



COMMUNICATION LINK

January 2012

Newsletter of the Association for Women in Communications Springfield, MO

JANUARY MEETING HIGHLIGHT

JANUARY 3, 2011
 11:30 a.m. - 1:00 p.m.

425 Downtown
 425 W. Walnut St
 Springfield, MO
 Join us at 11:30 a.m.
 for networking

Program begins at Noon
 \$15 for members
 \$18 for returning guests
 \$14 for AWC students/
 student members.

RSVP by 12/29:
meetingsvp@awcspringfieldmo.org
membership@ascspringfieldmo.org

AWCSpringfieldMO.org
www.womcom.org

The New Strategic Communications Plan: What you Need to Know to Tame the Chaos

Companies large and small are in turmoil over their communication activities these days. Creating a strategic communications plan is the best way to tame the chaos. By definition, being strategic involves change and that means we can't do things the same old way. In this presentation you'll learn why communications is turning into a minefield, and how to re-engineer your communications process to safely navigate it.

Join our AWC chapter meeting on Tuesday, January 3, 2012, as Julie Short, M.B.A., explains why integration and not silos are important, unveils the four new P's of marketing, and shares techniques for setting priorities. Julie will also answer your basic

questions to get you started in creating your own communications plan process.

Key Takeaways from this meeting:

1. Consider your need for strategic communications planning
2. Determine your 4 P's
3. Identify next steps to re-engineering your communications process

Julie Short of J.P. Short & Associates will address the New Strategic Communications Plan process. Prior to forming her company in 1997 that provides marketing, advertising, strategic planning and search engine optimization services, Julie was Vice President of Marketing for Reckitt-Benckiser (French's)



Julie Short

Commercial Division for eight years. During her 12 years with Noble & Associates she established and managed MARTELL Marketing Research and was Senior Vice President of Noble Marketing Group. She has worked with a variety of companies locally and throughout the United States.

FEBRUARY MEETING

Mark Your Calendar and Invite a Guest! "Integrating Social Media In Your Marketing."

11:30 AM - 1:30 PM, February 7, 2012

New Central Location TBA

Don't miss this extended extra-value program by social media guru Dana Fowler, St. Louis.

AWC members picked the content for this program, which Dana designed just for us. Get answers to your most troubling questions. Learn to use social media strategically to advance your business while keeping it from eating your life!

Our experience with multiple digital channels provides us the knowledge of how to integrate your marketing channels until it reaches a

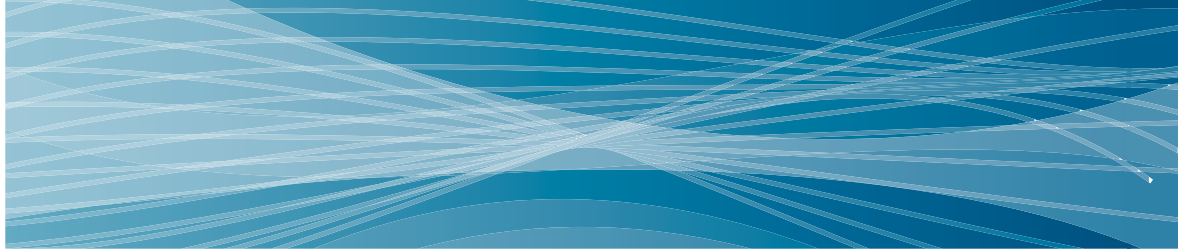
MEDIA FLASHPOINT

where each channel multiplies the impact and results of the other.

Dana@themediaflashpoint.com

SAVE THE DATE

The Edward Jones Center for Entrepreneurship at Drury University would like you to SAVE THE DATE for the 2012 Women's Entrepreneurship Symposium! WES is a one-day opportunity for women to learn about various aspects of owning their own business. Join us for a fun and informative day, Saturday, February 4, 2012, in the Trustee Science Center at Drury University. Registration to begin online January 17th; more details to follow. We look forward to seeing you at WES! Edward Jones Center Drury University Springfield, Missouri 65802 ejc@drury.edu



FROM THE PRESIDENT

Dear Members,

I hope everyone took the opportunity to connect with family and friends this holiday season. I was pleasantly surprised this year by cards and calls from professional connections, AWC members, and friends. The holiday greetings brought to mind a time several years back where I didn't feel very connected.

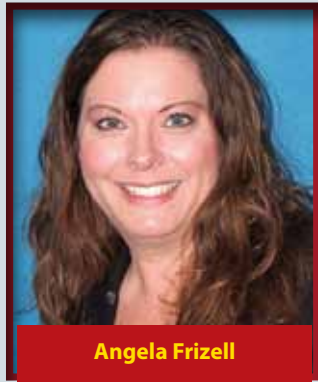
I had just moved to a new town and started attending a church near my home. The pastor reached out to me to ask whether I felt welcome, and I couldn't help but reply negatively. I went to services regularly and had even started attending Wednesday evening services, but not one person had reached out to me to make me feel at home.

Instead of apologizing for the behavior of his church body, the pastor reprimanded me. He told me that I wasn't opening myself up for friendships, and that I needed to begin connecting in order to feel connected. This was an eye-opener for me. It was my fault I didn't feel welcome! I had closed the lines of communication before they ever got started.

Thankfully, I haven't experienced that feeling in a long time. AWC has been a beacon of connectivity for me in the Springfield professional arena. Our membership consists of some of the most knowledgeable, connected, and friendly women I've ever met.

AWC Springfield has made it easy to connect in the organization. Our monthly meetings open at 11:30 for networking; Every 3rd Tuesday, members meet informally for Skillshare (mark your calendar for Tuesday, Jan. 17 5:15 - 7:30 at Farmer's Gastropub); Get-to-Know You is a lunch (schedule at your convenience) to visit one-on-one with another member; and a committee or board volunteer position is sure to make new, deeper connections.

I would like to extend a formal welcome to new and veteran members and guests - We want you to always feel connected, so make your move! Get out there, and get involved!



Angela Frizell

NEWS AND NOTES

Ashley and Adam are the proud parents of Brooklyn Isabelle. She was born at 5:16 p.m. and weighs 7 pounds 3 ounces. Mom and Brooklyn "are doing great!"

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I had a ball last night (AWC Christmas Party. Hope every else did too! Delia Croessmann was the winner of a \$25 gift certificate to Harter House for naming six of eight blind wine samplings correctly. – Michele Kauffman

CALL FOR SPEAKERS—Women and Girls: Then and There, Here and Now

**Saturday, Feb. 25, 2012
Central High School, Springfield, Mo.**

The theme focuses on self-empowerment and women in leadership. Speakers will have 45 minutes with 15 minute Q&A

Possible topics include: Self-empowerment, Leadership, Politics/Government, Business, Health, Creativity, Self-image, Social activism.

To volunteer, send your proposed topic (25-50 words) and preferred time to speak (morning or afternoon) to sharinacsmith@gmail.com

Event produced by www.Girls4Good.org from Central High School

**Girls can change our future...
Starting NOW!**

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- GET TO KNOW YOU**
Brenda Jackson
Marketing Mix
brenda@yourmarketingmix.com

AWC Springfield recently nominated Delia Croessman for the Dynamic Dozen Top Marketing Executive Award, 2011.

Since Delia Croessman started at DairiConcepts (a Springfield, MO based leading U.S. provider of innovative, dairy-based ingredients for the global food industry) in 2009 as the Marketing Manager, she has directed the strategic rebranding of the company to include a new, easily navigated website, www.dairiconcepts.com, that showcases products, the food trends it supports and its technical capabilities.



Additional rebranding under the direction of Delia includes a new logo, social media presence and online news platform. The new logo was designed to reflect the company's image as an agile innovator in the highly competitive food industry, as well as communicate DairiConcepts' strength as a custom-formulator and manufacturer of ingredients that is expanding its business internationally.

Delia is responsible to composing messaging and promotional plans for the company that are in line with corporate business development strategies to advance the company in its global recognition.

In her year and a half there, she has directed not only the company's rebranding but has also assisted to launched brands such as Ascentra, a sodium-reducing flavor enhancer (a dairy-based powder) and the expansion of the hard Italian cheese marketing into the private label segment.

Due to her executive diligence, Delia has pushed Dairi Concepts into the next phase of marketing recognition and was nominated for the recognition of SBJ's Dynamic Dozen Top Marketing Executive Award, 2011.

The average woman spends \$25,000 on shoes in her lifetime

She has an average of 19 pairs of shoes in her closet that includes 3 pairs of heels and 3 pairs of boots

She will buy an average of 7 pairs of shoes a year

Love my boots!!!
Jill Randolph



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January 2012 *Beverage Specials*

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Twisted Wines 1.5	\$8.99
Reg. \$13.99 Old Vine Zinfandel, Chardonnay Merlot, Cabernet Sauvignon	
Jakob Demmer Piesporter	\$5.99
Reg. \$7.39	
House Wine	\$8.99
Reg. \$11.99 Red Blend, Steak House, Chardonnay	

Harter House *World Flavors*
Wine & Food Sampling

January Topic:
Group brainstorm around your BIGGEST communications challenge

Third Tuesday
Happy Hour



AWC
Monthly
SkillShare

Open Meeting for Members
Take December off to save our sanity.

Tuesday, January 17
5:15 - 7:30

Farmer's Gastropub Downtown
431 South Jefferson Avenue • enter on Pershing

CALL ME!

GRAPHIC DESIGN
WEBSITES
COPYEDITING

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