



## Membership is an On-going Investment in the Future of the Press

### **President's Message:**

Since 1956 – the year a rather loosely organized group of journalists and public relations execs first came together to form what ultimately would become the Press Club of Metropolitan St. Louis – the media has undergone an extraordinary transformation.

Where the basic tools of the writer's trade once were rotary dial telephones, bulky typewriters and file cabinets stuffed with yellowing newspaper clippings, we now rely on smart phones, powerful word processors and an Internet that can bring the world's biggest libraries into our homes and offices in the blink of an eye.

Imagine those early Press Club pioneers trying to wrap their heads around the techno-talk of 2014: Texting, tweeting, posting, liking, trending, emailing, Googling . . . The idea of pixels and megabytes would have been as foreign to them as the language of an alien culture would be to us today.

There is no question that the way we do our jobs has changed dramatically in nearly six decades. But what we do -- the essence of our work -- has remained much the same.

We are, at our hearts, still communicators. Like our predecessors in the business, we take information and we distill it, arrange it, mold it, and hopefully, make it cleaner, more understandable and more usable. Better. Nearly 60 years later, we still identify with them. They are us. We are them. We question. We learn. We think. We believe.

To hear the story of the Press Club's beginnings is to listen to ourselves. "Hey," we still hear them saying, "we can make something here, something bigger and better than any one of us. We can share ideas and we can have a voice. We can illuminate and educate. We can do good. And we can damn well have fun doing it."

Membership in the Press Club of Metropolitan St. Louis today, as it was in 1956, is an investment in a different day. As trite as it sounds, it is an investment in the future of the press, in much the same way that membership in the middle of the 20th century was an investment in today.

To those of you who have supported the Press Club over the years, through your work and your financial support, thank you for helping to continue the rich legacy that began so innocently in that hotel lunchroom those many years ago.

And for those of you who are considering becoming new members, we welcome you to our time machine. Climb aboard and hang on for dear life. The ride is just beginning.

Bill Smith, President

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**Welcome New Board Member:  
Cheresse Pentella**

Cheresse Pentella is the public relations manager for Neiman Marcus in St. Louis. A graduate of the University of Kansas, her career began with the Miami Metro Magazine in Florida as their development and public relations director. When she moved to St. Louis, she became the advertising, marketing and public relations director for Taylor-Morley Homes, then in 2004 began her own public relations company, Cheresse Ink. In addition to the Press Club, she is serving on the boards of St. Louis Fashion Week and Fashion Group International and has worked on many event committees such as the Contemporary Art Museum DADA Ball, Opera Theatre’s Spring Gala, CocaCabana Spring Fling and is a member/founder of Sunnyhill’s development committee.



**Member News**

Photographer **Bill Greenblatt’s** image of Michael Sam was the cover photo on a February issue of Sports Illustrated.

Author and composer, **Claire Applewhite**, recently released an album entitled “Night Rain,” which complements the books in her ‘Nam Noir mystery series.

**Patty Wente** has been named the Development and Strategic Engagement Consultant for the International Photography Hall of Fame and Museum.

Author **Joan Barthel’s** latest book, “American Saint: The Life of Elizabeth Seton” was recently published. The forward is by Maya Angelou and here are some notable comments:

*Barthel is a fine and insightful observer of this larger than life woman who was so far ahead two hundred years ago that we’re still catching up with her. – Gloria Steinem*

*A significant book, fascinating in its portrayal of a groundbreaking woman, and a great pleasure to read. – Mary Higgins Clark*

**Suzanne Corbett** won Silver place in the 2013 Annual North American Travel Journalists Association Awards Competition in the budget travel category for her story “Fall Agri-tourism Trips on a Half Tank of Gas or Less” for West News Magazine. This awards competition, now in its 22nd year, honors the “best of the best” in travel writing, photography and promotion that cover all aspects of the travel industry worldwide.

**WELCOME NEW MEMBER! : Maureen Umlauf**

## Newest feature on our website: Talking Points

Times are changing -- nowhere more rapidly than in the world of communications. Now, more than ever, media professionals and those working in the communications field need to be informed and staying on top of the latest trends, innovations and changes happening all around us.

If you've been to the Press Club website lately then you have noticed a new feature we're calling Talking Points. A few of the recent postings have included; Robo-Journalism concerning how news is instantly reported; Labor Pains, about media outsourcing; and Out in the Open, concerning Missouri Sunshine Laws and government transparency.

Matt Murphy, vice president of our publicity committee, is tracking topics of interest and sharing them for our members and anyone else interested in the ever-evolving art of communication. Here you will find brief descriptions about items of special interest to us and the link that takes you right to it.

Check it out at [stlpressclub.org](http://stlpressclub.org) and if you find something you think we should post, send it to Matt at: [mpmstlouis@yahoo.com](mailto:mpmstlouis@yahoo.com).

## Scholarship Application Deadline: May 1, 2014

**Spread the word.** Your Press Club is currently accepting applications for both Press Club and Journalism Foundation scholarships. Helping students from the St. Louis metropolitan region pursuing communication degrees has been a long-standing tradition with our Press Club and the goal of our various fund-raising activities.

Both undergraduate and graduate students pursuing degrees leading to careers in print, digital or broadcast journalism are eligible. Here's a list of those to be awarded this summer:

Press Club's Media Scholarship for \$2,500, Martin P. Quigley Scholarship for \$1,000, and Nancy Miller Scholarship for \$2,000. Press Club Internship Scholarships for \$1,000 are available to communication students who are able to intern 12 hours a week for a semester at the Press Club office. A Media Archives Internship Scholarship for \$1,000 is at the St. Louis Public Library. Multiple Summer Internship Scholarships for \$1,000 each are available for students arranging their own internships to meet degree requirements.

The Journalism Foundation Scholarships (multiple scholarships funded by various St. Louis organizations and private donations ranging from \$1,000 to \$1,5000) are available for communication students that are funded by the St. Louis chapter of the Baseball Writers Association, Fleishman-Hillard, Inc., Times Newspapers (Webster Groves- Kirkwood Times, South County Times and West End Word), Webster University, Missouri Professional Communicators-NFPW and private donations.

The Press Club of Metropolitan St. Louis also funds scholarships judged by the University of Missouri School of Journalism (\$5,000 David S. Lipman Press Club and St. Louis Post-Dispatch) and the Mathew-Dickey Boys' & Girls' Club (\$1,000 Sky's the Limit).

**The scholarship application form and instructions are at [stlpressclub.org](http://stlpressclub.org)**

# Beauty Buzz at Neiman Marcus Raises Scholarship Funds



Micaila Edlin and her mom Leisa Zigman, Beauty Buzz co-chairs

Press Club’s “Beauty Buzz,” a makeup-mix-and-mingle spring beauty party at Neiman Marcus, made for a fun and informative Saturday morning that raised almost \$7,500 for our club’s media scholarships. Nearly 150 guests attended the February 22nd event, which was chaired by Leisa Zigman, KSDK NewsChannel 5 anchor and investigative reporter, and her daughter, Micaila Edlin.

Light brunch bites and mimosas from the N-M Zodiac Room and wines by Adam Puchta Winery greeted guests as they arrived and then flowed through six instructional beauty bars. Sharing their tricks of the trade were cosmetic and skincare experts from Laura Mercier, Trish McEvoy,

Chanel, Christian Dior, Cle De Peau, Sisley, Chantecaille, YSL, Bobbi Brown, ReVive and Natura Bisse. The morning was topped off with tasty frozen yogurts by Chill and a drawing for prizes. Among the donated prizes were a dinner at The Melting Pot, an Hermes fragrance basket, a Day of Indulgence at Neiman Marcus, a basket of cosmetic products from the Neiman Marcus cosmetics department, hair styling at Guy and Carmelo Salon, numerous Build-a-Bears and wines from Adam Puchta Winery.



Beauty Buzz brunch buffet

Press Club thanks go to Cheresse Pentella and Lauren Dunning of Neiman Marcus and to all the committee members for making this such a successful affair: Anne Allred, Joan Lee Berkman, Susan Block, Jessica Brown, Monica Burns, Janice Denham, Ava Ehrlich, Tom Eschen, Farrah Fazal, Cynthia Kagan Frohlicstein, Ellen Futterman, Heidi Glaus, Alice and Natalie Handelman, Lee Haynes, Madeleine Heppermann, Betty Kagan, Joni Karandjeff, Phyllis Langsdorf, Carol Lundgren, Dick Manlin, Annelise Moloney, Erin Nissan, Glenda Partlow, Charlotte Petty, Joan Quicksilver, Kay Quinn, Jessica, Karen and Jaclyn Raskas, Sheri and Susan Sherman, Barbara Shuman, Ellen Soule, Melodie and Lindsay Tauben, Julia Tomasson, Krissy Torchin, Nicole Welch and Patty Wentz.



Patty Bloom watches as her daughter Rebecca takes part in a makeup demonstration.

Photos By Dick Manlin.



Cheresse Pentella addresses the guests at the start of Beauty Buzz.



From left: Press Club board members Ellen Soule, Joan Lee Berkman and Alice Handelman with Neiman Marcus St. Louis' General Manager Allen Barber



From left: Betty Kagan, Pam Niehaus, Kedra Tolson and Cheresse Pentella



From left: Kay Quinn, Leisa Zigman, Heidi Glaus and Farrah Fazal



From left: Janice Jennings, Sylvia Petty, JoAnn Statum and Charlotte Petty



From Left: Lindsay Tauben, Micaila Edlin and Annalise Moloney



From left: Carol Lundgren, Marilyn Lipman, Susan Kime, Marlene Marcella, Gloria Ross, Katie Chafin and Linda Mantle



Chanel makeup expert demonstrating spring makeup techniques on Barbara Shuman.



From left: Paula Reed with her daughter Vivienne Reed, Leisa Zigman, Ivy Nissen and her mother Erin Nissen



Tom Eschen and Lenore Pepper



From left: Patty and Rebecca Bloom with their mother and grandmother Alice Handelman



Madeleine Heppermann with the Beauty Buzz drawing prizes

Photography courtesy of Dick Manlin.

## Recent Press Club Events

### Forum on STL250 at Missouri History Museum

Jody Sowell, the MHM director of exhibitions and research, giving background on the STL250 exhibit focusing on 50 people, 50 places, 50 images, 50 moments and 50 objects commemorating the founding of St. Louis.



Press Club members Claudia Burris and Rick Stoff viewing one of the History Museum's "250 in 250" exhibits.



Erin Budde, executive director of STL250, explaining how STL250 came together and describing the year-long series of activities, both planned and in progress, for St. Louisans to enjoy.

*Photos by Madeleine Heppermann*

### Press Club Gatesworth Speaker Series

**Bill McClellan**, columnist for the St. Louis Post-Dispatch and regular panelist on Channel 9's Donnybrook, entertained a packed auditorium in February with stories from his journalism career.

**Allison Collinger**, of AHC Consulting and **Dr. Rob Havers**, executive director of the National Churchill Museum in Fulton, Missouri, spoke in March about the significance, founding and exhibits at the museum.

## Upcoming Press Club Events

**SAVE THE DATE: April 22: Midwest Travel Writers' Conference Opening Night Reception** -- Press Club will be sponsoring the evening's reception of the Midwest Travel Writers' Conference on the rooftop of the Moonrise Hotel in the University City Loop. Look for reservation details soon at our website [stlpressclub.org](http://stlpressclub.org).

**Noon, June 10: "Amazing St. Louis" with Charles Brennan of KMOX Radio** -- Press Club is co-hosting this special luncheon with the Community Service Public Relations Council (CSPRC) in honor of our city's 250<sup>th</sup> birthday. Brennan will share great tales and curiosities from his "Amazing St. Louis" book. St. Louis is home to many firsts, from gas stations to skyscrapers, as well as residents who changed the world. And how are Tom Cruise, Darth Vader and Jack the Ripper connected to St. Louis? Enjoy stories, oddities and unknown facts that are sure to instill even more hometown pride. Sheraton in Clayton. Members \$30. For reservations go to [www.cvent.com/d/h4q2qv](http://www.cvent.com/d/h4q2qv).

**In the works:** May, News Roundtable; July, Annual Scholarship Luncheon; August, Press Club Movie Night