

THE MATRIX MESSENGER

Winter 2021

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

Letter from the President

BRIANA
VELA

Leading with Resilience, Phenomenally

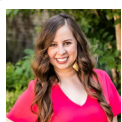
We made it to the New Year! I applaud each and every one of you for not giving up hope, persevering through a challenging year, and coming out on the other side with a sense of positivity and drive. One commonality that I have seen over and over again with not only members of our organization, but women all over Lubbock, is the notion of resiliency. Whether it is in regard to the workplace, personal matters, children and family, etc. these women have continued to stay strong and push through whatever adversity or obstacles get in their way. Being resilient cannot only make you a stronger person inside and out, but it can add to your overall happiness in life by allowing you to succeed at whatever you put your mind to.

I often think of a Muhammad Ali quote that always inspires me when I am feeling down about personal or professional goals that I have set for myself – *"If my mind can conceive it and my heart can believe it – then I can achieve it."* – Muhammad Ali.

You can apply this thought process to various areas of your life whether it is a personal goal of living a healthier lifestyle; a professional goal of getting a promotion or implementing a new strategic initiative in your department; an educational goal of you going back to school, earning a certification, or just learning a new skill; or anything in your life that you have been thinking about doing and have kept putting on the backburner. Just remember to believe in yourself. Keep picking yourself back up after every failed attempt – because let's be honest, we hardly ever get things right on the first try – and letting a positive mindset control your thoughts.

As long as we continue to believe that nothing is impossible and that setbacks are just learning opportunities for us to continue on the path towards our ultimate goals, then we can feel confident in the fact that we are capable of achieving whatever we put our minds to. Not only are we resilient women, but we are also wonderful leaders in our community, in our profession, in our homes, in our organizations, and in our families. *As Maya Angelou famously said, "I say, It's in the arch of my back, The sun of my smile, The ride of my breasts, The grace of my style. I'm a woman Phenomenally. Phenomenal woman, That's me."*

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

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36th ANNUAL CELEBRITY LUNCHEON

SEPT. 23 (TENTATIVE)

Celebrity Luncheon Update

by Britta Tye, *Event Chair*

Nothing quite like being an event planner during a pandemic!

The Celebrity Luncheon committee met in early January to discuss the date for the 2021 event. This past summer, it was moved to its usual time of year, April 20, but after a good discussion, the committee decided that the community wouldn't be ready for an event in three months. We have reached out to the Civic Center with possible dates in mid-September. As plans are finalized, we will update the committee, ambassadors, honorees and membership.

In December, members of the chapter selected an additional four honorees for the 2021 Celebrity Luncheon. They will be honored along with the 2020 recipients at the 2021 luncheon.

Thanks to everyone who has volunteered to be an ambassador! Ambassadors, please keep an eye out for another email regarding updates to the luncheon for informing the awardees. AWC ambassadors are included in parentheses.

2021 Honorees

HEADLINER

Brady Robinette (Leslie Cox)

Texas Tech Biological Threat Research Laboratory (Glenys Young)

Lubbock Economic Recovery Task Force (Melissa Pierce)

GOLD MEDAL

Lubbock Daily COVID Update Committee - Dan Pope, Lacey Nobles, Ron Cook, Katherine Wells and Joe Moudy (Sarah Self-Walbrick Davis)

2020 Honorees

HEADLINER

LCISD Superintendent Keith Bryant (Erin Gregg)

LPD Officer Thomas Thompson (Sherry Saffle)

TTU Athletics Department (Jo Langston)

TTU School of Veterinary Medicine (Danette Baker)

GOLD MEDAL

Jim & Jere Lynn Burkhart (Joy Maraio)

Kat's Alley Cats (Melissa Pierce)

Unpack Ministries (Valerie Hlavaty)

Eddy Morelock (Britta Tye)

LOUISE ALLEN AWARD

Picoso's Mexican Kitchen (Donya Butler)

MARY ANN EDWARDS COMMUNICATOR OF THE YEAR

Sally Post (Leslie Cranford)



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Membership

by Yvonne Limon, *VP for External Membership*
Erin Gregg, *VP for Internal Membership*

Yvonne reports that we've welcomed two new members in the past month, Chelsea Anders, owner and founder at Lubbock Moms, and Lucy Greenberg, digital media specialist at Ramar Communications.

Erin has planned virtual happy hours tentatively on March 17 and April 21. Stay tuned to our social media for more information!



Check out Yvonne's article, "Make the April Membership Drive Your Spring 2021 Win" on page 6 of the Winter Communique!

Welcome New Members!



Lucy Greenberg



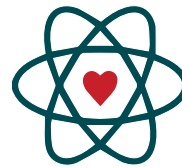
Chelsea Anders

Coming Up Next!

by Sarah Self-Walbrick, *VP for Programs*

Spring programming is focused on matters that impact all of us. I hope to end our annual programming schedule on a positive note in May.

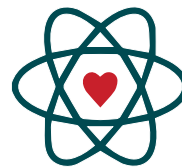
If you have any suggestions, reach out to me at saselfwa@ttu.edu.



Program Meeting

MARCH 9 @ 12:00PM

Eddie McBride, president and CEO of the Lubbock Chamber of Commerce will discuss how the pandemic has affected local business.



Program Meeting

APRIL 13 @ 12:00PM

Our annual, required Freedom of Information Act presentation.

Previous Program Information

In case you missed it!

Request a guide from Donya Butler that provides information to reinforce the future of marketing—personalization and customer journey.



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Chapter Awards & Recognition

- ★ **AWC Lubbock** was awarded the **CHAPTER EXCELLENCE AWARD** at the 2020 National Conference. The Chapter Excellence Award is presented to those outstanding chapters whose programs, activities, and participation advance the organization. Chapters must complete at least 14 of the 19 listed criteria and be in good standing in order to be considered.
- ★ **Yvonne Limon** was awarded the **AWC CHAPTER STAR AWARD**, which honors a member who has excelled in activities promoting the chapter as well as activities toward advancement of the communications field. Only one person may be nominated by the chapter. A member may not receive the Star Award more than once.
- ★ **DesignEnvy** won a **2021 BRONZE ADDY AWARD** from AAF-Lubbock for its national AWC work. The award was earned for the entry titled, "AWC Membership Campaign" in the category Online/Interactive > Social Media > Campaign. Four screenshots from the Instagram campaign were judged on concept, design and copy. Credits on the project go to **Donya Butler**, **Kaylie Walden** and **Yvonne Limon**.
- ★ **The Office of Communications & Marketing at Texas Tech University** earned eight **CASE AWARDS** (three Gold, three Silver, two Bronze) covering design, marketing, writing and special events from the recently announced CASE District IV Awards. CASE – the Council for Advancement and Support of Education – is dedicated to the promotion of alumni relations, communications, development, marketing and advancement services to improve and enhance higher education that transforms lives and society. District IV represents work from Arkansas, Louisiana, New Mexico, Oklahoma and Texas, specifically. "Tornado Anniversary" (Special Events>Single Day), which earned a gold award, involved AWC members **Karin Slyker**, **Amanda Bowman** and **Glenys Young**. Glenys also earned a silver for a feature on African water wells and bronze for a feature about Ronnie Green.
- ★ **Danette Baker** received the **CHANCELLOR'S AWARD OF EXCELLENCE** in the Texas Tech University Health Sciences Center 2020 Distinguished Staff Awards. **Watch the recognition video here**. The Chancellor's Award of Excellence is recognized at the end of the video – beginning at 43:04.
- ★ Former Lubbock AWC member, **Renee Underwood** is making her mark on the Catholic Church.
- ★ **Sagamore Hill Broadcasting** of Augusta, GA., is proud to announce that effective December 31, 2020 the company has purchased KJTV-TV (FOX34) and KJTV-CD (FOX34 News Now) in Lubbock, Texas from Ramar Communications. **Sherry Saffle** has been named Market Manager. **Leslie Cox** will be an account executive with Sagamore Hill Broadcasting. TV Sales for KJTV and FOX34 News Now will be handled exclusively by Sagamore Hill Broadcasting. Sagamore Hill Broadcasting has a shared service agreement with Gray Communications to manage FOX34 News, production, traffic and promotions. Gray Communications, parent company of KCBD, has purchased Lubbock stations KMYL (My Net), KXTQ (Telemundo), KLCW (CW) and KLBB (METV) from Ramar Communications. Ramar Communications has retained the radio stations.



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Meet the Member!

By Sara McCullough, VP for Communications

We love our members! Want to get featured in the next newsletter? Tell us about yourself!

We're also looking for some members to host social "takeovers." You can express your interest in the same link above and we'll reach out with instructions.



ALMA MATER: Texas Tech University

DEGREE: B.A. in Advertising, Minor in Marketing

INTERESTING FACT: I own a donkey named Don Quixote

DREAM VACATION: Germany

FAMOUS PERSON YOU'D LIKE TO MEET: Jackson Brown

FIVE WORDS TO DESCRIBE YOURSELF: Organized, creative, fair, competitive, inquisitive

HOBBIES/INTERESTS: Snow skiing, hiking, bird photography, reading, golf, travel

FAVORITE AWC MEMORY: Ethel McCloud telling an inappropriate joke when receiving the George Mahon Award. Also, Anita Bass' skirt slipping down while accepting her Mahon Award and stating, "That's what you get when you have sons." They were standing at the podium with her!

WORDS TO LIVE BY: "Trust in the Lord with all your heart, and do not lean on your own understanding. In all your ways, acknowledge Him and He will make your paths straight."
– Proverbs 3:5-6

Your 2021-2022 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**
- Herstoryian: **MACY MARTINEZ**
- Past President: **DONYA BUTLER**

2021-2022 Board of Directors nominations are open!

Email ideas to Briana at briana.vela22@gmail.com.



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National Highlights



2021 Clarion Awards

Clarion Awards are open for nominations!

[Enter here.](#)

Early Bird Deadline: **MARCH 9**

Final Deadline: **APRIL 12**



FlexAbility

FlexAbility is the new word for 2021, but what IS it?

[Learn more](#) and share your #FlexGoals with us!

AWC CAREER CENTER

Certified Career Coaches
are waiting for your Questions!

Did you know, AWC National has an entire
website dedicated to career advancement?
Complete with free resume' evaluation,
employment tips and job postings, you'll find it here.



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Know to Grow

AWC Professional Development Series

**Bolster your Skills.
Your Knowledge.
Your Career.**

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.

MARCH 25

BEyond Change: How to Shift from Doing Leadership
to Daring Yourself to BE the Change

Find all [upcoming webinars](#).

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

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