



Newsletter

The Association for **Women In Communications** Lubbock Professional Chapter

From the President

The Luncheon



Denise Garlington
President

The Celebrity Luncheon is upon us. Please mark this event on your calendar - Friday, April 22, UMC's McInturff Conference Center. The luncheon begins at 11:45 a.m., but we need

members at UMC by 9 a.m. that morning for setup.

Help is needed with centerpieces, registration tables and so forth.

Valet drivers and vehicles to transport guests to and from UMC's parking lot are also needed. If you're interested in helping with that, please let Brenda Williams know.

Unless you will be sitting at your company's table, each AWC member is asked to purchase a ticket for the Celebrity Luncheon. Tickets are \$25 and you may buy one at the April board and program meetings. As we sell tables, don't forget to see if your company or business would be interested in sponsoring one. Table sponsorships are \$300. Contact Sherry Saffle for more information.

The Celebrity Luncheon is our primary fundraiser for the year. It allows us to fund our Bea Zeeck scholarship at Texas Tech as well as other educational endeavors, so let's make it a successful one.



Planning group for national conference January 18, 2005.

'Why Doesn't My Old Resume Work Anymore?'

If your last job search prior to 2001, you may be in for a rude awakening. You might be surprised to find that your old resume, which worked well for you before, is no longer attracting employers, headhunters and corporate recruiters. If you wondered, "What am I doing wrong?" it might not be you — it's probably your resume.

There are three reasons your old resume may not be working for you:

- Drastic increase in competition
- Changes in technology
- Changes in your industry

1. *Drastic increase in competition*
Increased candidate competition is

the #1 reason your resume is no longer working.

While current employment outlooks are marginally brighter, competition is still so high that your resume must be able to stand out against a mountain of candidates.

The best way to enhance your competitive standing against other job seekers is through strong accomplishment statements. Accomplishments are most effective when:

They illustrate your transferable skills

They show your contribution to
(See *Why Doesn't My Old, Page 2*)

Melissa and daughter set goal for WalkAmerica

Melissa Pierce and daughter Caroline, 1, will walk April 30 in the March of Dimes, WalkAmerica.

"Our goal is to be the number one individual fundraiser in Lubbock," Pearce said. "With this lofty goal, we have to start early.

Our site is www.walkamerica.org/texasgroovy."

Word Publications honored by Chamber of Commerce

The Lubbock Chamber of Commerce recently named Word Publications, owned by AWC member Mary Ann Edwards, as Business of the Month for January 2005. Word Publications is a unique publishing company that focuses on specialty markets. The concentration of work is advertising sales and production of exceptional publications.

Word publishes a broad range of publications, including the Chamber of Commerce newsletter, the Golden Gazette, maps for Lubbock and Ruidoso, N.M., a medical directory, several publications for Texas Tech University, including The Word magazine, as well as many others. The company also has produced books for self-published authors.

Founded in 1972, the company has been under the current ownership since 1982. The company's slogan says it all: "The only WORD you need to know in specialty publishing."

Mary Ann and her staff were honored at a recent Chamber Power Breakfast.

Congratulations to Word Publications and Mary Ann!

'Why Doesn't My Old Resume Work Anymore?'

(Continued from Page 1)

corporate bottom-line objectives

* They are stated quantitatively

If you are confused about how to state your accomplishments effectively, consider hiring a professional resume writer. Correctly written statements will make your accomplishments shine—and you'll be more likely to land those critical interviews.

2. *Changes in technology*

Is your resume ready for the high-tech world? Probably not, if you are still snail-mailing or faxing your resume to potential employers. Are you willing to take a chance on your resume being tossed, just because you didn't take the time to prepare your resume for an electronic audience?

With dramatic increases in the number of resumes received, many employers have invested in software to manage resumes and candidate responses. It is entirely possible that a computer, not a person, will be the first one to screen your resume. The electronic eye is much more objective than the human eye; it scans only for industry-specific terminology and keywords in qualifications and responsibilities.

Here are some critical questions to ask about your resume:

Does it contain the right keywords to put you in the "interview" pile?

Will new resume software be able to read its formatting correctly?

* Will your tables, fonts, and graphics transmit properly in an online resume form—or will they disintegrate into unreadable symbols?

You can give your old resume a real boost by investing in the services of a professional resume

writer who understands the pitfalls of our electronic job market. Whether your resume needs a brush-up or a complete rewrite, it's well worth the investment to make sure your name makes it to the top of all candidate lists.

3. *Changes in your industry*

If you are still just tacking your most current job onto the same old resume, then your resume probably contains a lot of old terminology and buzz words. If so, it will make you look outdated—even over the hill.

It may also fail to be recognized by software that uses keywords to retrieve the best resumes.

If you're feeling out-of-step with your industry, it may be time for a checkup with a career coach who can help prepare you and your resume to stand up to the challenges of your industry's changing trends.

Bottom line: if your old resume isn't winning the attention of employers, then it's time to ask yourself, "How much is my old resume costing me in wasted time and effort?"

An investment in professional resume help could mean the difference between months of fruitless effort—and landing the perfect new job. A new, better resume built on strategies that are suited to today's job-search challenges may be just the edge you need to get you noticed and get you hired.

Deborah Walker, CCMC

Resume Writer ~ Career Coach

To see resume samples and read more job-search tips visit

www.AlphaAdvantage.com

Email: Deb@AlphaAdvantage.com



Lisa Mullins

Love of people made the difference in career choice

Lisa Mullins, online sales manager for the Lubbock Avalanche-Journal, says her love for being around people inspired her to choose communications as a career.

She is a graduate of Southwest Texas State University. Her career history is varied and includes work in radio, an ad agency, newspaper and most recently, online.

Her favorite movie is "My Best Friend's Wedding" and Tom Cruise gets her vote as favorite celebrity.

For a good read, she turns to Danielle Steel's novels.

Active is more than a word in her vocabulary. She likes tennis, camping, hunting, fishing and skiing.

Now, she didn't say what it is that she hunts, but we know she is satisfied with her decisions because she says, "If I could do it all over, I would not change a thing."

New Horizons.....

Mary Peters

Mary Peters is now in public relations with Covenant Medical Center.

Tiffany Stallard

Raelynn Pirtle

At the end of March, Tiffany Stallard and Raelynn Pirtle will be leaving Lubbock and heading to North Carolina to start new careers. We have really enjoyed having them in our organization and wish them the best of luck.

Diane Harlan

Diane Harlan has accepted a new position with KCBD Channell 11. She begins there March 14. We know the A-J will miss her greatly, but she'll be a great addition to KCBD.

**Remember if you change jobs, receive a promotion, etc., we want to know! Submit your information for our monthly newsletter to Beth Pratt at: beth.pratt@lubbockonline.com*



National Website:

<http://www.womcom.org>

Lubbock Website:

<http://www.awclubbock.org>

Coming

Oct. 20-22, 2005:

AWC National Professional Conference in Lubbock, Texas

AWC Chapter Meetings:

1st Tuesday

First Tuesday of each month,
Noon, Lubbock Women's Club:
Board members meet to discuss chapter business.

2nd Tuesday

Second Tuesday of each month,
Noon, Lubbock Women's Club:
All chapter members meet for monthly program.

3rd Tuesday

Third Tuesday of each month,
5:30ish, somewhere in town:
All chapter members are invited for a social networking time.



MARK YOUR CALENDARS

Celebrity Luncheon

Friday, April 22, 2005

11:45 a.m.

UMC McInturff Conference Center

All AWC Members are asked to attend

Attire for AWC members: BUSINESS

Ticket Cost: \$25 per person or

\$300 for a corporate table

WANTED: Your success stories for recruiting and retaining younger members!

Chapters are on the front line for recruiting and retaining younger members.

Here's an opportunity to share the wealth of your experience-and perhaps participate in a book on the subject.

Sarah Sladek, an AWC member in the Twin Cities chapter, needs your help as she researches this very important subject for her upcoming book.

Please read more below, and respond directly to her by April 15. I know she'll appreciate your help.

Lin Berryman, Chair

AWC National Board of Directors

Please allow me to introduce myself. My name is Sarah Sladek and I'm the president of Limelight Communications, a Minneapolis-based public relations boutique that specializes in providing counsel to growing businesses and membership organizations.

I am presently conducting a study of what membership organizations nationwide are doing to successfully retain and recruit Generation Xers and Yers (ages 45 and younger) -- a tremendous challenge for many of today's organizations.

My intention is to publish the best success stories in a book, as well as give presentations of my findings to organizations nationwide.

This provides a tremendous publicity opportunity for your organization -- especially during an era when membership organizations are actively competing for members!

Does your organization or do you know of an organization that has a story to share? If so, please submit your story or forward this information to the organization of your choice.

Entries are due by April 15 and must include a detailed description of what the organization has done to increase the number of younger members and measurable results.

Entries are acceptable only from dues-paying membership organizations. Submissions are acceptable via e-mail, mail, or fax. A writer's release form is attached.

Please print, sign, and fax or mail me a copy.

My contact information follows:

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