

Byword

So you want to be your own boss

Have you ever thought about being self-employed or an independent writer? What is it that you can offer? How do you get started? Can you make a good living? Learn the answers to these questions and more from three qualified panelists who walk the talk.

They will speak and answer questions at the Thursday, Sept. 4 chapter meeting, which is held at McMahon's Prime Steakhouse, on the southwest corner of Ft. Lowell and Swan Roads, from 11:30 a.m. to 1:15 p.m. The presenters are:

Elena Acoba, part-time freelancer and mom, is a regular contributor to the *Arizona Daily Star*, *Tucson Guide Quarterly*, *Arizona Living*, *Tucson Home* magazine and the University of Arizona's *Arizona Alumnus* magazine — to name a few.

Janni Simner, an author of children's books, does web design, and writes feature articles, newsletter stories and

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Dan Duncan, left, group vice president of Community Impact for United Way, and Ray Depa, general manager of KGUN 9, give away door prizes during the 2003 "BIG C" networking event.

Communicators use networking skills

By Marilyn Pincus

Q: *What is networking anyway?*

A: *Interacting or engaging in informal communication with others for mutual assistance or support.*

(Source: www.dictionary.com.)

If you attended the "Big-C" 2003 event held at the Terra Cotta Café June 17, you witnessed this phenomenon in action. If you didn't attend, plan to attend "Big-C" 2004. Or, volunteer to help put it together. IABC is quickly establishing a tradition of being the kickoff organization for the annual "Big-C."

As IABC Special Events Chairperson 2002-2003, I called a Planning Meeting. Representatives from PRSA, STC, AWRT, AMA and ADFED were asked to attend. Right then and there the networking began! By the time that meeting concluded, possible dates, places, sponsorships and other details were discussed.

Goals were articulated and embraced (e.g., keep admission cost low, don't make a profit but don't operate at a loss, and pack the house! Bring 150 - 200 of Tucson's best and brightest out for the event.) We knew who was checking on what and agreed that further communication would be conducted via email. And, so it came to pass. (Two thick paper file folders in my office attest to the detailed communications that flowed back and forth.)

When you work with people you don't know well, you get to know them!

The dynamic Planning Committee composed of Pearl Ford-Fyffe, Brenda Huettner, Carolyn Smith, Sarah Evans, Jessica Northey are good people to know!

How many communicators benefited from the "expo-

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Involvement in the chapter is your key to career success

By Steve Pender

The most recent issue of *Something More for You* brought with it a pleasant surprise. As I flipped through the glossy Tucson Osteopathic Medical Foundation publication, I found not one, not two, but *every byline* inside featured the name of a member of IABC/Tucson.

This "all IABC" issue is filled with articles written by our own **Karen Wood, Mark Flint, and Janni Lee Simner**. In addition to

terrific writing, the magazine looks great. Of course this isn't surprising, seeing as the editor, **Lesley Merrifield**, is also a member of IABC/Tucson.

This is just one example of the quality communications our members turn out everyday. It also highlights the value of IABC connections. I know if I had a need for some great communicators, I'd turn, like Lesley, to IABC members.

How do you make these connections? Attend our professional development meetings, take a leadership position, volunteer for a committee or any task, large or small.

Getting involved is the best way to show other members what you have to offer and to see what resources they might be able to provide you some day. And while you're at it, you'll get to know the friendliest group of business communicators in the Southwest.

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Networking event for Tucson communicators is a sellout

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sure” this evening provided? Aside from tangible benefits, in the form of dozens of valuable door prizes, awarded to lucky attendees by officials from each of the participating organizations, no one knows for sure.

I'm happy to tell you, however, that a business meeting is on my calendar now as a direct result of networking on June 17. I exchanged a few pleasant sentences with a well-known Tucson business owner and we exchanged business cards. Will there be other potential business opportunities that result? It's entirely possible.

Your job description is of little consequence when it comes to

networking. From time to time, all of us are better served by mixing and mingling with “new” people. It makes you easier to be found when someone needs you to provide goods or services.

A business meeting is on my calendar now as a direct result of networking on June 17.

It makes it easier for you to find what you need to achieve goals. You may not fully ascribe to the dictum “It ain't what you know, it's whom you know that counts,” but you probably agree the statement has merit.

“Big-C” 2003 was by all accounts a smash hit! Sold-out

attendance. Costs covered. The Terra Cotta Café provided terrific service, food and ambiance. Each organization had a table available to display materials and dispense membership applications. And, we had fun!

Thanks are owed to Susan Guerrero for setting up and overseeing Website registration, Kathy

Hippensteel for overseeing the Registration Table and incoming and outgoing monies and to Rob Raine who handled the IABC membership table and the microphone with aplomb.

There's no doubt about it, we know how to network!

Self-employed communicators to share secrets of success

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promotional materials for a variety of clients.

Mark Flint, the owner of Mark Flint Media Consulting, who has been self-employed since 1985. His expertise includes writing and editing newsletters for school districts, historical societies and corporate clients, including Georgia-Pacific and Boise Cascade Corp. He also writes for magazines, including *Tailwinds*, published by Perimeter Bicycling Association of America, and *Something More for You*, published by the Tucson Osteopathic Medical Foundation.

Cost is \$18 for members, \$25 for guests and members without reservations and \$14 for student members. No-shows will be billed.

Meal choices are chicken

piccata, mashed potatoes and vegetable or the vegetarian option, pasta with tomato and garbanzo bean sauce.

Make your reservations by emailing Lynn.Brown-quick@pima.edu or calling 206-4718 by 10 a.m. Tuesday, Sept. 2.

Please include your meal choice when you make your reservation. You can also make your reservation and pay online by going to the IABC Chapter Web site, <http://tucson.iabc.com>, and clicking on the link at the end of this month's meeting announcement.



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The Name: **Steve Pender**

The Game: **Writing, Directing
Producing — for Video,
Multimedia, the Web**

Member Profile: Sarah Evans

Originally from Salem, Oregon, Sarah Evans has lived in Tucson since 1980. She holds a Bachelor's degree in Business in Business and a Master's degree in Public Administration from the University of Arizona. Sarah and her husband reside in a historic neighborhood near the University with their two dogs and two cats. In addition to her responsibilities as a Community Relations Manager for KUAT-FM and KUAZ-AM/FM, she is involved in the PRSA, West University Neighborhood Association Board, Tucson-Pima Arts Council Marketing Committee, Citizen's Water Advisory Committee, and the Stone Avenue Revitalization Study Team.

How did you become a communications professional?

When I came to KUAT-FM and KUAZ five years ago, I was able to focus my efforts on communications. I'd have to say that's the point where I became a communications professional, although I have certainly performed a communications role in other organizations.

What do you do in your current position?

As Community Relations

Manager for KUAT-FM and KUAZ AM/FM, I am responsible for generating awareness about the stations in the community, fostering relationships with other organizations and creating and implementing on-air promotions such as ticket giveaways and contests.

I write and edit news releases, articles and promotional materials, have responsibility for the development of marketing materials and advertising campaigns, and coordinate some special events. I collaborate with organizations such as the Tucson Symphony Orchestra and Arizona Theatre Company on promotions and partnerships of various kinds.

What do you like best about your career/profession?

I like the variety of work I do — from implementing special projects to sending press releases and talking with the media. I enjoy the creativity of working with graphic artists to come up with just the right "look" for a promotion. Two projects I am



especially proud of are KUAT-FM's 25th Anniversary celebration and the JAZZuary project where I coordinated a visibility campaign for jazz. I like working in public radio because it's a product I use faithfully and believe in.

What's your communications philosophy?

Always be sincere and tell the truth. Know when to talk and when to stop talking—or just listen. Pay attention to what your intuition is telling you about a situation and respond appropriately.

What do you enjoy doing when you're not working?

Riding my road bike, spending time with newly adopted puppies Dexter and Billie, and ongoing renovation to our historic home which dates from 1906.

I'm a member of the Desert Foxes women's cycling team and try to ride about 150 miles a week. I'm training for three century rides this fall, including one in Death Valley in October that I'm especially excited about.

My husband and I adopted the dogs from the Humane Society about two months ago.

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Sarah Evens balances home, work, dogs and her new passion, bicycling

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The family attends obedience classes once a week. We've also discovered dog parks — what a wonderful invention.

The house restoration has taken a bit of a back seat lately with all the energy going to the dogs and bicycling.

What's on your reading pile at work? At home?

At work, my reading pile includes Communication World, PRSA's Strategist, Current (a trade journal for public radio and TV), other newspapers and magazines, marketing and public relations books.

At home, I am currently reading Mrs. Dalloway (Virginia Woolf), Cadillac Desert (Marc Reisner), How To Be Your Dog's Best Friend (The Monks of New Skete), Outside Magazine and a number of cycling magazines, Old House Journal.

What's your proudest professional achievement? Personal accomplishment?

My proudest professional accomplishment is finishing my Bachelor's degree. It provided the foundation for future professional opportunities. I accomplished it while working 20-40 hours a week to pay the bills, and with the help of a few grants and loans. I didn't have family support or much of a network, so it was a struggle. I was also the first one in my immediate family to finish a college education, so I was exploring uncharted territory. I never felt certain that I could do it until I actually finished — the day of the graduation ceremony. Even though I later completed a

Master's degree in Public Administration, the Bachelor's degree is my greatest achievement.

My proudest personal accomplishment is finishing the 108-mile El Tour de Tucson last year for the first time, in just over 6 hours.

What other types of jobs have you had?

My favorite student job (during graduate school) was working for Hershey Chocolate as a Tucson-area account rep. The perks were delicious and the company was excellent to work for.

My chosen professional arena is the nonprofit sector and I've done everything from fundraising and grant writing to marketing and public relations. I've also

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IABC-Tucson welcomes five new members

Bill Patterson moved to Tucson in September of 2003 from Tulsa, Oklahoma. For 25 years, he was the owner of Patterson Graphics, a firm specializing in the design of print media. In 2001, he started a new business, Pecan Press. This venture is a promotional products company, which focuses on election campaign ads, hospital and educational items. Bill was a charter member of the IABC Tulsa Chapter. While Bill believes the programs and workshops IABC offers have been valuable to his career, he considers the best part of IABC is getting to know the members.

Although she was born in the Hoosier state, **Kay Lehman** grew up in L.A. Kay worked as a translator in South America after

studying French and Spanish. She returned to the United States in 1979 and began to study nursing due to the lack of work opportunities. Currently, Kay is focusing on running a business, Agave Communications, which specializes in freelance writing, translating, and editing. She occasionally works as a staff nurse in addition to running her Agave Communications. Kay joined IABC to meet people who do similar work and faced similar challenges. Kay says IABC members have become great friends, and have given her contacts and ideas to find real, paying work.

Michelle Dupray grew up surrounded by the Great Lakes and luscious green trees of Michi-

gan. She earned a B.S. in Marketing with a minor in writing from the University of Arizona. Michelle volunteers as a freelance copywriter and grant writer and hopes to turn her volunteer work into a for-profit business called The Write Solution. In her free time, Michelle is involved in creative writing groups and enjoys cooking, hiking, and mountain biking. She joined IABC in order to find contacts for her freelance writing business and a full-time job. She is a highly motivated self-starter with a strong background in marketing, writing, grant administration, and accounting.

Anna MacKey and **Robert Kemper** are also new IABC members. We hope to provide their profiles in the next issue.

‘Sharpen your saw’ at writing seminar Oct. 28

Lincoln said that if he had only two hours to cut down a tree, he would spend the first sharpening the saw.

“Sharpen your saw” at the “Reinvent Your Writing” seminar Oct. 28 at the Arizona Inn. In cooperation with IABC/Tucson, Southern Arizona PRSA invites IABC members to attend from 10 a.m. until 2 p.m.

Speaker Ken O’Quinn has presented at IABC’s International Conference, and was the highest-rated speaker at PRSA’s National Technology Conference in Seattle. He will travel to Tucson direct from PRSA’s International Conference in New Orleans.

O’Quinn spent 22 years in journalism, mostly with the Associated Press, before becom-

ing a writing coach eight years ago. He now conducts group seminars and one-on-one coaching for Fortune 500 companies and public relations firms.

Keynote sponsors are Carondelet Healthcare Network and Tucson Electric Power, and session sponsors are Caliber Communications Group and PS Communications, Inc.

Registration opens at 9:30, followed by the 10–11:45 a.m. morning session. Topics include: Find an Idea; Get the Most Out of an Interview; Organize the Material; Ask Questions That Produce Good Leads; Strip Leads of Nonessential Details; Learn Four Reasons Many Leads Never Get Read; Enliven Writing with Concrete Details; Write About

Technology Without Jargon and Recognize What Makes a Good Quote.

Lunch follows from noon until 12:30. The 12:30–2 p.m. afternoon session covers Qualities of Good Pitch Letters; Techniques for Clear, Efficient, Emphatic Sentences; Varying Sentence Patterns for Variety and Smoothness; Energizing Writing with Strong Verbs and Nouns; Avoiding Common Errors; and Effective Online Writing.

Early birds save \$10 by mailing their check for \$55 — post-marked by Oct. 21 — to Susan Guerrero, 4040 E. Alvernon Circle, Tucson AZ 85718. Please include the names of those in your party.

Questions? Call Susan at 694-6569.

It's the people in IABC that make the difference for Sarah Evans

Continued from page 5

worked in retail sales and management, social services, as a festival coordinator, and as executive director for a small nonprofit music school.

What drives you crazy about work?

My workplace is somewhat bureaucratic and "departmentalized." As a result, it's easy for us to focus on the short term and individual priorities rather than looking at the larger picture. (We all know that's easy to do on tight schedules with limited resources.) It drives me crazy because I know we can accomplish greater things by working together for larger, long-term strategic goals.

What's your favorite way to keep up with current trends and professional development?

Attending seminars and workshops, reading trade publications and keeping tabs on hot topics through various listservs. I'd be remiss if I left out listening to the news and information programming on KUAZ, including NPR's Morning Edition and All Things Considered. I'm also fortunate to work on the UA campus where there is ongoing access to professional development opportunities and the constant buzz of ideas and research.

What's the greatest benefit of IABC membership?


If I have to name only one, it

"The recipe for perpetual ignorance is to be satisfied with your opinions and content with your knowledge."

—Elbert Hubbard

would be the association with a dynamic and talented group of people. I love the energy, enthusi-

asm and sincerity of the individuals I've met through IABC.



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