

Newsletter of the
Association for Women
in Communications
Springfield, MO

October 2011

C LINK

COMMUNICATION



Kim Hartmayer
Executive Coach

“What **REALLY**
is getting in the way of
living the life you want?”

Obstacle. Barrier. Stumbling block. Wall.

No matter what you call it, we all have barriers in our lives. Unless you are living to your absolute fullest potential, you, too, may have visible or hidden obstructions preventing you from feeling empowered. Learn to be empowered enough to take a chance at applying for a new promotion, recommending an unpopular viewpoint at a staff meeting, proposing a cutting-edge innovative program at work, starting your own business, or the like.

Join our AWC chapter on October 4 as Kim Hartmayer, Executive Coach, teaches you how to knock down these hurdles so you too can race ahead on the road to personal achievement. Professionally trained through The Coaches Training Institute (CTI) with the most face-to-face educational hours offered in the industry, Kim helps people face and overcome the fears that get in the way of living a fulfilling life everyday.

Her presentation to AWC will include insight on such questions as:

- Where do our “feeling small” thoughts and feelings come from?
- What can we do to counteract our previous self-limiting programming?
- How do move forward to reach our goals?
- How can we create the career path that we want?

Currently, Kim is a Certified Professional CoActive Coach (CPPC) and Leadership Development consultant. This Springfield AWC member owns “Who are YOU becoming?”, an executive coaching firm. Involved in the communications industry for 20 years, part of her background includes a decade in the medical and pharmaceutical sales fields. Kim loves the outdoors and travelling, is a Missouri State University grad, exercise enthusiast, and mother of two.

**MARK YOUR
CALENDAR NOW!**
October 4, Meeting
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

DATE: November 8
LOCATION: AECI
SPEAKER: Panel of local
AWC members
TOPIC: Highlights from the
National AWC Conference in Tulsa

DATE: December 6
LOCATION: AECI
SPEAKER: Dr. Jo VanArkel, Drury
TOPIC: Putting the Creative back
into Creative Writing

*Please note the change in location
for the October, November, and
December meetings.*

PRESIDENTIAL PONDERINGS



It's officially fall in the Ozarks, my favorite time of the year. There's something about the changing leaves and cooler weather that encourages personal improvement and promotes innovation. Likewise, the Springfield Chapter of AWC has aligned itself as a key to help you reach your professional improvement goals.

Becoming a success is about embracing challenges and learning opportunities, making new connections and most of all thinking outside the box. In our chapter, we schedule speakers to help you challenge yourself professionally, and our membership is diverse in knowledge and experience.

In October, our meeting speaker Kim Hartmayer, AWC Chapter Member and Life Coach is presenting "Overcoming Personal Barriers to Professional Growth." I look forward to hearing her recommendations. One thing I've learned over time is that we often see each day as another in a long line of days without challenging ourselves to grow.

For instance, the resources and tools available us aren't always top of mind. As a leader, I find that when I challenge others, I am motivating and learning myself. Similarly, working on committees with fellow AWC Members or other organizations, I learn new problem-solving skills and make great friendships.

I am thankful every day for the opportunities AWC has given me to challenge myself as a professional. I hope you, too, embrace the challenges and unlimited learning occasions given you.

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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Wine & Food Sampling

Promoting YOUR Business is Good for Business

By Brenda Jackson

When you're a small business owner, you become an "expert" in just about everything ... choosing the best credit card rewards program, how to get across town with the fewest lights, even where to get the best price on trash bags. You need to be good at all of this, in addition to serving customers, paying bills and taking care of employees.

I'm exhausted just reading the first paragraph. When I open my doors for business, each day brings something unexpected. I may have good intentions of updating my profile on LinkedIn, but my attention quickly turns to a rush order. It's easy to put off Internet marketing when you have a customer on the phone needing your help.

And so it goes ... you're just too busy running the business to promote the business. I remind myself daily that the world needs to know all the wonderful things we're doing at Marketing Mix, and they need to know about you, too! Make the time to network, create a Facebook ad, or help people find your website by improving your Search Engine Optimization (SEO). Sure, these things aren't the same as immediate needs of customers, but they increase awareness and eventually win new customers.

I recently hired freelancer Melissa Adler to launch and manage my Facebook page, update my website, to do copywriting, create email campaigns, among other things. I have a list of projects that we're tackling to let my current customers know how much I appreciate them, and invite new friends to become customers. It's time consuming, and sometimes slower than desired, but worth it. Tomorrow, in my free time, I will start a blog.

Wendy Morlan, director Pleasanton Lincoln Library, Pleasanton, Kansas

Since moving into the library field, I've had few things of note to share with communicators. But more recently, I've realized how important communications skills

are to running a successful library. Confidence in my new profession comes from the wonderful training and conferences in which I've been able to participate. I'm involved with a pilot training course entitled Applied Public Library Education (APPLE). It began with a two-day intensive training institute in 2010. I entered my second year in May 2011 with an additional two-day institute. The training sessions are supplemented by 60 hours of general education requirements in defined areas through attendance at workshops, conference programs and other continuing education opportunities.

In addition to participation in the APPLE program, I was recently appointed as the Southeast Kansas representative of Friends of Kansas Libraries. The non-profit group fosters close relations between Kansas libraries and Kansas residents as they aid in the development of programs for the extension and improvement of library services and resources.

Royce Kitts, president of the Kansas Library Association, also appointed me to the newly formed board of the Best Small Library in Kansas award committee. The state award is based on Library Journal's annual Best Small Library in America award, sponsored by the Bill and Melinda Gates Foundation. That award encourages and showcases the exemplary work of small libraries to towns with populations of 25,000 or less. The Kansas award would recognize the best small library in Kansas and encourage applicants to apply for national awards.

I have found much of my communications education and many skills learned while working as a communicator provided me with tools for success in my new field as a librarian. The last 20 years as a member of the Association for Women in Communications has been indispensable in honing my skills in networking, leadership and management. Or, as I often say, "everything I've done in my past helps me in my current job."

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Have Women Really Made Any Progress

Maggie Castrey suggested the following article.

By Dr. Nancy D. O'Reilly

Are you frustrated with the continuing wage gap between men and women?

Annoyed with our low representation in leadership positions, both corporate and political?

Me, too. But, lest you think we've not made progress, check out these ads from the fifties and earlier. It'll restore your perspective to see how things were for our mothers and grandmothers! (And maybe help us forgive them a little.)

Remember, 100 years ago women couldn't vote and not too long before that, women were chattel! <http://www.bspcncom/2010/05/27/25-horribly-sexist-vintage-ads/>