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Our Mission

The Association for Women in Communications is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

Become a Member

There are many benefits to becoming a member, so sign up now by visiting www.womcomorg/Memberships/join.html



Photo by Carol Yoho

Letter from the President

Dear AWC Members and Friends,

How quickly 2004 slipped past me! It seems like only yesterday that I was elected President of the Topeka Chapter of the Association for Women in Communications. One of the first things I wanted to do was expand and improve our communications tools, namely our newsletter, which in the past has been an e-newsletter. While this will still be sent to you via e-mail to keep our costs down, it will be in the format of a printed newsletter and sent to you in pdf format so you can print it and, hopefully, keep it for future reference or pass on to a potential member!

This newsletter will be a 'work in progress' and always evolving to meet your needs and provide you with up-to-date communications in our Chapter as well as the field of communications. If you have suggestions for future sections, please e-mail me and let me know. Look inside for our featured member, Cathy Wacker. Most of you know Cathy professionally, but do you know the deeper side of Cathy Wacker?

We had wonderful programs and speakers in 2004 and are looking forward to providing you more of the same in 2005. Our Holiday Luncheon was a wonderful opportunity for us to casually network with each other while shopping at some of our members' booths! Look at the Calendar of Events to see who will be speaking at our early 2005 meetings.

Your 2004-2005 Board is meeting regularly and eager to serve you. We invite you to become more involved in the Topeka Chapter-perhaps by joining the Board? In January, we will be putting together our Nominating Committee for the 2005-2006 Board elections. What a great way to be involved in the future of our Chapter!

I am honored to have the privilege of serving as your Chapter President and am eager to hear from you. If you have questions or concerns, please don't hesitate to call or e-mail me. Contact information for the Board is in the newsletter.

Sincerely,

Julie Prideaux
President



Chapter Member HiLite: CATHY WACKER

Cathy Wacker, our Vice President of Finance, has been a member of the Topeka Chapter of AWC since 2002. Cathy owns **Images Plus** and offers custom web site design, web site maintenance, site hosting, and marketing consultaion: www.imagesplus.net

Reared on a dairy farm in Leavenworth County, Cathy shares a few little known facts about herself:

As a child I referred to myself as my dad's "PeetiePie" because I couldn't pronounce Sweetie correctly. The nickname has stuck to this day.

I proudly went through the first 4 years of grade school and never missed a spelling word, until the fatal day I couldn't spell "circus." How mortifying!

At age 17, I was crowned the County Dairy Princess, complete with tiara and roses, just like Miss America. I completed 11 years of 4-H work with many honors, including trips and scholarships.

I'm now in the mid years of my life and having much more fun than I thought I was in those early years. Life just keeps getting better.



National AWC News

Winner of the International Crystal Clarion Award

The Association for Women in Communications presented the 2004 International Crystal Clarion Award at the 32nd Matrix/Clarion Awards celebration during the AWC Annual Professional Conference, held October 6-9, 2004 in Charlotte, North Carolina. Clarion Awards recognize the small businesses, large corporations and communication specialists who show excellence in clear and concise communications.

The International Crystal Clarion Award is presented to the parent company of the organizations that have won the most single category Clarion Awards. This year's winner is The Washington Post Company, winner of six Clarions presented to Newsweek (5) and Newsweek.com (1). The finalist in the competition is Dow Jones & Company, parent company of The Wall Street Journal, winner of four Clarions. For a complete list of Clarion Award winners, visit: <http://www.womcom.org/clarion-win2004.html>

Winning Words

"No tears in the writer, no tears in the reader. No surprise in the writer, no surprise in the reader."

-- Robert Frost

Five books to help writers do their jobs

Every office needs a professional bookshelf. Here are some time-tested books to put on it. Each has been reviewed and recommended by the WRITING THAT WORKS staff. Each is currently available through the publisher and online services such as Amazon.com.

- ***The Book on Writing: The Ultimate Guide on Writing Well***, by Paula LaRocque, Marion Street Press, 2003, 240 pp., \$18.95.
- ***How to Write & Give a Speech***, second revised edition, St. Martin's Griffin, 2002, 202 pp., \$12.95.
- ***Math Tools for Journalists***, second edition, by Kathleen Woodruff Wickham, Marion Street Press, 2003, 188 pp., \$16.95.
- ***Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts***, second edition, by Tom Sant, AMACOM, 2004, 248 pp., \$17.95.
- ***Word Painting: A Guide to Writing More Descriptively***, by Rebecca McClanahan, Writer's Digest Books, 1999, 250 pp., \$18.99.

Clarion Awards

The **Clarion Awards** is a renowned competition recognizing the best works from all communications fields. Entries are judged against the work of their peers in size and budget to ensure that everyone from the largest ad agency to the smallest newspaper are fairly considered. **Printed brochures for this year's competition will be available mid February 2005.** The brochure will be mailed to members, past Clarion winners, and prospective entrants.

Baby Boomers, Beware! Don't Let Your Resume Date You!

If you're a job seeker of the Baby Boom generation, you may be feeling a little left out by the job market. You're certainly not ready to retire, but the young recruiters you send resumes to don't seem to respond to your skills and experience. If you're feeling symptoms of age discrimination, you should know that your resume could be the culprit, categorizing you as out of date and over the hill.

There are three ways your resume can put you in the over the hill category. Your resume is due for an update if it contains:

1. Outdated technology skills
2. Outdated industry or occupational terminology
3. Outdated resume trends

Don't despair if your resume is out of date. You can perform an extreme resume makeover by using the tips below.

1. Make sure you are up to date on your industry's technology.

Check multiple job descriptions within your industry to see what technologies employers really want. Determine which technologies are missing from your resume. Then decide what you need to learn or do in order to fill that technology gap. Consider adult education classes, college classes, or online learning.

You should be aware that technology terms are often used as keywords to filter the best resumes from electronic databases. If your resume doesn't have them, it may never be seen. Make sure your technology skills aren't leaving you behind.

2. Make sure your resume is using current terminology.

If you have just been adding to the same old resume over the years, then your early entries may be using outdated terms. One way to bring your resume up to date is through publications from your industry's professional associations. If you don't belong to any professional associations, you might be missing out on the latest industry-speak.

Another good resource is job descriptions. Search job descriptions in your field for recurring terms. Learn to use the current terminology for your industry correctly and effectively.

3. Make sure your resume reflects today's trends in resume format and style.

Ten or fifteen years ago, the old-fashioned reverse-chronological format may have worked for you. But now that you have more experience, it may not be the best choice. The more advanced hybrid format may be much better at promoting your skills and expertise, providing you with a more professional presentation. With the hybrid resume, potential employers will form an impression of you based on your best accomplishments, not just your most recent job description.

You should also realize that some of the old resume rules just don't apply any more. For example:

- "Limit your resume to one page." This is a really old idea that limits your ability to show all of your skills and expertise.
- "End your resume with References Available Upon Request." You

don't need to say that; it's assumed.

- "You should show every job you have ever held and give each equal importance." Your employment history should only go back as far as it related to your current employment objectives. Think of your resume as a marketing piece that highlights the best parts rather than as a tell-all.
- "Your resume should go back no more than ten years." Don't use an arbitrary number to determine how much to include on your resume. Use the rule of relevancy to decide how many of your jobs to include.
- "One resume should handle everything." Not anymore! In addition to tailoring your resume to different fields or industries, you'll also need to tailor the way that you save it.

You'll want to have (1) a standard Word format (for printouts and as email attachments), and (2) a Plain Text version for online forms. This will save you a lot of time in repairing lost formatting, which often occurs when cutting and pasting a Word document into a text-only form.

Let your experience work for you rather than against you. Using these tips to update your resume can make a noticeable difference in interest from employers. And your new resume will be a better reflection of your hard-earned skills, talents, and expertise.

Deborah Walker, CCMC

Resume Writer ~ Career Coach

To see resume samples and read more job search tips visit www.AlphaAdvantage.com
Email: Deb@AlphaAdvantage.com

Upcoming Program January 18, 2005:

Martha Bartlett Piland has agreed to speak to the membership on Jan. 18th regarding judging the Clarion awards. *Join us in January!*

Elections:

Officers Nominations for 2005-2006 will be presented at the April meeting. Please contact **Irene Haws**, irene16@mainlineprinting.com, if you are interested in any positions. We will have officer elections at the May meeting.

Favorite websites:

Kansas Newspapers: Contacts for statewide news releases
<http://www.50states.com/news/kansas.htm>

Library of Congress Visual Materials: Mostly in the public domain
<http://www.loc.gov/rr/print/>

VMYths: Truth about Computer Security Hysteria
<http://www.vmyths.com/>

Visit the AWC Topeka Chapter web site at
*** www.geocities.com/topekaawc**

Financial Report:

Cathy Wacker, AWC VP Finance submitted the following report ending Nov. 30, 2004

Association for Women in Communications - Topeka Chapter Treasurer's Report - Nov, 2004 (Month ending Nov 30, 2004)

Beginning Balance Oct 31, 2004	\$1422.67
Expenses	
11-13-04 Startup Cash	\$40.00
11-16-04 AWC National, Renner membership	\$54.00
11-19-04 Lettuce Be, Inc. (Nov luncheon)	\$148.47
Total Expenses	\$242.47
Revenue	
10-31-04 Oct Interest	\$.32
11-17-04 Deposit (Nov lunch, startup, Taste of Town, Renner membership)	\$358.00
Total Revenue	\$358.32
Ending Balance November 30, 2004	\$1538.52
**Topeka Community Foundation Balance as of 9-30-04	\$3921.43

Prepared 11-30-04 by Cathy Wacker, AWC Treasurer

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