

# SHOP TALK



THE AMERICAN NEWS WOMEN'S CLUB

MARCH 2006

## President's Perspective

### ANWC's New Benefit and Gala!

Bring your checkbooks!

Let's have an auction!



This year's Benefit and Gala will be quite different than in years past. Based on feedback from recent Gala Chairs and their committees, the Board of Governors has decided to change the format of this year's event.

The "roast and toast" that was so successful in years past, has been less successful for our Club recently, as evidenced by decreased attendance, the number of similar competing events, and our bottom line. The Board seriously considered a change, and decided on one of Washington's most tried and true formats – a Silent and Live Auction. One thing that will not change -- the Helen Thomas Award for Excellence in Journalism will still be given to an outstanding member of the journalistic community.



Paula Lettice

Board member **Paula Lettice**, VP for Club House, has been named Chair for the big event. As many of you know, Paula co-chaired two prior galas with **Ginny Daly**, and has been

involved in several highly successful auctions for other non-profits. In key supporting roles are Benefit/Gala committee members **Nancy Cullen** and **Theresa Werner** (Auction Co-Chairs), **Karen James Cody** and **Christina Rubalcaba** (Publicity Co-Chairs), **Lynn Gorton** and **Randi Dutch** (Venue Co-Chairs), and **Pam Ginsbach** (Finance Chair).

Look out for auction updates in ShopTalk and eDispatch. The event will be held in early Fall to allow for adequate planning time, and to avoid competition with an increasing number of events in late Spring. Volunteers will be needed to solicit fabulous auction items, sell tables and individual tickets to the event, and help at the auction. Please watch for announcements and requests for assistance in the next couple of months – or contact one of the co-chairs now with your good ideas. Help make the benefit gala a great success by recommending merchants, begin alerting your friends that you are all "going to the auction!" And think about merchants, colleagues, and friends who can be approached to donate unique, interesting, or provocative items for the auction. We will reward their generosity by heavily promoting their businesses in all our event outreach!

Let the bidding begin!!

Barb McLeod



Barb McLeod

## What's Happening at the Club - Programs

Dr. Deborah Tannen- March 8

### Tannen Turns to Mother-Daughter Talk

Join us in welcoming Georgetown University linguist and best-selling author Dr. Deborah Tannen at the club the evening of Wednesday, March 8. **"You're Wearing That?"**

***Understanding Mothers and Daughters in Conversation.*** "Already a NYT best seller."

Unique and groundbreaking book for mothers and daughters. Books for signing provided by Olsson's after the program.

**When: Wednesday, March 8, 2006**

Time: 6:30 pm - 9:00 pm

Where: The American News Women's Club

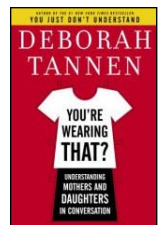
Cost: \$20 with advance payment \$25 at the door

Food: Buffet dinner

RSVP: 202.332.6770 or anwclub@covad.net



Deborah Tannen



## Navy's Highest Ranking Woman

Meet Vice Admiral Ann E. Rondeau Director, Navy Staff

**When: Monday, March 20, 2006**

Time: 6:30 pm - 9:00 pm

Where: The American News Women's Club

Cost: \$20 with advance payment \$25 at the door

Food: Buffet dinner and discussion

RSVP: 202.332.6770 or anwclub@covad.net



Vice Admiral Ann E. Rondeau

# Have We Met?

## Michele Bell - Director of Communications Marketing Group

I have been a strategic communications professional for over twenty years, but I started out as a community newspaper reporter, doing human interest features, sports, business and community news - whatever needed coverage. It was a great little paper and won some awards. At the time, I thought I was beginning a career as a journalist. When my editor jumped ship and ventured into political public relations, she brought me with her and... I never got out! I have worked in a variety of environments - political, corporate, agency and for various associations. I've had fascinating clients, run thrilling campaigns and programs, met very interesting people and have traveled extensively because of what I do. The core of that has always been writing; so, while I didn't end up a journalist, per se, that initial reporter's job certainly paved the way for the career that I've enjoyed.

**Career in a Nutshell:** I am currently the Director of a strategic communications firm in the DC area, Communications Marketing Group, that specializes in association and nonprofit clients.

We are full-service, so my work ranges from branding and marketing communications to media relations and membership development. I got my Master's in English from Georgetown, so CMG's relocating me here was a nice return to an area I already knew. I have two teenaged daughters, and they are a full-time job and a hobby all at once! I also enjoy reading, of course; cooking, traveling, and howling at the outlandish things said on TV "news" these days!

Someone once asked me what career accomplishment made me most proud, and the first thing I thought of was that, as a single working mom all of these years, having a career at all is probably an accomplishment in itself! I am really proud of the people my children have become, there is nothing "bigger" for me when I think about what I've done. I've been lucky to have had some pretty great jobs and some flexible employers who allowed me to do what I do best and still be the kind of mother I thought my kids deserved. This is a great profession for that. I am also proud of going back for my graduate degree after 30, and proud

of the awards I've won and the times clients and employers were really happy with the work I'd done and the impact it had on their businesses.



Michele Bell

### Why ANWC?

I became interested in ANWC because of a friend's recommendation and because the substance of ANWC's events seemed particularly worthwhile. My first event, with Helen Thomas, certainly met those expectations! I think I was also probably drawn to ANWC because of that initial interest in journalism, and perhaps more than a little latent regret that maybe I didn't stay on that pathway. It's never too late... In two years, I'll have both children in college and I'll be "free" to follow my nose for the first time in 20 years! Who knows? Maybe I'll start over as a little 'ole community newspaper reporter all over again!

# A Party? A Meeting? A Wedding?

Did you know that we rent out our club for wedding receptions, parties, workshops and business meetings?



a buffet

Looking for a charming, elegant new venue for your next event?

Take a good look at ANWC. The historic clubhouse is one of DC's hidden treasures and an ideal setting for special occasions, casual meetings or retreats.

Why not begin entertaining in the Washington tradition?

**View pictures at [www.anwc.org/gallery](http://www.anwc.org/gallery)**  
Please call the club at 202-332-6770 or email [anwclub@covad.net](mailto:anwclub@covad.net) if you have any questions concerning event rentals.

### The Top Ten Reasons To Rent The Club

1. Prime DC historic neighborhood location
2. Lavishly designed interior
3. Club members' LOW rental rates
4. Working fireplace
5. High ceilings with natural light
6. Caterer's dream kitchen
7. Unlimited hours
8. Homey but elegant
9. Utilize two floors of space
10. Bring in your own caterer



the meeting room



the dining room

# Remember our Membership Challenge-Plus One...



**Commit to bring in just one new member this year!**

# Membership Meeting with Sharon Rockefeller

## Sharon Percy Rockefeller Talks about the Past and Future of Public Broadcasting

*By Goody L. Solomon*

Sharon Percy Rockefeller said she had an “epiphany” at age 29 that started her illustrious career in public broadcasting. As a 29-year-old at-home Mom with three children (a fourth came later), she was “feeling intellectually deprived” when she began listening to the Watergate hearings on the local public broadcasting station. While standing in her kitchen one day, she recalled, “All of a sudden I realized Masterpiece Theater and the Watergate Hearings were on the same channel as Sesame Street... The station was giving me a lot, and I was going to give back to them,” she told club members and guests on February 1.



*Sharon Percy Rockefeller*

Rockefeller joined WETA, the third largest producer of programming in the Public Broadcasting System, and it “changed my life,” she said. She has been a member of the WETA board of trustees, station president and CEO since 1989, and a member of the Corporation of Public Broadcasting board of directors, including four years as chairman.

Many changes and challenges she has confronted in her 20-year career at PBS, Rockefeller said, result from the vast increase in competition, which now consists of hundreds of cable stations and a large number of radio outlets.

Among the latest innovations that she reported: WETA TV formed a new



*Barb and Mimi*

partnership (announced that morning) with the National Journal, “which will expand our editorial resources.”

New programming will include an hour-long documentary done with the National Gallery of Art and to be aired March 2 at 8 pm about the Gallery’s Cezanné exhibit. And *The War*, about World War II experiences on the war front and the home front – will air in September 2007.



*Karen and Sallie*

The radio station has changed to all news, adding BBC reporting because the new radio environment did not allow the dual identity of music and news. “We are



*Nancy and Joan*

coming up with a new afternoon program and are looking for a host... (as well as ideas) for what we could cover at 3 o’clock.”



*Theresa and Darcy*

“We now have educational services like literacy services and Learning Disabilities Online, the largest website in the world,” Rockefeller said.

For all the ideas smart people think of, she concluded, the trick is raising the money for that program, whether it is from the National Endowment for the Arts, corporations, foundations and such.



*Leslie, Diana and Daphne*



*Sharon and Betty*

## Save the Date!

### Katherine Skiba - Award-winning Journalist

<http://www.katherinemskiba.com/>

Join us for dinner, and find out what it was like to be a journalist in Iraq.

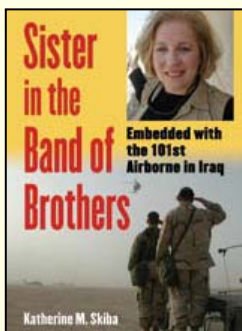
6:30 pm - 7:30 pm, dinner  
7:30 pm - 8:30 pm, program

Katherine Skiba, Washington correspondent for the Milwaukee Journal Sentinel, was among the first wave of journalists to be embedded with soldiers during the invasion of Iraq. Her unit was even fired on during the early stages. She survived, and returned to the United States to write a tell-all book about her experiences.

In "Sister in the Band of Brothers," Skiba details her personal and professional journey in a time of war. Skiba also served in "media boot camp" with wounded ABC anchorman Bob Woodruff. Katherine wrote out her will and said her good-byes, planning for the worst. Fortunately, she returned with a story every journalist will want to hear.



Katherine Skiba



### ANWC Member Wendy McAllister, VP for Communications, announces her company and new website

[www.evolutionconsultinggroup.com](http://www.evolutionconsultinggroup.com)



**Evolution Consulting Group, Inc.**  
Marketing solutions to evolve your business

**Evolution Consulting Group, Inc.** Launches Cutting-Edge Marketing & Business Development Company Nationwide  
Evolution Consulting Group, Inc. is a 21st century marketing company committed to helping clients move towards 21st century business. We are dedicated to finding innovative marketing solutions that generate exceptional and creative results for business growth.



Wendy McAllister

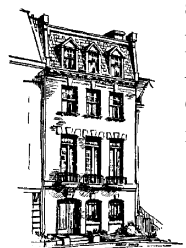
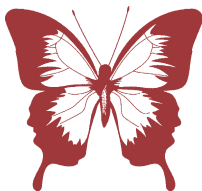
**Evolution Consulting Group, Inc.** brings its personal touch to every client project. We work closely with our clients in order to produce customized solutions.

**Our services include:** Marketing consultation, analysis and planning. Under our business development division, we offer: brand marketing, event marketing and strategic alliance building.

#### Additional Note:

The Evolution site was developed by our own webmaster Leanna Hoskins of Free Spirit Media. [www.freespiritmedia.com](http://www.freespiritmedia.com)

It's not too late to take advantage of Leanna's special offer of a 20% discount on any website package for ANWC Members! (Friends of ANWC members are eligible to take advantage of this offer as well. ) Email Leanna at [lhoskins@telus.net](mailto:lhoskins@telus.net) and mention this issue of Shoptalk.



Founded in 1932

**THE AMERICAN NEWS WOMEN'S CLUB**  
1607 22nd Street, NW • Washington, DC 20008

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Web: [www.anwc.org](http://www.anwc.org)

Club Manager Randi Dutch

### ELECTED OFFICERS AND BOARD OF GOVERNORS

<i>President</i>	Barbara McLeod
<i>President-elect</i>	Theresa Werner
<i>Treasurer</i>	Pam Ginsbach
<i>Vice President for Programs</i>	Darcy Spencer
<i>Vice President for Membership</i>	Kerri Andrews
<i>Vice President for the Clubhouse</i>	Paula Lettice
<i>Vice President for Communications</i>	Wendy McAllister
<i>Secretary</i>	Christina Rubalcaba-Swanwick
<i>Immediate Past President</i>	Margaret Ryan
<i>Governor</i>	Sheilah Kast
<i>Governor</i>	Terrie Clifford
<i>Governor</i>	Nancy Cullen

### WWW.ANWC.ORG

Web master Leanna Hoskins, Free Spirit Media  
Shop Talk Editor Wendy McAllister

#### ANWC's eDispatch

will continue to be published weekly to keep members, prospective members, and friends of ANWC abreast of our wonderful programs, activities and job opportunities.

**We'd love to hear your good news. Please email us with your announcements, new jobs, book launches, and company highlights to the club.**