



Petersburg writing workshop set for October 19–21

by Marilyn Jordan George

“A Savvy Approach to Book Writing and More Sales” is well-known workshop presenter Elaine Colvin’s title for her Petersburg workshop slated from October 19 through 21. Colvin will give writing, editing, and marketing advice to writers wanting to ensure their books get the attention they deserve. Colvin’s first workshop was so popular that the Petersburg Writers’ Guild decided to sponsor her for a second workshop. Alaska Press Women is helping to support the workshop by sponsoring luncheon on the second day.

A Savvy Approach to Book Sales: Marketing Advice to Get the Buzz Going is Colvin’s latest book. She

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Alaska Native Heritage Center presents Native garments in fashion show at August APW luncheon

by Dee Gould

Alaska Press Women program chair Asta Corley hit another home run by selecting Margaret Nelson to be the presenter at the August luncheon meeting. Margaret brought APW members and their guests an informative and highly entertaining program from the Alaska Native Heritage Center (ANHC), where she is the president and chief executive officer.

Nelson opened her presentation with a computer slide show “Fun at the Center,” giving us the top ten funniest questions workers at ANHC are asked by visitors. Her vote for the most absurd question Native employees have been asked is, “How long have you been Native?”

Nelson gave the history behind the ANHC—the initial idea, concept, Alaska Federation of Natives support, site selection, fund raising, and philosophy behind its development. It took ten years to bring the center to reality. Nelson talked about the facility features, with a major priority being to share and pass on to other generations the rich heritage of Alaska Native people. She described the eleven Native groups in Alaska (Athabascan In-

dian; Yup’ik, Cup’ik, St. Lawrence Island Yup’ik, and Inupiaq Eskimo; Aleut; Alutiiq; and Eyak, Tlingit, Haida, and Tsimshian Indian) and talked about the success the center is having in promoting pride and self-esteem among those involved. Values such as celebrating cultural diversity, respect, and the appreciation of the holistic world of Native cultures were brought to our attention. Nelson spoke of the ability to recognize the continuity of many cultures and the importance of elders and of the Native oral tradition.

A major emphasis of Nelson’s talk was the “intellectual copyright” concept. There are long-standing oral traditions in many Native groups. These involve telling stories only to and by certain people. For this reason, all concerned need to be sure to get permission and be sensitive to Native stories and how they are shared.

The highlight of the presentation was a “mini-fashion show” wonderfully narrated by Bethel’s Carrie Swanson. She described the feelings, family traditions, history, and art that are incorporated into

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Fashion show (from page 1)

Native garments by the women who make them. “Clothing identifies who we are,” said Swanson, a Yup’ik Eskimo. She carefully introduced and described clothing modeled from Athabascan, Alutiiq, Yup’ik, Aleut, and Tlingit cultures. Her own parka was an incredible garment handsewn of some 75 pelts by her mother.

Nelson also emphasized that cultural diversity and sensitivity are



Alaska Native Heritage Center “models” show off garments representing several Native Alaskan cultures. The center is located in Anchorage.



Carrie Swanson of Barrow narrates the fashion show of Native garments. Her own parka was handsewn by her mother.

not a “sound byte—they take time.” ANHC offers two-day workshops on cross-cultural issues, and she hopes that the community will take advantage of this highly educational opportunity. She says that culture takes time. We need to take the time to experience diversity, not just ask for it in a small capsule.

This year’s theme at the Alaska Native Heritage Center (through September 30) is “Fur, Feathers, and Fiber—Covering Native Alaska.” As part of that theme, visitors can see skilled Alaska Native artisans create traditional clothing using the tools and methods passed down for generations. Displays in the center’s Hall of Cultures illustrate how Alaska’s 11 Native cultures created unique adaptive clothing and decorative items. Next year the theme will focus on traditional healing and medicine.

We thank Margaret Nelson, her associate Lonnie Jackson, model and fashion show narrator Carrie Swanson and Luke, Yvonne, Victoria, Natalia, and others who took time to model the beautifully crafted traditional clothing of the Alaska Native people.

September speaker will talk of “foot and mouth” by Asta Corley

Nancy Deschu, an Alaska Region hydrologist for the National Park Service, will speak at the APW luncheon on September 6. Deschu, who also works independently as a freelance nonfiction writer, enjoys outdoor writing.

This spring, Deschu attended a special writers retreat/workshop in England at the Schumacher Institute. She was there during the crisis of the foot and mouth disease, which affected not only farmers, but also tourism and associated businesses. Deschu will give her own account and observations of living in the midst of rural Devon, England, during this time. She will also blend in tidbits about what she learned during the workshop.



Top of the world writers

The Prez Sez . . . by Judy Griffin

You can shape the character of Alaska Press Women

Two key components sustain the pulse of Alaska Press Women: the makeup of our membership and the connections that bind those members. The character of APW reflects the members of our organization. And we are fortunate to have some real characters in our fold!

To remain a strong and vibrant organization, APW must constantly embrace new members. We need their talents to complement those of other members. We need their dues and luncheon fees to help defray costs and support worthy programs. And we need their ideas and enthusiasm.

I've witnessed the recruiting fervor of board members. Clippings of new business announcements and promotions are passed to the membership chair, Elise Patkotak, during the business meetings. More notes are given to Elise at the luncheons, where she also encourages new candidates to take applications home or to visit our Web site, www.akpresswomen.com.

Have you thought lately about potential new members we might contact or whom you could bring as luncheon guests? One good way to help candidates recognize the value of our organization is to request their names be added to our E-mail Express guest list. These friends of APW receive announcements about the speakers for upcoming luncheons.

The E-mail Express has become a vital tool for sustaining the pulse of APW and keeping our members connected. Thanks to the capable

management and excellent editing skills of Thetus Smith, the well-timed messages are also expertly composed.

Some of us remember how much more difficult the task of conveying luncheon information was when communications relied on the branches of our phone tree. The phone tree leader allocated member lists to callers. When the luncheon information was ready to be distributed, the leader contacted the designated callers. We, in turn, phoned the people on our list. We'd then call the leader back with reservation information. How fortunate we are today to have the direct communication permitted by E-mail Express!

Other key sources of member connectivity active today are the newsletters, capably managed by Karen L. Lew, and the Web site, which has been nurtured by Nancy and John Killoran. Then there's the First Amendment Network Alert Program managed by former president Doris Thomas, the stimulating luncheon programs arranged by Asta Corley, the media announcements about our activities made possible by First Vice President Diane Walters, and many more activities too numerous to mention.

I'll close this column with a plea to stay in touch and to help keep APW alive. Let us know what you're doing with updates to the newsletter and by networking at the luncheons. Share news about our organization, identify yourself as an APW member on resumes and

when receiving professional recognition, and tell us about potential new members. APW needs and will thrive best by connecting and serving each and every member.



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APW welcomes new member Katherine Scott Anderson

by Dee Gould

Alaska Press Women's newest member is Katherine Scott Anderson, who graduated from Robert Service High School in 1984. Her job life before graduation included babysitting, commercial fishing, selling shoes at the old Montgomery Ward store, working in the J.C. Penney's catalog department, and working as a hotel operator and reservation clerk at the Sheraton Anchorage. Raised in the city of Anchorage, Katherine decided to leave The Great Land after graduation to explore life outside Alaska. Her adventures have taken her on a fascinating journey from Portland, Oregon, to Washington D.C., Enterprise, Alabama, and Salado, Texas. Her travels have fortunately brought her back to her Alaska hometown.

Katherine's current job is as a contract specialist with the Procurement Technical Assistance Center (through the University of Alaska Anchorage and in conjunction with the Small Business Development Center). This nonprofit agency has hired her through a grant-funded program to counsel small businesses on getting government contracts, developing marketing strategies, and developing proposals. Katherine also travels to Kenai once a month to provide financial and marketing counseling.

The seven years outside Alaska saw Katherine working at



MacGruders grocery store, the Hyatt Regency, and a measuring company in Washington D.C. She worked for the American Correctional Association (a nonprofit organization for correction professionals). Here she met her mentor, Rosalie Rosetti, a former nun who helped Katherinesharpen her writing skills. Together, Rosalie and Katherine wrote a tutorial program for effective writing.

Katherine then moved to Alabama to pursue and receive her master's degree. During this time she worked as a word processor and helped write and edit technical manuals. Katherine then moved to Salado, Texas, and worked at Scott & White Hospital, processing adverse event reports.

Katherine obtained a bachelor's degree in liberal studies from the State University of New York in Albany and a master of science

degree in international studies from Troy State University in Dothan, Alabama.

In 1994, Katherine moved back to Anchorage and worked for Dames & Moore and for Bristol Environmental & Engineering, where she was a part-time proposal and marketing coordinator and part-time environmental analyst before advancing to her current position. It was at Bristol Environmental & Engineering that she met Alaska Press Women's president Judy Griffin and became aware of APW for the first time.

Reading, gardening, fishing, writing, and spending time with her family are on the top of Katherine's list of favorite things to do. She and her husband of four years, Trent Anderson, are "parents" to Ginger, a Lhasa Apso-Pekinese mix, and to Oreo, their rabbit.

Katherine hopes to develop her creative writing skills and write short stories and novels. She says, "I wanted to surround myself with positive influences in the field of writing, so I decided to join Alaska Press Women." Katherine is a definite asset to APW, and we thank Judy Griffin for inviting her to join.



What if everyone read the same book? **Alaska Reads** project is promoting the concept that all of us read the same book and talk about it next year. The book is *North Star Conspiracy*, by Miriam Grace Monfredo.

Spearheaded by the Alaska Sisters in Crime group, the plan is to promote a toolkit for discussion groups and to bring the author to Alaska next April for the statewide book club.

The Alaska Reads program encourages people to make connections through literature and reading. The program aims to stimulate interest in reading by discussion of the same book across the state. Can you help out by leading a discussion group in your town? For more information, contact Ruth Jean Shaw at ruthjean@pobox.alaska.net.

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Art Matters, Anchorage's newest publication, which is devoted exclusively to the arts, is looking for writers. The monthly journal, published by Anchorage Publishing, is completely freelance-written and will pay for articles. Query with clips or call or e-mail with ideas: **Pam Cravez**, editor, 644-8433, Artmatters44@hotmail.com.

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Naomi Klouda recently was in the Anchorage area from her home in Old Harbor (a village on Kodiak Island) and was Karen Lew's guest at the August APW luncheon. Many APW members know Naomi and remember how active she was

in APW activities, especially the "Know-It-All Bowl." It was good to visit with Naomi and we look forward to seeing her rejoin our group.

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Elise Patkotak signs copies of her new book *Parallel Logic* at Cook Inlet Books in Anchorage. The delightful read describes Elice's 20+ years living and working in Barrow, Alaska.

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Alaska Press Women will sponsor a three-member team (Karen Lew and Jill Shepherd for two) for the Anchorage Literacy Project's annual *BizBee*, a battle in spelling.

The *BizBee*—an evening of hilarity, according to those who have participated in the past—is sponsored by the *Anchorage Daily News* and will take place on Thursday, September 20 at the Hilton Anchorage Ballroom.

Spectator tickets are \$10 each, and doors open at 6 p.m. For information, contact Barbara Brown at

Many Alaska Press Women members (including the editor of this newsletter) were Girl Scouts when they were younger. On September 15, the Girl Scouts Susitna Council will be celebrating 50 years of serving girls throughout Southcentral Alaska.

The community is invited to the celebration, which will be held from noon to 4 p.m. at the Kincaid Park Chalet in Anchorage. There is no charge for admission.

At the celebration will be displays of Girl Scout memorabilia from the 1950s to the present day. Marjory Bailey, the first executive director of the Susitna Council, and Sarah Eliassen, the first director of Camp Togowoods, will be honored guests.

For more information about the event, contact APW member **Judy Koskela** at the council offices at 248-2250 or (800) 478-7448.

Alaska Press Women luncheons are held the first Thursday of every month.
11:30 a.m.
Golden Lion Hotel
36th and New Seward
Anchorage
\$15.00 members
\$16.00 guests
\$6 coffee & dessert
Reservations:
274-4723

A few facts about APW membership

by Judy Griffin

Any person who qualifies as a professional communicator actively engaged in communications service for remuneration, or the equivalent, is eligible for active membership in Alaska Press Women and the National Federation of Press Women.

The following are examples of eligible occupations: editorial, photographic, production, managerial, graphic, or creative communications services for a newspaper, journal, or magazine; on the publications or editing staff or in the public relations department of an established educational, governmental, industrial, commercial, civic, or fraternal organization or

institution; on the staff of a licensed radio or television station; employee or owner of a recognized public relations firm; or an accredited teacher of communications.

In addition, students enrolled full time in a college or university communications program or related field, or working part-time or full-time in the communications field, may be eligible for student membership.

Contact Elise Patkotak, APW membership chair, for more information: E-mail TheParrot@aol.com, phone 344-2113. Or visit the APW Web site at www.akpresswomen.com.

Petersburg workshop

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will show workshop participants how to put together winning media kits, pitch themselves for big-time interviews, arrange successful book signings, create attention-getting media releases, and achieve more sales for their books.

The workshop begins Friday with a potluck at 5:30 p.m. Saturday is a full day. The workshop ends Sunday morning in time for participants to catch the 11:00 a.m. plane out of Petersburg.

Registration is \$50 per person and \$20 for seniors. The Tides Inn in Petersburg will give a special discount of \$60 per night for a double room.

For information, contact Marilyn at margeorg@pop.alaska.net.

New APW officers will be sworn in at the monthly meeting on September 6, 2001.

How to Contact APW Officers

Elected Officers

Judy Griffin, President	jfgriffin@chugach.net
Diane Walters, 1st Vice President–Public Relations	Diane.H.Walters@poa02.usace.army.mil
Carol Gales, 2nd Vice President–Regional Member Liaison	gales@nshcorp.org
Asta Corley, 3rd Vice President–Programs	acorley@adn.com
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