

# THE MATRIX MESSENGER

Fall 2020

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

## Letter from the President

BRIANA  
VELA

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### CONNECTION IN THE TIME OF COVID

As 2020 nears its final few months (where has the time gone?), I find myself reflecting over the last six months and how the meaning of "connection" has evolved for me. This year, as I am sure is the case for most of you, started out with big plans for travel, work events, and celebrations with friends and family. I was gearing up for one of my busiest years yet and looking forward to every minute of it! Looking forward to new connections to be made both professionally and personally and planning to be more involved – in person.

When March rolled around and the reality of the COVID-19 pandemic set in, all of these big plans started to vanish one by one. The notions of "quarantine," "shelter-in-place," and "shutdowns" became a norm across the country. It became clear that in-person events, travel, and celebrations were going to be postponed for a while. How long? I think we still do not know the answer to that, but one thing that people have adapted to quite feverishly is how we connect with one another. Online business transactions, virtual meetings, social media platforms, and increased communication via computers or hand-held devices are just a few of the things that come to mind when thinking of connections during the time of COVID.

One has to make more of an effort to reach out to a friend, colleague, or family member instead of just hoping to run into them while out one day or stopping by their office down the hall to ask a question. I know I for one have tried to make my connections more meaningful lately. Not only to get a question answered or accomplish an assignment, but to keep relationships going and even foster new ones. Time has always been a precious commodity, and as I find myself with more time to myself and less time commuting and getting ready for nights out or big events, I have become pickier with what I spend my time doing and who I spend my time with. I have found being at peace with myself and my surroundings is more important than anything in the world. Focusing on meaningful connections in this time of COVID has really helped me to ignore all of the outside noise and busy work and hone in on what brings me comfort and happiness.

AWC is a group of women that builds each other up and is always there to lend a hand to and support one another. It has given some life back to these uncertain times and is a group that I truly treasure connecting with. We have decided to forge the way forward with our year and adapt our plans as necessary to continue connecting with our members, our student chapter, and our community. I look forward to seeing what the rest of 2020-2021 holds for AWC Lubbock and can't wait to continue on this journey with you!



To learn more about membership, events, tickets, sponsorships,  
or additional purchasing information, visit us at [awclubbock.org](http://awclubbock.org).

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# 36<sup>th</sup> ANNUAL CELEBRITY LUNCHEON

TUESDAY, 04.20.21

## CL Update

by Britta Tye, Event Chair

It's never too early to start talking about the Celebrity Luncheon – especially since our 2020 event was postponed.

Remember to mark your calendar for April 20, 2021 from 11:30 a.m. to 1 p.m. We will honor the 10 2020 honorees, and several additional Headliners.

Put your thinking caps on for 2021 Headliners. [Online nomination forms](#) are available and due by Nov. 20. The Selection Committee will meet in early December to choose the 2021 recipients.

As a reminder, the Headliner awards are presented to people whose achievements or contributions have received wide-spread positive recognition through the media. The 2020 honorees received recent recognition, so it is appropriate to select additional honorees in 2021.

If you are not on a committee, but wish to join one, please reach out to me at [britta.tye@ttu.edu](mailto:britta.tye@ttu.edu) with what committee you would like to join. Committees include: Selection Committee, Writing Committee, Promotions Committee, Table Sales Committee and Decorations Committee. We need all the helping hands and smiling faces we can get to make Celebrity Luncheon a success.

## Membership Drive

by Yvonne Limon, VP for External Membership

Whether it be through the media, a Zoom call, or text from a friend, the “loss of community” is one of the things that people seem to be missing due to COVID-19. Truth be told, there are moments when I am right there with them!

Now, more than ever is a time for us to step out of our comfort zones (while maintaining a social distance, of course) and reach out to our fellow communicators. October marks this year's Annual Recruitment Campaign. For the whole month, new and/or returning members will have their \$50.00 national fee waived. National has paired us up with another chapter, for their #BattleoftheChapters. Our friendly rival is the Tulsa, Oklahoma Professional Chapter.

Although October has passed, it is never too late to reach out to a fellow communicator and tell them all the reasons why we put the “COMM” in community!



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## Your 2020-2021 AWC Officers

- President: **BRIANA VELA**
- President-Elect: **LESLIE CRANFORD**
- VP for Programs: **SARAH SELF-WALBRICK**
- VP for Fundraising: **BRITTA TYE**
- VP for External Membership: **YVONNE LIMON**
- VP for Internal Membership: **ERIN GREGG**
- VP for Student Affairs: **PATTI DOUGLASS**
- VP for Communications: **SARA MCCULLOUGH**
- VP for Development: **SHERRY SAFFLE**
- Secretary: **KELLEY FUJINO**
- Treasurer: **JORDAN WARREN**
- Email/RSVP Chair: **GLENYS YOUNG**
- Herstorian: **MACY MARTINEZ**
- Past President: **DONYA BUTLER**

## Coming Up Next!

by Sarah Self-Walbrick, *VP for Programs*

I approach picking program topics the same way I come up with story ideas. I hope what interests me is engaging for my audience, too. So far, so good! We have two more program meetings this fall that I hope you'll attend.

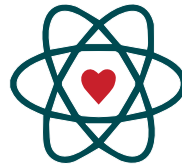
I'm booking speakers for next year. If you have any suggestions, reach out to me at [saselfwa@ttu.edu](mailto:saselfwa@ttu.edu).



### Business Meeting

**NOVEMBER 3RD @ 12:00PM**

All are welcome to attend!



### Program Meeting

**NOVEMBER 10TH @ 12:00PM**

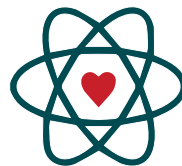
Elizabeth Hill of Burklee Hill Vineyards will join us to talk all things wine. She'll go over what's happening in the industry and offer some tips for the holidays.



### Business Meeting

**DECEMBER 1ST @ 12:00PM**

All are welcome to attend!



### Program Meeting

**DECEMBER 8TH @ 12:00PM**

Chelsea Anders from Lubbock Moms will present about creating an online community for parents in an especially tough time.



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## ★ Chapter Awards & Recognition

- ★ **AWC LUBBOCK** was awarded the Chapter Excellence Award at the 2019 National Conference.
- ★ **AWC LUBBOCK** was honored to receive a Clarion Award for the 35th Annual Celebrity Luncheon! Highly sought after by both women and men, the Clarions—named for the medieval trumpet known for its clarity—symbolize excellence in clear, concise communications.
- ★ AWC Lubbock Chapter selected **VALERIE MORENO** as its 2019 [Star Award recipient](#).
- ★ The **AWC NATIONAL TRENDING BLOG** featured several Lubbock Chapter items over the past few months:
  - In May, Michelle Stephens discussed [“Staying Sane While Working from Your Kitchen Table.”](#)
  - In August, AWC Lubbock Chapter President Briana Vela shared her best practices to apply to communications strategies in [“Owning Our New Normal.”](#)
  - In September, the TTU Chapter was highlighted on the [blog](#).
  - Jo Langston had a short article in the [Summer Communique issue](#).
- ★ **LISA CARSON**, owner of the Lubbock and San Angelo Comfort Keepers® offices, has been recognized with the Quest for Excellence Award by delivering a stellar business performance in 2019. *Only 28 franchisees out of 657 received the award!*
- ★ **DINA JEFFRIES** is the new CEO of the South Plains Food Bank, after working at the Ronald McDonald House for more than 13 years. Dina’s son Alec was married in August to her new daughter-in-love, Caitlynn. He continues to serve the community as an officer with Lubbock Police Department.
- ★ **LACEY NOBLES** has been chosen to participate in the 2020-2021 class of Leadership Lubbock.
- ★ **KALA WAITS** has been promoted to director of marketing at University Medical Center.



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# #MemberMonday

By Sara McCullough, VP for Communications

We love our members! [Tell us about yourself](#) so we can feature you in the next #MemberMonday!

## MEET OUR VP FOR FUNDRAISING,



**ALMA MATER:** Texas Tech University

**DEGREE:** B.A in Public Relations

M.Ed. in Higher Education Administration

**MEMBER SINCE:** 2015

**INTERESTING FACT:** I've worked for Tech for almost 20 years

**DREAM VACATION:** Cabin in Montana with a nice porch so I read and drink wine

**FAMOUS PERSON YOU'D LIKE TO MEET:** Mary, Mother of God

**FIVE WORDS TO DESCRIBE YOURSELF:** Sunshine, Passionate, Advocate, Independent, Red Raider

**HOBBIES/INTERESTS:** Cooking, grilling, creating Pinterest boards of inspirational quotes, reading, watching Netflix/Hulu on the treadmill

**FAVORITE AWC MEMORY:** The honor of being the Celebrity Luncheon Ambassador for Jax, Dina and Ronald McDonald House Charities

**WORDS TO LIVE BY:** "For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you a hope and a future." – Jeremiah 29:11

## Know to Grow

AWC Professional Development Series

Bolster your Skills.  
Your Knowledge.  
Your Career.

## Know to Grow!

AWC prides itself on offering relevant professional development events. Each session is presented by a communications expert discussing tips and tools helpful for your career. These live webinars are always **FREE** for AWC members. Past webinars will be free to all, including non-members. Also, if you're interested in being considered as a speaker for a national webinar, explore that as well.

Find [upcoming webinars](#).

All AWC National events can be found on the [events calendar](#).

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