

# TypeRider

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## **PRESIDENT'S MESSAGE**

Little things mean a lot!

The concept that small effects lead to big changes was attributed to the late Edward Lorenz, MIT professor who was also known as the father of chaos theory. According to Lorenz, something as tiny as a butterfly flapping its wings in Brazil changes the constantly moving atmosphere in ways that could later trigger tornadoes in Texas.

APW is not attempting to create tornadoes, but it can be a major, positive force in journalism and related fields of endeavor.

Lorenz's chaos theory was developed when he noticed a slight decimal point change—less than 0.0001—which led up to a significant error. If one end of a table is 36 inches high, and the other end is only 35.9 inches, that small difference means a round object can roll off.

Comparably, if one side of a pile of papers on a desk is higher than the other side, the risk of a potential avalanche of papers and other items on the desk prevails—chaos—the greater the variance, the greater the impact.

Each member can avoid chaos and accomplish much positive on behalf of the organization at the same time.

Embarking on a new APW year, be butterflies—fly right. Little things mean a lot!

Onward and upward!

## **NEWSEUM opens in DC**

submitted by June Payne

The "Newseum opened April 11 on Pennsylvania Avenue. Some exhibits change daily, just like newspapers. Others are permanent, such as the memorial to *Arizona Republic* reporter Don Bolles, killed in 1976 while researching corruption in state government.

Admission is \$20

## Conference news

Attendees at the upcoming APW conference are invited to kick off the conference weekend with a glass of wine, some light hors d'oeuvres and a panoramic view of the Valley Friday, May 9.

Gather with us pool side on the rooftop (14th floor) of one of the Scottsdale Waterfront condominium buildings. Food and drinks provided by Brenda Warneka and Sheila Roe. (Scottsdale Waterfront is on the southwest corner of Scottsdale and Camelback Roads, a short distance down Scottsdale Road from Chaparral Suites where the conference is being held.)

**Date:** Friday, May 9

**Time:** 5-6:30 p.m.

**Location:** 7181 East Camelback Road (the easternmost building of the two Scottsdale Waterfront buildings)

**Parking:** Available at the garage next to Nordstrom's at Fashion Square

**R.S.V.P.:** By Wednesday, May 7th to Brenda (warneka@cox.net) or Sheila (sheilaroe@msn.com). You may also leave a message at 480-778-8775. We must have a list of those who will join us for cocktails to arrange for their admittance to the Scottsdale Waterfront building. We would appreciate an R.S.V.P. either way so that we know everyone who is registered for the APW conference has received our invitation. All members of APW and conference attendees are welcome.

There are a few people registered for the conference for which we don't have email addresses. If you know someone who is coming to the conference, please check to see if they have received this invitation, and if not, pass the word along to them and ask them to RSVP.

**For TypeRider w/ registration form - not words that work, but...**

### *"Writing That Works"*

"Writing that Works" is the theme for APW's annual conference from 8:30 a.m. to 2:45 p.m. Saturday, May 10, at Chaparral Suites Resort, 5001 N. Scottsdale Road, Scottsdale.

All events are open to the public.

Workshop topics and speakers are "Taking Your Novel to the Movies," Katherine Atwell Herbert, writer-educator, 9-9:45 a.m.;

"Publishing Process: Poisoned Pen Press and the Modern Market," Jessica Tribble, Poisoned Pen associate publisher-editor, 10-10:45 a.m.;

"The New Face of Publishing," Lynda Exley, writer-editor, 11-11:45 a.m.; "Prepress Treatment for Digital Photos," Peggy Boughman Deal, Deal in Design owner, Scottsdale Community College graphic-design instructor, 2-2:45 p.m.

The keynote speaker for the luncheon, which honors winners of APW's annual High School Journalist Competition, is Catherine Anaya, news anchor of KPHO-TV, CBS Channel 5.

She is a three-time Emmy award-winning television reporter and was named 2003 Anchor of the Year.

APW's annual membership meeting will begin at 3 p.m. A networking-social hour starts at 5 p.m., followed at 6 p.m. by the annual Communications Awards banquet.

## **May 15-18, 2008**

by [Newspaper Association of America](#)

**The NAA Foundation** Young Reader Seminar will be held at the Sheraton Wild Horse Pass Resort in Phoenix. Teachers, administrators and NIE coordinators (as well as anyone interested in starting a Newspapers In Education program) should attend this event, which includes informative general sessions, top-quality training opportunities and a keynote address by a Pulitzer Prize-winning editorial cartoonist.

## **May 16, 2008**

by [Arizona Newspapers Association](#)

Register now for the **ANA Excellence in Advertising** awards reception, May 16, 2008, from 5 p.m. to 7:30 p.m. at Chaparral Suites in Scottsdale. Cost: \$32 per person. ☐☐If you need a room at Chaparral Suites, the ANA discount rate is \$119/night and you must book your room by April 23, 2008 to receive the discount. Call (800) 528-1456 to reserve your room today! ☐☐Join us for a fun-filled night of entertainment and celebration, featuring the Laughing Stock Comedy Company, a fresh and hilarious comedy troupe presenting a unique show specially designed for Arizona newspapers. You can now register online...take advantage of it! We can't wait to see you there! ☐

**Save the Date May 13 for...**

### **ONE DAY CHICKEN, ONE DAY FEATHERS: Feeling out the freelance writing business**

Ever feel the urge to take the plunge into freelancing? Hear full-time freelance writers Patricia Bathurst and Geri Koepfel discuss what to consider and what to expect before choosing this career path. Also, Arizona Republic editors Noelle Bowman and Debora Britz will talk about what makes a good (or not-so-good) freelance writer.

Are you already a freelancer? Please join us to offer your insights as well.

This event is sponsored by the Valley of the Sun Pro Chapter of the Society of Professional Journalists; please visit [www.spj.org/arizona](http://www.spj.org/arizona).

The chapter will provide a free raffle ticket to each attendee for a chance to win a copy of the 2008 Writer's Market, featuring all the information writers rely on year after year including the keys to successful query letters, advice on how much to charge, articles from successful writers and listings for book publishers, magazines, literary agents and more!

Where: Chevy's Fresh Mex, 2560 E. Camelback Road (just east of 24<sup>th</sup> Street near the Biltmore), Phoenix

When: 6:30 p.m. May 13 Cost: \$10; includes appetizers

RSVP: You must RSVP by May 8 to attend; e-mail [gkoepfel@cox.net](mailto:gkoepfel@cox.net) or call 480-897-0033

## On My Bookshelf by Marion E. Gold

“In a competitive, global economy, you need to stand out. Whether you’re hoping for a promotion, trying to land a major client or striving to make a difference in your community, one thing is for sure: The world has no room for shrinking violets.”

This message comes from author Jeff Beals, and is the reason that his practical, tip-filled book is worth reading. If there is one thing too often left out of self-marketing promotional plans – it’s the concept that YOU are a brand. *And all brands need to create a position in the marketplace.*

Self Marketing Power – Branding Yourself as a Business of One By Jeff Beals  
Paperback: 257 pages (includes index)  
Publisher: Keynote Publishing (Omaha, NE)  
ISBN: 978-0-9797438-0-1  
List Price: \$19.95  
Where to buy the book: Available from Amazon.com

While Beals’ book is a worthwhile read cover-to-cover, two chapters stand out – especially for freelancers and job-seekers.

In Chapter 3 - The 8 Critical Rules of the Game and How to Win - Beals’ mantra is “The things you do when you assume no one is watching can hurt your career.”

Remember the jokes about the work-at-home woman in her bathrobe and bunny slippers on an office conference call? Or the unshaven man wearing a torn t-shirt and boxer shorts setting up a sales call? Well, now imagine those images sticking in the minds of managers sitting across the desk from an ex-work-at-home writer or sales professional now interviewing for an in-office position.

I’m describing an extreme to be sure; but Beals’ real-life descriptions of what can happen are no less vivid. His conclusion is: “Always assume you are being watched and evaluated.” That reminder alone is worth the \$19.95 price of the book.

Another chapter I especially liked was Chapter 5 - Get Involved: Find Opportunities Where You Least Expect Them. Beals reminds us about the importance of being visible and taking the opportunity to meet new people, at both business and social events - and by volunteering in your community for schools, Chambers of Commerce, charities and service clubs, and trade organizations.

“When you are in a social setting, make it worthwhile,” he writes. Yes, it’s easy to hang out with friends and chat to only those people you know. But it’s that stranger you talk to at a reception who could turn out to be a client or introduce you to someone who is looking for a freelance editor or writer. “Self promotion is a 24-hour-a-day, 365-days-a-year obligation,” Beals says – and it doesn’t end until your career is over.

“There’s no doubt about it,” Beals writes. “To get ahead you need to get involved.” Beals is right. That’s why “Self Marketing Power” has a reserved spot “On My Bookshelf.”

*Marion is the author of two books: the award-winning "Personal Publicity Planner: A Guide to Marketing YOU," and the nationally acclaimed "TOP COPS: Profiles of Women in Command." She is a past-president of the Illinois Woman's Press Association, and a current member of Arizona Press Women.*

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### **Important Deadline**

The hard, fast deadline for submissions to the June typerider is May 23, as the editor will be out of town for several weeks after that.

also, it is extremely important that you update your e-mail address for submissions to:  
[rainofstars.carol@g-mail.com](mailto:rainofstars.carol@g-mail.com)