

President's Message

By Richard H. Weiss

The Cardinals have gotten off to a bumpy start this season.

Still, by the time September rolls around the Redbirds should be well positioned to make the playoffs. And that should ramp up enthusiasm for our Media Person of the Year Dinner featuring Cards broadcaster **Mike Shannon**, with guest toasters **Joe Buck** and **Tony La Russa**.

Even so, I'm holding my breath. Just like the Cardinals, everything has to fall into place and everyone has to play their roles for our event to be successful. We have a stellar committee working on the dinner this year that includes board members Amanda Cook, Ellen Futterman, Susan Kerth, and Barbara Shuman, along with our incomparable executive director, Glenda Partlow. This is one solid starting lineup. But, as everyone knows, no team is successful without its role players coming off the bench. And we need you to step up and take some swings on behalf of the Press Club. Here's how you can help:

• **Buy a ticket, today.** We have more than 200 members. At our last Media Person of the Year event, 55 Press Club members attended. I'm not going to say that's disappointing, but we want to improve on that percentage. If there was ever an occasion to show your support for the good work that we do, this is it. Early sales help create momentum and get fence-sitters to commit out of

fear that they might lose out on the better seats or face a sellout. We are discounting tickets for Press Club members, so you are getting a great deal.

• **Bring a friend, a spouse, a second cousin twice removed.**

Who doesn't love the Cardinals and Mike Shannon? This event promises to be fun and entertaining. What a great gift and a bonding experience this could be for parents and kids, grandparents and grandkids and best friends who have attended Cardinals games together over the years.

• **Talk it up with your friends and colleagues.**

Help us sell a table. That's 10 tickets at \$150 per seat. If you can get a commitment for a table (and we also have higher priced sponsorship levels) you will get an invitation to our pre-event cocktail party at Mike Shannon's Steaks and Seafood on June 30.

• **Remember why we are doing this.** Most of our events are break-even affairs. This is the one event (along with membership dues) that raises the dough that we need to underwrite our scholarship programs and enterprise journalism efforts. This is how we make our mark in the community. This is how we will be remembered.

At a time when the states are cutting higher education programs and when media are cutting staff and resources for enterprise journalism, we are stepping up to the plate.

So to paraphrase Mike Shannon: "Pour a tall, cold frosty one..."

Oh wait, that's the wrong line. "Get up baby. Get up and help out your Press Club."

To make reservations go to www.stlpressclub.org or call 636-230-1973. Individual seats may be paid online with a credit card. Table sponsors are asked to send a check to: Press Club of Metropolitan St. Louis, PO Box 410522, Creve Coeur, MO 63141.

Upcoming Press Club Event:

Register by calling 636-230-1973 or online at www.stlpressclub.org

What to do about police chases? What is it like to be incarcerated? This promises to be an eye-opening forum and optional tour.

Noon, June 29, Briefing Room
St. Louis City Justice Center
200 S. Tucker

(Garage parking at 1115 Clark)
Box lunch \$9 for members \$11 for guests

Press Club's Second Enterprise Journalism Project has been Published Online at FOCUS/Midwest

Go to www.stlpressclub.org or <http://focusmidwest.com/> to read this two-part series by C.D.

Stelzer.

Part One: ***Fear and Lobbying in Collinsville: Illinois kingpin Gary Fears works in mysterious ways.***

Part Two: ***Under the Radar: East Side player Gary Fears and his diverse business associates are betting that his military aviation business takes off. Whether it will fly is still up in the air.***



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Save the Date: 6 p.m. Wednesday, September 29
2010 Media Person of the Year Gala
Honoring Mike Shannon
Hyatt Regency St. Louis at the Arch

**For reservations go to www.stlpressclub.org or call
636-230-1973.**

**This event supports the Press Club's scholarships and
enterprise journalism fellowships.**



Walter Cronkite Broadcasting Scholarship Funded Through Face the Nation Event at Neiman Marcus

..... *By Press Club Intern, Kayla Kell*

This year's Face the Nation Event was a tremendous success. The Press Club reached its goal of funding the \$5,000 Walter Cronkite broadcasting scholarship under the able leadership of chairperson **Aisha Sultan** and Neiman Marcus public relations manager **Ellen Soule**. There was also a raffle to support Haitian relief, which brought in \$345. The board voted to add to that sum to make a \$500 donation to Meds and Food for Kids.



From left: Press Club board members Ellen Soule, Aisha Sultan, and Alice Handelman.

Over 100 lovely ladies gathered at Neiman Marcus in the Frontenac Plaza to enjoy each other's company, munch on savory bites, and best of all, learn tips on how to enhance their beauty from the many experts in the industry.

Michael Ann Guthrie with Natura Bisse demonstrated best products for skin. Penny Cooley with Laura Mercier showed how to create a flawless face. Jamie Miracle with Frederick Fekkai taught tricks for taming hair, and Michael Kolodziejewski with Neulash shared the secret for great eye lashes. There was also a local representative for Jo Malone who demonstrated fragrance layering.



Attendees look on as Natalie Ronchak with Laura Mercier explains how to create a flawless face.

Local celebrity, Debbie Monterrey, presented the winners of the raffle for Haitian relief with their gifts. Four ladies won baskets with beauty products from the represented companies, along with a basket put together by Debbie with her favorite products.

Face the Nation was extremely successful thanks to Aisha Sultan, chairperson for Face the Nation and vice president of scholarships and fellowships; Ellen Soule, public relations manager for Neiman Marcus and member of the Press Club's board; Ellen's wonderful staff; the enthusiastic members of the Face the Nation committee: Rena Abrams, Claire Applewhite, Joan Berkman, Claudia Burris, Karen Carroll, Allison Collinger, Suzanne Corbett, Carla Feuer, Cynthia Frohlichstein, Gina Galati, Margie Gillerman, Cookie Goldberg, Debbie Greenberg, Lynn Hamilton, Alice Handelman, Carol Lundgren, Elaine Medve, Myrna Meyer, Kim Miller, Suzie Nall, Marilyn Olschansky, Gloria Ross, Barbara Shuman, Pam Toder, Janie Weiss, Patty Wente, Donna Wilkinson, Razine Winneker and Glenda Partlow, executive director of the Press Club.



Face the Nation committee members from left: Joan Berkman, Lynn Hamilton, Barbara Shuman, Kayla Kell, Carla Feuer, Aisha Sultan, Alice Handelman, Gloria Ross, Suzanne Corbett, Pam Niehaus, Gina Galati, Ellen Soule.

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Website: www.stlpressclub.org

Glenda Partlow, Courier Editor and Press
Club Executive Director
Laura Schnarr, Press Club Web Maintenance
Lauren O'Brien, Press Club Graphic Artist and
Summer 2010 Intern

In Memoriam

Sheldon Suroff, Press Club member passed away March 12, 2010.

Welcome New Members

Anne Kennedy, Julian Seeherman, Mary Hagar

New Board Members

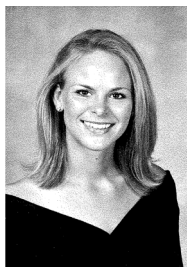


Susan Kerth, media relations officer at Webster University, is responsible for media cultivation and outreach for the institution-at-large, the Office of the President, the School of Business and Technology and the Holden Public Policy Forum. Kerth has more than 15 years of experience in public relations and journalism. Prior to joining the University in 2007, she was a reporter for the *St. Louis Business Journal*. She also served as public relations manager for A.G. Edwards and as an account executive at the public relations firm Fleishman-Hillard Inc. She holds a bachelor's degree in public affairs from the University of Missouri-Columbia.



Amanda Cook is a freelance journalist and public relations professional who has spent her career working with some of St. Louis' most renowned movers and shakers. She currently writes for the *St. Louis Business Journal*, the *Webster Kirkwood Times*, and the *South County Times*. Her public relations client list includes The Hyatt Regency St. Louis at The Arch, The Old Webster Jazz Festival, and Jakala US. Cook lives in Webster Groves with her husband, Brian, and their four-year-old son, Michael.

Interning at the Press Club



Press Club is fortunate to have our scholarship intern, **Lauren O'Brien**, who will be graduating in December from the Missouri School of Journalism at the University of Missouri-Columbia, with us through June, and **Michael Gorin**, a Ladue High School graduate, who will be attending Butler in the fall, assisting as a volunteer intern through mid-August.



Press Club Members Making a Difference



Gloria Ross with scholarship winner Katharine Joiner.

Gloria Ross, Press Club president-elect, led the communications section at Mathew-Dickey's 16th annual *The Sky is the Limit* Women in Careers Workshop on April 17. She subsequently presented a \$1,000 Press Club scholarship at *The Sky is the Limit* Career Luncheon for Young Women on May 7 to Katharine Joiner, a Lindbergh High School senior who will be pursuing a journalism degree at the University of Missouri. This is the third year Ross has led communications career sessions at the workshop. She spoke to more than 100 young women, grades 8-12, from schools throughout the St. Louis region.



From left: Quest Award winners Leisa Zigman, Robert Duffy, Jeannette Batz Cooperman, Patrick Murphy, Carolyn Marty, Alvin Reid, Sue Killenberg McGinn, John Beck, and Ava Ehrlich.

Alvin Reid and Sue Killenberg McGinn received the Missouri Professional Communicators Quest Award at the MPC luncheon on April 17. The award recognizes individuals whose work reflects an enduring quest for the highest standards

of professional ethics and excellence. **John Carney** was moderator for the event. All have or are currently serving on the Press Club board of directors.



Cynthia Kagan Frohlichstein, Press Club board member, was recognized for her Lifetime of Service at the 55th Women of Achievement award luncheon held May 18 at the Ritz Carlton. **Alice S. Handelman**, 2010 president of Women of Achievement is immediate past president of Press Club.



Press Club board member, **Margaret Gillerman**, is being honored with an Unsung Hero Award by the *St. Louis Jewish Light* for her volunteer work at the B.S.K.I. synagogue. Gillerman will be recognized at a special reception on May 24.

History of the Press Club By Verna Smith, Ph.D.

Chapter 6: Growing in the Sixties

It is 1964, and a drive begins to swell the membership of The Press Club at its location at 17th and Delmar. They were more than successful! Ted Schafers and Bob Hutchingson were co-chairmen of the membership committee.

To spark your memory, here are the new members--representing all media--Sue Evans, Elizabeth Ferris, Olivia Skinner, Peter Mollman, Janice Thysen, Lawrence Kaufman, Donald Kiem, Lucius B. Morse, Charles, A. Thaxler, Eunice Farmer--active members.

Allied field--Gerald Pressner, Dan Bishop, Juanita Hunkins, Ronald Jacobs, Mary Kimbrough, William Porter, Robert Johnson, and Allen N. Whittemore.

Associate-- A. Clifford Jones, John N. Dameron, State Representative James E. Parks, and George K. Neigel.

What a success!

A sell-out crowd of 400 Press Club members and guests helped launch the city's Bicentennial celebration and gala party January 31 to February 1 at the Starlight roof of the Chase Park Plaza Hotel. The party, under the expert guidance of Charlotte Peters, Martin Quigley and Beulah Schact was billed "The Cofounding of St. Louis." A special poem written by Quigley was read and a Bicentennial song written by Bea Adams and Helen Prange was sung by Charlotte.

The Board was studying the possibility of chartering a trip to Europe. (It failed!)

A family night featured "Films, Fun and Food."

Press Club members took part in the annual High School Day at Southern Illinois University to acquaint high school students with career opportunities in journalism.

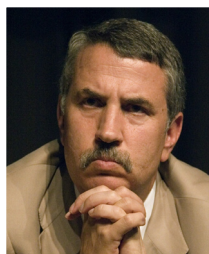
Celebrities visiting The Press Club included Stephanie Foster, Carole Castello, Ted Lewis, Jr., Mickey Rooney, Jr., and Hildegard.

Nick Pasqual, Press Club scholarship winner, reported on his weeks in London to observe operation of the British press.

More next time.

Maryville University Sponsors Press Club “Members Only” Events

Press Club members were treated to special “members only” opportunities in April thanks to the generosity of Maryville University with reserved sections at two St. Louis Speaker Series events.



Tom Freidman

April 6, columnist, commentator and author **Tom Freidman** shared his perspective and predictions on the ecological and economic future of the world in his talk entitled “Hot, Flat and Crowded” at Powell Hall.



Greg Mortenson

On **April 20**, author and founder of Central Asia Institute and Pennies for Peace **Greg Mortenson** answered questions in a special appearance at Maryville University concerning the 120 schools his institute has built in Pakistan and Afghanistan.

Pennies and Perseverance

By Press Club Intern, Kayla Kell

We throw them on the ground, into cup holders, into wishing wells and into unknown donation boxes, but what if we threw them into the future of an intelligent but unfortunate woman, who could make a difference in her country? Greg Mortenson has invested pennies, something we throw around frivolously, into the lives of illiterate, uneducated Pakistani and Afghan young ladies and women.

Mortenson spoke at Maryville University on April 20 as part of its speaker series. He welcomed questions from the capacity crowd regarding his life-changing organizations: Pennies for Peace and the Central Asia Institute (CAI). Special seating sections were provided for Press Club members and a Brownie troop of young girls. The troop raised \$630 for Pennies for Peace which they presented to Mortenson.

Hundreds of communities and schools are getting involved with this wonderful program that helps fund the Central Asia Institute. CAI “promotes and supports community based education, especially for girls, in remote regions of Pakistan and Afghanistan,” according to the Pennies for Peace website.

Literacy is so important to the lives of the girls living in these countries. Thanks to the education provided by the 120 schools, CAI has built the female literacy rate in these countries to 35% -- a 25% increase in 10 years.

St. Louis Public Library: Media Archives Forum and Tour

By Press Club Intern, Kayla Kell

Thirty Press Club members and guests joined archivist Jean Gosebrink for a presentation and tour of the Downtown

St. Louis Public Library on April 29. Gosebrink

gave an interesting presentation about the library’s Media Archives and the history behind it.

The Press Club has helped preserve St. Louis media history with donations and volunteer support.



Liz Reeves, development director of the St. Louis Public Library, gives Press Club members a look at what to expect after the two-year renovation of the main library, which is about to begin. The renovation is expected to cost \$79 million.

Two long-time volunteers, Verna Smith and Marge



Jean Gosebrink, archivist for the St. Louis Public Library special collections, gave a presentation about the library’s media archives collection at the April 29 Press Club forum.

Polcyn, were recognized. After the presentation, the group was off to one of the last tours of the library before its extensive renovation, which is scheduled to be finished in 2012.

The tour included the Media Archives, “the stacks,” and the Steedman Room,

which is an exhibit of architectural books. These exhibits can only be viewed by request.

The remodel of the library will include replacing “the stacks,” which is now seven stories of book shelving in place by glass flooring, with a new rear entry atrium. The remodel will also include a new 250-seat auditorium and renovations restoring many of its original features and conserving its history.