



MESSAGE FROM YOUR PRESIDENT

This year marks our tenth anniversary, and perhaps you wonder what to get the NPC as a gift. As an aside, as if you needed an indication that standards are slipping, the traditional tenth anniversary gift used to be tin or aluminum; the “modern” tenth anniversary gift is diamond! Are we wealthier, or are tenth anniversaries now as rare as diamonds? Either way, don’t fret as we plan to give *you* gifts! Thanks to President Emeritus, Rhona Saunders’ strong send-off, 2006 promises to be a year of which we may be proud.

January started with the *Authors and Books Festival* and a luncheon with Pulitzer Prize winner and novelist, Edna Buchanan. These events were of immeasurable benefit to our community thanks to Conference co-chair Phil Jason, Carolyn Adlen, Jeanne Findlater and the other dedicated volunteers who made this event important and memorable.

Our current Board of Directors has ambitious projects, yet we recognize that resources are finite and will offer for your consideration only the best of the best. One of these events is the *2007 Reading Fes-*

tival that will span Collier, Lee and Charlotte Counties. Our partners, which include the county libraries, have all signed a document of agreement in principle. This is an ambitious but fun task, and we have the resources to do it well.

We are also pleased to announce that the Collier Athletic Club is now “our club house.” CAC offers special memberships, which will enable us to enjoy the dining room, poolside bar and grill, CAC parties and activities year-around. This partnership is additional incentive for NPC membership. Membership Chair Andrea Ibarra will gladly provide details (see insert).

Thanks to our Program Chair and Vice President Bill Schiller, we are no longer limited to sit-down lunches. Bill is making plans for poolside evening events and field trips. In addition to stimulating discussions, food

and good company, we especially hope to become increasingly accommodating to the working press.

And finally, Phil Beuth, one of the most nationally respected men in the field of broadcasting, honors us with his commitment to develop a meaningful and long term Scholarship Program for young journalists, building upon what has been accomplished in the past. We receive his commitment when we give him ours. He is seeking a strong and dedicated team to work with him in raising funds before this endeavor commences.

In closing, please — don’t be *just* a member. Be a participant!

Lois Selfon

THE NAPLES PRESS CLUB’S NEW HOME: THE COLLIER ATHLETIC CLUB

710 Goodlette Road at 7th Ave., N.



Special NPC membership available
 Information: Julie Verrier-Ingalls 263-2566

Lois Selfon, President

Lois has a distinguished entrepreneurial career in Washington D.C. She was the creator and publisher of the *Monday Morning Energy Outlook*, the 1970s energy crisis' authoritative weekly trade publication. A credentialed member of the White House and House of Representatives press corps, her publication was the "must read" news source for both industry and government. While giving a speech promoting a book she wrote about her experiences, Lois so impressed a GE executive that he hired her on the spot as part of Jack Welch's new incoming team to bring small business principles to the GE Aircraft Engine Group plant in Cincinnati.

Lois then returned to Washington as a consultant for members of President Reagan's cabinet on team building and quality in the workplace. Moving permanently to Naples in 1998, she continues to contribute to the community in a variety of public service and charity roles. Lois has her MBA from Marymount University of Virginia.

Joan Curley, VP, Administration

Joan received her B.A. Degree from Newton College of the Sacred Heart and a M.ED. from Boston University. She has



NAPLES PRESS CLUB BOARD OF DIRECTORS, 2006

done advanced graduate study at Tufts University. A former teacher, school counsel and elementary principal, Joan's new career is writing children's books. A world traveler, Joan is an officer and member of the Circumnavigators Club International. She is the recipient of several public service awards at home and abroad.

Phil Jason, VP, Writers Conference Chair



Phil was a college English professor for more than 36 years, the last 29 at the United States Naval Academy in Annapolis. He is the author or editor of more than 20 titles, many dealing with the literature of war and the study of poetry. Co-author of the Prentice Hall *Creative Writer's Handbook*, he has been chairperson of the Naples Press Club's Authors and Books Festival.

Bill Schiller, VP, Program Chair

Bill's media career spans more than 20 years. From radio and television to newspapers and magazines, he is a writer, editor and photographer whose pub-

lishing credits include more than 50 books and a vast array of articles that have been published nationally and abroad. Prior to assuming his public relations role with International College, Bill was director of communications at The Greater Naples Chamber of Commerce.



Bob Wiener, Programs

Bob is a graduate of Ohio State University and the Columbia University Graduate School of Journalism. Bob's first journalistic encounter was as copy boy for the old *New York Sun*.

He later worked for the Associated Press in Ohio and West Virginia, at International News Service in London as diplomatic correspondent, and in public relations for both Mobil Oil Corporation and the Hackensack (N.J.) Water Company. In World War II, he served as a radio operator with the Army Air Force in India and Burma.

Dorie Bower, National Affiliation Chair

Dorie has a B.A. in Journalism and English from Westminster College, Pennsylvania. She began as a cub reporter for *The*



Pittsburgh Sun-Telegraph and became a Society Page Reporter for the *Pittsburgh Post Gazette*. She was a part-time writer for the Allegheny County Health Department before she founded and became Executive Director of Medical Information Service, a computer service for reporters. She is a founder of the Press Club of Western Pennsylvania and served as Executive Director until she retired in 2004. She received the Pennsylvania Service to Journalism Award for her contribution to the advancement of journalism.

Sandy Schoepfer, Chamber of Commerce Forums

After working several years as a freelance reporter and producer at WGPU Public Radio and Television in Fort Myers, Sandy Schoepfer is currently executive assistant to Mike Reagen, President of The Greater Naples Chamber of Commerce.





Photo credit: Debbie Cantor

**Sissel W. Robertson,
Communications Chair**

Sissel is a freelance writer, editor and photographer. She is a former staff writer for *Eagle-News* and founding editor of FGCU's literary magazine, *Mangrove Review*. Sissel graduated *cumma sum laude* with a liberal arts degree from FGCU in 2004.

She is President of the Gulf Coast Writers Association and Communications Chair for Friends of Six Mile Cypress Slough Preserve. She is writing her first novel and is homeschooling her teenage son.



**Andrea Ibarra,
Membership Chair**

Andrea is the New Media Advertising Director for NDN Productions, the interactive division of the *Naples Daily News*.

She began her career as a journalist in Kansas City. While working for Knight Ridder, she

transitioned into new media management as newspapers took to the web.

Raised in northern Illinois, Andrea's B.A. is from Truman University, with graduate studies conducted at the University of Missouri-Kansas City.

ADVISORY BOARD



Rhona Saunders, Emeritus

Rhona is a founding member of the Naples Press Club. She was an active member of the National Press Club in Washington D.C. for three decades. She is a former owner and operator of a communications firm. She has been a publisher of several trade magazines, an editor of several business publications and was an editor of CBS/WTOP All News Radio.

**Jeanne Findlater
National Affiliation**



Jeanne Findlater was vice-president and general manager of WXYC-TV for eight years for both ABC-owned stations and Scripps Howard Broadcasting. Professional credentials include syndicated and local television program creation; positions as editor, writer and columnist for the Detroit Free Press; magazine and book publishing. She began her career teaching learning-challenged children in an inner-city Detroit school. She currently writes and edits for selected clients.



Dave Elliott, morning host on WGUF 98.9 FM, owns and operates VoxNOW Studios, a digital video and audio production company. In television he has hosted, produced and directed everything from local news to live parade broadcasts, telethons and entertainment specials. He was general manager of UPN affiliate WEVU-TV in Naples, Florida. Dave has been an orchestra conductor and choir director, and professional stage director. A veteran of the cable television industry, Dave has created many successful ad campaigns and served many nonprofit organizations.



Michael Reagan, Ph.D., is President and Chief Executive Officer of The Naples Chamber of Commerce. He has a Ph.D. from Syracuse University and was Chief Advancement Officer of Des Moines University for the Osteopathic Medical Center and President of the Des Moines Chamber of Commerce. Widely recognized as influential leader, Mike has conducted trade missions to Mexico, Hungary, Ukraine and Russia. He has served on the Boards of the Seacrest Country Day School, Edison College, Lorenzo Walker Technical Institute, and the Rookery Bay Estuarine National Research Center.

Corbin A. Wyant is the retired president and publisher of the Naples Daily News, is president of the Florida Press Foundation. He is a board member of the Sun Coast Media Group, publisher of newspapers in Charlotte and Sarasota Counties. In his 44 year career, he published newspapers in Pennsylvania, Arizona, and Sonora (Mexico) before coming to Florida 33 years ago.

Phil Beuth was one of the founders of Capital Cities Communications. When his company bought out ABC-TV, Phil became an Emmy Award winning executive in charge of Good Morning America. For almost ten years, it led all morning shows in the ratings. He was recently elected to the New York Broadcasters Hall of Fame, adding to his many honors.

NAPLES WRITERS

January 14



James Born and Jonathon King, mystery writers

Photo: Bill Schiller

Dear Phil:

What better place than Naples for a group of writers to converge? Our first experience of the Naples Writers' Conference was entirely positive, even inspirational. In our sessions and over lunch, dinner, and late-night drinks, we talked writing (and reading) with some fascinating people whom we hope to see again. We came home with fresh ideas and renewed energy for our work.

Two weeks after we got back, my agent called to say she'd sold my new novel in progress (all forty pages of it!) to Simon & Schuster. So I'll be spending the next year practicing exactly what I was preaching at my session on structuring novels. Please send our best regards to all the good folks we met in Naples, and special thanks to the Press Club for hosting us.

Susan Hubbard

Associate Professor
Department of English
University of Central Florida



Author, Susan Hubbard

Photo: Sissel W Robertson

By Sissel W. Robertson

The only the bad part about the *Fourth Annual Naples Writers' Conference* was that it ended. As it came to a close, it occurred to me that conferences are not unlike children; each one has a unique personality. How I loved this one! Like hot soup on a cold day, the conference warmed, nourished and inspired me so much that I had to pull off the road several times on my way home in order to write.

International College was spacious, yet intimate. Bill Schiller, NPC Program Chair and Public Relations Coordinator for International College, was ever attentive to his guests. Conference Chair Phil Jason and Co-chairs Jeanne Findlater and Carolyn Alden had overlooked nothing. With plenty of volunteers at hand, *everyone* was able to enjoy the Conference. Former President Rhona made everyone stay on schedule and tended to other matters, large and small. Roberta Hecht made the arrangements for the delicious meals.

For two days, Carolina Garcia-Aguilera, S. V. Date, Susan Hubbard, Jonathon King, Robert Gelinas, Jasmine Cresswell, Karla Wheeler, Paul McElroy, Janina Birtolo, Phil Jason, Martha Jablow, Robley Wilson, James Bennett and James Born gave of their talent and shared their experience to help others gain mastery in the craft and business of writing. Networking breakfasts and lunches brought men-



A captive audience at

tors and participants together for informal exchanges. For many, this may have been the best part of the conference.

Our keynote speaker was in delayed in traffic on Alligator Alley, but it did not seem to ruffle the feathers or shake the faith of the trio in charge. In the dining room of the Cypress Woods Country Club, 115 fans made the most of the extended networking opportunity and were finishing their desserts when Phil announced that Pulitzer Prize-winning reporter and crime nov-

Dear Phil:

Thank you very much for allowing me to participate in the Writers' Conference.

I had an exceptionally good time and take my hat off to you and the members of the Press Club for the exceptional hospitality. The event was very well organized and ran smoothly. I hope that I did my small part of providing some education, intermixed with entertainment, to your participants

Thank you for the opportunity to participate.

Sincerely,

Paul McElroy

TREASURE COAST
MYSTERIES, INC



Author, Carolina Garcia-Aguilera

Photo: Sissel W Robertson



Co-chair Carolyn Alden with Martha Jablow

Photo: Bill Schiller

Writers' CONFERENCE & 15, 2006



International College
Photo: Bill Schiller

lines for Edna's book signing, the afternoon sessions began on time with few empty chairs.

Unlike children's parties, the conference did not have a predetermined theme. However, "blurring boundaries" seem to emerge, if not as theme, then as the conference's unique personality. Many presenters spoke of boundaries between truth and fiction, and I could not keep from noticing how boundaries between presenters and their audiences were delightfully blurred. The event was at once formal and informal, with a prevailing feeling of hope and camaraderie that will remain in our memories long after other conferences are forgotten.



Robert Gelinas, Publisher
Photo: Bill Schiller



Author and presenter,
S.V. Date

Photo: Sissel W Robertson

Dear Ms. Selfon,

I would like to thank the Press Club. I was fortunate to meet the editor and publisher of Archebook Publishing at the recent Naples Writer's conference in January. With few expectations, I submitted my book to Mr. Robert Gelinas. In less than a month, Mr. Gelinas accepted my book for publishing, offered me a five-figure advance and a contract for four books. He is planning a fabulous campaign, and I could not be more grateful for people like him, Lois Selfon, Phil Jason and others who provided this opportunity for me to meet and to learn from experts in publishing and writing fields. Thank you. Never give up, because sometimes when you least expect it....!

MOLLY BARROW PH.D.
Mental Health Counselor



Jasmine Cresswell signs book for buyer *Photo: Bill Schiller*

elist, Edna Buchanan, had arrived at last.

Seated to the extreme right of the podium, I had a great view of Edna's profile. Considering her ordeal, she also appeared remarkably calm and captivated adoring fans with stories from her childhood and from the field as a Miami crime reporter. When her presentation ended, she drew the winning raffle ticket. Richard Findlater held the winning stub, which means Richard may become a dangerous criminal — as a character in Edna's next novel. In spite of a the delay at lunch and long



The lines were long for Edna Buchanan's book signing

Photo: Sissel W Robertson



Conference Chair, Phil Jason

Photo: Sissel W Robertson



*Photo courtesy:
Molly Barrow*

WELCOME!

NEW MEMBERS

Since December 2005

Harriet Heithouse

Suzy Dorr

Daniel Lindley

Doris Reynolds

Erin Daly

Lawrence De Maria

Sandra Lender

Edythe Cohen

NEW BOARD MEMBERS

Mayela Rosales. Mayela and her husband, Orlando, are founders of Media Vista and publishers of *D'Latinos Magazine*.

Joanne Fowler, FGCU Renaissance Academy has rejoined NPC. She is our newest addition to the Board.

THANK YOU, ROB

Rob Hainsworth, Webmaster

Rob is a founding member of the NPC who has served as webmaster for the past six years. He edited THE RECORD, NPC's original newsletter from 1995 to 2002. He now lives in Vancouver, Canada, but enjoys maintaining the Web site, as he is able to keep in touch with his friends and the organization.



Photo courtesy:
Rob Hainsworth

NPC FORMS ALLIANCE WITH CHAMBER

by Sandy Schoepfer

The Naples Press Club is proud to announce its partnership with The Greater Naples Chamber of Commerce in creating a series of forums on community issues presented by the Civic Information Center. The Press Club will assist with local and na-

tional press coverage and potential VIP attendance and participation.

The Naples Hilton hosted the first of six forums with Naples City Council candidates answering questions from the audience and distinguished panelists Millard Younkers, Lou Vlasho and Mayela Rosales and from the audience. Jeff Fridkin, Chair-Elect of the Chamber Board of Directors, served as moderator.

Sponsored by the *Naples Daily News* and Comcast, the event was attended by more than 200 people.

Info: Sandy Schoepfer at 216-6399

SCHOLARSHIP PROGRAM



PHIL BEUTH

Photo courtesy: Phil Beuth

Dear Members:

Several years ago, the Club awarded some modest gifts to college students majoring in journalism. Prior to that, there were some other gifts, but it is fair to say that we did not have a large enough, vibrant, ongoing dedicated group of volunteers passionate about the program. As is often the case, a few unsung individuals did the work.

A proper scholarship program needs a small team of members who care about the concept. A substantial program just does not happen. It takes work to be successful. Needed are people who can write and maintain "Guidelines and Procedures of Qualification," meet and screen candidates, select and monitor those chosen, and be actively involved in raising money to support the effort.

We are talking about a continual long-term project. We would be overseeing scholarships that could support as many as a half dozen students. Just four students in a meaningful program could each cost two or three thousand dollars a year. My personal history with the Club and raising money for charity taught me that most members are not comfortable with the concept. We need a group that is.

I have been asked to lead the scholarship effort. So, I am asking for your reaction. Please email me your response. Not just "Yes, I will help." Give me some measure of your passion, your ideas about the possibilities and your level of commitment.

Respectfully,
Phil Beuth

Respond to:

Philipbeuth@aol.com

MEMBERS IN THE NEWS

JOAN CURLEY

Bonita Living Magazine recently featured the Vice-President of the Naples Press Club. Joan J. Curley was the spotlighted author for her new children's book, *Hi! My Name Is Keiko*. This is Joan's sixth published book and is the story of a Japanese schoolgirl explaining her culture and customs to visitors. Joan has used her experiences of living and working as an educator in different parts of the world to fashion her children's stories.



DON CORACE

Member Don Corace also is featured in the January issue of *Bonita Living*. With a background in oil sales and real estate investment, Don currently is a partner with Signature Communities. Don's first novel, *Offshore*, is a fast-paced corporate thriller published by Emerald Ink Publishing in

Houston. Don is marketing a screenplay based on the book while writing his second thriller, "Skyline." More information is available at Don's Web site, DonCorace.com.

**SPECIAL THANKS!
DON CORACE
SPONSORED
THE NPC
DECEMBER LUNCHEON
AT THE DUNES**

**WHO, WHAT, WHEN,
WHERE & HOW?**

2007 READING FESTIVAL

Sunday, March 19, champagne Sunday brunch with author **Carol Higgins Clark** Kensington Golf and Country Club. Hosted by Friends of the Library, 262-8135
This is an initial function of our 2007 partnership in the **Southwest Florida Reading Festival**

LECTURES

SUZY DORR of the University of Miami Rosenstiel School of Marine and Atmospheric Science presents:
March 23: "Swimming with giants: following large fish across the sea"
April 20: "Sea turtle navigation: unraveling the mystery" **Telford Center, NCH**
kwilkening@rsmas.miami.edu

ONE-WOMAN SHOWS:
JANINA BIRTOLO

March 21, 2006
Daring to Dream
Estero Library, Three Oaks Parkway,
7 p.m. 390-3200

April 1, 2006
Celebrating Women Poets,
Conservancy, Naples,
4 p.m. 239-261-4951

April 6, 2006, Remember the Ladies
Collier County Headquarters Library
Orange Blossom Rd.
6:30 p.m. 593-0334
<http://www.janinabirtolo.com/>

CALL FOR JUDGES

Gulf Coast Writers Association recently sponsored a writing contest in partnership with Friends of Six Mile Cypress Slough Preserve and Lee County Parks & Recreation. There are still a couple of openings for judges. Join judges NPC's Phil Jason and Phil Beuth; *News-Press*; editorial page editor emeritus, Homer Pyle; award-winning poet and FGCU English professor, Dr. Jim Brock; and others. Judging must be completed by April 1.

Respond by March 17
SisselRobertson@aol.com
947-2511

**GULF COAST
WRITERS ASSOCIATION**

March 18, International College, 4501 Colonial, Ft. Myers. Janina Birtolo presents: Building a Freelance Career

www.gulfwriters.org
489-1673

PRESS CLUB CALENDAR

March 15: Honor the Free Press of America Day with E.T. Brisson Detachment of the Marine Corps League of Naples. The Elks Lodge, 3950 Radio Rd. Naples 11:00 a.m.

April 19: Reception with the Hispanic Association of Journalists 5:00-7:00 p.m.

May 17: Fish Fry with NDN Publisher John Fish

June 21: Gene Landrum: Team building & organizational strategy

July 12: Publishers of community news: *North Naples Journal*, *Collier Citizen*, *Naples Sun Times*

August & September: Stay tuned...

**FROM
YOUR EDITOR**

Sissel W. Robertson

DEADLINE is a quarterly publication of the Naples Press Club. We welcome your news, photos, short articles and ideas. We have openings for copy editors and someone to do the mailing. These are small jobs, yet they are vital to the long-term success of *your* newsletter.

Our inaugural issue of *DEADLINE* is board-heavy, but our goal is to serve you and to facilitate member networking.

Please submit your programs and requests. The newsletter will be uploaded to NPC's newly created website and updated monthly. It will also be advertised regularly on the *Naples Daily News* Web site, offering an additional opportunity for outreach.

E-mail submissions anytime, but no later than May 15 for possible inclusion in the June issue.

SisselRobertson@aol.com

239-947-2511

**DEADLINE
STAFF**

PUBLISHER:
Sissel W. Robertson
EDITOR:
Sissel W. Robertson
DESIGN:
Sissel W. Robertson
COPYEDITORS:
Wanted
Wanted
PHOTOGRAPHY:
Bill Schiller
MAILING:
Wanted
PRINTER:
Steen Studios

CALL ME A COCK-EYED OPTIMIST

By Sally Tiffany
NPC Assistant to the Board



Call me a cock-eyed optimist; call me naïve. There is just no way anyone can convince me I can't do something once I put my mind to it. Come what may, I'll find a way. It might take a lot of thought. It might take some restarts if things start moving in the wrong direction. But you tell me I can't accomplish something, and I'll move mountains to prove you wrong. Now, realize that I'm not so optimistic that I think I can win the Olympic figure skating gold medal or climb Mount Kilimanjaro. But give me something halfway attainable, and I'll find a way to do it—if I really *want* to do it, that is. Therein lies the problem with many people when it comes to taking on a challenge or chore. First of all, you must have a desire to succeed.

At the first meeting of the Naples Press Club Board of Governors over which your new president, Lois Selfon, presided, she set forth four goals for her term. Setting the goals is actually the easiest part. I can't imagine anyone not agreeing that the goals Lois has established are excellent ones and truly attainable. Many of you, having served in the capacity of chair or president of an organization, recognize that goals set by one person are often beyond reach without the cooperation of others who share those goals.

Therein lies your challenge—and not just members of the Board of Governors. This challenge falls to all paid members of the Naples Press Club. An organization is only as good as its membership makes it. Being associated with five local groups, I am exposed to a wide variety of leadership styles and involvement by members. As a non-member of four of the five, I am relegated to sitting on the sidelines and providing assistance where needed. At the same time, I seem to find myself somewhat of a cheerleader. In that role, I would encourage you to step up and take an active part in the activities and goals of your organization. Membership means more than just paying annual dues, sporadically attending luncheons, and adding your involvement as another line item on your resume. Take the challenge, give assistance to those who ask, and make YOUR Naples Press Club worthy of recognition locally, state-wide, and nationally.

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THE NAPLES PRESS CLUB
2390 Tamiami Trail North
Naples, FL 34103

Honor the Free Press of America Day

NPC partners with the E.T. Brisson Detachment of the Marine Corps League of Naples.
Buffet lunch. March 15, 11:00 a.m. The Elks Lodge, 3950 Radio Road, Naples.

Keep Naplespressclub.org/calendar in your “favorites”