

LESLIE
CRANFORD



Letter from the President

THE MATRIX MESSENGER

SPRING 2022

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

GOOD COMMUNICATION AND LEADERSHIP

GO HAND IN HAND (OR THEY SHOULD!)

"The art of communication is the language of leadership."
- James Humes, former presidential speech writer

As president of Lubbock's AWC for the past many months, I've decided leadership isn't so hard if you are surrounded by the right people. Leadership is full of decisions, easy ones and terribly difficult ones, but with the right counsel, and good communication, none of it is insurmountable.

"Communication is the most important skill any leader can possess," said British billionaire entrepreneur and business magnate Richard Branson.

I've been fortunate to oversee an entire organization of communicators, each expert in her own way, and each a leader in her own field. And it has taken all of us, communicating frequently and coherently, to get through this year that included online meetings, the vacating and filling of several chapter offices for myriad reasons, and, not the least of course, two celebrity luncheons.

Former Prime Minister of the United Kingdom, Winston Churchill, once pointed out the importance of communicating in a position of leadership. "The difference between mere management and leadership is communication," he stated.

In an article from Harvard Business School which gives eight essential communication skills for leaders, states, "A leader is someone who inspires positive, incremental change by empowering those around them to work toward common objectives. A leader's most powerful tool for doing so is communication."

From a quick Google search of the best communication skills for leaders, here is a smattering of the most-suggested (read: most important) in no particular order: transparency, clarity, empathy, ability to adapt communication style, positive verbal and non-verbal communication, complimenting and encouraging others, and active listening.

An article by the Center for Creative Leadership says that describing effective communication as a two-way street, especially in regard to being a leader, is obsolete. Communication for leaders is much more complicated, and leaders at all levels need to know a whole lot more than the mechanics of sending and receiving information. Harnessing the ability to communicate effectively is one of the most important skills a leader can have.

It continues, "As a leader, you need to be a skilled communicator in countless relationships at the organizational level, in communities and groups, and sometimes on a global scale to achieve results through others. You need to think with clarity, express ideas and share information with a multitude of audiences."

This seems very true, even at this level, in this organization, when I think of the board, the membership, vendors, prospective members and any other people we touch.

Author and inspirational speaker Simon Sinek said, "Leadership is a way of thinking, a way of acting and, most importantly, a way of communicating."

I am grateful for the time I've had to be your leader, the communicators I've been able to touch and be touched by, and the leadership skills I've gained and improved on in the past year.

I know the upcoming leadership team will only make our organization stronger and more influential in the community and industries we serve.

Leslie



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POLLS



WE LOVE HEARING FROM OUR MEMBERS!

WHAT'S THE BEST PROFESSIONAL ADVICE YOU'VE EVER RECEIVED?

- You can't edit an empty page.
- Walk the same 20 miles every day rather than resting when conditions are bad and increasing efforts when conditions are good.
- Be honorable and of good character. It takes a lifetime to create a good reputation, and one decision to make it bad.
- If you want it, just do it.
- Save EVERYTHING!
- The most humbling word is no... no, I cannot do that. It's admitting someone else can.

WHAT'S A PODCAST YOU CAN'T GET ENOUGH OF RIGHT NOW?

- Up First by NPR
- Smartless
- Cocaine & Rhinestones
- Fun Fun Kitakyushu (interviews with people in Kitakyushu, Japan, where I lived for three years)
- What the Pastors!
- Fearless
- I want my 80s!
- Armchair Expert

WHAT'S ONE OF YOUR FAVORITE ACTIVITIES TO ENJOY IN THE SPRING?

- Wine on the patio
- Lubbock Arts Festival
- Reading in my hammock
- Gardening
- Picnic with friends
- I usually leave the gardening to my husband, but Arbor Day at Texas Tech is one of my favorite traditions. It's not really spring until I've gotten out there and gotten dirty!
- Getting the yard in shape after the cold and depressing winter!
- Fishing
- Porch sitting with a glass of crisp Pinot Grigio and a book
- Hiking



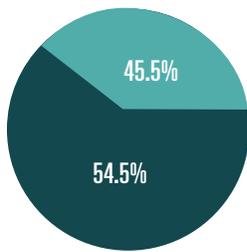
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POLLS



MORE FROM OUR MEMBERS!



- AIR TRAVEL
- ROADTRIP

WHAT IS YOUR FAVORITE SPRING FLOWER?

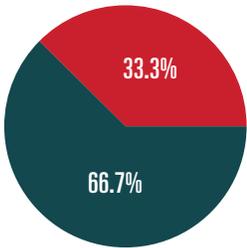
Tulip 41%

Daffodil 33%

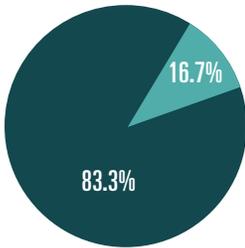
Cherry Blossom 8.3%

Hyacinth 8.3%

Peony 8.3%

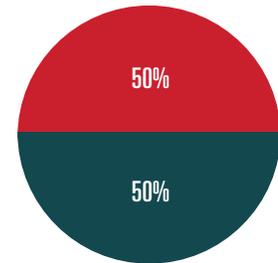


- THIN CRUST
- THICK CRUST



- PAPER BOOKS
- TABLET/KINDLE

- BASEBALL
- BASKETBALL



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MEET THE MEMBER

NATALIA LAWSON

ALMA MATER: Angelo State University

DEGREE: Bachelor of Arts in Communications with a specialization in Radio & Television

INTERESTING FACT: I've been skydiving. My brother was in a skydiving club in college and gifted me a free tandem jump for my high school graduation gift. Don't think I would do it again, but it was an amazing experience!

DREAM VACATION: I would love to spend a week (or two) in an overwater bungalow in Fiji.

FAMOUS PERSON YOU'D LIKE TO MEET: Lionel Richie! I'm a huge fan!!

FIVE WORDS TO DESCRIBE YOURSELF: Dependable, Organized, Open-Minded, Optimistic, Considerate

HOBBIES/INTERESTS: Not sure it's really a hobby, but I love bad tv. Most reality shows, all the housewives, anything on Bravo...

FAVORITE AWC MEMORY: I'm still fairly new, but I look forward to making some great memories with AWC!

WORDS TO LIVE BY: Mejor que nada! Things could almost always be worse so I think it's important to be grateful for every little thing you have in life, even if it's different than what you hoped for.



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NATIONAL HIGHLIGHTS



MEMBERSHIP RECRUITMENT CAMPAIGN

AWC is holding its Annual Membership Recruitment Campaign during the month of April. This means when you invite a friend to join, the \$50 application fee will be waived. Don't miss out on this great opportunity for savings!

KNOW TO GROW:

Live Out Your Personal Values for a Purposeful Career" by Ashlee Sang

APRIL 28TH AT NOON CST

There's no roadmap for the perfect career, but your unique values are the compass you need to make your vision a reality. Having the tools to live out your values makes EVERY decision in your life easier, prevents you from chasing after shiny objects, and grows a personal brand that's more consistent.

CLARION AWARDS

Members can submit entries for the Clarion Awards from now through April 18. These awards recognize excellence in clear, concise communication. Recipients represent media companies large and small, leading corporations, small businesses and nonprofits. The Clarions honor excellence in more than 100 categories, so consider submitting your work today!

THE 2022 CELEBRITY LUNCHEON IS QUICKLY APPROACHING AND WE NEED YOUR HELP TO PULL THIS OFF!

Please let Jo know (jo.grant.langston@ttu.edu) if you can help with any of these areas (or more than one)!

8 AM: SET-UP

11 AM: MEMBERS TO HELP SHOW GUESTS TO TABLES

1:30 PM: CLEAN-UP (THE MORE WE HAVE, THE FASTER IT GOES!)



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EVENT RECAP: SPRING MIXER

The Lubbock AWC chapter hosted its Spring Mixer on March 10 at the Gypsy Heart. We had a total of 30 attendees, 17 of whom were guests. Since the primary function of the mixer is to generate interest in potential members, we considered those numbers a win!

SHOUTOUT: Sarah Self-Walbrick for planning the event and to Leslie Cox and Jordan Warren for their hard work as well.



We'll be having another mixer in the fall, so keep an eye out for an announcement!



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CALLING NEW OFFICERS!

ARE YOU LOOKING FOR A NEW CHALLENGE? AN OPPORTUNITY TO GROW IN A LEADERSHIP ROLE?
WE HAVE FOUR BOARD POSITIONS THAT NEED NOMINEES FOR THIS COMING 2022-2023 YEAR.

We asked the women who hold these positions now to tell us a bit about the role and what kind of personality would excel.

VP OF EXTERNAL MEMBERSHIP "The vice president of external membership is responsible for recruiting new members to the group throughout the year and organizing mixers to recruit new members."

Outgoing • People-oriented • Relationship-builder *or think of Ann Perkins from Parks & Rec*



HERSTORIAN "The herstorian should have an eye for detail and enjoy making things beautiful.

They'll document big and small moments alike for our chapter."

Creative • Strong Communicator • Organized
or think of Leslie Knope from Parks & Rec



SECRETARY "The secretary provides an accurate record of what transpired during a club or board meeting. It's a great way to learn everyone's names and gain an understanding of how the club operates."

Punctual • Detail oriented • Deadline driven *or think of Pam Beesly from The Office*



VICE PRESIDENT OF FUNDRAISING "The vice president is responsible for the planning and execution of our Celebrity Luncheon each year"

Detail oriented and big-picture thinker • Loves event planning • Creative
or think of Tom Haverford from Parks & Rec

If you or someone you know would be a good fit, make sure to submit a nomination!
You can email them to Lucy at lucy.greenberg@ttu.edu or make a nomination at a club meeting.

Please note that any role, at any time, is open for nominations. If there is a role you're interested in that's not listed here, let us know.
That just means someone has already been nominated, so it would go to a vote.



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LUBBOCK CHAPTER MEMBER RECOGNITION!

Dina Jeffries won the “YWCA’s Women of Excellence Award: Human Services”

Glenys Young, Karin Slyker, Amanda Castro-Crist and Amanda Bowman were part of a group from Texas Tech University’s Office of Communications & Marketing that received 29 awards at the 2022 American Advertising Awards (ADDY). Among the many awards was also the “Best of Show” going to the Evermore Magazine Cover. *Evermore is a finalist for an Anvil Award in the magazine category. The ceremony is May 19, so we’ll find out then whether we won!*

Glenys Young graduated from the President’s Leadership Institute on April 20.

Amy Wood & Flint Avenue Marketing were invited to the 10k Small Business program with Goldman Sachs.

Leslie Cranford welcomed TWO grandchildren this spring. Elijah Philip Wilbanks was born on February 2 and Wesley James Woodard was born March 1.

If you have an accomplishment or award to brag about, email Sarah Self-Walbrick at saselfwa@ttu.edu to be included in the AWC Summer Newsletter.

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 for Fundraising: OPEN

VP for External Membership: Sarah Self-Walbrick

VP for Internal membership: Lucy Greenberg, Interim

VP for Student Affairs: Lindsay Grannan

VP for Communications: Natalia Lawson

VP for Development: Sherry Saffle

Secretary: Kelley Fujino

Treasurer: Jordan Warren

Treasurer-elect: Kelley Fujino

Email/RSVP Chair: Glenys Young

Herstorian: OPEN

Past President: Briana Vela

**MARK
YOUR
CALENDAR!**

April 19

CELEBRITY LUNCHEON

May 3

Business/OFFICER ELECTIONS

May 10

Program Meeting: Lauren Brownell, author; and Brianne van Reenen, Wild Lark Books – book publishing

Summer Business Meetings: June 14, July 12 and August 9!

NEWSLETTER CREDITS AND CONTRIBUTIONS:

Writer: Lucy Greenberg

Editors: Leslie Cranford, Glenys Young and Lucy Greenberg

Design & Layout: Donya Butler and DesignEnvy



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