



# Newsletter

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

## From the President

### *A Change of Scenery*

#### *AWC Meeting Place to Change*

At the last board meeting the board voted to change meeting locations due to a substantial increase in meal costs and dues at the Lubbock Women's Club.



**Denise Garlington**  
President

As of June 2005, our chapter will meet at the Lakeridge Country Club. You will be reminded of this when the June RSVP e-mail goes out. Our meal costs at Lakeridge will be approximately \$11, and our chapter won't have to pay any annual dues. It will be buffet meal and a private room will be provided for us.

### *Celebrity Luncheon Wrap-Up*

The luncheon was a great success! We raised approximately \$6,000 in profit. Plus we continue to receive rave compliments for all of our hard work.

Erica Irlbeck and Patti Douglass did outstanding jobs as emcees - so smooth and effortless. Big thanks to Angela Beesley, Brenda Williams, Sherry Saffle, Faye Kennedy and Mary Ann Edwards for going beyond the call of duty for the luncheon.

### *National Conference Planning*

During the summer, our chapter will only meet on the 2nd Tuesday of

(See *From the President*, Page 2)

## Angela Beesley named Communicator of the Year

Named the 2005 Communicator of the Year by the Lubbock Chapter AWC, Angela Beesley continues to demonstrate the leadership skills earned as the middle child of five on a Kansas farm.

Her route to Lubbock was via the master's degree program in agricultural education with specialization in communications, completed in 2002 at Texas Tech University. She has a bachelor's degree in agricultural communications and journalism with a minor in animal sciences and industry.

Angela has no hesitation about greeting strangers and quickly finding a common ground for conversation. That ability led her to select communications as a career.

But her best skill in communications is editing, she says.

"My passion is agriculture and those who work in the industry," she said, noting that her position as executive director of the American Museum of Agriculture in Lubbock is her first full-time job.

"I don't have a serious hobby, but I enjoy going to Tech athletic events, reading, cleaning and watching NFL and NASCAR on the weekends. I also love to road-trip to different locations."

When she joined the local AWC chapter, Angela quickly went to work, volunteering to do whatever needed to be done. That enthusiasm and persistence in completing a task brought her

the new member award.

A few of her favorites are:

\* Books: Fried Green Tomatoes, Where the Heart Is and The Notebook.

\* Movies: Where the Heart Is, The Notebook and Silence of the Lambs.

\* Celebrity: Morgan Freedman

\* Quotes:

Don't frown. You never know who's falling in love with your smile. (source unknown)

Unless you're hungry and naked, you're involved in agriculture. (College of Agricultural Sciences and Natural Resources, Texas Tech Uni-

versity)

\* Vacation or trip: Alaskan cruise with 15 of my family members.

Angela's ultimate goal is to earn her doctoral degree in agricultural communications and combine her love for agriculture with education. Her father farms and raises cattle and her mother is a fourth grade school teacher. Her goal is to combine the two in a career path.

"It is very important to me to teach our youth about agriculture and its impact on each and every person's life," she said.

With that in mind, she would like to begin teaching a class at a junior college or university.

"I need to make absolutely sure that I enjoy the academic setting, before I rush off for more schooling."



**Angela Beesley**

## From the President

(Continued from Page 1)

each month. 1st Tuesday board meetings and 3rd Tuesday meetings are canceled until September.

In the meantime, we'll use our 2nd Tuesday meetings for national conference planning and any other urgent business.

So we're all on the same page for conference planning, please make every effort to attend these summer meetings.

### *Summer Session*

All members are asked to attend the chapter summer planning session on Saturday, June 11 from 9 a.m. to noon at the home of Kelley Pitts, 3309 67th.

We'll use this time to outline the year's program speakers, membership drive(s), Celebrity Luncheon, etc.

Breakfast / brunch will be provided; casual attire. Your input is vital to our success.

### *Kudos from the President*

Huge thanks to each board member that made my job so easy this past year. You were each a crucial source of information, encouragement and wisdom for me. We may not be one of the biggest organizations in Lubbock, but the quality of our group is outstanding.

Thank you to all the new members who dived in like you were veterans. I'd like to say initiation is over, but there is the national conference planning!

I'm so proud of each of you and our group.

I hope being a part of AWC has and continues to be as rewarding for you as it has been for me.

Beth, tag - you're it!



National Website:  
<http://www.womcom.org>

Lubbock Website:  
<http://www.awclubbock.org>

### *2005-2006 AWC Chapter Board*

President: Beth Pratt

President-elect: Melissa Pierce

Vice president of programs: Nancy Neill

Vice president fund-raising: Melissa Bybee

Vice president of membership: Erica Irlbeck

Vice president student affairs: Aleesa Ross

Vice president of publicity: Mindy Liles

Secretary: Karen Brehm

Treasurer: Brenda Williams

E-mails (chapter notices, lunch reservations):

Michelle Stephens

Historian: Faye Kennedy

Past President / Bylaws: Denise Garlington

Coming  
Oct. 20-22, 2005:

AWC National  
Professional  
Conference in  
Lubbock, Texas

### *Thank you letter*

Dear Ladies of AWC,

Thank you for nominating me as the Communicator of the Year. I cannot begin to thank you for the wonderful support group we have formed.

We are all strong women who have a passion for communications.

Thanks for making my AWC experience a pleasure! Here's to another great year!

Thanks again,  
Angela Beesley

### *Membership Dues and Meals:*

Please remember that in order to be an active part of our group, to participate in decision-making processes as a member or to become a chapter board member, you must pay your annual dues through the AWC national office.

If you have any questions concerning your current membership status, the cost or where to send your payment, please contact Denise Garlington at [dgarlington@hotmail.com](mailto:dgarlington@hotmail.com).

All members are vital to our group. You don't want to miss out on anything coming up in the next year especially special pricing for the upcoming national conference.

Also, people who attend program meetings, but are not current on dues will be charged \$12 per meal.

# An encyclopedia of talent and skill

## *Diane Harlan: talented and 'grace under pressure'*

If you want to be sure something is done well, on time and with attention to detail, Diane Harlan comes immediately to mind.

Her varied career experience provides her with an encyclopedia of skills and contacts that make her a valuable director of any project. No one has benefited any more from Diane's grace under pressure and multiple talents than the AWC Lubbock Chapter.

Diane is a role model for younger members who have worked with her and benefited from her vision and attention to detail.

Several months ago, Diane left the Lubbock Avalanche-Journal after almost five years as co-op/vendor development manager to become local sales manager at KCBD-TV.

"I manage a group of five seasoned veterans and two recent hires — they are all fantastic," Diane said. "I feel like I've found my dream job!"

She's taught elementary school in Austin, worked at IBM in Lubbock for several years and then followed her husband, Mark Harlan, to San Angelo, working there for General Telephone.

"We returned to Lubbock in 1985 where I found a job at a start-up long distance company, NTS Communications, while waiting for a position to open up at IBM."

After almost 10 years at NTS and her last position selling wholesale long distance to other long distance carriers, she left to assist her husband when he bought a radio station, then called MIX 104.7 and

added another station KONE.

"I left NTS to assist him with the management of sales, traffic and personnel — I also worked cheap," she quipped.

In 1997, they sold the station and for 18 months she stayed at home and enjoyed more time with their son, Matt, who graduates this month with honors from Monterey High School. He will attend South Plains College in the Fall.

AWC member Sherry Saffle "lured me to KLBK - TV," Diane said.

In 1998, Diane was promoted to local sales manager of KAMC-TV and also did regional sales for KLBK and KAMC before joining the A-J staff in 2000.

"Finding ways for advertisers to express their message" is her best skill," Diane said.

As to who inspired her to get into the field of communications, Diane said, "I think God was taking care of me!"

She is a 1972 graduate of Lamesa High School, 1976 graduate of Abilene Christian University (education) and has done some graduate studies in marketing at Texas Tech University. Her interests include her family, gardening, Canasta, genealogy, history and politics.

A few of Diane's favorites are:

- Book: I've read most of the John Grisham books, and I like the early ones best.
- Movie: "Dances with Wolves."
- Celebrity: Ronald Reagan.
- Quote: I can do anything; I can't do everything. (AWC member Kelley Pitts)

• Vacation or trip: Disneyland or Disneyworld — a perfect utopia!

If she could do it all over again, Diane says she can't think what she would change.

"I have a great job and a great family — and I'm not sure I would appreciate both without the path I've traveled."



**Diane Harlan**



**Legends**  
IN THE  
**MAKING**

AWC Annual Professional Conference  
Oct. 20-22, 2005

in Lubbock,  
**TEXAS**

**Register for the Conference:**  
*Details coming soon!*

**Make Hotel Reservations:**  
Call the Holiday Inn Hotel & Towers  
1-806-763-1200

\$74 Room Rate + Tax, etc.      Deadline: Sept. 15, 2005  
\$84 for A Suite                      Be sure to mention  
AWC Conference for special rate!

 The Association for  
**Women In Communications**

*Complete package of verbal and non-verbal skills can empower you*

## **Languages: Verbal and Body: What are you saying?**

*By Denise Garlington*

As communicators, isn't it funny what we convey to others without uttering one word?

In our day-to-day interaction with people, nonverbal skills can be just as important if not more so than verbal skills.

Are you stating one message, but your body language is clearly stating something else?

Recently I was speaking to a group of employees about customer service.

While they did a good job behind the scenes as far as technically handling their workload, they were lagging in their ability to effectively communicate face-to-face with clients and even co-workers. Why?

Feedback they received from customer surveys seemed to tell them a lot about their body language.

Internally, employees were frustrated. A co-worker would ask the supervisor if he had a minute to discuss business. The supervisor said yes, but as the co-worker spoke, the supervisor didn't make eye

contact, because he was too busy shuffling through papers, answering the phone, looking at his computer or reading phone messages he needed to return, all while trying to have a conversation with the employee.

Do you think that employee felt he had any of his boss' attention or that he was important or even respected?

Plus the likelihood of the boss remembering what was actually decided in that conversation was probably nil, forgotten right after the employee left.

It's so important to eliminate distractions, show respect and truly give people a minute of your time when they are speaking to you. They want to know that you are on the same page with them.

Bobbing your head up and down and saying you're listening is not the same as putting everything down and giving your full attention to the person who is before you.

This concept is also true when you're out on the "frontline" for your business.

Do you offer a firm handshake, a

smile or make eye contact when dealing with business customers and clients?

Or do you tend to have a deadpan expression or come across as preoccupied when talking to people?

Facial expressions can be a strong communication skills as well as your posture and even the way you dress.

These skills or lack of them tell a person a lot about you, including if you are a confident or insecure person, if you are a good listener or "out to lunch," if you are nervous or trying to hide something, if you're respectable or simply don't care!

The complete package of both verbal and non-verbal skills can empower you.

People will want to deal with you because they feel you are responsible, capable and that you will meet their needs, all because you gave them your full attention and presented yourself in the best possible way.

What do you think your clients and co-workers say about your body language?