



Eastern Chapter News

Hi All-

I'm back at my desk after a surprising and rewarding few days out West in Sheridan, WY, where I joined some 40 or so Eastern Actives and Associates for the 2017 Chapter Meeting.

Below, I offer my top five highlights of Sheridan, but in the meantime I want to encourage everyone who participated to offer theirs — **send in your photos and videos to satweast@gmail.com**. We'll assemble these into a brief "sizzle reel" that we can share with our hosts, Sheridan Travel & Tourism, and use to attract destinations for future meetings.

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Speaking of future meetings, **WE ARE ALREADY SEEKING SPONSORS for 2018!**

During the Chapter's business meeting, Sponsorship Committee Chair Theresa Medoff (tgmedoff@gmail.com) announced that **any organization that commits to a sponsorship by August 15, 2017 will receive a 20% discount** of this year's pricing. Sponsorship rates and opportunities will be posted on SATWEast.org. (Note: this website will be the future source for everything chapter meeting related. Please write Theresa if you are interested in sponsoring or helping to find sponsors.)

Similarly, PD Committee chair Jason Frye (jason@teakettlejunction.com) is looking for volunteers to assist with PD for the 2018 meeting. The board has approved a budget for a key note speaker for our next chapter meeting. Please reach out to Jason with PD ideas, contacts, etc.

Associate-at-Large, Aaron Tuell provided an update on the Chapter Writing Contest, noting that we reduced the number of categories from 22 to 6 this year. This streamlining effort correspondingly led to a reduce number of entries and a dramatic decrease in income — so in 2018, we will look to find a “happy medium” for categories and consider adding a category for associate entries.

After the meeting, we moved onto an editor's panel, ably moderated by Jason, and aimed to address both Associates' and Actives' interests. The discussion touched on everything from covering the West (including the lucrative opportunities offered by Colorado's recent legitimization of the marijuana business) to the vagaries of running online, print magazine, and small book presses these days. Panelists were Patricia Calhoun (Westword), Janna Graber (Go World Travel), Aaron Linsdau (Sastrugi Press) and Elizabeth Harryman (Westways).

At lunchtime, Harryman joined us again to offer a statement for her candidacy as President-elect and to update us on planned PD for the Portland, OR convention later this Fall. We also heard from President-elect candidate David Swanson. (Their positions can be viewed at satw.org)

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Contest chair Tuell announced the **winners of the writing contest**. Many congratulations (literally) to Randy Johnson who was named Best in Show for his book, Grandfather Mountain, which also took first place in the Book category. Randy scored top honors in the Audio/Visual slot, too.

Applause also goes to Margie Goldsmith and Ellen Albanese (1st and 2nd, Newspaper), Janet Forman and Karen Berger (1st and 2nd, Magazine), Fyllis Hockman (1st and 2nd, Blog), Karen Bartlett (2nd, Book), Glen Abbott (2nd, A/V) and Gail Mooney (1st and 2nd, Photography).

Aaron next drew four **Clips for Cash winners**. Congrats to Kimberly Button, Sandra Friend, Debbie Landis and Judy Wells.

After lunch, guest speaker Cara Cannella and I presented an informal conversation that centered on using sensory details and observation to elevate your stories. In addition to citing examples from our favorite writers, we read from each others' pieces.

On Saturday, Society president and L.A. Times travel editor Catharine Hamm joined Suzanne Brown, former lifestyle editor of the Denver Post, in a wide-ranging discussion on the changing state of the newspaper industry and how writers, publicists and editors can best work together going forward.

From that afternoon onward, it was time to play.

Top five things about Sheridan:

- Eaton Ranch, the country's oldest dude ranch, visited by SATWers both before and after the meeting
- The historic downtown, with an Art Deco theater, a funky rustic bar,

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related gewgaws

- The Brinton Museum, part of a 620-acre ranch situated on a picturesque bluff and displaying a spectacular array of Native American artifacts
- The nearby battlegrounds, including Little Big Horn where Custer saw his last stand AND
- Those mountains. . . .

. . . .which are very different from the site of next year's meeting, announced amidst a fanfare of bouncing balloons and bouncy booze.

Mark your calendars! Our dates are set for **June 4-7, 2018 in Fort Myers and Sanibel, Florida**. Lee County CVB, our hosts, promise a varied and exciting program, with a sprinkling of unexpected pre- and post-meeting destinations tossed in for good measure. Watch your in-boxes for more details in the coming months. To prepare, visit <https://www.fortmyers-sanibel.com>.

Wishing you all a delightful weekend filled with fireworks, fun and franks (or whatever your preferred combo is) and a most excellent summer!

Thank you! JoAnn

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