

THE MATRIX MESSENGER

Fall 2021

This complimentary newsletter
is brought to you by the Lubbock
Professional Chapter of AWC.



NATIONAL MEMBERSHIP CAMPAIGN

During the month of October, former members are invited to come back home to AWC. Returning members, and new members too, can take advantage of a *\$50 savings* when the application fee is waived.

Help your chapter grow. Reach out to former and potential members to encourage them to re-join during the month of October. Consider hosting social events or stimulating presentations to promote your chapter and AWC.

Each new member's name will be entered into a drawing for great AWC swag. When you refer members, your name is also entered into the drawing.

Let's make this a hugely successful campaign. Invite all your communications friends and coworkers to join the best woman centric organization for communicators.



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

LESLIE
CRANFORD

Letter from the President



Rediscovering Our Voices: The Beauty of Community

Happy Fall, Y'all!

As I finish up this letter, after what I think we can all agree was an *ENORMOUSLY* successful, long-time-coming and much-anticipated Celebrity Luncheon, I would resoundingly say we have, in fact, rediscovered our voices.

The past two years have been particularly difficult, yet I see a group of determined women who found ways to get things done. The strength of our community continues to amaze, but not surprise me.

As a new president who has not previously held many board positions, I've felt particularly challenged in many ways. I know others of you also have felt pressure to get things done, especially for the Celebrity Luncheon. But your voices have helped lead and guide us.

Voices not afraid to ask for help from others.

Voices of experience helping the less experienced find their way.

Voices making suggestions and recommendations to help all of us "figure it out."

Voices inviting us to engage in serving our community.

Whether we agree on everything, we encourage all voices to be heard and valued.

Voices suggesting new ideas and new ways of doing things.

Voices of leadership that are encouraging others to come alongside them.

As I look at the rest of the organizational year ahead of us (2021–2022) I feel more at ease, as I hope you do as well, knowing our community of women will ensure the success of our events, our individual, personal and professional growth, our pursuit of scholarships for our upcoming professionals, and ultimately, the success of our chapter.

Here's to a year of finding and defining our voices, as individuals and as a collective.

Leslie

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LBK

VOICES

CELEBRITY LUNCHEON RECAP



Row 1: Texas Tech Chancellor, Tedd Mitchell, with gold medal winners Jim & Jere Lynn Burkhart Row 2, Left: Event Emcees, Lacey Nobles & Leslie Cranford Row 2, Right: 2021 George Mahon award winner, Don Caldwell, with sponsors Row 3: Local band, Blackwater Draw, playing for attendees Row 4: AWC member, Sarah Self-Walbrick accepting the Beth Pratt Communicator of the Year award for 2021

After more than a year of planning and postponing, our AWC chapter finally hosted the long-awaited Celebrity Luncheon! Recipients of the 2020 and 2021 AWC Celebrity Luncheon awards were honored at the annual event on Thursday, Sept. 23, at the Lubbock Memorial Civic Center.

2020 AWARDEES

Headliner	Keith Bryant, Lubbock-Cooper ISD Superintendent
Headliner	Officer Thomas Thompson
Headliner	Texas Tech University Athletic Department
Headliner	Texas Tech School of Veterinary Medicine
Gold Medal	Eddy Morelock, Lubbock ISD PTA volunteer
Gold Medal	Jim & Jere Lynn Burkhart
Gold Medal	Kat's Alley Cats
Gold Medal	Unpack Ministries
Beth Pratt	Yvonne Limon
Louise Allen	Picoso's Mexican Kitchen
Mary Ann Edwards	Sally Post
George Mahon	Don Caldwell

2021 AWARDEES

Headliner	Texas Tech University Biological Threat Research Laboratory
Headliner	Lieutenant Brady Robinette
Headliner	Lubbock Daily COVID Update Committee
Gold Medal	Lubbock Economic Recovery Task Force
Beth Pratt	Sarah Self-Walbrick

There will be another Celebrity Luncheon in April 2022.

Be on the lookout for nominations to open soon, as well as committee member sign ups.



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COMMITTED TO OUR COMMUNITY



Lubbock Habitat for Humanity would like to thank AWC members Diane Harlan and Valerie Moreno for their support during the 2021 Blitz Build. Valerie's company, Lake Ridge Chapel and Memorial Designers, sponsored an amazing lunch for the volunteers. Additionally, Diane Harlan brought the KCBD sales team to do construction on a blistering Friday afternoon. Thank you to any additional AWC members that came out, it was difficult to note everyone due to a huge volunteer turnout this year. Thanks again to AWC for supporting Habitat and the Lubbock community!

Do you have volunteer opportunities for AWC members to join as we approach the holiday season? Let us know by emailing lucy.greenberg@ttu.edu and tell us!

A special thanks to AWC members: Lisa Carson, Kelley Pitts, Diane Harlan and Mary Gerlach for volunteering their time to serve Comfort Keepers' "Feed Seniors Now." The food drive benefits Lubbock Meals on Wheels. Thanks to AWC and other volunteers, Comfort Keepers was able to collect 8,840 pounds of food at local Walmarts in just one day!

MEMBER RECOGNITION!

JO ANN GRANT LANGSTON was elected to the Texas Tech Teaching Academy.

GLENYS YOUNG was named editor of Texas Tech's new university magazine, Evermore. She also was accepted into the President's Leadership Institute at Texas Tech.

LESLIE CRANFORD was awarded the "Extra Mile" award, for the 4th on Broadway event.

SARAH SELF-WALBRICK was awarded the Beth Pratt Communicator of the Year award at this year's celebrity luncheon.

If you have an accomplishment or award to brag about, email Lucy Greenberg at lucy.greenberg@ttu.edu to be included in the AWC Winter Newsletter.



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MEET THE MEMBER

VALERIE MORENO

ALMA MATER: Texas Tech University

DEGREE: BBA, Finance

INTERESTING FACT: I have three amazing kiddos – 14, 19, and 22 – with my wonderful husband, Santos. Deby and Lulu are our cute fur babies.

DREAM VACATION: I would love to go back to Greece and explore other islands.

FAMOUS PERSON YOU'D LIKE TO MEET: Adam Levine (sorry Santos!)

FIVE WORDS TO DESCRIBE YOURSELF: Genuine, compassionate, responsible, organized, loving

HOBBIES/INTERESTS: Running, barre classes and my new interest - golf!

FAVORITE AWC MEMORY: I think my favorite memory was sitting in the very first Celebrity Luncheon I attended, and realizing all the incredible people that live in Lubbock and the contributions they make to our community. I was so happy to get to be a part of an organization that honors those individuals.

WORDS TO LIVE BY: Love one another.

POLLS

SHARE YOUR OPINION!

WHAT WAS THE HIGHLIGHT OF YOUR SUMMER?

"We squeezed in a lot of traveling this year, which was really fun. From my daughters' first church camp experience to their first Six Flags visit, a wedding in Santa Fe, a trip to North Padre Island and a quick visit to family in Kansas, it's been a busy but exciting few months!"

"Going to Costa Rica with my study-abroad class."

"Helping my eldest move to Las Vegas and brother helped."

"Moving to a new house."

"Taking family pictures on the coast, reeling in a 5lb. Drum (fish), successful first-ever Legacy U."

"Reconnecting with one of my best friends."

"I purchased the car of my dreams."

"Improved health for the both of us."

TELL US ABOUT YOUR "MUST-READ" BOOKS FROM THIS SUMMER OR ANY BINGE-WORTHY SHOWS YOU THINK OTHERS WOULD ENJOY!

"I don't know how much others would enjoy it, but I binge watch Star Trek: The Next Generation"

"Books: Little Dorrit by Charles Dickens. Binges: Bosch, The Marvelous Mrs. Maisel, Ginny and Georgia, Blacklist, The Kominsky Method, Bridgerton"

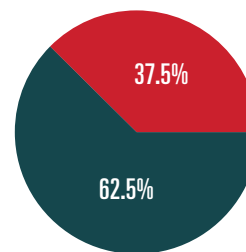
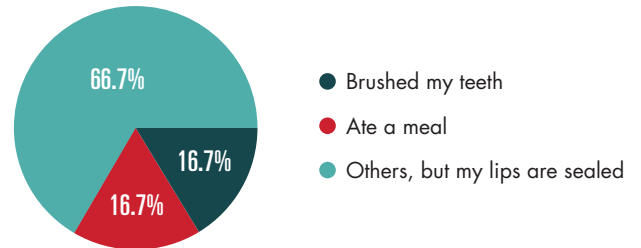
"The Institute – Stephen King"

"The White Lotus on HBO"

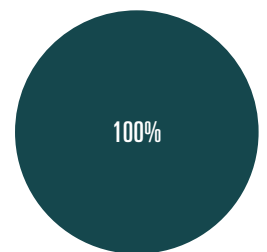
"The Scent Keeper by Erica Bauermeister, Daisy Jones and the Six by Taylor Reid, Something in the Water by Catherine Steadman, Flowers over the Inferno by Ilaria Tuti"

"The Free World by Louis Menand"

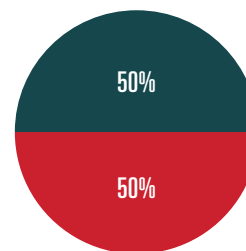
What is the wierdest thing you've done in a Zoom meeting during the past year?



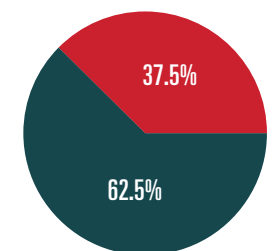
● Sunset
● Sunrise



● iPhone
● Android



● Coffee
● Wine



● Pancakes
● Waffles

NATIONAL HIGHLIGHTS

The National AWC Conference has been postponed until 2022.
More information to come.

Did you know the AWC has a *career center* available for all members? The center exists to help connect talent with opportunity. [Check it out online](#) for job postings, resume review services and more.

The next *Know to Grow* webinar will be on Oct. 28. To register, [please follow this link](#). The topic will be "Know to Grow: Communicating in the Complex COVID Media."

The word of the year for 2021 is "*FlexAbility*." But what does that really mean? [Find out here!](#)

YOUR 2021-2022 AWC OFFICERS

President: Leslie Cranford
President-Elect: Lucy Greenberg
VP for Programs: Donya Butler
VP for Fundraising: Jo Ann Grant Langston
Co-VP: Meagan Martin
VP for External Membership: Sarah Self-Walbrick
VP for Internal membership: Erin Gregg
VP for Student Affairs: Lindsay Grannan

VP for Communications: Natalia Lawson
VP for Development: Sherry Saffle
Secretary: Kelley Fujino
Treasurer: Jordan Warren
Treasurer-elect: OPEN
Email/RSVP Chair: Glenys Young
Herstorian: Macy Martinez
Past President: Briana Vela

COMING UP NEXT

October 12	Program Meeting: Communicating the Difficult Topics: Things I've Learned From "Beyond Okay"
November 2	Business Meeting
November 9	Program Meeting
December 7	Business Meeting
December 14	Program Meeting: Successful Communication Strategies for a Non-Profit featuring Hillary Cobb with OneVoiceHome

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