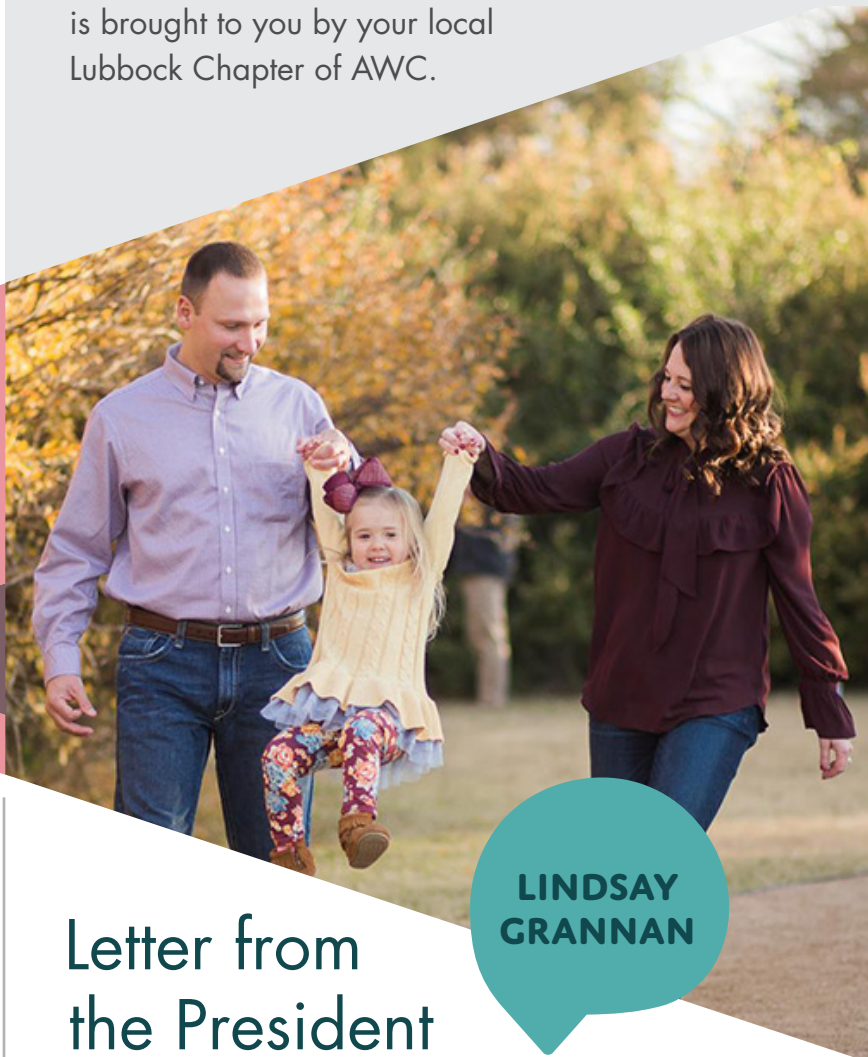


THE MATRIX MESSENGER

Fall 2018

This complimentary Newsletter
is brought to you by your local
Lubbock Chapter of AWC.



**LINDSAY
GRANNAN**

Letter from the President

The AWC year is off to a fast and furious start. I am continually in awe of the professional and personal successes of women in our chapter, and I'm not the only one! For the umpteenth year, the National AWC recognized the Lubbock AWC with the Excellence Award, presented to outstanding chapters whose programs and participation advance the organization. Long-time member, Donya Butler, received the Chapter Star Award for excelling in activities promoting the chapter and advancements in the communications field. It seems that every direction you turn, an AWC member is (figuratively) building Buddy Holly Hall (Michelle Stephens and Yvonne Limon), publishing articles for magazines (Glenys Young and Briana Vela), retiring from a commendable career (Karen Brehm), and advancing professional and philanthropic causes (umm, everyone!). Look out, because we are just getting started. Within the next few weeks, we'll mingle at the Membership Mixer, and develop and network at the "Business of the Future" workshop. Then, it's all hands on deck for the Celebrity Luncheon. Jump on board, and make sure you bring some friends!

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#AWCLubbockThrowback



To learn more about membership, events, tickets, sponsorships,
or additional purchasing information, visit us at awclubbock.org.

EMPOWERMENT STARTS HERE.

**GET TOGETHER TO ENJOY AND GROW
WITH AN EMPOWERING GROUP.**



Fall Membership Campaign

It's that time of the year again – our Fall Membership Campaign is in full swing, and it will run through November 30. Get ready to contact your friends in the biz, members of other communications organizations, newcomers to your communities – and don't forget individuals you have attempted to recruit before. Make a list and ask yourself who might be interested in joining.

Build the energy! The Fall Membership Campaign invites chapter leaders and all members to participate. Everyone will receive the same missives, opportunities to access the Membership Guide, graphics, and social media messages to use on the chapter website or personal social mediums.

Be sure to visit the AWC website and social platforms frequently; there is lot of information to help you now and throughout the year. The Membership Guide is especially helpful as you design your chapter or individual recruitment plan for the next month. Don't forget that the recruitment competition has increased rewards – read all about it in the Membership Guide.



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Save the Dates

For reservations or sponsorship information, please contact Valerie Moreno at 806.252.3707 or valerie@memorialdesigners.net. To purchase tickets, visit <https://squareup.com/store/AWClubbock> or awclubbock.org.

Business of the Future Workshop

NOVEMBER 2ND

8:00AM-3:00PM

TEXAS TECH INNOVATION HUB

AT RESEARCH PARK

SPEAKERS:

SHEL HOLTZ

DONYA BUTLER

LEISA HUTCHESON

KIMBERLY GRAMM

DR. ALLISON P. BOYE, PH.D



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 for more information or to serve on the committee.

Business Meeting

NOVEMBER 6TH



Program Meeting:

NOVEMBER 13TH

12:00PM

**TOPIC: EMPOWERING WOMEN
IN CRISIS SITUATIONS**

LUBBOCK WOMEN'S CLUB

SPEAKER: SAM REEDY



Sam Reedy is an Officer working in police administration where he helps the Lubbock Police Department engage with the community. He educates the public about crime prevention, emergency preparedness, and other public safety issues.

EMPOWERMENT STARTS HERE.

CONGRATULATIONS, DONYA BUTLER!



★ Chapter Star Award

The AWC Chapter Star Award is to honor a member who has excelled in activities promoting the chapter as well as actions toward advancement of the communications field.

Nominated by Jo Langston:

Donya, someone who has great ideas, a hard-worker and successful businesswoman, has been pivotal in reshaping our branding to keep in line with AWC national guidelines. She eagerly took the guidelines and transformed our look prior to our major fundraising event in April. She was a great resource as we planned how to best use our funds from AWC national to bring the new branding to life. As a business owner, she used her connections to get us the best 'deals' on the items we purchased.

As VP of Communications, she used her talents to more consistently align our social media platform content and look. She created a snazzy member profile for social media that has garnered very positive response. She consistently brought visitors to our meetings.

Fortunately for our chapter, Donya has accepted the role of president-elect for our next year. She is great example of saying 'yes' when the call goes out and then translating that yes into powerful service and now, a continued commitment to our chapter.



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Upcoming Webinars

Webinars will be held via GoToWebinar from 12:00pm-1:00pm on the corresponding dates.

Know to Grow: "Get to Good"

NOVEMBER 14TH

12:00PM-1:00PM

PRESENTED BY:

JACQUELINE ELIZABETH

HOSTED BY:

GOTOWEBINAR



In an empowered environment, members will be given the opportunity to experience breakthroughs with coaching by Jacqueline Elizabeth on "how to think" rather than what to think for empowering life and enterprise.

Know to Grow: "Speaking Up: Women & the Money-Talk"

FEBRUARY 21ST, 2019

12:00PM-1:00PM

PRESENTED BY:

SHARON COX

HOSTED BY:

GOTOWEBINAR



This webinar examines the high cost to women's well-being when we don't 'speak up' about money. Individually and collectively women are poised, more than ever, to find their voices. Yet we are often reluctant to have meaningful money talks. We will examine the roots of this reluctance and the benefits of having clear financial conversations with friends and family (strengthening relationships) and at work (enhancing our presence and negotiating skills).

MISS A WEBINAR? DON'T WORRY!

You can catch the webinars after they have already aired on your own time by referring back to your email or at AWC's national website, womcom.org.

EMPOWERMENT STARTS HERE.



Chocolate Orgies

From: MaryAnn Edwards

In the mid-1980s, we started having Chocolate Orgies, which were membership mixers, at Bea Zeeck's house. Everyone brought something chocolate. Someone even brought chocolate syrup to put in Cokes to make chocolate Cokes!

From: Beth Pratt

The "ticket" was to bring something chocolate to share. At the beginning of the next AWC year, we decided to make the first AWC Chocolate Orgy the theme of our Fall Membership Drive. I actually got stopped about 10pm that night for speeding (93mph) on the way home just after I turned toward Floydada at Ralls. I had forgotten to push "resume" on speed and was floor-boarding it without realizing it. The patrolman was nice, but a bit bemused when I told him I was high on chocolate and sugar. I'm glad that was in the time before people were baking drugs into cookies or I might have been hauled off to jail! He said if I had been going 3 more mph, by law, he would have been required to take me in! I've learned I simply cannot drive without cruise control.

Empowerment Started Here

A HISTORICAL TIMELINE OF AWC

- 1909** The time was 1909 and the place was the University of Washington, the second university in the nation to establish a journalism department.
- 1940** By 1940, Theta Sigma Phi had 39 student chapters and 23 alumnae chapters.
- 1970** The '70s began with more "firsts" by Theta Sigma Phi members. Jean Pearson, a science writer, became the first female reporter to go to the South Pole.
- 1990** Baby boomers dominated the work force. The Small Business Administration declared that in the '90s women would own 80 percent of all new businesses.
- 2000** Heading into the new millennium, the AWC continued to hone its online presence, depending more on the online membership database, publications and leadership pages.
- 2009** The AWC turns 100 years old! Old and new friends, colleagues and communicators gathered from across the country to Celebrate.