

# The Matrix Messenger

Once again, we rock!



Remember when we sat in circle at our planning retreat last July? Does that seem like eons ago? Plan, plan, plan. The important stuff we do was months away. And, then April rushes in, and we find ourselves in the whirl of activity called the Celebrity Luncheon. Flowers and tickets and table sales and scripts and, and.

We delivered in spades. We have garnered a reputation for excellence, and we didn't disappoint. Our honorees were fabulous, the event was beautiful, and the scholarship

money was raised (well, it will be when all the bills are paid). It shouldn't be lost on any of us that we execute this event alongside our day jobs and families and school.

We do good work. We provide networking opportunities, career advice, and information on emerging trends. We are committed to learning about our profession of communication. We are committed to our students and the scholarships we fund for them. We care for each other. The power of our circle.

And so now we take a breath. Work remains to get all the money in the bank from the luncheon. Some have vacations looming. Some have babies on the way. New jobs. New semesters. We will install new officers and start planning for next year.

And we will rock again.

~ Chapter President Jo Langston

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# 34th Annual CELEBRITY LUNCHEON



EMPOWERMENT STARTS HERE.



# 2018 Celebrity Luncheon Highlights

AWC's 34th Annual Celebrity Luncheon was truly an event to remember, thanks to Chairwoman Briana Vela, Co-Chair Yvonne Limon, and each of the committee chairs and members who shared their time and talents.

Two awards are not announced until the day of the luncheon, and the first was Beth Pratt Communicator of the Year Kelley Pitts. The element of surprise was in our favor, and Kelley graciously, (and tearfully), accepted the recognition. She currently is serving as our VP of Internal Membership and previously won the award in 2000. Congratulations, Kelley, and thank you for the time and effort you continue to give to this chapter!

Another highlight was honoring AWC member Michelle Stephens and husband Jon with a Gold Medal Award for their selfless dedication to the Lubbock community. After inspirational words from both, Jon looked at his wife and said, "Michelle, I love you." It. Was. Precious. And Michelle, we love you, too!

Texas Tech students Hope Lenamon and Sarah Blackshear were announced as recipients of the Bea Zeeck

AWC Scholarship and the Mary Faye Bonds Green Endowed Scholarship, respectively. It was a treat to have them both in attendance, as all of our fundraising efforts support these scholarships and communications students within our local universities.

The other surprise announcement was the George Mahon Award, presented to Dr. Bill Dean, president and CEO of the Texas Tech Alumni Association. After 51 years with the university, Dr. Dean will officially retire at the end of this year. After announcing the award, AWC President Jo Langston asked those members of the audience who were taught or mentored by Dr. Dean to stand. Of the near 400 in attendance, it's possible there were more standing than not. It's an honor and a statement to the AWC membership to be associated with such a remarkable man and communications mentor.

Special thanks to emcee and AWC member Sheri Mudd for her charming on-stage presence, and to fellow emcee Christy Hartin.

Stay tuned for an official announcement on the dollar amount raised for our student scholarships!

## Save the Dates

### **Know To Grow: Unlock Your Inner Leader**

**Thursday, May 24**

**12:00 p.m.—1:00 p.m.**

**Via GoToWebinar**

Presented by Margery Krevsky (Dosey), the founder and CEO of Productions Plus—The Talent Shop (PPTTS). The webinar is free to AWC members, but registration is required by May 23. For more information, visit the AWC National Organization's website at [www.womcom.org](http://www.womcom.org) under "Events" in the Events Calendar.

### **"Business of the Future" Workshop**

**October 12, 2018**

**Texas Tech Innovation Hub at Research Park**

**Keynote Speaker: Shel Holtz**

Shel Holtz is principal of Holtz Communication + Technology, a consultancy that helps organizations integrate the Internet into their strategic communication efforts. This is AWC Lubbock's professional development workshop, chaired by VP of Programs Valerie Moreno. Please contact her at [Valerie@memorialdesigners.net](mailto:Valerie@memorialdesigners.net) for more information or to serve on the committee.