKE OUR CARBON FOOTPRINT, THE GOAL FOR OUR DIGITAL FOOTPRINT IS TO BE LARGE

If you are anything like me, the terms social media, social networking sites, and digital footprint have long caused a mixed reaction of fear, confusion, and head spinning all culminating in a near opioid stupor causing my mind to short-circuit. This leads to my (and the cats) climbing into my chair to hide from the big, bad wolf of technology. I cling to my writing dreams, which include paper, print, editors; not websites, blogs, and tweets. While my dreams still exist, my fears were significantly diminished with the guidance of IWOCer Barbara Rozgonyi's presentation "Social Networking for Writers: Build Your Brand & Enhance Client Relationships."

Rozgonyi, who heads up Cory West Media, LLC and publishes www.wired-PRworks.com, brought clarity and enthusiasm to the confusing world of online social-media sites. These sites include LinkedIn, Facebook, MySpace, Twitter, and Slideshare.net. Social media are all about content and the connections for which clients are looking. Fluidity in social media can be a significant value-added connector for any client of a writer. Unlike our carbon footprint, the goal for our digital footprint is to be large. Rozgonyi explained that the more we do online, the greater our digital foot-

print. This includes not just our own websites and blogs, but also our responses to questions, comments on others blogs, any time we act or react online via social media sites. This leads to more hits when people search your name, which can lead to an increase in clientele.

Social Media Strategy

Your Social Media Strategy includes considering the personality you want to present online, the community that you want to target (local, medical, writers, etc.), and the value you can bring to that community. Other things to consider are the outposts, or where the presence will be best represented, and planning when to become active in such outposts.

Social Media Plan

The Social Media Plan includes formulating the purpose: What are you going to be? Why are you doing this? What kinds of groups do you want to join? Most importantly, is this something for you? In order to execute your plan successfully, it is imperative that you are active with your postings, commenting, and answering questions. The secret to having your answer rated as a "best answer"? An old trick that we have all

used when interviewing for jobs or making a pitch to a prospective client: know the person asking the question. Do a quick check on that person's information and then answer the question with that person's specific needs in mind.

Social Media Policy

No business endeavor can be complete without a policy. Your Social Media Policy should include who you are going to accept: everyone, friends, or only professional contacts? Of what groups are you willing to be a fan or a member? Keep in mind the image that you have worked hard to create for yourself and how best to keep that image moving forward through the online media world.

Finally, make conscious choices about the phases of creating your online presence. Find out where your clients are online and start with the forum that most fits your clients' needs. For example, if you want to focus on professional networking, LinkedIn is probably your best starting point. However, if your focus and clients involve music, MySpace may be a better avenue. After attending a live networking event and collecting many business cards, connect with those same contacts online.

Your Social Media Strategy combined with learning the tricks and tools of social media can lead to diverse job opportunities, some of which meet needs your clients

may not realize exist. These include completing tasks such as writing content for YouTube videos, Facebook profiles, or cleaning up LinkedIn profiles for associates. Budurl.com/kwtool can help you choose the right words to get traffic to your sites and help you remain on top of current keyword trends.

Rozgonyi also briefly reviewed the world of blogging, which has continued to evolve from primarily reactionary postings by anyone to journalistic and professional postings. People go online in order to have a voice, so it is important to know what your focus or story is for your blog. Your blog offers a forum to showcase your strong content and the connections clients are looking for. There are also blogging conferences that can yield much information and connections within the world of blogging.

Twitter provides a shortened form of blogging. Rozgonyi recommends following no more than 10-20 people at a time or no more than you can actively follow. How to find who you want to follow? Search.twitter.com can help you decide who to follow or who is discussing the topics that interest you. Tweelaw.com is the Twitter Yellow Pages. It has several search features that can help you find the right Twitterers to follow.

Continued on page 5.



Sketches of Spain ... And France and Belgium

Continued from page 2.

Spanish news agency with me, the three actors, and a girl at a keyboard, who is typing as fast as she can. It's her first day on the job, and she's nervous about making mistakes... which guarantees that plenty are made.

A sidewalk marker identifying the zero point for all Spanish roads.

FV and my Italian agent on the streets of Madrid—bespectacled with sunglasses against the brightness of the mid-day glare. In the background hangs a shingle for Museo del Jamon (Museum of Ham), a chain of Madrid restaurants specializing in cured meats. The mere idea makes me salivate. FV, a vegetarian, is not impressed.

Opening night. Me, the three actors, and the director stand before a phalanx of photographers, smiling—and why not. It's a great show.

After the show. FV stands at the bar in black and white—eyeing me through the camera lens while she waits for two glasses of wine. Her face bears the look of calm joy.

Later still. In the center of a bustling square not far from the theater, the producer beams a radiant smile, his arms around two beautiful women—one his girlfriend, the other FV—while the lights of Madrid blaze behind him.

Onward.

More shots of Madrid. Large, bustling plazas. Great, massive buildings. Picasso's "Guernica" in all of its anguished glory.

Then outward—through France to Belgium.

The deep blue waters of the Atlantic Ocean lapping against the shores of San Sebastian.

FV and I at an outdoor café in Marmande, France.

The remains of a small Roman village in what is now the town of Argenton-sur-Creuse. The calm, idyllic beauty of the Creuse river as it flows past the town center.

Ancient churches of all sizes and eras, each playing its own game with light and shadow inside.

A 14th-century castle in Sarzay, France, singlehandedly restored to its former glory by one man who made it his life's goal to do so... a robust gentleman who leads me by the wrist to a table in the courtyard, where he offers up English-language magazine articles describing his quest and serves us beer and freshly picked grapes.

Paris by day and night—the Basilique de Sacre Coeur, the Eiffel Tower, Notre Dame. The marker that serves as the zero point for all French roads.

The Hôtel de Ville in Louvain, Belgium—a cathedral to commerce as grand as any church.

The Grand Place in Brussels and its centuries-old denizen, the Mannequin Pis.

The deep woods surrounding our friends' home, sifting the midday light.

A pot of mussels in white wine steaming on a stove.

The Beguinage in Bruges, where a 13th-century order of mystical nuns lived a communal life until Pope Clement V accused them of heresy and began the systematic, decades-long persecution that led to their demise.

The cathedral at Reims (pronounced "Rez") in France—the pinnacle of high-gothic architecture—an ornate and masterfully executed structure that puts life in perspective.

The high, strong walls and grand, muscular hallways of the Palais des Papes in Avignon, where the papacy was seated in the 14th century until it was moved back to Rome.

The Pont du Gard—a 1st-century Roman aqueduct still

standing, proud and strong, across a riverbed almost dry.

And one other image... the best and most important one. Recorded in my memory only. An off-camera moment for the ages.

On the first Wednesday night after FV and I left Madrid, we found ourselves dining on the small, intimate terrace of the quaint little Hôtel des Artistes in Gargilesse—a tiny village nestled in central France. Gargilesse is listed as one of the most beautiful villages in France, and our pictures back up the claim. It sports the remains of an 8th-century castle adjoined to a 12th-century Romanesque chapel and is where the writer George Sand found refuge when she tired of her "lady of the manor" life in Nohant, not far away.

It was one of those golden moments filled with good "juju," which one can pursue for a lifetime but never depend on catching. The sky was calm and deep as it darkened, dotted with a few harmless clouds. The food was as superb as it had been when we'd dined there two nights before—a vegetable terrine in puff pastry and warm-goat-cheese salad for her... pate du maison for me, and beef brochette. The wine (du region) was rich and red and heady.

It was also the 18-month anniversary of our first date, and we had joked all day about whether or not to keep going. In the afternoon, I had asked her what she'd gotten me for our anniversary. The answer—nothing... she'd wanted to get a card, she said, but didn't have time before we left. I pleaded the same.

We ordered dessert—crème caramel and a coffee for me... for her, the chocolate mousse. As soon as the waitress shuffled off to the kitchen, I told FV that I'd cheated and had gotten her something after all. I told her to close her eyes and put out her hand. When she did, I extracted a small lacquered box from the pocket of my sport coat and placed it into her hand.

"Open," I said. She did—her eyes first, then the box... then her eyes again, this time much wider.

Nestled in a fold of silk fabric in the box was a question manifest in the form of a diamond ring. The answer, I'm pleased to report, was an unequivocal "Yes."

So I left the U.S. with a girlfriend and returned with a fiancée. And she never did finish that mousse. ♡

Final IWOC Renewal: Oct. 13

By now everyone knows that getting involved with online media sites is *the* way to promote one's business today. IWOC has a highly visible site and a Linked-In group, plus we're soon to be on Twitter and FaceBook too. If you want a business presence on these media, IWOC is your answer. In this economic climate IWOC is more important than ever. (The best way to get the most from IWOC is to come to meetings, network with other members, and otherwise get involved. That's how to get referrals, meet potential hirers, etc.) To ease the strain on the wallet, we've extended the 10% dues reduction until October 13, but if you still have a problem, we'll work something out. Just contact me. IWOC needs you, and you need IWOC. Please renew HERE NOW. — Joen Kinnan, webmaster

Using Social Media to Increase Your Business Presence Online

Slideshare.net allows you to upload PowerPoint presentations so that clients can see your work. Visit Slideshare.net/wiredprworks to see Rozgonyi's works, including the slide presentation given to IWOC. Wordle.net is a site that generates word clouds from text that you provide.

Greater prominence is given to frequently used words that appear more often in your text. Moo.com is a very cool site for custom business cards offering an assortment of images.



Rozgonyi is also the founder and CEO of the Chicago chapter of Social Media Club. This club is for anyone who is involved in social media or desires to learn more about it. Join the group on Facebook or follow on Twitter.com @SMCChicago.

I left the IWOC meeting eager to explore the many links she provided and the direction that was given. My favorite piece of advice: you don't have to do them all. Oh, thank heaven. Rozgonyi says it is much better to be on one site with a strong profile that you update regularly than to be on many sites but be incomplete. Focus more, diversify less. But, if you are on several sites and have a blog, Posterous.com can consolidate your blog and other site information. It will then update all your sites at once.

Thanks to Rozgonyi, I just might move into this century by adding a business page to Facebook and maybe even joining Twitter. I did explore Twitter as I wrote this piece and found it so easy, even a cat can Twitter. Check her out at Twitter.com/Gracioloretta. 🐱

IWOC Welcomes New Members

Kevin Bradshaw

Gail Goldberger

Amy Novotney

Laura Sabransky

Ken Trainor

and Returning Member

Deb Quantock

Calendar

October 13

IWOC Monthly Meeting. In these tough economic times, our client pool may seem to be shrinking. But is it? Those with vision think not. Speaker Dr. Robert Gordon will tell us how to broaden our horizons to encompass a worldwide marketplace. The meeting will be held at National-Louis University, Room 5008, 122 S. Michigan Ave., Chicago. Program 6 p.m. Networking 5 p.m. Nonmembers, \$15; IWOC members free. Buy-your-own dinner follows. Nonmembers welcome. For more information, call 847/855-6670 or visit www.iwoc.org.

The monthly food and networking get-togethers listed below meet at the same time and place each month unless otherwise noted, but call ahead in case of cancellation. The groups welcome nonmembers. If there's no group in your area, why not start one? Contact webmaster@iwoc.org.

October 22 (4th Thursday)

IWOOP Monthly Lunch. Join near-west suburbanites for a noon lunch at Poor Phil's, 139 S. Marion St., Oak Park. For more info, call Barb Dillard at 312/642-3065. Check before you come. This lunch is monthly only if there are enough people who can attend.

November 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 info, call Esther Manewith at 773/274-6215.

It's Happening on the Web!

Check Out Writers' Line

Browse Resources

See What's Doing in IWOC Events

WWW.IWOC.ORG