

A Way With Words

2005 New Mexico Press Women Conference

Mark April 15 and 16 on your calendar for the 2005 New Mexico Press Women conference. This is a Friday and Saturday, the first in recent history. The award banquet will be on Friday night, and workshops will be on Saturday with the convention ending Saturday afternoon.

Schedule of Events

Friday, April 15, 2005

5:30-8:30 p.m.

Silent Auction and No Host Bar

6:30 p.m.

Communication Awards buffet Banquet begins

7:30 p.m.

Keynote Speaker, Susan Seligman

8:00-9:30 p.m.

Communication Awards presentation

9:30 p.m.

Auction Check-out

Saturday, April 16, 2005

7:15 a.m.-2 p.m.

Registration

7:30 a.m.-9:00 a.m.

Breakfast

8:00 a.m.-9:00 a.m.

NMPW Annual Meeting (during breakfast)

9:15 a.m.-11:30 a.m.

Workshop: Telling Your Story in a Media Crazy World, Susan Peterson
(There will be a 15-minute break at 10:15 a.m.)

11:45 a.m.-1 p.m.

Zia Award Luncheon

1:15 p.m.-3:15 p.m.

Workshop: Web Writing that Works, Jonathan Price
OR

1:15 p.m.

Board bus for field trip

1:45 p.m.-3:45 p.m.

Workshop: Silvery Minnow and the Rio Grande, New Mexico State Professor
David Cowley

4:30-6:30 p.m.

Wine tasting at local winery

Conference Highlights

Banquet Speaker

Susan Seligman: Susan Seligman is the New Mexico Director of the Anti-Defamation League. In that capacity she works with law enforcement, media, schools, the legislature and various community and religious groups to combat prejudice, discrimination and anti-Semitism in New Mexico. Her many activities include passage of the New Mexico hate crimes bill into law, facilitating diversity trainings in schools and businesses, organizing law enforcement trainings on extremism and serving on various city and state task forces. She is a published author and free lance writer as well as a champion equestrian.

Workshops

Telling Your Story in a Media Crazy World: Explore new trends and realities in the age of instant news with an interactive discussion led by Susan Peterson, founder and president of The Communication Center/ Susan Peterson Productions Inc. As a professional media coach and former NBC and CBS correspondent, Peterson offers valuable perspective on the media and the changing face of journalism. Gain insights on what affects news coverage, shapes headlines and influences reporters, so you can better tell your story in a media crazy world.

Web Writing that Works: Lisa and Jonathan Price, who are professional web writers and editors, will offer tips about how writers can tailor prose for e-mail, web pages, and discussion lists. The Prices have written and edited hundreds of articles for web sites such as America Online, Hewlett-Packard's HP.com, Disney's Family.com, and Intuit.com.

They have recently published *Hot Text: Writing that Works* (New Riders). Jonathan has taught writing at the University of New Mexico, New Mexico Tech, New York University and Rutgers.

Silvery Minnow Field Trip: David Cowley, an endangered species expert with New Mexico State University, will lead a field trip along the Middle Rio Grande, where he's studying whether the agriculture drainage system could serve as a refuge for the silvery minnow and other native fish. (D'Lyn Ford will provide more information.)

Zia Award Luncheon: This year's Zia Award winner will discuss her book.

Register Now
Early Bird Registration Deadline March 25

Name: _____ Business (Affiliation or Freelance): _____

Mailing Address: _____ City, State, Zip _____

Please give details as they apply
Dietary Requirements, Special Assistance Required

NMPW members are women and men who have paid annual state and national dues of \$61.50. Non-members may apply at member rates if they submit an application for membership that can be accepted by NMPW.

Registration

Full Conference

Early bird, \$100	Member Regular, \$120	Walk-in, \$140
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Early bird \$130	Nonmember Regular \$150	Walk-in, \$170
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Banquet only, \$35 for early bird, \$40 for regular, \$50 for walk-in
Breakfast only, \$18
Lunch only, \$21
Peterson workshop, \$50
Price workshop, \$50
Field trip, \$50

Membership Dues (Join now for \$61.50)	\$ _____
Total Full Conference Registration	\$ _____
Total Peterson workshop	\$ _____
Total Price workshop	\$ _____
Total field trip	\$ _____
Total banquet	\$ _____
Total breakfast	\$ _____
Total lunch	\$ _____
Total enclosed payment	\$ _____

_____ Yes, I will be attending the field trip and travel on the bus (includes trip to winery)

_____ Yes, I will be going to the winery, traveling by my personal car

Make checks payable to NMPW (Sorry, no credit cards accepted.)

Mail check and registration form to:

Sandy Schauer, NMPW Treasurer

PO Box 1054

Los Lunas, NM 87031-1054

Cancellations must be submitted in writing. A \$25 fee will be assessed for any cancellations received on or before April 1. No refunds after April 1.

Conference Hotel Information

Please make your reservations directly with the hotel.

Sheraton Uptown

2600 Louisiana Blvd. NE

Albuquerque, NM 87110

Rooms are \$79/night single or double plus tax

Call 1-800-252-7722, Monday-Friday, 7 a.m.-7 p.m. MST

and identify yourself as an attendee of the New Mexico

Press Women Conference. Block of sleeping rooms will

be held through Friday, March 18. Rooms at that rate

may be available after then, but it is not assured.

Check-in time is 3 p.m.; check-out, noon.

Thank you to our sponsor: Sandia National Laboratories