



**NATIONAL FEDERATION OF PRESS WOMEN NAMES  
2006 COMMUNICATOR OF ACHIEVEMENT**

DENVER, CO – Sept. 8, 2006 – The National Federation of Press Women (NFPW) named Betty J. Packard of San Francisco, Calif., its 2006 Communicator of Achievement on Friday, Sept. 8.

Packard's life has been a series of firsts. First in her family to graduate from high school and college, first woman to edit a national financial magazine, first woman main platform speaker for the Million Dollar Round Table, first woman in Indiana to file for equal pay for equal work, first woman keynoter for the Life Insurance Association of Europe, and first president of the new affiliate, California Press Women-Northern. She is owner and president of Packard Consulting.

First runner-up for NFPW Communicator of Achievement is Vivian Sade-Rosswurm of Churubusco, IN, a reporter and columnist for KPC Media Group in Northeast Indiana based at the Auburn Evening Star. Sade-Rosswurm is also a tireless worker in community service and as a breast cancer survivor also works to generate funds for cancer research.

The awards were announced at the Communicator of Achievement banquet during the NFPW annual conference Sept. 7-9 in Denver.

Communicator of Achievement is the highest honor bestowed upon members by NFPW, an organization of professional journalists and communicators. The award recognizes achievement in communications, contributions to NFPW and its affiliates, and community service. Sixteen members were nominated by their state affiliates.

As a management consultant, honoree Betty Packard, nominated by California Press Women-Northern, has been the creative force behind specially designed training and personnel development programs. Her current continued education program is licensed by 11 state

## **NFPW COA / Betty Packard – 2**

departments of insurance. As a speaker and writer, Packard's talents have taken her to three continents and 17 countries.

Widowed in 1960, Betty supported her children in a variety of occupations, including teaching high school journalism and office manager for the Indy 500 and editor of several national financial publications.

Betty has served CPW as its president, convention chair, contest chair and for the past five years as executive director of the Northern CPW after the state was split. For the past 25 years she has chaired the CPW high school journalist contest.

In 1979 she represented the United States at the World Conference of Women Journalists in Seoul, Korea. Some of her volunteer efforts include lobbying for women's rights in Indiana, volunteer chairman for the American Red Cross, and Take Christmas to the VA Hospital. She has been listed continuously in Who's Who in American Women and also listed in Who's Who in Finance and Industry, Who's Who in America and several international volumes.

First runner-up Vivian Sade-Rosswurm was nominated by the Woman's Press Club of Indiana. She is president of the Indiana affiliate. Sade-Rosswurm came to journalism after a 12-year career in marketing and sales. In 1988 she switched from newspaper ad representative to freelance reporter and columnist. In 1992, she became the editor of her hometown weekly newspaper, The Churubusco News, where for 13 years she fashioned a fearless and devoted community newspaper. As one of her competitors noted, "Viv was the Churubusco News."

In 1997, Sade-Rosswurm started the Northwest News and in 2005 became reporter and columnist for KPC Media Group. She is also a sought-after speaker and has won almost 100 awards for writing, editing, photography and design.

Nominations for NFPW Communicator of Achievement were forwarded to three judges, who chose the top two women nationwide.

For 69 years, the National Federation of Press Women has promoted the highest ethical standards in communications; provided professional development, youth programs and networking; and advocated protection of First Amendment rights.

###