



Winter 2011-2012

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Lessons My Mentors Taught Me

by Marianne Wolf-Austraskas

I had dinner recently with a young woman who had been an intern with me during my time working for the U.S. Senate. The student had come from the University of Chicago. She was bright, sharp, and she stood out from the rest of the interns. I saw the potential for her future and did my best to encourage her. I have kept in touch with her by email since her internship ended. I had promised her should she ever need my help in any way, I'd be willing to do whatever I could for her. Joanna moved to New York and we remain connected through emails and social media including LinkedIn and Facebook. This past summer, she asked me if I would be a reference for her for a job she was eager to get. I was more than happy to oblige.

During my early years at the Illinois Woman's Press Association I had

good mentors and met with individuals who were willing to share their experiences and advice with me. I never forgot how important their support had been. I never forgot the references and recommendations they had been willing to provide, and in some instances still do for me. They saw the potential in my future long before I did. I've always tried to do the same and have never understood those women in the workplace who have been more combative than nurturing to the next group of young women building their careers.

Joanna came back to Chicago to visit former professors and friends. She had reached out to me before her trip to set up a meeting - breakfast, lunch or dinner during the weekend she'd be back in Chicago. She wanted to share her experiences at her new job, living in Manhattan, what was next on her horizon and to thank me in person

for taking the time to assist her. She's on the right track. I made some suggestions for her to take back to her boss; of course they involved using social media on the project she's involved in.

So why am I sharing my story of Joanna with you? As members of IWPA we all have the ability to make a connection, lend a hand to a colleague and become a mentor to someone.

Have you made the connection to the Illinois Woman's Press Association groups on LinkedIn, Facebook or Twitter yet? There is also a group for the National Federation of Press Women on LinkedIn and on Facebook as well. These are the easiest ways to get reconnected with members of both organizations, learn what other members are doing, and discover who you might be able to build a stronger friendship with.

Our Mission

The IWPA (since 1885) is an organization of communications professionals whose objective is to maintain and improve the professional standards of members in mass communications in Illinois, to promote their interest, and to provide for the sharing of ideas and information. IWPA is an affiliate of the National Federation of Press Women.

As Illinois Woman's Press Association members, we have experienced the value and benefits of our diverse organization first-hand. We look forward to working together with our membership to move our affiliate into its 127th year!

Website: <http://iwpa.org>.

'Like' us on Facebook: <http://www.facebook.com/#!/pages/Illinois-Womans-Press-Association/166249870091851>

"Follow" us on Twitter: @IWPA1885

Lessons My Mentors Taught Me (Con't)

Have you thought of offering your wisdom to new members of IWPA, a young person just starting out their career, or a college student? If you're already doing it, I tip my hat to you. If you aren't, please consider doing so. You'll be amazed by the possibilities!

Put Your Writing Skills to Work for the Red Cross!

At the May 2011 Mate E. Palmer Communications Contest Luncheon, sponsored by the IWPA, the group welcomed Martha Carlos, a key member of the Media Relations team at the American Red Cross of Greater Chicago. Martha served as the keynote speaker at this year's event and put forth a request to the active and ambitious members of our organization.

In Chicagoland the American Red Cross of Greater Chicago serves 9.6 million people, trains more than 250,000 people in health and safety classes like CPR and First Aid and responds to 3-4 disasters a day, every single day. The organization does the important work of uplifting the disadvantaged portions of our urban population, but they can't do it alone.

They require the support of successful, accomplished communications professionals such as the members of the Illinois Woman's Press Association. How can we help?

1. Be a part of on the American Red Cross of Greater Chicago's new pilot

program, the Professional Story Corps Team.

Storytellers are needed (video, photo, written word) to tell the Red Cross's story to the general public, donors and others in a compelling way.

2. . Blog for the Chicago Red Cross blog. <http://www.chicagoredcross.blogspot.org>

3. Join the disaster public affairs team.

Train to be an on call spokesperson and field reporter for the American Red Cross of Greater Chicago. In this role you'd interact with local media and inform them about how the Red Cross is helping and also capture content from the scene of local disasters (home fires, blizzards, heat, water and transportation emergencies etc.). This role offers the potential to be deployed nationally to disasters to serve as an American Red Cross spokesperson as well.

Your involvement would support the work of a critical organization, launched in 1859, that serves so many people in need. Not only would your efforts reinforce the Red Cross's mission, but it would act as a great resume builder.

Are you interested? If so, please contact Marianne Wolf-Astrauskas at mwolfastro@aol.com.



IWPA President Marianne Wolf-Astrauskas

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The IWPA Presents “Web 2.0 and Blogging: Using Social Media to Promote Writing”

by Rachel Madorsky

We live in time when social media is a necessary tool in the promotion of writing. Every communications professional is looking for new ways to network as well as methods for circulating content.

These truths were the driver behind the IWPA’s November 12, 2011 event at Columbia College. The guest speaker was Becky Sarwate, IWPA board member and PenPoints editor as well as the Sr. Social Media Manager/Head Writer at Hearthware Inc., a home products manufacturer in Libertyville, IL. Becky also works part-time as a web writer for real estate and personal finance journalist Ilyce Glink.

The presentation began with an overview of social media and its critical importance to our field. Many attendees brought their own laptops for this hands-on, interactive experience. Quite a few who use social media every day and thought they knew the “rules” were pleasantly surprised by how much they learned.

Becky walked participants through the basics of Twitter, Facebook and LinkedIn – highlighting her own experiences as the IWPA’s social media coordinator every step of the way. We learned about Twitter handles, direct messages, the difference between @replies and regular “tweets” and the wonders of shortening links via www.Tiny.cc. Now there’s a way to conserve those 140 characters!

It was interesting and educational to learn how we can leverage our Facebook “friends” to reinforce our professional efforts. We also learned that LinkedIn is not just for professional networking and what the new rules are for engagement. Some of the most valuable tidbits attendees took away were when and how often to post content on Twitter, Facebook, LinkedIn, and the “80/20 rule.” Social media is also a necessary partner in the blogging process.

Becky was technical and professional and the unforgettable experience was beautifully organized by new IWPA member Beth Dugan, a former graduate student at Columbia. It is the work of newer members like Becky and Beth that are leading this 127 years young organization into the future.



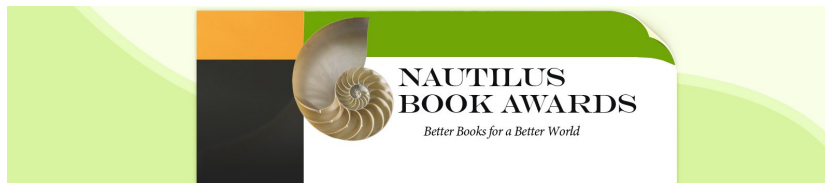
IWPA Member and PenPoints Editor Becky Sarwate

Last Call for Submissions to the 2012 Nautilus Book Awards!

The Nautilus Awards recognizes and honors Books & Audiobooks that promote Better Books for a Better World. Nautilus Books Awards is committed to seeking, acknowledging and honoring books that inspire and connect our lives as individuals, communities and global citizens. Dedicated to excellence and the highest of standards, the Nautilus Awards winners receive excellent recognition, media coverage, outstanding marketing opportunities, prestige, industry exposure and SALES!

For more information, including Guidelines for Entering, a list of Categories, a downloadable Entry Form – and more – please go to http://www.nautilusbookawards.com/Guidelines_for_Entering.html.

The award submission closing date is January 31, 2012.



Nautilus Book

Award Entries Due

by January 31,

2012

The OpEd Project Hosts “Write to Change the World” Seminar

The OpEd Project, a social venture founded to enrich and improve the world’s conversation by expanding the range of voices from which we hear, is holding its next day-long seminar. “Write to Change the World,” for Chicago-area women on January 15, 2011 at the Medill School of Journalism’s downtown location (105 West Adams, Suite 200). For more information or to register, check out the following link:<http://www.theopedproject.org>

Interested participants may also qualify for a “Pay in Words” scholarship that covers the program free. For more details, please visit: http://www.theopedproject.org/index.php?option=com_content&view=article&id=174&Itemid=117.



Elect to Pay Less with the IWPA's Early Membership Renewal Offer!

It's an election year and in the spirit of democracy and thriftiness, the board has voted to offer an early bird special of \$89.00 to current members, with payment due by December 31, 2011. After that date, membership renewal will revert to \$99.00.

If there are no changes to your personal or professional contact information, please take advantage of the easy to use, secure PayPal link below to pay your 2012 IWPA dues by credit card. You have until midnight, December 31, 2011 to take advantage of this savings opportunity:

http://www.iwpa.org/about.us/join_us.htm.

As an extra incentive, please be aware that participation in the Mate E. Palmer Communications contest requires that professional dues be paid in full before entries can be accepted. Due to accounting and labor headaches experiences in year's past, we can no longer combine the two functions.

We are so grateful for your membership and commitment to this organization, which opens doors for communications professionals of every stripe. 127 years and the IWPA is still going strong!

If you have any questions, please direct them to Rachel Madorsky, IWPA Membership Chair.

Celebrate Jane Addams Day with Anita Hill!

by Jan Huttner

Announcing Anita Hill's visit to Chicago on 12/10 (Illinois' 5th annual Jane Addams Day):

<http://iwpa.org/meeting.special.htm>

The IWPA is a proud co-sponsor for this event.

And here's a link to writer Stella Foster's piece in the Sun-Times:

<http://www.suntimes.com/news/foster/7861122-452/anita-hill-comes-to-chicago.html>

This program at the Chicago Temple is FREE & open to the public, so you do NOT need a reservation. Just plan to come & enjoy.

And in the meantime, please help spread the word!

Save \$10 on 2012

IWPA Dues When

You Renew by

December 31,

2011!

Video Internship Opportunity

The Chicago Chapter of the Association of Fundraising Professionals is seeking a talented, pro bono intern for a large video project. The right person will generate great publicity/exposure in the Association's Program Book, distributed to over 700 attendees at the Philanthropy Awards Luncheon scheduled for Friday, May 11, 2012. Interested candidates should contact Eric Johnson at ejohnson@incschools.org. Please include "AFP Awards Luncheon" as the subject line of your email.



So We All May Be Heard: H Effa Webster

by Marlene Cook

H Effa Webster is listed as IWPA President from 1898 to 1900, but little is known about her personal life. We do know the H she used in her byline was for Hannah. She was born February 25, 1839 in Vermont to Clark and Lizzie Bettee Fisher. She married Thomas Webster who preceded her in death.

She joined The Illinois Woman's Press Association in 1891 and served as its president for one term and was honored as a lifetime member.

She is said to have encouraged young writers of her time, both men and women, "several whom have won distinction in the newspaper field." She served as a delegate to the National Editorial Association Conference in Asbury Park, New York in 1894 - one of five illustrious Illinois delegates at a time when women were not readily accepted into the "good 'ole boys club."

Webster was a respected columnist and art critic for the Chicago Exam-

iner and Chicago Mail and is often quoted for her observations of early work done by famous artists such as Paul Gauguin, Arthur Dove, William Clasmann and Gustave Cimiotti.

She was one of the major critics covering the prestigious 1913 Armory Show at the Art Institute in Chicago. The show featured works that made unconventional use of color and form and refused to idealize the human form. It was the beginning of the modernist and cubist art period, changing the art world forever.

She expressed outrage over Gauguin's nude painting, "The Spirit of Evil," and wrote, "As obscene as it is vile . . . the woman's face is detestably detestable in its evil leer." Of Dove she wrote, "Artist Dove paints rhythms of color."

Webster died April 26, 1927 at the age of 88 years, one month and 27 days, at the Chicago Home for the Incurables at 5535 Ellis Avenue. The cause of death was listed as "mitral and aortic insufficiencies" from which

she suffered for five years.

She was one of three IWPA members buried in Allerton Ridge Cemetery, Lombard, in a plot that had been bequeathed to the IWPA for the burial of indigent journalists. Her body was one of the first to be relocated from Block 4 to Block 1, Lot 91 in 1996 when developers purchased the cemetery for commercial development. The small consolidated cemetery at Butterfield and Highland Roads bears a plaque with her name and those of Rosella Dean and Viola McAtee - along with an IWPA memorial marker.



Marlene Cook, IWPA Historian & Archivist

Today's Illinois
Woman's Press
Association Members

Continue to be
Inspired by Those
Who Came Before

History Bytes: The NEAC Convention of 1894

by Marlene Cook

A report from the New York Times on the National Editorial Association Convention held in Asbury Park, New York on July 6, 1894, shows how strong our founders really were. Of the six women mentioned as unprecedented female attendees, four of them were members of the Illinois Woman's Press Association. They include Caroline Hurling, one of IWPA's founders; H Effa Webster, president from 1898-1900; Fannie Harley and Eliza Bowman.

The report reads:

" Nearly 50% of those who have been attending the convention are women. The sex is represented by 11 delegates.

The best known of the women delegates is Miss Caroline Hurling, a special writer for the Chicago Inter Ocean. She attended the Boston convention of 1891 as a delegate. She

bears the proud distinction of having been made a notary public in New York State by Gov. Grover Cleveland. She is quick in speech and like most women who write for the press, is not backward in expressing her views on woman's position in the profession, her capabilities and her future. Miss Hurling is the first woman ever chosen as delegate to a National Editorial Convention and the only woman who ever held an office in the association.

Illinois Women journalists, as they are called out there, abound. Many newspapers printed in foreign languages are owned, edited and controlled by women. Five women delegates to the convention are from Illinois. They all speak English.

They are Miss Kells of the Union Signal, which is exclusively a woman's paper, protecting her prerogative and asserting her rights on all occasions; Mrs. H Effa Webster of the

Chicago Evening Mail; Mrs. Fannie H. Harley of the Universal Truth, Miss Emily Stockham, of the Evanston Sentinel and Miss Eliza W. Bowman of the Chicago Newsboy's Appeal.

All these women are enthusiastic in the work of their profession. Most of them assert that women should have the same privileges as men; that they are worthy of as great remuneration as the stronger sex, and only two or three are opposed to women suffrage.

The majority are convinced that the only way to save the country from perdition, anarchy, and all the violent upheavals now going on in the woolly and bounding West, is to supply women with the ballet and 'prevent the use of bullets' as one of them put it."

Members In the News — Mary T. Wagner Takes Book of the Year in Royal Palm Literary Awards!

In late October, IWPA member Mary T. Wagner did our organization proud by accepting top honors at a conference sponsored by the Florida Writers Association. Her book *Fabulous in Flats* was chosen at the book of the year in the published category of the 2011 Royal Palm Literary Awards.

Mary reported of the recognition, "It was exciting, and thrilling, and humbling, and great. I'd been a finalist a few times before, but this was just...fabulous! I'm so glad I ditched caution and flew down there on a hope and a prayer."

Congratulations Mary!



IWPA Member Mary T. Wagner Displays "Book of the Year" Award

Members In the News—Tracy Ahrens Talks *Raising My Furry Children* & New Book!

IWPA Member Tracy Ahrens appeared on the Ron Jackson show on September 24, 2011. The show airs on WKAN 1320 AM in the Kankakee, IL area. She was there to discuss her book, *Raising My Furry Children*.

To listen to the broadcast, you may locate on the Weaving Dreams Publishing website at the following link: <http://www.weavingdreamspublishing.com/nonfiction/raisingmyfurrychildren.html>

In other Tracy Ahrens news, her first published book of poetry, by Finishing Line Press, is ready for advanced copy sales!

Titled, "Nature Will Heal," the amount of books printed for sale at the public release date – set for February 4, 2012 - depends on advance sales.

Advance copy sales run through Dec. 7, 2011.

You may purchase a copy of the book through the Finishing Line Press

website for \$14 plus shipping (\$1.99). Direct link: http://www.finishinglinepress.com/product_info.php?products_id=203



IWPA Member Tracy Ahrens

Obituary: Phyllis Rohr

Past IWPA President Phyllis Rohr died October 8, 2011 at the age of 77. She leaves behind a husband, Ernie, two children and two grandchildren.

Phyllis began her writing career at the Opinion Newspaper, in Riverdale, IL in the mid-1970s as general reporter. She later became the Cable Public Access coordinator for the Village of South Holland, IL where she also trained interns from Columbia College. She was president of IWPA from 1990-1992 after serving on the board as membership chairman, corresponding secretary and parliamentarian. Phyllis served on the boards of many community organizations in her hometown of South Holland volunteering her leadership skills.

Whatever Happened To...Margaret Bengsten?

by Marlene Cook

After more than 25 years as a very active member of IWPA and NFPW, Margaret Bengsten just seemed to disappear. Members tried to contact her, find her online and asked "What happened to Margaret?" No one knew.

Margaret was IWPA president from 1979 to 1981. She was named "Woman of Achievement" in 1977. She was also the force behind negotiations in the mid-1990s, resulting in the lucrative sale of a burial plot that had been bequeathed to IWPA (see Page 5). A leader in her community, she was awarded many citations for charitable work. Her communications career spanned six decades in print, broadcasting and public relations.

While surfing the net, I uncovered her obituary from the Chicago Tribune dated November 25, 2001. Margaret died in her sleep on November 2 of that year, a decade ago, from pulmonary fibrosis. She was 79 years old. Funeral Services were held at Grace Lutheran Church in LaGrange. Interment was at Cemetery Park, Iron Mountain Michigan.

Member Profile: Rachel Madorsky

by Cynthia Ogorek

Well-known author, healer, and IWPA member, Rachel Madorsky is also a radio talk show guest; a conference and workshop speaker and a participant in book club discussions. She was educated in the Ukraine, Belarus and at DePaul University in Chicago.

After helping a friend suffering with cancer to recover, Rachel, who had been a college-level teacher of electrical engineering all her adult life, began to investigate other instances of healing.

"For me it was research. How is it working," she remarked as she described her search for case studies. She soon discovered that the field of healing and karma was huge, global in nature. "I started doing research [and] couldn't stop. New cases keep coming, new and more interesting levels. I like to do research. I like to go deep [into] history, culture, anthropology.

"I wrote the books so people could help themselves. Some people like the practical; some people like stories." The subject is not for everybody, though, she added. "It scares some people."

So far she has published six books. Her second, *Symphony of Your Karma*, "was more philosophy," she explained although it was based on the history of karma.

Publishing her work has been a long process and it was difficult to find an agent, she recalled. But her books have now appeared in the U.S., India, the Ukraine, and Russia. *Symphony of your Karma* won IWPA's 2009 Mate E. Palmer Communications Contest Award.

Rachel has been an IWPA member for 15 years after first encountering IWPA members at a conference in the southern sub-

urbs.

"I met some people, [who] became friends, attended some events...I could not disconnect myself. People gave me advice when I asked; they were very helpful and encouraging. Never let me down."

Rachel is pleased to see that IWPA has lately attracted many younger members. "Looks like it won't be a senior club," she quipped. "We have a fresh look. I'm so happy to see it. We [older members] have experiences, but they have energy and fresh ideas."

To learn more about Rachel and her work, please visit her website: <http://www.rachelmadorsky.com>



IWPA Membership Chair
Rachel Madorsky

More on Rachel....

On October 12, 2011, Rachel appeared on the Laura Dion-Jones Show (WRMN 1410 AM). The purpose of her visit was to discuss her newest book, *Maestro: Unveiling Karma and Reincarnation*. You can watch this fascinating segment on YouTube: <http://www.youtube.com/watch?v=AcjzW4w5UBw> "



Rachel Madorsky on the
Laura Dion-Jones Show

Which IWPA
Members Do You
Want to Get to
Know Better? Send
Profile Suggestions to
Becky Sarwate.

Call to All Published Authors: Do You Want to See Your Book on the IWPA Website?

Social media coordinator Becky Sarwate and Web Designer Art Brauer are launching a new membership benefit. Published authors interested in another public relations platform are cordially invited to submit their work for display on the IWPA website!

Please send a thumbprint image of your published book, along with a link to where it can be purchased (Amazon.com, etc.) to Becky Sarwate at bdiva88@msn.com. A short description of the book should be included in your email for social networking purposes (Twitter, Facebook). After circulating the content, the image and links will be placed on a newly created IWPA web page!

Questions about the new program? Please contact Becky Sarwate.

Calendar of Events

December 10th – 5th Annual Jane Addams Day with Special Guest Professor Anita Hill

December 31st — Last day to take advantage of “early bird” special on 2012 dues

January 9th — All entries for the Mate E. Palmer Communications Contest must be postmarked and mailed (visit iwpa.org for more information)

February 18th – TBA

April 21st – 3rd Annual Pizza Networking Event at Marlene Cook’s

May 19th – Annual Mate E. Palmer Award Banquet at the Union League Club

May 22nd to 29th — The IWPA will host a 7 day trip to Germany with escort Volker Viet, of Travel-Ways



IWPA