

C LINK

COMMUNICATION

Reflect-Reinvent-Renew

Join us for a discussion on personal reinvention, a tool to help you achieve your personal and professional goals

Changing times and technology, a desire to make a difference, economics or a new opportunity can all drive personal reinvention. Join us Feb. 1 for a discussion with four exceptional communication and marketing professionals who have successfully made their own transitions. In a discussion with you, they will share their experiences, tips and resources to help you reinvent personally or professionally.

Moderator Paula Ringer, an AWC member, has more than 30 years' experience in advertising, broadcast production and operations, creative services and marketing consultation. Her extensive background includes award-winning work as a writer/producer for local, regional and national broadcast programs and commercials, audio/visual presentations, as well as media training programs, development of communications plans, extensive communication audits and owning and managing a successful advertising and public relations firm.

Panelist Margaret Castrey has turned a childhood love of reading and writing stories into a 35-year career. She has found that most people have something they want to say, and that many of them need help saying it. She does that with her new company and

passion, The Book Artists.

Maggie is a longtime AWC member who has made her living writing or editing books, videos, DVDs, Web sites, magazine and newspaper articles, kiosk interactive media, and more. Many of her projects have won regional, national and international awards. Her clients include individuals, not-for-profits, national and regional publications, corporations, schools and universities, and government agencies.

Panelist Julie Higgins has been recognized locally and regionally as a successful entrepreneur, awarded "20 Most Influential Women in Southwest Missouri," as well as "Women who have made a Difference."

After a three-year hiatus as a partner with a local firm (Julie's Chewies), Julie assists companies with strategic marketing and volunteers with the public schools and nonprofit organizations in our community. She recently decided to start yet another business: Ipourlife - connecting people to teach leadership to young women. She will host her second event, the IPourLife Respect Revolution Tour Jan. 29 at the Juanita K. Hammons Hall Performing Arts Center (www.ipourlife.com).

"At the tour my goal is for girls to realize the journey is ahead, not in the rear view mirror. We each exist for a purpose with a unique set of opportunities. If we don't take them, great things will go undone," Julie said.

(Those words could inspire each of us as we reinvent.)

Panelist Michelle West is vice president of communications for the Springfield Area Chamber of Commerce.

Before joining the chamber, she was public affairs director for the global nonprofit SIFE (Students in Free Enterprise), where she was responsible for the planning and implementation of the organization's public and media relations strategy.

Prior to her employment at SIFE, Michelle served as a news producer, and then executive producer of news at KY3. Her position at KY3 led her to be selected by the International Research and Exchanges Board (IREX) as a media consultant for IREX's Ukrainian Media Partnership Program. While at KY3, Michelle received two regional Emmy nominations and one regional Emmy award.

On the side of personal reinvention, be sure to ask Michelle about her all-female rock band.

You can do that if you're at this program. Join us for some interesting discussion on personal reinvention and reinvestment in ourselves.

PRESIDENTIAL PONDERINGS



Read any good books lately?

I know many of you are voracious readers. You have a book in the car, another in your purse, and always one waiting on the bedside table. You do not dare waste a precious moment that could be spent with Heathcliff and Catherine. Any guesses on what I just finished reading?

There are so many reading formats to choose from today, that there is really no excuse for not having the time to squeeze in a little reading. You can choose from traditional books, audio books in a variety of formats, and now wireless reading devices attached to nearly every electronic apparatus you can imagine. There are many low-cost, no-cost options for obtaining reading materials. My personal favorite is the Springfield-Greene County Library system, which has had nearly every book readily available for checkout.

I joined a book club a few years ago and have enjoyed the variety of books selected for our assigned reading. The monthly gatherings are pure joy. We analyze the story line and characters, provide plenty of editorial comments and then savor the latest dessert.

Many of our reads are fiction, or historical fiction—light reading by most standards. Certainly, some books are easier and more delightful reading than others. Have you noticed how a gifted author has the ability to cause your whole being to take on the bright, upbeat persona of the characters, or even drag you down into the gloomiest aspects of life?

Reading is a form of communication. It develops creativity and enhances comprehension. Sadly, too many children and adults struggle with reading. They are not able to read the items we take for granted; for example, road signs, medicine labels, and billboards. If you enjoy reading and helping others, consider volunteering at one of the local libraries or the Ozarks Literacy Council. Little steps of encouragement can make a huge difference in someone's life. Happy reading!

Mitzie Zerr, President

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Looking for Books

Do you have a stack of good books collecting dust on the shelf? Bring them to share at the next AWC meeting.

In the member book exchange, members can swap books for a whole month of leisurely reading. Bring the book back to the next meeting for another person to enjoy.

A list of the books and authors previously highlighted as good reads by AWC members include:

Confessions from the Corner Office – *Scott Aylward, Pattyre Moore*

Give Your Elevator Speech a Lift – *Lorraine Howell*

The Twitter Book – Sarah Milstein, *Tim O'Reilly*

What Men Don't Tell Women About Business – *Christopher V. Flett*

Rebound – A Proven Plan for Starting Over After Job Loss – *Martha Finney*

The Truth About Getting the Best from People – *Martha Finney*

The She Spot – Why Women Are the Market for Changing the World and

How to Reach Them – *Lisa Witter, Lisa Chen*

Tulsa Bound

Join us on our journey to the AWC National Conference in Tulsa, Oklahoma. The conference committee is busily putting the final details together for what is anticipated to be one of the best ever conferences.

Save the dates October 13-15. All sessions will be held in the DoubleTree Hotel at Warren Place. A block of rooms have been reserved for \$89 per night. Registration materials will be available soon.

Our goal is to have 100 percent participation from Springfield, Missouri, and with your planning and preparation we will. It is going to be so much fun.

Members are exploring fun, fundraising activities to help offset the costs for registration and travel. If you have a great fundraising idea that you would like considered, notify President Mitzie Zerr.

FEB 1, 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

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Welcome New Member Delia Croessmann

Delia Croessmann is the Marketing Specialist for DairiConcepts, where she does branding, corporate messaging, website development, and marketing initiatives. Her hobbies include reading, walking and wine tasting. A recent "good read" that Delia recommends is *Winter's Bone* by Daniel Woddrrell.

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2011 CLARION AWARDS NOW OPEN FOR ENTRIES

The Association for Women in Communications (AWC) announced that the 2011 International Clarion Awards Competition is now open for entries.

The Clarion Award, in its 39th year, honors excellence in all communication fields. This year's competition introduces an expanded online category, including personal and professional blogs, and student categories.

The competition is open to independent contractors, media companies of all sizes, as well as corporations, small businesses, and nonprofit associations and organizations. Past winners include Newsweek, CNN, Vanguard Communications, Pierson Grant Public Relations, Massachusetts School of Law, Self Magazine, Parade Publications, Philadelphia Magazine, Dana-Farber Cancer Institute, Angie's List Magazine, The Wall Street Journal and many more.

Categories cover many aspects of advertising, education, fundraising, graphic design, internal communications, magazines, marketing, feature writing, online journalism, public relations, radio, television, and special events.

To qualify, more than half of an entry must have been published, broadcast, or implemented between Jan. 1 and Dec. 31, 2010. Early-bird saving are available until March 12, 2011. All entries must be postmarked by the final deadline of April 23, 2011.

For further details and online registration, please visit www.womcom.org/clarion.

Mitzie Zerr Appointed to Board of Directors Of Association for Women in Communications

The Association for Women in Communications (AWC) announces the addition of Mitzie Zerr of Springfield, Mo., to the AWC National Board of Directors. Zerr fills an unexpired, one-year term where she serves on the National Membership Committee and as board liaison to several AWC professional chapters.

An AWC member since 1993, she has served in a variety of positions with the Springfield, Mo., Professional Chapter, currently as president. Zerr is employed by City Utilities of Springfield in the marketing and communications department.

Zerr has served on, and chaired a number of boards, with an emphasis on education and community programs. These include Downtown Springfield

Association, Urban Districts Alliance, Springfield Catholic Schools Development Board and the Ozarks Genealogical Society, where she has co-chaired their conference the past three years.

Founded in 1909, the Association for Women in Communications has nearly 2,500 members worldwide. AWC 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.

The AWC Springfield chapter meets the first Tuesday of each month at the University Plaza Hotel. For additional information, visit awcspringfieldmo.org.

New Address

Wendy Morlan has a new email address. Wendy can be reached at wmorlan@isp.com.

Buying Power

Support AWC when you purchase items online at Amazon. It's easy! Go

to www.womcom.org and click on the Amazon icon on the home page. The link is near the bottom. Then make your purchase.

By using the link on the AWC website, it generates revenue that can be used for programs and benefits for all members.