



SHOP·TALK

AMERICAN NEWS WOMEN'S CLUB

Promoting Journalistic Excellence Since 1932



MESSAGE FROM THE PRESIDENT



*Claire Sanders Swift
President*

Dear Members,

The Club and the house continue on a steady stream of revival as we move into our eighty-first year of operation! As you can see in our newly published membership directory (*contact the Club office if you need yours*), our membership continues to be enhanced with old and new members. Interesting programs continue on a monthly basis with more programs in the works. And we head with pride toward our May 17th award luncheon with **Barbara Walters** at the Press Club (our chief fundraiser) with some of the proceeds going to aspiring journalists from area colleges.

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Art and design by caricaturist and Club member Patty Raine.

To read about our dynamic new members see page 3.



HISTORY'S MYSTERIES

For a fascinating story about Cranford House see page 7.



COMING EVENTS

*Katharine Weymouth
Publisher of
the Washington Post
on March 4, 2013.
For more programs
see page 4.*



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To sponsor a member or for information on membership, contact Natalie DiBlasio at VPMembership@anwc.org

For your 2012-2013 Membership Directory, contact Janina in the Club Office Tuesdays and Thursdays 10 AM - 4 PM at 202-332-6770

MESSAGE FROM THE PRESIDENT *continued*

Pam Ginsbach, Past President and **Margaret Ryan**, Treasurer and Past President, are heading up our Scholarship Committee this year. Thanks to both of you.

We have a new Board member, **Natalie DiBlasio** from *USA TODAY*, who joins us as VP of Membership and New Media and who will be helping us with our social media. Welcome, Natalie!

Our elegant Clubhouse continues to be in need of upgrading and our wonderful *ShopTalk* Editor **Eileen Higgins** has come up with a well-deserved “wish list” that appears on page 8.

Board member **Margot Raphael** (Secretary) is also our webmaster and is working hard behind the scenes with gala updates and with our donation letters. Thank you, Margot. She also joins our *Shop Talk* Editor **Eileen Higgins** to bring this Winter issue to us.

Please check for Club updates at www.anwc.org, and remember our Club office hours are 11:00 a.m. - 4:00 p.m., Tuesday and Thursday, so please contact us then if you want to speak to someone in person.

Thank you all for your continued support of the American News Women’s Club!

Claire Sanders Swift

MEMBER NEWS



Natalie DiBlasio

Natalie DiBlasio from *USA TODAY* has joined the ANWC Governing Board as Vice President of Membership and New Media replacing **Donna St. John** who resigned from her Board position because of family matters. We look forward to Natalie’s participation, especially with social media. And we acknowledge with appreciation the contributions Donna made during her tenure, which included tireless work on membership renewals, our member survey and our new membership directory. Thank you Donna for all you have done. We will miss you.



Sheilah Kast

Sheilah Kast and her team on her public-radio show, “Maryland Mornings with Sheilah Kast,” produced a thoughtful weekly series about how race and class play out in central Maryland. Take a listen on Friday mornings at 9 a.m. on WYPR 88.1 FM, and listen Monday, Tuesday and Wednesday mornings, same time, for all the other interesting topics they cover. Visit online at www.wypr.org.



Gale Curcio has put her marketing business on hold temporarily and continues to manage her new store, Bucket List Boutique in Old Towne Alexandria, Virginia. Good Luck Gale!

Hal Matson has been named Chairman of the ANWC Nominating Committee.



Ginny Daly

ANWC Board Governor **Ginny Daly** has been named Delaware Editor of *Shore Life Magazine*, an oversized glossy with a controlled circulation from New York to the Carolinas, focused on luxury lifestyles. Her latest article covers her recent trip to Macchu Picchu, Peru, where she was invited to return to write a book about the remarkable woman who created four schools, a yoga studio, and a Quechua cultural center.



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To recommend someone to speak at the Club contact: ANWClub@comcast.net

The Club's mission is to promote journalistic excellence, foster professional growth, and advance women's roles in journalism and related professions.

We look forward to sharing more about our new members in future issues of Shop Talk.

WELCOME NEW MEMBERS!

Natalie DiBlasio, Level II (December, 2012) Natalie is a breaking news reporter at *USA TODAY*. In addition to reporting for the print edition and for online platforms, Natalie has recently started hosting *USA TODAY*'s new web-broadcast segment USA NOW. She has written, blogged, live-tweeted and reported on a wide range of topics including the Aurora Theater Massacre, Superstorm Sandy, the Sikh Temple Shooting, and even the country's treasured National Spelling Bee competition. Natalie started at *USA TODAY* in March of 2012 after graduating from the University of Vermont with a bachelor's degree in Public Communications in December, 2011. **To have a taste of both Natalie's interests and her writing ability** visit <http://www.usatoday.com/story/news/2013/02/06/post-office-mail-letter-saturday/1896241/> to read about her letter writing proclivity and her dismay at the cancellation of Saturday mail delivery by the Post Office. Sponsor: Claire Sanders Swift.



Natalie DiBlasio

Maureen Daly Gorman Arnson, Level IV (December, 2012) Maureen hails from a long line of ANWC supporters and members including her grandmother, mother, two aunts, a sister, and many cousins. Her career began in the newspaper business at *Bay Windows/South End News* in Massachusetts followed by *The Columbus Dispatch* in Ohio. She then followed in her Aunt Ginny (a former ANWC President) and Uncle John Daly's footsteps into the Direct Mail/Marketing business. Maureen is currently the Marketing Program Manager for SWANA, producing materials advocating environmentally sound practices in the Solid Waste Industry as well as membership in the international trade association. Sponsor: Meredith Daly.



Maureen Arnson



Cynthia Robinson

Cynthia Robinson, Associate Member (December, 2012) Cynthia is the Director of Science and Technology Policy Fellowships for the American Association for the Advancement of Science. She values a close relationship with the ANWC and supports the Club's vision for the advancement of women in journalism. She supports the ANWC's mission to raise public awareness of the journalistic contributions made by women while providing a congenial place for mentoring opportunities. Cynthia has had 25 years of experience in communications, program development, and management with service organizations in the academic, nonprofit, foundation, government and private sectors. Cynthia has a master's degree in urban and environmental policy from Tufts University and a B.S. in journalism from Boston University. Sponsor: Claire Sanders Swift.

Sandra Baker Pinkard, Level IV (October, 2012) Sandra is the Managing Producer of the Diane Rehm Show where she started as an intern 20 years ago. She was our star roaster for the ANWC Roast and Toast of Diane Rehm in 2011. Sponsor: Claire Sanders Swift.

Maureen Ryan, Associate Member (October, 2012) Maureen is a Client Partner at Korn Ferry International and has spent the last two decades as a leader in healthcare services. Sponsor: Claire Sanders Swift.

Gwen Gowen, Out of Area (November 2012) Gwen is an award-winning producer at *ABC News 20/20* in New York City where she has worked for over 20 years. Sponsor: Claire Sanders Swift.

Julie Raiscot, Level, IV (December, 2012) Julie is the Associate Editor of *Bethesda Magazine* and serves on many boards. Julie is a contributing writer for *Education Week* specializing in early-childhood education. She is also an author of the blog *Early Years*. Sponsor: Virginia Daly.

Ashley Bernardi, Level III (January, 2013) Ashley is a senior account executive at Strauss Media Strategies where she has booked many television interviews with major national news networks. Sponsor: Margaret Ryan.

Evagelia Emily Tavouraleus, Level III (February 2013) Emily is a digital media strategist working in Creative Strategy for iStrategyLabs, a digital agency that invents ways to engage communities online and off. Sponsor: Claire Sanders Swift.

HONORARY MEMBERS

Joan Cushing (December, 2012); **Jan Neuharth** (February, 2013)



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To suggest programs, email anwclub@comcast.net or call the club at 202-332-6770 during regular business hours.

COMING PROGRAMS

March 4, 2013 (Monday) “Special Programs”

Katherine Weymouth, Publisher of the *Washington Post*.

March 26, 2013 (Tuesday) “State of the Media,” 2012-2013

Amy Mitchell, Project for Excellence in Journalism, The Pew Research Center.

April 16, 2013 (Tuesday) “The Twitter Phenomenon”

Natalie DiBlasio, *USA TODAY* reporter, will present the first in our series about social media.

May 17, 2013 (Friday) “Excellence in Journalism Award”

Annual Benefit Event. Barbara Walters is this year’s award recipient.

June 25, 2013 (Tuesday) “Club Annual Business Meeting and Election of Officers”

Featured Program TBA

ANWC RECENT PROGRAMS

OCTOBER 16, 2012: A THOUGHT-PROVOKING PROGRAM WITH HEDRICK SMITH



Pulitzer prize winner Hedrick Smith, center, at the ANWC with Bill Swift and Doris Margolis.

Two-time Pulitzer prize-winner, former *New York Times* Bureau Chief, and the original Washington insider, **Hedrick Smith**, brought us his latest work, “Who Stole the American Dream,” (Random House, 2012). Members and guests attending this event were both impressed and fascinated by Smith’s wisdom and knowledge and posed many questions, making for a lively and interactive evening. Smith won acclaim for “The Russians,” which told the story of what was happening in the new Russia, and “The Power Game,” which were both best sellers. Prior to Smith’s talk, those attending enjoyed a light supper with wine and other beverages as they mingled and caught up on career, social, and family news.

NOVEMBER 29, 2012: MEETING THE HEADLINER MAURINE BEASLEY

Acclaimed author, historian, and longtime ANWC member, **Maurine Beasley** spoke to club members on her fascinating book “Women of the Washington Press: Politics, Prejudice and Persistence.” While her topic was riveting, Maurine spoke causally and with wonderful humor. She had her audience laughing often. She noted



Maurine Beasley

that women do not know their history in journalism. She reminded members that the Club was founded in 1932 because women were not allowed to be members of the Washington National Press Club. That did not change until 1971.



Maurine Beasley accepts the ANWC coffee mug presented to her by Club President, Claire Swift.

We were honored with the presence of the ten 2012-2013 Humphrey fellows from the University of Maryland. The Fellows are from Mauritania, Liberia, South Korea, Pakistan, China, Dominican Republic, Albania, Vietnam, Hungary, and Russia. The evening, as always, began with a delicious supper and ended with numerous questions for Maurine, many from the Humphrey Fellows.

ANWC RECENT PROGRAMS *continued from page 4*

DECEMBER 4, 2012: JOINT HAPPY HOUR: ANWC & PRESS CLUB MEMBERS



ANWC members gathered in the Sarah McLendon Room at the National Press Club for a joint happy hour with National Press Club members in early December. Old friends were greeted, and new ones were made as each woman attending told about her job and career and “something no one knows about you.”
Verrrrrry interesting!

DECEMBER 18, 2012: HOLIDAY PARTY REVELERS RADIANT AT REDFEST!

By Ginny Daly, Co-Chair

From red wreaths to red ribbons to red lights twirled on the staircase, our beautiful townhouse was aglow with candles and soft lights, abuzz with sounds of spirited conversation and clinking glasses, and alive with the frivolity and hilarity of what some hailed as the best holiday party in recent memory.

Nearly sixty partygoers picked up on the theme “Paint the Town Red for the Holidays” with red lipstick and red attire a’plenty. New member **Julie Rasicot**, an editor of *Bethesda Magazine*, did her usual superb job catering dinner. Member and playwright **Joan Cushing** tickled the ivories nonstop, later joined by **Patty Raine** on 12-string guitar. Revelers gathered ‘round the Steinway for lusty singing of traditional carols and such fun parodies as “Have Yourself a Martha Stewart Christmas!”

True to ANWC tradition, the party with a purpose benefitted Community Bridges, a worthy nonprofit empowering at-risk teenage girls in Montgomery County. Executive Director **Cynthia James** gave an overview of its mission.

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2012 Holiday Party

Photos by: Neshan Naltchayan.



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To see additional photographs from the party visit our website, www.anwc.org.



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ANWC RECENT PROGRAMS *continued from page 5*

Partygoers then trooped upstairs to check out the redone 3rd and 4th floors with much oohing and aahing as they visualized members having access to such airy elegant space and gorgeous city views.

Co-chairs **Meredith Carlson Daly** and **Ginny Daly** sported lustrous red tights for a high stepping time wrapping up the ANWC year in high style and high spirits. *Washington Post* photographer **Neshan Naltchayan** clicked away, and press coverage included “Hollywood on the Potomac.” To say a good time was had by one and all is such a serious understatement it could make you see **red!**

Helen Thomas held court greeting friends old and new, including **Matthew Daly**, AP reporter now in Helen’s old beat at White House press conferences. It was a joy to be with a mix of old friends such as our beloved **Karen Webster**, **Janis Lamar**, and **Sheilah Kast** along with new members **Cynthia Robinson**, **Maureen Arnson**, and **Julie Chase**.

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OUR ELEGANT HOUSE

Your ANWC Board has been hard at work in the Clubhouse with the intention of restoring our beautiful Club to its former elegance. The downstairs tile floor has been stripped and refinished; the kitchen has been cleaned to a T; the front garden has been groomed as a gift by Bill Swift, husband of ANWC President Claire Swift, and some new plants put in; the downstairs Club room and office have been decluttered, art hung, and nicely spruced up. Yes, our lovely Clubhouse is transforming into a space of which we can all be proud.



That being said, we have additional needs for maintaining the Clubhouse but at this time not the financial means to do so. Knowing the wonderful generosity of our members, we thought some might be able to help, even in a small way, by contributing financially or by direct donation to our wish list. If you desire to help revive our Clubhouse elegance, you may send a check, made out to The American News Women’s Club, Elegant House Fund, to the address on the last page of this newsletter. You may specify to which Wish List item your check should be applied. All members will benefit, and we will list you as a contributor on our website. We are in need of the following items and will be most grateful for any contributions from our famously generous members:

WISH LIST



- New paint for the front Foyer picture wall
- New frames for the First Ladies and Honorary Members wall in the upstairs Reception Room
- Additional lighting for the upstairs Reception Room
- New sofa in the downstairs Club Room.
- New chair covers for the Reception Room
- New draperies for the upstairs Reception Room and Dining Room

Make your tax-deductible contribution to The ANWC and send to the attention of the Elegant House Committee, ANWC, 1607 22nd Street, N.W., Washington, D.C. 20008

HISTORY'S MYSTERIES



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For an interesting look at more ANWC history, please see our web page for the first ever edition of *Shop Talk* and also the much later press release announcing the burning of the Club's mortgage for Cranford House. While there is no year date on that document the burning is reported to have occurred on July 26, 1979.



Cranford House, Home to the ANWC.

SOME INTERESTING INFORMATION ABOUT OUR CLUBHOUSE CRANFORD HOUSE ON EMBASSY ROW*

Members of long standing may already know this information, but new members probably will not. Therefore, here is a brief sketch about our beloved, elegant townhouse on Embassy Row.

Purchased by the American News Women's Club in 1961, Cranford House was custom-designed in 1906 for Joseph H. Cranford by the firm of Alfred Bult Mullett and Company. Cranford was the co-owner of the Cranford Paving Company with his brother Percy. Founded by their father, the name was later changed to the Cranford Company when the business became a general contracting concern. The company ceased operation in 1932. In 1907, Cranford added a two-story brick garage and servants quarters at a time when few owned automobiles. (This addition has since been sold and is now a private residence.)

The British-born designer, Albert Bult Mullett, emigrated to Ohio and later served in the Union Army before moving to Washington, D.C. For many decades, he was considered one of the country's outstanding "architectural engineers." He had served as the supervising architect of the U.S. Treasury Department, responsible for designing federal government buildings across the country. Both during his government service and later, his designs for public buildings and some private commissions were nationally acclaimed. One of his most impressive buildings is the Old Executive Office Building (now the Eisenhower Executive Office Building), adjacent to the White House. Mullett trained his two architect sons in his design ideas, and the use of rich and elegant materials. He died in 1890, shortly after forming his new firm with his sons, who continued the Mullett tradition. In 1961, the American News Women's Club purchased Cranford House as its permanent home. In 2003, the American News Women's Club was named a historic site in journalism by the National Society of Professional Journalists.

*For a longer version of this story go to www.anwc.org.

CRANFORD HOUSE

For information on renting Cranford House
for your special event, contact:
info@cranfordhouse.org or call 202-332-6770.

Please call in advance for an appointment.

NOTE:
ANWC members
receive a discount
on Cranford House
rentals!



**Clubhouse
office hours**
Tuesday & Thursday
11:00 AM-4:00 PM
202-223-6770



**WINTER 2013
ANWC Board of Governors*
2012-2013**

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Margot Raphael

*Read more about each Board Member
on our website.

ANWC RECENT PROGRAMS *continued from page 6*

JANUARY 31, 2013: 21ST CENTURY PUBLISHING WITH JAN NEUHARTH

In 2001, **Jan Neuharth** went looking for a publisher. She consulted an agent from the world of Big Publishing in New York and was told she might expect a \$5-10,000 advance for the sort of fiction novel she had in mind. That sounded good! But then she learned she'd likely have to spend \$20-50,000 of her own money to market and promote the book.



ANWC President Claire Swift thanks Jan Neuharth for her interesting and fascinating program about self-publishing.

Already an attorney and founder of a very successful business, Neuharth asked: "What's my goal as an author?" She had recently read a Wall Street Journal piece on self-publishing. She talked it over with her husband and business partner, Joseph Keusch, and Paper Chase Publishing – named after their equestrian business, Paper Chase Farms – was born.



Jan Neuharth

A little over a decade later, Jan Neuharth has accomplished what few have done so far in self publishing: she's making money. She came to the American News Women's Club on Thursday, January 31, to share the secrets of her success.

Paper Chase Publishing has produced three ground-breaking, beautifully packaged hunt county suspense novels: "The Hunt" (2003), "The Chase" (2006), and "The Kill" (2010), all set in

the fox hunting country around Middleburg, Virginia. The trilogy has established an avid fan base among the equestrian crowd.

Neuharth's biggest takeaway from the now successful venture: The marketing is paramount. The author must do the marketing. The biggest advantage: the author can have creative control over every aspect of the project—content, marketing, design, costs—and keep 100% of the sales. The biggest disadvantage: all up-front costs are the author's alone.



Jan Neuharth

The years 2006-2011 saw a 287% growth in self publishing. Why? Options!

"Authors have options now," said Neuharth. "Publishing in the 21st century: best time to be an author."

MESSAGE FROM THE EDITOR

Many of our members have fascinating jobs, critical jobs, important jobs, exciting jobs, and all other kinds of jobs in the news media and other related areas, and we would love to hear from all of you when you receive a promotion, win an award publish a book or important piece, give yourself a sabbatical, travel to war torn or exotic places, and any other accomplishment that you are proud of and would like to share. Such sharing can inspire those just beginning their careers.

If you would like to contribute to our next edition of *Shop Talk* contact Eileen Higgins at anwclub@comcast.net. Story ideas are always welcome.



*Eileen Higgins
Editor*

Eileen Higgins

AMERICAN NEWS WOMEN'S CLUB

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