



## **New NFPW President Launches Blog**

NFPW's new president, Cynthia Price of Virginia, has outlined her plan of action for the next two years - **SNAP!**

It stands for...

**Sustainability:** It's all about retaining and growing our membership. And that shouldn't be difficult to do because of what NFPW is.

**Networking:** What can we do for you?

**Professionalism:** NFPW offers an outstanding conference each year. In addition, our affiliates host conferences, meetings and workshops. How can we leverage these further?

As part of the networking initiative, Price has launched a blog, "Cynthia's Communique," at: <http://cynthiapricecommunique.wordpress.com/>. She plans to update the blog at least twice a week.

"One of the easiest ways to network and remain current in today's marketplace is networking through social media, and I will make a big push for that. Join us on Facebook and LinkedIn and follow this blog," Price said. "I thought it was about time that I put my money where my mouth is and start a blog about communicating in today's world."

"I became president of National Federation of Press Women in September 2009 and thought a blog would be a terrific platform for sharing ideas about communication, membership and anything else I might want to have a communique about. And I'd love to hear your thoughts, too, so comment, suggest topics, join the conversation."

Blog topics have ranged from the one new member initiative to the idea of pairing NFPW newcomers with veteran members. She's written about the value of social media and developing a professional health dashboard and has remembered colleagues who recently died.

A number of members have already visited and posted comments on the blog site. She also uses the calendar page to update about affiliate and NFPW news so send any meetings and conference details to her. Next for her blog is to add an RSS button so members can subscribe to it. "First I have to figure out how to do it," said Price, who looks forward to the challenge.

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