



COMMUNICATIONS LINK

november 2011

Newsletter of the Association for Women in Communications Springfield, MO

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

Associated Electric Cooperative
2814 S. Golden Ave
Springfield.
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:
meetingsvp@awcspringfieldmo.org

AWCSpringfieldMO.org
www.womcom.org

November Meeting Highlight

Nine of our members attended the 2011 National AWC Conference in Tulsa on October 13-15. Each member visited different breakout sessions in order to bring the best information back to you!

Join us at AECEI on Tuesday, Nov. 1, for our 2011 National Conference Panel where attendees will share the key points and the height of information brought back from the three conference tracks: Best Practices, Entrepreneurism, and Technology.

Cut through the excess and learn the essentials from sessions like "Working in the Cloud," "The Power of Words," "Taking the Next Step in Your Career," "Using Guerilla Marketing to Connect Your Audience," and many more!

You won't want to miss this crash course in Everything Com-



From left: Mitzie Zerr, Jill Randolph, Maggie Castrey, Pat Childers, Michelle Kauffman, Paula Ringer, Sharina Smith and Angela Frizell.

munications - brought to you by our own Maggie Castrey, Pat Childers, Angela Frizell, Michele Kauffman, Jill Randolph, Paula Ringer, Sharina Smith, and Mitzie Zerr.

Learn about national trends and get the critical points shared by some of the most respected women in the communications industry!

National Conference "Take Home" Points

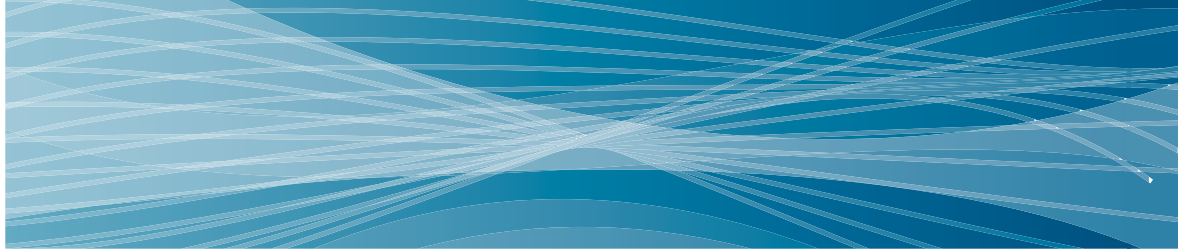
from Paula Ringer, Plank Production
1) "Your Network is your Net Worth." *Shawne Dupeyron, Keynote Speaker, Networking is for Neanderthals*
2) "Describe yourself in six words. Write your six word memoir now, and update that memoir every six years." Example: "Storyteller addicted to color and texture."
Best Practices: Taking the High Road Linda Garbe, Session Speaker, The Stories You Tell
3) "Women hold only 17% of seats in Congress, 22% statewide, 24% in state legislatures, and 23% are college presidents. Catalyst.org updates the position of women in business." *Lois Phillips, Ph.D Headliner Award Luncheon Speaker*

from Maggie Castrey, TheBookArtists.Com
What a great time I had at the AWC Conference in Tulsa! The sessions on webcasting and the headliner address by Lois Philips about the status of women were particular highpoints for me. I was inspired, too, by the young women who burned with the fire to develop their careers and succeed. Even more, what motivated me was the women my age who were still going strong in the working world but were also taking time to inspire and help others coming up the ladder. Plus, I was invited to create a webcast for National about How to Capture Your Story! It's a privilege to rub shoulders with all of you and be part of building this wonderful association.

from Regina K. Waters, Ph.D., Drury University
"The AWC National Conference is an excellent investment in my professional development. This year's speakers have sparked my confidence and re-awakened my creativity. It is so motivating to be in a room with such accomplished and supportive women."

from Jill Randolph, Greene County Family Court & Juvenile Division
Attending the AWC National Conference for the first time was a very empowering experience for me. My attendance allowed me to network with other professional women and have a resource to tap into whether it is AWC Chapter questions or professional. It is a confirmation to me to surround yourself with positive, exquisite, intelligent women!

from Sharina Smith, Southwest Baptist University
"In addition to reconnecting with an old friend from Philadelphia who I had not seen in 20+ years (and with whom I sang opera!), I found my first AWC National Conference to be a firing up time. It fired up my desire to be intentional in learning ideas from and sharing ideas with other women in our business. I was inspired by women who are farther along in their career and by those who are just beginning."



PRESIDENT'S LETTER

Dear Fellow AWC Members,

Technology is fabulous, but there is nothing like a relationship. This is a theme I heard across all sessions at national, and something I have to remind myself often.

If you feel like you aren't tapping into your networks as you should, realign your perceptions! Break outside your box! Have a conversation with at least five people through out your day, eat lunch with someone new each week, and SMILE at people when they talk to you.

These might seem like simple, second nature relationship techniques, but as a communicator, we sometimes take for granted the basic skills of communications!

Did you know the majority of what gets on television has been pitched through a telephone call

or a personal connection? Similarly, people personally invited to an event are more likely to attend than someone who got an event notice online. Why? People value personal connections and personal touches.

I challenge you to get outside your comfort zone in the following months and invite one person from AWC personally for Get 2 Know You. You'll be glad you did.

Angela



GENDERSMART TIPS: 8 TIPS FOR INFLUENCING UP MORE EFFECTIVELY

The following are a few communication and behavioral tips for women (or men with a feminine style) that will help improve productivity, working relationships, and chances for advancement.

- Be succinct, to the point, but not abrupt. Hold details for back-up purposes.
- Avoid tag questions, apologies, disclaimers. "This is a good report, don't you think?" Better would be, "Good report Jean." Hear the difference in power? "Well, this is just my opinion, but..." Better would be, "I think we should..."
- Take credit for your accomplishments. Or someone else might!
- Give brief updates on your projects whether asked for or not. You are not bragging!

- Reduce personal disclosure and problems. Men don't bond and process the same way women do. This behavior makes them uncomfortable and they often view it in the workplace as weak and unstable.
- Handle conflict directly, politely, with empathy. Be clear, to the point, but not rude or abrupt.
- Make most decisions independently. Reduce the number of times you ask others for their opinion for consensus' sake. Men often see this as indecision and lack of confidence.
- Avoid strong displays of emotions. People in power may see this as weakness - "too" emotional and not managerial.

By Jane Sanders, GenderSmart® Solutions, 877-343-2150, <http://www.janesanders.com>

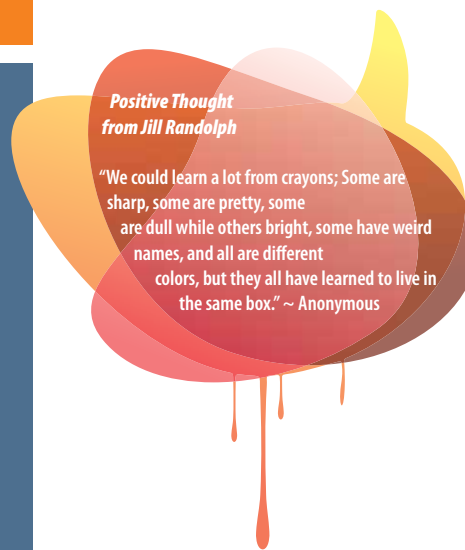
Thank you judges...

☞ Special Recognition needs to be given to Delia Croessman and Jill Randolph for making a time commitment on judging The Clarion Awards. The Clarion Award is a prestigious award honoring accuracy, balance, clarity, compassion and creativity in the communication field.

☞ Overall, there were 18 total Clarion Judges evaluating: marketing and advertising campaigns, special print communication - guide or pamphlet, brochures, newsletters, television public service announcements, education and information video production, fundraising events, magazine feature articles, newsletter feature story - weekly paper, online journalism, how to blogs, online media - publication, online journalism, web design, press photography, public relations campaign - press kit, radio feature story. Many countless hours went into acknowledging and recognizing the best in the industry. Way to go Ladies!!

*Positive Thought
from Jill Randolph*

"We could learn a lot from crayons; Some are sharp, some are pretty, some are dull while others bright, some have weird names, and all are different colors, but they all have learned to live in the same box." ~ Anonymous



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GET TO KNOW YOU

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Springfield Member Receives Award at National Conference

NOTES FROM NATIONAL
WWW.WOMCOM.ORG

Mitzie Zerr of City Utilities received the Chapter Star Award at the AWC National Conference, held in Tulsa Oct. 13-15. The Chapter Star Award is presented to an AWC member for outstanding involvement and participation in the organization.

"We are proud to honor Mitzie for all she has done for our local chapter and for her immediate involvement with our national organization," said Angela Frizell, Springfield, MO, Chapter President. "This award recognizes Mitzie's impact on our AWC mission and community."

Nine members of the Springfield AWC Chapter attended the 2011 National Conference. Attendees were Angela Frizell, Mitzie Zerr, Pat Childers, Michele Kauffman, Maggie Castrey, Jill Randolph, Sharina Smith, Paula Ringer, and Regina Waters.

Drury University professors, Dr. Regina Waters and Dr. Kelley Still, presented: Using Guerilla Marketing to Connect with Your Audience (Dr. Waters) and Managing the Bottom Line, How to Price Your Work (Dr. Still). The conference held two full days of featured speakers and creative breakout sessions.

The AWC National Conference culminated on Saturday, Oct. 15 with the International Matrix and Clarion Awards Dinner. The International Matrix Award honors an outstanding individual for achieving the highest level of professional excellence in communications. Past Matrix winners include NBC's Ann Curry, ABC's Christiane Amanpour and White House correspondent Helen Thomas. This year's recipient was Billie Netty, author of "Where the Heart Is" and other novels.

Members and professionals nation-wide are recognized at the AWC National Conference, the premier professional event for the communications industry.

The Association for Women in Communications is a professional organization that champions the advancement of women across all communication disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

Visit the national AWC website at www.womcom.org for more information about the National Conference.

AWC Fall Membership Drive

September 15 – November 15

New members save \$50 on National registration and referring AWC members are entered to win great prizes!

\$50 savings not applicable to student, new graduate and retiree memberships. No application fee is required for these memberships.

**AWC Webinar Series:
Invest in yourself!**

November 15, 12 p.m.

"Managing Difficult People and Conversations in the Workplace & Life," with speaker Bernadette Boas. We have all had experiences working with a difficult person whether it be a co-worker, client, or supervisor. The emotional toll of daily interactions with a person of this nature can be staggering.

After 25 years of experience in corporate America, Bernadette Boas, CEO of Ball of Fire, Inc., has developed strategies for handling tough situations and people. In this webinar, Bernadette helps attendees understand people's motives for the conflict they create and offers tips for confronting and mitigating conflict.



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