



The Association for
Women In Communications
Lubbock Professional Chapter

Newsletter

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AWC 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.

November Program Meeting

Nearly 50 percent of adult children have witnessed their parents' diminishing abilities to handle financial affairs or been thrust into the role of decision-making for their parents, with no prior knowledge of affairs.

Greg Pare's presentation will give tips, guidelines and a checklist of what parents should share with their children, and how. As children, it will also give you suggestions on initiation the conversation with your parents.

Among other career successes, Greg built a multimillion-dollar technology company, which he sold after 20 years. His management of his company's finances as well as his personal finances, together with his training, qualifies him to coach others. He is passionate about helping people achieve financial peace in their lives. He co-founded MyMoneyWellness.com, co-authored the Personal Finance Playbook series, and now devotes his time encouraging others through coaching and speaking.



Learn more about Greg at gregpare.com.

President's Letter

by Michelle Stephens, President

A Warrior's Creed/A Communicator's Creed

By definition, a creed is an idea or set of beliefs that guides the actions of a person or group. Have you ever stopped to consider the ideas or beliefs that guide you personally as a woman in the field of communication? What guides us collectively as AWC Lubbock?

A part of the U.S. Navy SEAL Creed states: "I serve with honor on and off the battlefield. The ability to control my emotions and my actions, regardless of circumstance, sets me apart from other men. Uncompromising integrity is my standard. My character and honor are steadfast. My word is my bond. We expect to lead and be led... I lead by example in all situations."

Could this creed not be exactly applied to professional women in communications fields, personally and collectively? We serve with honor at work and away from the workplace. As a professional woman, controlling actions and emotions sets us apart from others in the workplace, especially in times of crisis or high stress. Uncompromising integrity is our standard. Our character and honor should always be steadfast. Our word is our bond. Sometimes we lead. Sometimes we are led. We strive to lead by example in all situations.

A Navy SEAL warrior's creed easily can be a communicator's creed. I often take inspiration from the Guadalupe-Parkway Neighborhood Centers creed that I have posted in my office. Every day a different piece of this speaks to me, encourages me and ignites me.

"I believe in excellence, leadership and respect. Today I will learn and grow. Today I am equipped with talent. I have the resources and attitude to fulfill my destiny. I will speak in complete sentences. I will look people in the eye. My handshake will be firm and confident. I will succeed! (I will break out!)"

The creed of the children of Guadalupe-Parkway Neighborhood easily can be a communicator's creed.

I encourage you to take a moment this week and think on these things. What is your creed? What are your beliefs that guide you to excellence? We are women in communication! We are awesome!



"What is your creed? What are your beliefs that guide you to excellence?"

Member Updates

After eight years at Lubbock Magazine, **Charlie Rowten** started a new job as area director with N2 publishing.

K'Leigh Sims, who has been with the Office of Communications and Marketing at Texas Tech for more than two years, started her new position as communications specialist with the Frenship School District.

Yvonne Limon has been accepted into the 2017 Leadership Lubbock Class.



Update from AWC National

Do you have friends and colleagues who have expressed interest in getting involved in AWC?

Make sure they know about the National Membership Drive going on now through November 30th. New members can sign up for \$50, and for every referral, you will be entered into a drawing for two \$50 Amazon Gift Cards. It's a win-win!

Beth Pratt: Member Profile *by Glenys Young*

by Michelle Stephens, President

by Glenys Young

Beth Pratt is a walking, talking, writing example of how far women have progressed in the last several decades.

"My first job was school secretary," she said. "But in those days children weren't supposed to know where babies came from, so I had to resign at midterm because I was 'expecting,' euphemism for pregnancy."

Her first writing assignments were for a national church library magazine; the articles focused on designing bulletin boards and window displays for reading clubs. In the summer of 1979, she worked as a temporary typesetter for the Floyd County Hesperian, as a favor to a friend. While there, she met Ralph Sellmeyer, a Texas Tech professor who encouraged her to enroll in journalism.

"With two sons in Tech and one in junior high, decided I could commute to Tech twice a week," she said. "I graduated in December 1982."

Upon graduation, she was hired by Texas Instruments to edit their employee monthly publication. That's where she was when Avalanche-Journal editor Burle Pettit called her and asked her to interview to be the A-J's religion editor.

"I told him if he wanted a real religion editor, I would give it a try, but if he wanted a little old lady to write church notices I wasn't interested," she said. "I retired at 69, on my 25th anniversary as religion editor."

She has been a member of AWC since 1983 and found a wealth of knowledge, wisdom and support through the group.

"As I listened to their stories, I was so encouraged to learn I wasn't the only 'crazy' woman as some of my friends thought," she said. "I'm not the only one out of sync with prevailing attitudes' was a defining moment to this girl child who came of age the first time in the 1950s!"

She said the best advice she ever received was from an AWC member at a national meeting, who asked, "What are you going to do about it?"

"What a concept, to 'do,' to take ownership," she said. "She put her finger exactly on what most of us need to learn. If you won't or can't change anything, don't waste time, energy and emotion complaining. I still remind myself of that whenever I am tempted to fall into the complaining or other bad habits."



"If you won't or can't change anything, don't waste time, energy and emotion complaining..."

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What "Game of Thrones" Teaches About Communications

by Amanda McAfee



You probably never realized that the wildly popular HBO fantasy series Game of Thrones could help you be more prepared and ready to "conquer communications uncertainties," but PRSA's Janet Tyler makes the assertion that the TV show does just that.

For those unfamiliar with the series, the show "chronicles seven noble families fighting for control of Westeros, a mythical land that ... features seasons and climates of varying and completely unpredictable lengths and severities." The motto of the House of Stark, one of the families, promises that "winter is coming."

In communications, unpredictable things happen all the time. Winter might be coming right around the bend. Tyler suggests 4 strategies for preparing and coping with the coming reality:

- 1) Do your research and have a plan.
- 2) Immerse yourself in industry "data and news so that winter won't completely take [you] by surprise."
- 3) Be obsessed with keeping a close eye on industry trends.
- 4) Practice fluidity. When winter does strike, don't react, respond.

How to Have the Best Working Day of Your Life Everyday

by John Yong, as tweeted by Today's Social Media (@todaysocial)

AllTheThings.

Sometimes we feel bogged down because of all the things we have to do. You can fix this!

Avoid Decision Fatigue

This is the deteriorating quality of decisions made after a long session of decision-making. Judges are known to make less favorable decisions later in the day. So, how to beat it?

Follow Circadian Rhythm

The body's internal clock means alertness and energy levels vary throughout the day.

Automate Decisions

Some people take the hassle out of day-to-day decisions. Mark Zuckerberg, CEO of Facebook usually wears the same grey t-shirt and jeans combo. Steve Jobs, late-CEO of Apple wore the same turtleneck and jeans combo every single day.

Simplify Decisions

- *Make lunches in batches at start of the week.
- *Block out your time before someone else does.
- *Have meetings standing up.
- *Optimize sleep. A 30-minute nap can lead to 34 percent performance boost.
- *Turn off phone notifications.

*Listen to ambient sounds rather than pop music.

*Do what others don't.

*Get up early.

*Take chances.

*Dream big.

*Always be ready to learn.

*Do it today, not tomorrow.

Use Technology

*Dual monitors can boost productivity by 50 percent. No more switching between tasks and documents.

*Upgrade computer. Slow computers = less efficiency.

*Use the phone assistant app on cellphone to set reminders and much more.

AWC Texas Tech Chapter News

by Alyssa McCoy, Texas Tech Chapter President

I love October. More importantly, I love Halloween! A huge part of Halloween's appeal is the ability to take on a new identity for a night. You can be anything you want by simply slipping into a costume or putting on a mask!

While wearing a mask can be a lot of fun for one night, it becomes much more sinister when it is something one feels the need to do on a daily basis. Whether it's being the straight A student, or the career-driven intern, students often feel the need to wear a mask of constant professionalism while pushing other aspects of our personalities to the side.

Texas Tech AWC provides our members a place to be uniquely ourselves. It is an environment where our complex nature is accepted, understood, and appreciated. AWC is for dynamic and diverse students who are connected through our desire for professionalism and to achieve our career goals.



Member Lunches

by Heidi Toth

As part of a new initiative to increase attendance and encourage networking, members who attend the business meeting are entered into a drawing to win a free lunch with another member.

September's winners were Glenys Young and Charlie Rowten, who were old friends from their time at the Lubbock Avalanche-Journal. It was a good chance for Charlie to share her exciting news – she'd gotten a new job.

"I found out that even though we see each other twice a month at AWC meetings, there was still a lot going on in both of our lives that the other didn't know about, so it was a great opportunity to reconnect one-on-one," Glenys said.

Sherri Mudd Named Outstanding Alumna

The College of Media and Communication at Texas Tech recently named Sheri Mudd as an outstanding alumna.

Sheri earned a bachelor's degree in public relations in 2001 and a master's degree in mass communications in 2002. She started working as an account executive at KLBK and KAMC in 2007, then became the local sales manager for KAMC in 2012. She also works with several nonprofits, including the American Cancer Society, March of Dimes and Make-A-Wish North Texas. Sheri said she was flattered to receive the recognition.

"I was deeply honored to receive such an accolade, There are so many graduates who have achieved high levels of success in their fields," Sheri said. "I am indebted to the Texas Tech University College of Media and Communication for the outstanding education and opportunities it has afforded me to pursue my dreams."