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Don't miss out! Win Fabulous Prizes
SmartyPants Professionals Raffle

Communications pros know how to get smarter! If you can't attend our upcoming national conference, support another member's trip and learn from them! Members who receive travel support from our chapter will report back what they learned for our November program.

Goal: \$300 to support chapter attendance at AWC's Tulsa Conference next October. Winning ticket holders pick their prize until all are gone. Must be present to win.

\$10 buys 10 chances on all this smart swag!

- Massage gift certificate from Julie Conway
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- Deep tissue bodywork certificate from Fred Engel
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SIX pairs of tickets for THE SEASON 2011-2012 at Juanita K. Hammons Hall from Deb Gallion [Shows are Aquila Theatre's The Importance of Being Earnest; The Blanks; Ballet Memphis; Danú; Ricky Nelson Remembered; and choice of Emerging Concert Artists recitals (mezzo-soprano Jennifer Johnson Cano, cellist Narek Hakhnazaryan, or pianist Charlie Albright) More information about all these shows www.HammonsHall.com Add YOUR much-appreciated donation here! Call 417-631-9964

Newsletter of the Association for Women in Communications
Springfield, MO
JULY 2011

MARK YOUR CALENDAR NOW!

*** FREE * SIMPLY SALADS**

NETWORKING EVENING

**Wednesday,
July 13, 2011
5:30 – 8:00 p.m.**

Enjoy a relaxing social with AWC members and friends. Bring a favorite appetizer, salad, or dessert.

Which friend will you invite? It's a perfect showcase for what you appreciate about AWC.

Location: 4414 East University at the home of Mitzie Zerr. On Sunshine, drive one mile east of 65 Hwy. Turn left on Forrest Heights, right on University.

PRESIDENTIAL PONDERINGS

Dear Members,

Message from the President

As women, we have numerous responsibilities and stresses coming at us from every direction. It's easy to get lost in the details, caught up in the red tape and immobilized by the weight of it all.

I'm no stranger to feeling overwhelmed, but last week I came home to a driveway filled with sidewalk chalked love notes from my children. It was heartwarming to say the least, and it refocused me on the simple pleasures of being a mom. It also got me thinking about the paybacks of other aspects of my life.

Just some of us have chosen motherhood, we have all chosen to be leaders in the field of communication. It doesn't matter whether we got here because of a childhood dream or we've ended up here via the crazy crossroads of fate: it's taken hard work to get to this place in our professional lives.

At times we can feel stretched beyond our capabilities. A compliment from a co-worker, the satisfaction of completing a challenging project, or encouragement from a friend - these little gratifying moments can remind us of our original convictions, goals and dreams.

I challenge you this summer to take time to reflect on where you are and where you've been. Step back from your duties for a moment and refocus on why you do what you do. Make a conscious effort to refocus your direction. It'll make you appreciate even more the progress you've made over the years and and motivate you to do more.

Enjoy your summer - See you in September!

Angela Frizell, President



The Association for Women in Communications 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.



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NEWS AND TIDBITS

The Association for Women In Communications announces the 2011 Member of the Year, Mitzie Zerr. Mitzie accepted her award at the June meeting. Mitzie has served on a variety of committees for the local chapter since 1993.

She held the position of president in 1998-99 and again in 2010-11. Mitzie also serves on the National Board for the Association of Women In Communications.

The award has been presented annually since 1986 to an active member who has significantly impacted the success of the organization through leadership and service. Mitzie is employed by City Utilities.

Thank you, Mitzie, for all you've done, and continue to do, for AWC!

Ladies, thank you for honoring me with the Member of the Year award. I appreciate your confidence in me, your friendship and your commitment to AWC. Best of luck in everything.

Mitzie Zerr, President 2010-11

Jill Randolph, Co-President/President-Elect has been selected to be a Judge for The Clarion Awards. She is still in the process of judging entries, however, she says "it is so remarkable to see the outstanding

and extraordinary work that is being done across the U.S. This has been a rewarding experience and I encourage all of you to be a Judge for next year's entries."

The Greene County Juvenile Office, in partnership with CASA of SW Missouri, held the 5th Annual Community Awareness Fair / Kids Fest on Saturday, June 11, at Jordan Valley Park. The event was designed for a fun, family-oriented event, connecting parents and kids with youth-oriented resources in the community, like after-school activities, mentoring programs, parental support, counseling services and drug prevention programs.

This was the most successful year with having close to 70 vendors along with a record breaking number of over 1,500 parents/kids in attendance.

The newly re-designed "store" website for www.furnituregourmet.com is open for business!

The address is the same as the old one, but there are many new and exciting features which are designed to make it easier to enjoy shopping with us. I would love to have AWC members check us out!

Thank you so much!

Sincerely, *Karen Parry*

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Mentor Other Women and Help Yourself, Too

Maggie Castrey suggested the following article.

By Dr. Nancy D. O'Reilly

I talk often about the importance of mentoring younger women. After I spoke with Dr. Janet Rose about her Seven Secrets of Parenting Girls, I realized these ideas applied equally well to working with other women in the workplace and community.

Use these guidelines, adapted from Dr. Rose's advice, to make your mentoring efforts more effective.

1. Build their brand. Instead of commenting on appearance, noticing and call attention to those qualities like strength, critical thinking, and independence. Use those words to describe her like: smart, mature, leader, persistent, hard-worker, independent, creative, talented, skilled, outgoing, brave, confident, tough, strong, fair, deep-thinker, outspoken, athletic, mathematical, scientific.

2. Promote independence. Encourage and support problem solving, exploration, and stretching out of her comfort zone. Reject stereotypical limitations to "female" roles. Instead of saying: "Let me do that for you," say "I bet you can do that for yourself. I will watch you and coach you if you need it."

3. Encourage thinking and speaking up. Don't accept their silence: question, praise, probe, clarify, and correct the women around you. Encourage them

to ask questions, refine their thinking, share their opinions and achieve more. Discuss why something worked or didn't work. Teach her that she is valued for her good thinking skills.

4. Stimulate learning. Support and approve of her learning new ideas and skills, especially those beyond her current role. Math, science, technology, and complex management strategies are all well-within the female brain's scope, so encourage her to read and explore. Discuss ideas and challenge her to explain what she has learned.

5. Support education. Expect them to take pride in their learning, to do their preparation, to work hard to advance, and to value educators and education!

6. Widen career options. Point out women in management positions, leadership roles, and non-traditional jobs. Talk about what women CAN do when

you see males in gender stereotypical roles in the professions and in business. Say, "How would you like to be CEO?" and let her know this is an option. Brainstorm the steps needed to arrive at that goal.

7. Promote awareness. Point out gender-biased messages when you encounter them in the workplace and in society. Analyze their lack of validity and discuss ways around the implied limitations. Validate her feelings in the face of these messages.

If you do all of these things in mentoring other women, you'll be mentoring yourself as well. Set an example of all these strength-building activities and you'll find yourself flying high and fast toward your goals.

Listen to my Conversation with Janet Rose here womenspeakradio.com/?p=316. Read more of Dr. Rose's wisdom here <http://blog.parentinggirls.com/>



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Wine & Food Sampling

Recap on Dr. Jonathon Groves

Every day the beast needs to be fed, but smaller budgets means fewer reporters to satisfy our appetite for news. Ordinary people are playing an increasingly important role in news coverage. Dr. Jonathon Groves worked at the Springfield News-Leader for more than ten years and still has a passion for journalism. Now an assistant professor at Drury University, Dr. Groves started a website called SGFNews to complement traditional media. The site strives to be a comprehensive collection of today's top stories and local issues that typically get less attention. Dr. Groves intentionally

avoids crime and car crashes, focusing on areas that affect people's lives, such as city and state government. Citizens who are willing to engage in civil debate are encouraged to post comments about stories.

If you would like to speak out about issues important to you, contact Dr. Groves at grovesprof@gmail.com. He's always looking for people with expertise to write for the site. Check out the SGFNews website at www.sgfnews.wordpress.com and on Facebook and Twitter (sgfnews).

Dr. Groves was the guest speaker at the June meeting.

15 Fascinating Facebook facts and figures

by Susan VanDoren



Facebook is growing by leaps and bounds. Whether you are on it now, thinking about it, or wondering what the heck it even is, check out the trivia found below compiled by social media guru Jeff Bullas!

If your organization is not on Facebook, many nonprofits find it a very cost-effective communications tool to engage their donors and supporters.

If interested, more of this 2011 Facebook article can be found at jeffbullas.com.

1. 1 in every 13 people on Earth is on Facebook.
2. 71.2% of all USA internet users are on Facebook.
3. In just 20 minutes, approximately 2,716,000 messages are sent within Facebook.
4. 48% of 18-34 year olds check Facebook right when they wake up every day.
5. Of those with active Facebook accounts, 50% log onto Facebook everyday.
6. The average Facebook user has 130 friends.
7. The average user is connected to 80 community pages/groups/or events.
8. Monthly, more than 250 million people engage with Facebook through external websites.
9. More than 250 million active users currently access Facebook through mobile devices.
10. Mobile device Facebook users are twice as active as non-mobile users.
11. Second to Google, Facebook has the most website traffic.
12. Facebook makes money through advertising and virtual products.
13. Facebook was initially bank-rolled by Peter Thiel, the co-founder of PayPal.
14. A Facebook employee hoodie once sold for \$4,000 on Ebay.
15. Today, there are more than 650 million active users.