



October Meeting



The Association for Women in Communications

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

OCTOBER 2010

Crafting Social Media Policies for the Workplace

With the ever-increasing adoption of social media, businesses need clear guidelines in place for their employees. Angela Frizell has seen both positive and negative implications of social media. She will share with you her experience helping a business owner who dealt with viruses and lost productivity from not having social media guidelines in the organization's employee handbook. Angela will highlight how businesses using social media for marketing purposes can better position themselves by using policy guidelines.



Angela began her career freelance writing, developing business and marketing plans, and writing and researching online content. She embraced social media at its earliest stage and has developed her techniques to parallel with the changes in technology. As an active participant in a wide variety of social media activities, Angela has developed and implemented social media plans for numerous brands and consulted with businesses both small and large. Her comprehensive strategies serve clients to increase visibility, garner interest and ultimately increase revenues. Angela is a certified social media strategist and the founder/president of the Social Media Club Springfield Chapter. She is an active member of the PRSA, sits on the tech committee for AWC National and is president-elect for the AWC Springfield Chapter. She is involved in her community, has served as a leader for Girl Scouts of America for 6 years, has three children and a husband of 14 years.

MONTHLY MEETING

Oct. 5, 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
awood@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

www.AWCSpringfieldMO.org

Did you know ...

- ePolicy Institute estimates 40-50% of organizations have not addressed policy issues related to social media use.
- Social Media Governance has compiled a database of social media policies for your review: <http://socialmediagovernance.com/policies.php>

PRESIDENTIAL PONDERINGS

Dear AWC Members, National Boss Day is October 16

Bring your boss to the Oct. 5 AWC meeting.

I thought National Boss Day might be a holiday dreamed up by Hallmark cards. Much to my surprise, Wikipedia tells me Patricia Bays Haroski registered the date in 1958 to honor her dad, the boss, on his birthday. Reportedly, Hallmark started offering cards for the special day in 1979.

The boss is often the one who sets the tone for the work environment. It often determines why some people may describe work as fun, while others tend to think of it as drudgery, or somewhere in between.

I polled a cross-section of friends to get their thoughts on what makes a great boss. Here's a couple of responses.

"A good boss respects his employees and values their input. She/he is an active listener. When your boss says 'What do YOU think our next step should be?' you know your opinion matters."

"A good boss is someone who invests in their employees by working to understand their individual strengths and weaknesses, as well as what they enjoy most from a project perspective and then works to manage them in a way that takes all of those things into consideration. Additionally, a good boss allows an employee to grow into their own person and empowers them to make decisions on their own, but always acts as a sounding board in any situation. Lastly, positive reinforcement, while not warranted in every situation, is crucial to motivating employees. If they don't hear it from their boss, they may never KNOW they did an outstanding job!" Eva C. Groves, Chandler Chicco Companies, California.

Attributes of a good boss may include fair, honest, understanding, reasonable, considerate and approachable. We look for a boss to act as our mentor, one who has confidence in our abilities and helps us grow in all aspects of our career. He or she should be someone we would want to be friends with away from work as well.

AWC will start the celebration by honoring our bosses at the October 5 membership meeting. The program, Crafting Social Media Policies for the Workplace, may be of benefit to your boss. Bring him or her to the meeting to show them how much you appreciate them. My boss, Mark Viguet, plans to join me.

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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*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

Oct. 5, 2010 Crafting Social Media Policies for the Workplace Angela Frizell will discuss the need for social media policies in the workplace and offer tips for writing a policy that fits your organization's culture.

Nov. 2, 2010 Using Video-Sharing to Reach Customers and Employees

MEMBERSHIP MEETING: Marlene Chism, founder of Attitude Builders and Stop Your Drama, will present her strategy for using a flip camera to generate promotional videos for her business. Attend the meeting to discover how you can become eligible to win a FREE flip video camera for participating in our chapter activities!

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.



OCTOBER MEETING: Our next meeting will be Tuesday, October 5 starting at 11:30 a.m. with networking; and 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 a chicken and spinach wrap, potato chips, pasta salad, dessert, iced tea and coffee. If you have a special dietary request please specify when you RSVP.

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's 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.

PRESIDENT

Mitzie Zerr
City Utilities
Mitzie.Zerr@cityutilities.net
417-831-8505

PRESIDENT/ELECT

Angela Frizell
Heligonix, www.heligonix.com
angela@dafrizell.com
417-987-2020

PAST PRESIDENT

Kristy Nelson
Habitat for Humanity
kristydnelson@gmail.com
417-844-8636

SECRETARY

Vacant

TREASURER

Beth Moore
AFLAC
beth_moore@us.aflac.com
417-545-1740

MEMBERSHIP/NEW MEMBERS

Angela Cave
Manpower
angela.cave@na.manpower.com
417-886-9300

NEWSLETTER

Melissa Adler
Public Relations & Marketing Consultant
melissaadler.awc168@yahoo.com
417-837-9358

PROGRAMS

Regina Waters
Drury University
rwaters@drury.edu
417-873-7251

Linda Putman

Associated Electric Cooperative, Inc.
lputman@aeci.org
417-885-9308

SITE MANAGEMENT

Ashley Wood
Associated Electric Cooperative, Inc.
awood@aeci.org
417-885-9298

WEBSITE/NEWSLETTER

Monica Whitworth, layout/design
Ameriart.biz
mwhitworth@classicnet.net
417-880-2452

PROGRESS OF WOMEN AND FIRST AMENDMENT

Margaret Castrey
Margaret Castrey & Associates
mcastrey@att.net
417-631-9964

GET TO KNOW YOU

Karen Parry, editor
Furniture Gourmet
kparry@furnituregourmet.com
417-655-1206

AWC National has quite the line-up for webinars!

Since many of us are interested in the same topics, wouldn't it be great to get together to attend the Association for Women in Communication webinars? If you are interested in attending a brown-bag "Lunch and Learn" with fellow chapter members, please email afrizell@heligonix.com. We will meet at a central location and present the webinar on a large screen for all to enjoy.

October 14 – Social media – 11 am

Chris Heuer, founder Social Media Club

Position Yourself as a Social Media Services Provider: Understanding the art of Communication

Social media is not just a thing, it's what we do with it – the SHARING of media – that is the socializing of it. This is one reason businesses are having such a problem wrapping their arms around this new approach to marketing. Positioning yourself as a social media service provider, your job is not only to completely understand the platforms, but to understand the art of communication and build relationships on behalf of your clients. It's not about pulling levers and getting results. Being social is a way of thinking from which you can create new opportunities to talk WITH your audiences and draw in leads for your customers BECAUSE you are being helpful and focused on them. It is not a traditional approach to marketing. If you are a marketing company or freelancer, you don't want to miss this webinar.

October 19 and 20 – 11 am Jane Baxter Lynn & Shannon Jost Intellectual Property – 2 part series?

1. Selecting & Protecting Your Brand 2. Branding with the Web in Mind –

November 17 (Registration open) 11:30 am Christy Broccardo-Davis E-mail Tips and Trends 2010 Specifically Social Media or Branding w Social Media

Do you walk into your office each morning to an overwhelming number of e-mail messages? So do your clients, customers and members! But e-mail is still a very effective form of marketing and communication. Learn tips for your e-marketing efforts such as e-newsletters, e-announcements and e-invites including:

Why use e-mail • How to build it • What to consider • Who to target • What's new or enhanced in 2010

November

Organizational Intelligence – Randy Mayes

December

Women & Money -- Kristy Vetter

January 2011

Freelancing series starts

February 2011

Cindy Faith Swain - Branding Yourself and Your Business – Thinking Your Brand Through

Support our Advertisers!

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

Time to Swim

We gathered at a picnic table, surrounded by the hum of late summer insects and the hint of orange in the maple trees. This was the setting for our weekly managers meeting -- one of the perks of working in the woods. But the beautiful setting couldn't eliminate the stress we all felt. Cincinnati Nature Center was re-organizing and re-branding and every department was working at a frantic pace. My boss started the meeting as usual, then surprised all of us when he pushed the agenda aside and said, "I found out that Sandra has stopped swimming in the morning, which is something she really loves. She feels pressure to come in early because there's so much to do. Sandra, I want you to swim." He went on to explain that while everyone was very busy, he wanted his staff to keep a balance in their lives. After all, he said, the work will always be there.



National Boss Day on October 16 got me thinking about bosses I've had over the years. A few were bad, like the one who told me not to start a family because he needed 100% from me, but most were very good. If you are not lucky enough to have a boss who understands the importance of balance, then declare October the "I'm the Boss of Me" month. Free 30 minutes each day to run, walk the dog, swim, work in the yard -- whatever moves your body and feeds your soul. Perhaps after a month of effort towards this goal it will become as routine as your morning coffee and checking email. After all, the work will always be there.

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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Carol Jones, Realtors, Springfield, MO



When: **Wednesday, October 13, 11:30a-1p**
 Where: University Plaza, 333 S. John Q. Hammons Parkway
 Cost: \$13 AAF members/first-time guests; \$18 repeat guests; \$5 students
 RSVP: rsvp@aafozarks.org by Oct. 11

Don't miss this chance to learn from a master of self marketing!
Reserve your space now, and pass the word to your coworkers and business associates!



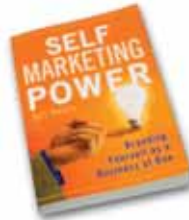
Today's marketplace is crowded and noisy, making it difficult to stand out. In order to get ahead, land a big client or make a difference in the community, professionals need to establish and promote their "personal brands."

Real estate executive and author **Jeff Beals** reveals the secrets to effective self marketing.

His enlightening and entertaining presentation is packed with tips that you can apply to your own career and business, including how to:

- **Promote your brand to your personal target audience**
- **Become a respected "celebrity" in your sphere of interest**
- **Get better results from your networking efforts**
- **Harness the media to promote your personal brand**

Jeff Beals is Vice President at Coldwell Banker Commercial World Group and host of weekly radio and television shows. He also teaches at the University of Nebraska at Omaha and is a professional member of the National Speakers Association. Jeff holds Master of Arts and Bachelor of Journalism degrees from the University of Nebraska at Lincoln. He is author of the award-winning book, "Self Marketing Power: Branding Yourself as a Business of One."



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.

Social Media Club Springfield Chapter

The overreaching consensus of many area social media, PR, marketing and communications professionals is that Springfield needed an organized approach to social media. To fill that need, Springfield has recently launched a Social Media Club Chapter. SMC Springfield is just such a format for instituting, sharing and networking within the social media realm.

The Social Media Club was founded in 2006 and incorporated in the state of California in 2007. It has an excess of 100,000 members world-wide and recently received its 510(c)(6) not-profit designation. The Social Media Club's mission is to connect media makers from around the world to advance media literacy, promote industry standards, encourage ethical behavior and share the lessons they have learned.

The intentions of the Social Media Club Springfield chapter are to establish the mission of the Social Media Club within the Springfield area with a strong foundation, legitimized organization and focused approach.

The Springfield chapter meets every second Wednesday of the month at 11:30 for networking and 12:00 to 1:00 for our chapter meetings at Panera on National and Elm. Chapter meetings are guided discussions and a great way to learn new tactics and trends. The chapter is still accepting board volunteers and membership is free for open membership. If you are a professional interested in joining this organization, please visit <http://socialmediacub.org/chapter/springfield-missouri> or call Angela Frizell at 417-987-2020.

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.