

WCCI

mini-seminar
& networking
Luncheon

Tuesday, December 16, 2008

Sheraton Hotel, 706 John Nolen Drive, Madison, WI

Check-in & Networking: 11:30 - 12:00 p.m.

Program: 12:00 - 1:00 p.m.

Wisconsin Communicators Council, Inc.

“Yes, You Can Write a Book!”

Communicators are ideally qualified to write a book today, especially with the advancement of publishing technologies which make the process less costly and the quality of books ever more impressive. Couple that good news with exploding publicity opportunities via the Internet, and writers are no longer slaves to big publishing houses.

Speaker: Steve Busalacchi, Author & Principal of Busalacchi Communications

Bio: Stephen J. Busalacchi is a medical journalist, author and speaker, who reported for National Public Radio and Wisconsin Public Radio for 15 years. In the process, he's won more than two dozen journalism awards. Most recently, the Wisconsin Medical Society honored him with the 2007 Medical Issues Reporting Award. He is the author of “White Coat Wisdom,” an oral history of extraordinary physicians (www.whitecoatwisdom.com), endorsed by former U.S. Surgeon General C. Everett Koop, MD, one of the most respected and recognized medical leaders in the U.S. The Mayo Clinic Proceedings recently rated White Coat Wisdom a “Five Star” read, calling it “clear, concise and well-written.” Busalacchi is also author of “Media Savvy, Media Success,” a quick guide to stellar performance with the news media. Busalacchi has spent a decade as a communications specialist for the Wisconsin Medical Society, and more recently, as the principal of a health communications firm in Madison, Wisconsin, where he lives with his wife and two young daughters.



Price: \$15 – WCCI Members
\$15 – Non-Members **Special Offer!** (Regular price \$30)
\$15 – Students

Payments taken at door. Checks payable to WCCI.

R.S.V.P. by Thursday, December 11

Online at www.wccionline.org or by phone 608-268-5525

You must pre-register for this event. No-shows will be billed unless registration is cancelled 48 hours prior to event date. **Questions?** Contact Andrea Novotny at 608-575-7739.

