

C LINK

COMMUNICATION

Design for nondesigners

Whether you're a writer, editor, events planner, marketing specialist or business owner, you likely know that design can make or break a communication piece.

Unfortunately, many communicators today do not have the design staff or budget to create effective pieces, and software alone does not make a designer out of a nondesigner. There are some basic rules, tips and resources that can help you get the job done effectively, though.

Join AWC April 5 for a program with Emily Johnson, co-owner of Revel Advertising, who will share design principles, tips for creating quality pieces on a budget, how to keep your brand consistent, resources for affordable materials that will keep you out of copyright trouble, and information on available design tools and software.

It was the lack of affordable advertising for nonprofits and small



businesses in Springfield that drove Emily and her partners, Chris and Nicole Jarratt, to open Revel Advertising last fall. Their mission is to provide professional advertising and marketing for small businesses in the local and regional markets, at a price that is affordable.

Johnson is a graduate of Drury University and Miami Ad School. She has worked as an art director at several advertising agencies worldwide including DDB Sydney, M&C Saatchi Sydney and Noble Springfield before opening her own agency.

**April 5, Meeting
11:30 a.m. - 1:00 p.m.**

University Plaza

**333 John Q. Hammons
Kansas or Arkansas Room
Downtown Springfield
11:30 AM - Networking
12:00 PM Member Spotlight
Introductions & Lunch
12:30 Speaker
Please RSVP to
awood@aeci.org**

**No-Shows will be billed
Lunch charges:**

**Members and 1st time
Guests \$15**

**AWC Student members or
full-time degree-seeking
students \$14**

Repeat Guests \$18

**Guests are encouraged to
join our organization to
enjoy the
many member benefits**



PRESIDENTIAL PONDERINGS



Are you too busy to sleep?

Studies indicate we do not get enough sleep, and women are among the worst offenders. We spend our day filled with work assignments, children's activities and household chores, who has time for sleep?

Although we enjoy the extra daylight hours provided by the switch to Daylight Savings Time, it can exacerbate the sleep shortage. Our bodies may take a week or more to adjust to the spring forward, fall back phenomenon. That extra little bit of daylight in the evening encourages me to stay active longer by taking a walk or puttering around in the garden. All of these after work activities shorten the time necessary to slow down and fall into a restful sleep pattern.

A good night's rest prepares us for the day and a better life. Restorative sleep helps us to be more alert, more productive and live a healthier lifestyle. Whereas, a lack of sleep can lead to impaired thinking, costly errors and safety concerns.

Perhaps we should take a cue from professional athletes who nap on game day? Reportedly, their rigorous game schedule, in multiple time zones, is disruptive to a predictable sleep pattern. Maybe that explains why they are having an "off" game when you are really hoping for a win?

Make your health and safety a top priority. Squeeze in a little extra rest or start taking an afternoon power nap, it just might improve your game.

Happy dreams!

Mitzie Zerr, President



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Rosemount Estate Wines	\$11.99	\$6.99
Pinnacle Vodka	\$26.99	\$18.99

Harter House *World Flavors*
Wine & Food Sampling

AWC NEWS & TIDBITS

Angela Frizell has been nominated for Ozarks Woman of Distinction, an award given by the Ozarks Alliance of Professional Organizations. The award event is Tuesday, March 29 from 6-8 pm.

Angela Frizell has started teaching at OTC Social Networking courses for business. Classes are only \$35.

<http://www.otc.edu/workforce/workforce-social-media.php>

Jennifer Henry was promoted at Watts Radiant. Her new title is Marketing Project Manager-HVAC & Gas. She manages marketing projects for Watts Radiant and Dormont (another Watts owned company). Jennifer is involved in managing product launches, website overhauls, and other creative projects.

Sharina Smith recently became a volunteer on the AWC National Marketing and Communications Committee. Specifically, Sharina will serve on subcommittees for a national website re-development project and the AWC National Conference to be held October 13-15 in Tulsa.

MEMBER OF THE YEAR

The Member of the Year Award has been presented annually since 1986 to an active member who has significantly impacted the success of the Springfield organization through leadership and service.

Please take a moment now to cast your vote for the 2011 AWC Member of the Year. Complete the attached form and return to the membership chair, Angela Cave at angela.cave@na.manpower.com

Qualities to consider: meeting attendance, knowledge of AWC, promotion of AWC, committee involvement, participation.

Deadline for entries Friday, April 15.

AWC MATRIX FOUNDATION CALL FOR NOMINATIONS

Edith M. Wortman First Amendment Award
Helen Duhamel Achievement Award

Do you know of an outstanding woman communications professional who has applied her skills to advance and preserve our First Amendment Rights? Or a media professional who, despite personal or professional challenges, has achieved distinction by focusing attention on First Amendment rights in a way that improves the lives of others?

Honor and celebrate that professional communicator. Nominate her for either of two awards sponsored by the AWC Matrix Foundation: The Edith M. Wortman First Amendment Award or the Helen Duhamel Achievement Award. The winners will be honored in October 2011 at the AWC National Conference in Tulsa, Oklahoma.

Candidates can specialize in any field of communications, and self-nominations are accepted.

More information about the awards, along with the nomination form, can be

found on the AWC Matrix Foundation website at <http://matrixfoundation.us>. Nominations must be received by April 25, 2011.

The AWC Matrix Foundation (<http://matrixfoundation.us>) is the educational and philanthropic arm of the Association for Women in Communications. Our mission is to promote the advancement of women in the communications professions by providing funds for education, research, and publications.

The Association for Women in Communications (<http://www.womcom.org>) is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership, and positioning its members at the forefront of the evolving communications era. Questions should be directed via e-mail to: awards@matrixfoundation.us.

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Girls Night Out

Michelle West, who was one of the panel speakers at our March meeting, is in an all girl's band named "Nadia." The band is performing on Friday, April 29th in a smoke-free environment at Lindberg's on Commercial Street.

Save the date! It's an early non-smoking show, from 6:30 p.m.-8:30 p.m. You can follow the band on Facebook at <http://www.facebook.com/AccordingtoNadia>.



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First Amendment

by Maggie Castrey

Recent Supreme Court Rulings:

- Mourners Must Tolerate Hate-filled Protests
- Crush Videos May Show Animal Cruelty

Still Pending:

- Can States Limit Violence in Kids' Video Games?

Alone among his colleagues, Alito chose privacy over free speech March 2 in the Supreme Court's consideration of protests at military funerals.

Excerpted from The Associated Press

WASHINGTON March 2, 2011

The picketers who showed up at the March 2006 funeral for Matthew Snyder deprived his father, Albert Snyder, of the "elementary right" to bury his son in peace, Alito said. With his second solo dissent in a free-speech case in as many years, Alito appears to have embraced a role as the court's contrarian on such issues. The rest of the court relied on the First Amendment to say that the father of a dead Marine could not prevail in a lawsuit against members of the Westboro Baptist Church of Topeka, Kan., who picketed his son's funeral.

Alito countered that church members have countless ways to express their belief that the deaths of U.S. soldiers are God's way of punishing the nation for its tolerance of homosexuality.

"It does not follow, however, that they may intentionally inflict severe emotional injury on private persons at a time of intense emotional sensitivity by launching vicious verbal attacks that make no contribution to public debate," Alito wrote.

A year ago, Alito also was on his own when the court struck down a federal ban on videos that depict graphic violence against animals. "The First Amendment protects freedom of speech, but it most certainly does not protect violent criminal conduct, even if engaged in for expressive purposes," Alito said. The law in question "was enacted not to suppress speech but to prevent horrific acts of animal cruelty — in particular, the creation and commercial exploitation of 'crush videos,' a form of depraved entertainment that has no social value," he said.

In another case that has yet to be decided, Alito also appeared willing to reject a First Amendment challenge to a California law banning the sale or rental of violent video games to children. "Let me be clear about exactly what your argument is. Your argument is that there is nothing that a state can do to limit minors' access to the most violent, sadistic, graphic video game that can be developed. That's your argument?" he said to a lawyer for the video game industry when the court heard argument four months ago.

What do you think? Talk among yourselves.



Ozarks Woman of Distinction Ozarks Junior Woman of Distinction

AWARD EVENT

Tuesday, March 29, 2011, 6-8pm

Highland Springs Country Club, 5395 South Highland Springs Blvd

Cost: \$27 in advance, \$17 students, \$35 at the door, \$260 Table of 10

Keynote Speaker and Author of *Stop Workplace Drama*:
Marlene Chism, ICare Presentations
Book Signing Available

A full dinner will be served * Cash Bar * Silent Auction (proceeds benefit Harmony House).

RSVP by Friday, March 21, 2011 to Mary Jackson, Ozarks Alliance, P O Box 547 Republic MO 65738

Questions?? Contact: Colleen Neill, Alliance President
colleenneill@yahoo.com or 417.894.6036
Mary Jackson, Alliance Treasurer
mary@swbell.net or 417.732.7799

Enclosed:
_____ reservations
_____ student reservations
_____ table(s)
_____ [name of group for reserved table(s)]

Nomination Guidelines:

- Nomination is open to all women in private or public sectors in the Ozarks. Nomination deadline is **February 23, 2011**.
- Focus on areas in which she has helped better other women's lives. Self-nominations accepted. Use additional pages to provide a clear picture of the woman's contributions.

WOMEN'S HEALTH FORUM

Tuesday • April 19, 2011 • 6 to 8 PM

St. John's Hammons Heart Institute Auditorium

Care giving is your love in action. Even on tough days, you "Cowgirl up!" and do it all. The stress of care giving can also have serious physical consequences. Deborah Kukal, PhD, ABPP, will show you seven steps of self-care that support your own well-being as you care for others.

This event is free and available to everyone. Registration is not required. Invite your friends. Enjoy fellowship and refreshments.

For more information, call 888-8888 or 1-800-909-8326. More events just for women are at www.stjohns.com/women.

A PATTERN FOR SUCCESS

Formally Yours

A Project of United Way of the Ozarks Women's Initiative,
Female Leaders in Philanthropy (FLIP)

Formally Yours is a project designed to provide formal wear and accessories to young women in high school to enable them to attend their high school prom.

We invite you to share your style with these deserving young women!

Collect Formals & Accessories From Your Friends & Family!

Donations should be...

- New or nearly-new
- Seasonal
- Clean and Ready to wear
- Items that your own loved ones would be proud to wear

Suggested Donations

- Beautiful Prom Dresses
- Lovely Evening Gowns
- Charming Shoes
- Rhinestone Jewelry
- Evening Bags
- Pashminas, Shawls

Drop off Donations to:

Suit Yourself Boutique
320 Pershing (corner of
Campbell and Pershing)

Saturday, April 2 9am-12
Tuesday, April 12 9am-12

Or

Call for drop off appointments:

North Springfield
Janet Nothnagel
417- 833-3800
PJC Insurance,
1801 W. Norton

South Springfield
Julie Reynolds
417-823-9777
Reynolds Plastic Surgery,
1240 E. Independence

Formally Yours

If you have prom dresses and accessories at home that are taking up space in your closets, please bring them to the next AWC meeting. This collection is for a program called Formally Yours, a United Way of the Ozarks Initiative. The project is designed to provide formal wear and accessories to young women in high school to enable them to attend their high school prom.

A representative will be at the April meeting to make a very short presentation about the project, and collect donations. Dresses, shoes, jewelry and purses should be new or nearly new, clean and ready to wear.

Support our Advertisers!

The ads you see in our newsletter were purchased by our members to help our chapter. Be sure to support them when you can.

FLIP

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