

Kansas Professional Communicators

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Help Wanted

Kansas Professional Communicators is looking for a treasurer to deposit monies from dues and conference registrations and to write checks such as scholarship checks, professional development grant reimbursements, conference expenses, and application fees for awards.

KPC also has an account at the Topeka Community Fund that gives us interest for our special projects. Being a treasurer is a great way to learn the true purpose and workings of Kansas Professional Communicators. Prior experience not required. Need willingness to learn.

Contact Carol Hockersmith, at carol.hockersmith@gmail.com

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April 3, 2015



Dear Mark,

Have a happy Easter this weekend! And don't forget to register for our Spring Conference in Salina on April 24.

More information about the conference is below!

What Carol Francis told Carol Hockersmith

From Carol Hockersmith:

"We need you, and you need us," said Carol Francis, past Kansas Professional Communicators president. She was pitching me my first board job.

That was after she phoned me and said, "Just hear me out for five minutes before you say a thing."

She phoned me just weeks after I had moved to Smith Center, Kansas, from Wichita where I'd been active for five years in the Wichita affiliate.

Smith Center, at that time population 2,300, was having the Old Settler's Day parade that September weekend. I had just run the few blocks home from the downtown parade route to get some forgotten item for our three-week old first baby when Francis called.

She needed a communications contest chair. The one she



had secured had just resigned, and it was nearly time for the contest entries to go to the contest director.

She said I needed to be connected to a professional organization in an active way. I did hear her out for five minutes. Of course, my first reaction was "no way."

Yet I knew she was right. I needed Kansas Professional Communicators for the professional contacts and professional development as much as she needed a contest chair.

I hope you need Kansas Professional Communicators. I hope you realize that we need you to participate and contribute to this organization if it is to thrive.

If this organization isn't serving you, or if it's not the kind of organization that you can offer to your colleagues who aren't yet members, then you need to let us know and participate in making it an organization that serves communicators.

We have planned professional development for a drive-in and drive-out one-day event so that your other life activities can dovetail with Kansas Professional Communicators on Friday, April 24. I hope you will make the effort to come. If you learn even one new idea, it will be worth your time.

At that meeting, we will vote on a proposed bylaws change for our funds to better serve our membership with professional development grants rather than go for college scholarships. Come and help us decide if that's the best for our organization. We want you to help us make this a viable organization. We need you; you need us.

--Carol Hockersmith, President of KPC

Former KPC President Passes Away

Former KPC president Carol Francis passed away last week.

Kansas Professional Communicators put \$25 from our general operating budget into the professional development bank account in the memory of Carol Francis.

Here is her obituary.

Carol Marie Buhler Francis

Memorial services for Carol Marie Buhler Francis, 87, Lawrence, will be 11 am, Wednesday, March 25, 2015, at Trinity Episcopal Church. Visitation will be 6-7 pm Tuesday, at Rumsey-Yost Funeral Home. Private inurnment at a later time.



Carol Marie Buhler Francis died on Saturday March 21, 2015, in Lawrence, Kansas.

She was born February 9, 1928 in Pretty Prairie, Kansas. She was the youngest of seven children born to Dr. David and Helen Hansmann Buhler. Both of her parents passed away by the time she was seven. In 1936 the family moved to Lawrence, KS for college education opportunities. The oldest sister Esther assumed the role of raising the family.

Carol and George Francis married on June 10, 1950 and enjoyed 64 years together. They had 4 children: April (Mike) Dwyer, Wendy (Scott) Clay, Jay (Doreen Seely) Francis, and Jon (Julie) Francis. Grandchildren include Madison and Morgan Clay, Anikka, Kyle, and Elaina Francis.

She is preceded in death by her sisters Esther Paxton, Irene Miller and Helen Ossmann, and brothers, Victor and Everett. She is survived by a sister Geraldine Smith of Lawrence.

Carol was best known for her devotion to historical preservation efforts and was an active member of the Lawrence Preservation Alliance for many years. August 1, 1978 she purchased the House Building in downtown Lawrence. Her research revealed it as the only building in downtown Lawrence that survived Quantrill's Raid on August 21, 1863. Through the years, she worked tirelessly to maintain its historical significance and was successful in having it listed on the local, state, and national historic registers. She wrote two books based on her building research: *The House Building, A Search for its Foundations and Local Happenings in Lawrence, Kansas 1921-1946*. She also put together the book *Douglas County, Kansas, Family Histories 1991-1992 Vol. 1*.

She attended KU studying advertising and journalism. While in school she was a member of Modern Choir, the A Cappella Choir and the women's Glee Club. She played first violin in the orchestra and oboe in the band. She was

elected to Theta Sigma Phi and Gamma Alpha Chi, honorary journalism fraternities for women. She edited the K-Union, Student Union activities publication; was publicity chairman for the Student Union Activities and was secretary of the Kansas Board, governing body of the University Daily Kansan. She graduated in 1950 with a degree in advertising and received a Master of Science in Journalism in 1971. She started her career as advertising manager at Weaver's Department Store. A free lance spirit led her to a second career in writing. She wrote newsletters for the Douglas County Historical Society, was past President and Treasurer for the Kansas Press Women and won numerous awards for her advertising, interviewing and writing skills including the Clarion Award in 2008 from the Association of Women in Communications for her I-Pod version of "Walking Downtown Lawrence".

Carol joined the Girls Scouts in 1938 and served in many capacities including the 1st Executive Director of the Lawrence Girl Scout Council. She was also very active in the Lawrence Aquahawks swim team and was 1st meet director. She was deeply committed to Trinity Episcopal Church and served on many committees, in the choir, as a lectern and Sunday school teacher. She was instrumental in the major remodel of the church. Carol was also a member of Delta Gamma Sorority and won the Cable award for her outstanding loyalty. She enjoyed needlework, camping, canoeing, hunting, and swimming. She logged over 1400 miles in a canoe with the Ozark Wilderness Waterways club and won numerous medals swimming in the Senior Olympics at the national level until her early eighties.

In lieu of flowers contributions can be made to the Lawrence Preservation Alliance or Trinity Episcopal Church.

Online condolences at Rumsey-yost.com

Please sign this guestbook at Obituaries.LJWorld.com.

News from Wichita

Littlejohn named WSU Elliott School's 2015 Outstanding Alum recipient

Shannon Littlejohn, a longtime and active member of WPC and its parent organization, and Roni Ayalla, a one-time student member of WPC, will be honored in April by Wichita State's Elliott School of Communications.

Littlejohn, president of Shannon Littlejohn Communications,

former Wichita State University writer/editor and Wichita Eagle section editor, has been selected by the faculty at WSU's Elliott School of Communication to receive the 2015 Outstanding Alumni Award.

Ayalla, a 2008 integrated marketing communications grad, community advocate and founder of Sandpaper Productions (a New York City presentation consulting company), is the Elliott School's "One to Watch" honoree, which recognizes a graduate from the past 10 years who is engaged in outstanding work in his or her field.

They will be recognized at the Elliott School's annual Scholarship and Awards Banquet Tuesday, April 21, at WSU's Rhatigan Student Center's Beggs Ballroom. Tickets are \$17.50, with a table sponsorship of eight being available for \$300. [Tickets for the dinner](#) (an Italian buffet) and program are \$17.50. The event time is 6:30 p.m. To read more about the accomplishments of Littlejohn and Ayalla, [read the full release](#).

Professional Communicating - It's a Jungle Out There

You're invited to our Spring Conference in Salina!

WHEN: Friday, April 24, 2015

WHERE: Rolling Hills Zoo Conference Center,
Salina, Kansas

EARLY BIRD PRICES (before April 10)

- \$75 members
- \$90 non-members

(Prices increase by \$20 after April 10)



More information:

We will be building our professional skills in researching large projects with Dr. Pat Ackerman of K-State Salina. Dr. Ackerman recently wrapped up her authorship of the book, *Marymount College of Kansas: A History*. KPC Members will learn what resources, both print and hard copy, are out there for research needs; tips on how to mine those resources for data; and how to pull it all together for their own projects.

We'll hold our Annual Membership Meeting and discuss the business of the organization, including setting our budget for the coming year, and discussing by-laws changes regarding the final steps to officially turn our scholarship program into a professional development fund for the purpose of helping our KPC members improve their skillsets.

Our luncheon will feature Olaf Frandsen, editor and publisher of the Salina Journal. He'll talk about the newsmaking events of today in Kansas, and how his staff covers hot topics using the latest tools available.

We'll also take a moment to recognize the winners of our annual KPC Communications Contest, our 2015 Communicator of Achievement, and the final four recipients of KPC Scholarships. And, of course we'll have plenty of opportunities to mingle and network throughout the day, as well as on the included Tram Ride that will take us through the magnificent Rolling Hills Zoo at the end of the day.

More information [is on our website](#).

Bylaws Change

One simple bylaws change is needed:

Article VIII - Committees

Section 1

Standing committees of Kansas Professional Communicators shall be: bylaws, communications contest, finance and budget, membership, public relations, scholarship, patrons, communicator of achievement, youth projects, and conference.

Change to:

Section 1

Standing committees of Kansas Professional Communicators shall be: bylaws, communications contest, finance and budget, membership, public relations,

professional development, patrons, communicator of achievement, youth projects, and conference.

The process is simple and current bylaws only requires the following:

ARTICLE X- Amendments

Section 1

These bylaws may be amended at any meeting of the membership by a two-thirds vote of those eligible members present and voting, provided the agenda for such meeting clearly indicates that bylaws changes are to be considered and such agenda has been submitted to the membership with the call of the meeting.



2015 NFPW Conference

From the NFPW newsletter:

Join us in Alaska for the 2015 NFPW National Conference, New Frontiers in the Last Frontier. You'll be staying in downtown Anchorage at the Hotel Captain Cook, the premier hotel in Anchorage. It's easy distance to shops, jogging trails, and our beautiful museum. We have a very special rate of \$175, including free wi-fi and use of the athletic club.

Register online with the Hotel Captain Cook (This link will automatically input the conference code of NFPW2015. When you select the September calendar for your arrival date, the \$175 rate is available for Sept. 3 - 16.) <http://tinyurl.com/l9kcr7m>

Check out our newly redesigned website: www.akprocom.org for information about tours.

- A four-day pre-tour to the Interior of Alaska, with stops at Denali National Park and Fairbanks
- A one-day post tour to the coastal town of Whittier from where we will depart for a five-hour, 26-glacier

- tour on scenic Prince William Sound
- Seven-day pre-conference Celebrity cruise

During the conference, you can choose from 21 educational workshops for personal and professional development.

Highlights include:

- The opening keynote to celebrate Anchorage's 2015 centenary celebration will incorporate a multimedia program, detailing Alaska and Anchorage's history through video collected by the Alaska Moving Images Preservation Association.
- Dr. Rosita Worl, who will offer both a keynote speech and a workshop on Alaska's Native peoples, their history and culture and how they are taking their place in a modern world, while retaining those attributes that are the hallmarks of their culture. Dr. Worl is Tlingit from Southeast Alaska and a world-renowned expert in her field.
- Aliza Sherman, who helped pave the way for women online and in the Internet industry. She is a web and social mobile pioneer whose work helped shape the early new media industry. She is an international keynote speaker, author of 10 books, and a digital strategist since 1992. In addition to starting the first woman-owned Internet company in the early '90s, Cybergrrl, Inc., she has been writing, speaking and consulting about social media since 2006 and social mobile marketing since 2010. She is also well known for her expertise on women's technology and business issues.

APC has gathered a rich variety of speakers from all walks of media life, from writers and photographers to news anchors and social media specialists, so we're confident you will find subjects that interest you.

The sooner you book your air travel, the more options you'll have and the better rate you'll get. A number of airlines fly to Alaska only in the summer, so the increased competition is a boon to summer travelers. Many Alaskans use the Alaska Airlines Visa Card, which offers a \$99 (plus taxes) companion fare when you sign up and annually upon renewal. Click here for more details: <http://bit.ly/1FIbiRi>.

Anchorage was recently named one of the Best Towns in America by Outside Magazine. More than 1.5 million votes were cast in the competition, so we're looking forward to sharing our award-winning city and state with you.

Sincerely,

Monica Springer
Kansas Professional Communicators

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