



November Meeting



The Association for Women in Communications

Newsletter of the Greater Springfield, Missouri, Area Professional Chapter of The Association for Women in Communications

NOVEMBER
2010

Flip Marketing: Reach your Clients |Promote your Services| Expand your Message

What's all the hype about video marketing? Is it a fad or is it here to stay? In this content rich program, our speaker Marlene Chism will give you the scoop on using video in your marketing.

You will learn:

Five reasons to use video

Six common mistakes video marketers use

A must-do 7-point checklist to making a great video
How to develop strategy instead of flying by the seat of your pants

An 8-step checklist for "HOW TO" produce your video

In addition, you will get to see a couple of sample videos and have time to start developing your own plan for video marketing.

Marlene Chism is a national speaker and author of "Stop Workplace Drama" which will be published by Wiley Publishing in 2011. Marlene uses video in her marketing through her web based ezine, The Drama Stops Here, and through association speaking. Marlene has a degree in communications from Drury University and a master in HR Development from Webster University.



MONTHLY MEETING

NOV. 2, 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

aewood@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

"That's a Blonde Remark": Gendered Communication in the Workplace

Do you sometimes feel your contributions are ignored, dismissed, or co-opted by a coworker? Ever get the feeling you are being treated this way because you are a woman? In our January program MSU Professor Dr. Margaret Weaver will share several examples of what she calls "gendered communication." She will discuss ways to respond as an individual and as a group. Invite a guest to this useful program.

PRESIDENTIAL PONDERINGS

Dear AWC Members,

On a recent trip to Little Rock, Arkansas, I was strolling near the riverfront when I happened upon a statue. The female and child were not easily recognizable. Upon closer examination, I learned it was Harriet Tubman.



I began to ponder, how many people have viewed this work of art and wondered why Harriet Tubman has a statue? Although I knew a little about Harriet Tubman, I did not see any signs nearby that explained her historical significance. Do you know why? Do the thousands of foreign visitors to Little Rock know about her dangerous journeys?

How could this statue be changed or added to, creating an educational experience that tells the "whole story?"

Oftentimes brochures and advertising materials are similar to the "missing information" on the statue – they do not tell the whole story. Have you seen promotions where they

forgot to include their location, store hours, or contact information? Perhaps they did not utilize all of the social media outlets for promotion. In these cases, their advertising dollars are not being utilized as effectively as they could.

If you are too close to the project, it is helpful to invite a friend or colleague to review your work and provide suggestions for improvement. These suggestions could provide the input you need to promote your product or event more effectively. Consider asking an AWC member to provide input on your next project.

Incidentally, the National Women's Hall of Fame lists Harriet Tubman among the greatest women in our country. Born a slave in 1820, she is known for escorting over 300 slaves to freedom through the Underground Railroad. Harriet Tubman, another great woman from American History!

Mitzie Zerr, 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.

"The idea of a 'culture of civil liberties' goes well beyond the Congress...In the end, the most fundamental protection of civil liberties must come from the people themselves." - Geoffrey Stone

From the publication "Different Wars, Similar Fears," an interview with Geoffrey Stone, author of *Perilous Times* found on www.freedomforum.org



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target marketing programs • uniforms
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Did you know our AWC chapter has a post office box?
Association for Women In Communications
PO Box 14022
Springfield, MO 65814

Save the Date

Thursday, November 11 Jazz at Harter House

Join your AWC friends and make new ones at the Jazz Event at World Flavors. There will be live music, and a large wine and food sampling. The event is from 5:30-7:30 pm, and you may get some holiday gift ideas while enjoying a relaxing evening. Harter House Supermarket is located at 1500 E. Republic Road. Call 417-886-4410 if you have questions.

Dec. 7, 2010 Bloggers as Influencers

MEMBERSHIP MEETING: Bloggers have become highly influential information sources in the online world. Learn about the role bloggers play in consumer purchases and discover tips for pitching story ideas to bloggers.

Tuesday, December 14 5:30 - 8 p.m. AWC Holiday Event,

Our next meeting will be Tuesday, November 2 in the Arkansas Room, starting at 11:30 a.m. with networking. The program will begin at noon. The cost is \$15 for members and first time guests, \$18 for returning guests and \$14 for AWC student members and full-time degree-seeking students. Lunch will include meatball marinara (pasta with marinara and Italian style meatballs), salad, vegetables, rolls, dessert, iced tea and coffee. If you have a special dietary request please specify when you RSVP.



Become a fan of our local chapter on Facebook at <http://www.facebook.com/AWCSpringfieldMO> and connect with other local members. You can also find AWC National on Twitter, LinkedIn and Facebook Groups. www.linkedin.com/groups?gid=90391
<http://twitter.com/AWCCConnect>
<http://www.facebook.com/AWCHQ>

Membership Drive

Do you know anyone who could benefit from a membership in AWC? Invite her to our next meeting as a guest. Right now is the time to join! National is hosting a membership drive through November, waiving the \$50 application fee. (Who doesn't love a discount?!) Also, if you recruit the highest number of new members, you could win a flip camera, Blu Ray player or a paid membership for yourself. The chapter with the highest number of new members will win a free registration to the 2011 National Conference, a national renewal certificate or \$75 worth of AWC branded merchandise.

The nationwide AWC membership campaign runs from Aug. 15 - Nov. 30. All new professional, entrepreneurial and executive members save \$50 because the national application fee is waived. So it is a great time to recruit your communications colleagues.

Help us make our chapter the best it can be by sharing our organization with others.

www.AWCSpringfieldMO.org • www.womcom.org

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The Bad News: Pay Equity Scheduled For 2076

*From Progress of Women Chair
Maggie Castrey*

Women working fulltime earned 80.2 cents for a man's dollar in 2009, up from 62.3 cents in 1979, according to Census Bureau data. At that rate, women would achieve full pay equity with men in the year 2037. However, the pace for managers has actually slowed this decade, so women managers might not achieve full pay equity with men until around June of 2076.

The higher a woman rises in management and pay, the wider the pay gap grows. Women chief executives earn 71 percent of what equally qualified men earn.

The Good News: Senate to Vote on the Paycheck Fairness Act!

Before the Senate recessed last

month to go home and campaign for the November elections, Senate Majority Leader Harry Reid (D-NV) filed a cloture petition on the Paycheck Fairness Act. This means the Senate will vote on the Paycheck Fairness Act after they reconvene on Nov. 15 following the election.

This big step forward was made possible by your advocacy! But our work is not done. Now we all need to work to ensure that the cloture vote, a vote to end debate, passes. We need 60 votes to pass, so keep up that advocacy to ensure that the Paycheck Fairness Act passes the cloture vote in November.

AAUW has been leading the coal-

ition to pass the Paycheck Fairness Act, which would close loopholes, strengthen incentives to prevent pay discrimination, and bring the Equal Pay Act in line with other civil rights laws. It would also prohibit retaliation against workers who inquire about employers' wage practices or disclose their own wages.

Tell Your Senator You Don't Want To Wait Until 2076!

To urge your senators to support the Paycheck Fairness Act, just click on the "Take Action" link below or copy and paste the URL into your Internet browser. Follow the instructions to tell your Senator you don't want to wait until 2076!

Take Action <<http://capwiz.com/aauw/issues/alert/?alertid=15100991>>



Famous
for our
Meats!

Save the Date

Nov. 11, 2010

Jazz Event at World Flavors

5:30 to 7:30pm

1500 E. Republic Road

www.harterhouse.com

shelly@harterhouse.com

417-886-4410

Harter House *World Flavors* November *Wine Specials*

	Regular	Sale
Trapiche Varietal Cabernet, Malbec	\$9.29	\$6.99
Coppola Diamond Series	\$19.99	\$11.99
Coppola Diamond Chardonnay	\$14.49	\$9.99
Relax Riesling	\$10.59	\$8.59
CSM Gewurtraminer Riesling	\$9.19	\$7.49
Skyvodka 1.75	\$31.39	\$24.99

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Carol Jones, Realtors, Springfield, MO

Springfield AWC Chapter Membership & Involvement Contest

Here's your chance to introduce your professional colleagues to our AWC chapter AND earn the chance to win a Flip video camera.

The contest period is Nov. 2 through May 3. The name of the contest winner will be drawn at the May 3 chapter meeting. Your name will be entered in a drawing to win a Flip video camera if you complete the following steps:

1. Attend a minimum of four chapter meetings during the contest period;
2. Invite at least one prospective AWC member to a meeting during the contest period (the person must be eligible for AWC national membership); AND/OR
3. Serve on one local chapter committee or assist with a special project (Meeting Greeter, Name Tag Coordinator, Holiday Party Planning Committee, Fundraising, Media Relations and/or other chapter committees/positions that become available).

You will receive an additional chance to win for each additional guest you bring to chapter meetings and/or for your contribution to a chapter activity/task.

Contact Regina K. Waters,
rwaters@drury.edu,
if you have any questions.

AWC National Membership Contest

Win prizes!

Help our organization expand your network and reach out to communications professionals. They will save \$50!

Recruit members and you and your chapter can win prizes:

The individual member with the highest number of recruited new members will receive a Flip video camera! Second place wins a Blu Ray player; and third place will receive a complimentary AWC webinar of their choice. Have your recruit put your name in the "referred by" line of the application.

The professional chapter and the student chapter with the highest percentage of new members will both receive one complimentary registration to the 2011 AWC National Conference.

Sign in to the Members Only site for additional prizes and details.

Send your event information to Melissa Adler at melissaadler.awc168@yahoo.com by the 18th of the month. Include name, date, time, location, purpose and contact info.

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

Ashely Wood is a new board member and site manager for AWC. She coordinates the monthly meetings at University Plaza. Look for her emails each month and be sure to RSVP to awood@aeci.org. Melissa Adler, newsletter editor, is the person who emails AWC event notices and job postings to members. Please remember any announcements not directly related to AWC activities are the responsibility of the individual. You can get an email list from Melissa or Mitzie Zerr.



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