

LUCY GREENBERG



Letter from the President

THE MATRIX MESSENGER

SUMMER 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!)

Members,

It's a great privilege to serve as president of this chapter. I constantly find myself surrounded with talented, tenacious and gifted professionals who inspire me to be better. Not only in my career, but as a human being. Thank you for bringing your passion to this group and thank you for allowing me to be a small part of it.

I want to cast vision for our 2022-2023 year. We're finally moving into a time with fewer concerns surrounding COVID-19. Because of this, it's time to focus on enhancing our membership!

When I say enhancing our membership though, what does that mean? How do we know if we're accomplishing it?

At the beginning of the summer, I sat down and listed out initiatives that are important to me, and hopefully, important to all members. After presenting these initiatives to our board, these are the goals we've set for this coming year.

- Grow our active membership by 33%
- Grow meeting attendance by 66%
- Enhance the diversity of our membership

The first two goals are self-explanatory and will require us all to invite our friends and colleagues throughout the year. However, I want to spend a moment unpacking the third goal.

While our club has a wonderfully diverse range of ages represented, at this time, we have room to grow in other areas of diversity, equity and inclusion. I see us improving on this in a few ways.

First, the board of directors has created our chapter's first professional, need-based scholarship. We will cover the membership dues of two communicators who need financial assistance and who will bring perspectives, representation and strengths the group does not currently have. The awardees will be chosen by a small panel and kept confidential.

If you'd like more information on this process or are interested in serving on the panel, please let me know.

Second, we will focus our marketing budget on new audiences. While we're excited to offer a need-based scholarship, people usually know about AWC for that scholarship to be utilized! There are many pockets of our community that haven't heard about AWC at all or haven't heard about us in a while.

In the effort of diversifying our invitations, please join me in thinking outside the box. Here are some ideas I'll be employing:

- Asking friends to think about which of their friends might enjoy AWC.
- Sharing our chapter's social posts on personal timelines.
- Inviting people from outside the office to join a program meeting (e.g., friends from the gym, church or book club; and profession as we interact with such as our Realtors, photographers, or favorite local influencers on social media).
- Inviting a friend who works in a different industry or part of town. For example, I might invite a woman leading a non-profit in East Lubbock.
- Reaching out to previous colleagues and co-workers.

I invite you to join me! Let's all invite at least two guests to our Fall Mixer coming up on Tuesday, September 27 from 5:30-7:30 p.m. at Alliance Credit Union.

This is a great year to get involved! I think you'll find our program presenters full of fantastic advice and inspiration, and my hope is by the end of the year you'll feel more empowered in all you do.

Thank you for making this chapter one of the best in the country! Let's make this year our best yet.

Lucy



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

EMPOWERMENT STARTS HERE.

EVENT RECAP: CELEBRITY LUNCHEON

Our AWC chapter hosted the 37th Annual Celebrity Luncheon on April 19 at the Lubbock Memorial Civic Center. Our signature event honors people in the community who have made Lubbock and West Texas a better place and who generate positive media attention. It also serves as a fundraiser to support Lubbock's AWC student scholarships at Texas Tech University's College of Media & Communication.

LBK CHOICES

2022 CELEBRITY LUNCHEON

2022 HONOREES

Headliners

- Buddy Holly Hall of Performing Arts and Sciences
- 1970 Lubbock Tornado Memorial at Lubbock National Bank Park
- Monte Monroe
- Eric Rasmussen, Ph. D.

Gold Medalists

- Charlie Pitner
- John Pitman
- Billie Caviel
- John & Jim White

Louise Allen Award

- The United Family

Mary Ann Edwards Professional Communicator Award

- Morgan Baker

Beth Pratt Award

- Glenys Young

George Mahon Award

- Rick and Holly Betenbough

It's never too early to begin thinking about nominees for next year's Celebrity Luncheon!

**MARK
YOUR
CALENDAR!**

Program Meeting: Sept. 13 - "Telling Your Brand Story on Social Media" with Dr. Dino Villegas

Business Meeting: Oct. 4 - Business Meeting

Program Meeting: Oct. 11 - "Using Your Resume to Tell Your Story" with Ashley Penner

Our Fall Mixer is coming up on September 27 from 5:30-7:30 p.m. at Alliance Credit Union! This is the perfect opportunity to bring guests who might be interested in joining AWC. We'll be providing food, drinks and a short presentation. Make sure to get this event on your calendar. We'll see you there!

Celebrating

OUR CLARION AWARD WINNERS!

The AWC Lubbock Chapter and its members won multiple Clarion Awards this year. The Clarion Awards are hosted by the national Association for Women in Communications and recognizes excellence in communications.

2022 AWARDEES

Advertising & Marketing

- Marketing Communications Campaign - Budget of more than \$100,000
Texas Tech University, Chief's Campaign by *Glenys Young*

Brochures, Custom & Special Publications

- Special Print Communication – Texas Tech University, Evermore by *Glenys Young*

Magazines

- Magazine Feature Article, External Publication, Circulation of 100,000 or less, Miscellaneous
“Red Raider Coming At You: A Tale of Success, Recession and Resurgence” by *Glenys Young*
- Magazine Series or Special Section, External Publication, Circulation of 100,000 or less
“Strive for Honor” by *Glenys Young*

Online Media

Online Journalism

Feature article: “An Institution Within The Institution” by *Glenys Young* (finalist)

Podcast – Fearless (finalist) by *Taylor Peters*

Website – Existing: Texas Tech University Homepage

Special Events

Best Special Event - In Person

Legacy University, a three-day summer camp for Texas Tech alumni and their grandchildren hosted by the Texas Tech Alumni Association by *Britta Tye*



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MEET THE MEMBER

LYNDSEY SEABORN

CURRENT JOB:

New Business Development/Account Manager at The Price Group

BOARD POSITION: Secretary

ALMA MATER: Texas Tech University

DEGREE:

Bachelor of Business Administration in Marketing & General Business

FUN FACT ABOUT YOURSELF:

I used to sing, play guitar, and write songs.

DREAM VACATION: Europe

FAMOUS PERSON YOU'D LIKE TO MEET:

Sufjan Stevens

FIVE WORDS TO DESCRIBE YOURSELF:

Outgoing, Adaptable, Easygoing, Creative, and a Bravo-holic

HOBBIES AND INTERESTS:

I enjoy spending time with my daughter Isla and husband Jonathan, learning new skills, watching movies and Bravo shows.



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NATIONAL HIGHLIGHTS

AWC will host its **National Conference** in Kansas City from Sept. 29 through Oct. 1. The event is returning in-person after a hiatus during the COVID-19 pandemic. This year's theme is "Versatility: Elevating Your Voice in Changing Times." Several of our chapter members will attend this conference. They look forward to sharing what they learn at a future meeting!

Did you know AWC has a **book club**? They select and read a new book every six weeks and offer a few ways to connect with other members to discuss the titles. The next book, for Sept. 8 through Oct. 20, is "I Loved You Yesterday" by Julie Navickas. Find out more at womcom.org.

LUBBOCK CHAPTER MEMBER RECOGNITION!

Sarah Self-Walbrick was recently promoted to news director at Texas Tech Public Media. A weekly show she now hosts, "Listen In, Lubbock," earned a first-place award for news and public affairs program from the Public Media Journalists Association.

Danette Baker served as a judge for the 2022 Clarion Awards. She also recently served as a judge for the CASE Circle of Excellence Awards.

Glenys Young was promoted to Director of Storytelling in the Office of Communications & Marketing at Texas Tech University.

Katelynn Horton was promoted to Assistant Director of Communications and Marketing for Administration & Finance at Texas Tech University.

Valerie Hlavaty organized The Hlavaty Homestead Reunion in July, celebrating 102 years of farming.

Lucy Greenberg earned her master's degree in Strategic Communication & Innovation in May.

Kelly Fujino is expecting her second child in February.

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

YOUR 2022-2023 AWC OFFICERS

President: Lucy Greenberg

President-Elect: Sarah Self-Walbrick

VP for Programs: Donya Butler

VP for Fundraising: Donna Giovannetti

Co-VP for Fundraising: Jordan Warren

VP for External Membership: Julie Barron Wells

VP for Internal membership: Briana Vela

VP for Student Affairs: Lindsay Grannan

VP for Communications: Natalia Lawson

VP for Development: Sherry Saffle

Secretary: Lyndsey Seaborn

Treasurer: Kelley Fujino

Treasurer-elect: OPEN

Email/RSVP Chair: Glenys Young

Herstorian: Danette Baker

Past President: Leslie Cranford

NEWSLETTER CREDITS AND CONTRIBUTIONS:

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