



*The Association for*  
**Women in Communications**  
*Springfield Area Chapter*

**SUMMER 2015**

WWW.AWCSPRINGFIELD.ORG

P.O. Box 5192 Springfield, IL 62705-5192

**OVER 35 YEARS OF COMMUNICATIONS EXCELLENCE**

June 30 marked the end of our fiscal year so I would like to say thank you to our outgoing board members. Christy Broccardo and Carrie Skogsberg, thank you for your contributions to the board this past year (and the many years prior). I look forward to your continued involvement with chapter events and committees. I'd also like to welcome members new to the board this year. Laura Evers, Kelsea Gurski, Kelli Jessup, Johanna Moll and Erin Orr, I look forward to working with you and building new friendships.

Our chapter held a social event in July to kick off the new year. Behind the scenes this summer our board has been hard at work planning another successful year of networking and educational opportunities for you, as well as exploring new ways to maximize your membership experience. I encourage you to take time this season to:

- add your member profile to our online member directory so you can develop connections to tap for resources, services and advice;
- join a committee to gain leadership experience or learn a new skillset while giving back to other communications professionals; and
- take advantage of learning opportunities to stay on top of your game. In addition to our monthly programs in Springfield, you can participate in AWC's monthly Twitter chats held the first Thursday of the month (#AWCChat), and the "Know to Grow" or "Speed Mentoring" series free to AWC members.

If you're looking for more professional development, the national AWC Conference will be held Oct. 9-10 in Kansas City. This conference is only held every two years and registration fees are relatively inexpensive compared to other communications conferences. For just shy of a 5-hour drive you can connect with other AWC members and speakers from around the country. I hope you'll consider joining me in Kansas City this fall.



AWC Members gather at the summer social in July.

Sincerely,

*Kara Kienzler*

## AWC SPRINGFIELD APPROVES NEW BOARD MEMBERS

The Springfield chapter of The Association for Women in Communications has approved its board members for the 2015-16 year:

- **President:** Kara Kienzler, director of production services, Illinois Association of School Boards
- **President-elect:** Erin Orr, managing editor, The State Journal-Register
- **Past president:** Jessie Decker, PR and communications editor, Memorial Health System
- **Co-VPs of programs:** Melissa Hahn, director of communications, Illinois Chamber of Commerce and Kelli Jessup, business services coordinator, Illinois Chamber of Commerce
- **VP of communications:** Johanna Moll, development and communications coordinator, Ronald McDonald House Charities of Central Illinois
- **VP of membership:** Laura Evers, campaign manager, Horace Mann
- **VP of finance:** Kelly Thompson, executive director, Ronald McDonald House Charities of Central Illinois
- **Jobs chair:** Mary-Beth Williams, marketing and training coordinator, Mental Health Centers of Central Illinois
- **Secretary:** Kelsea Gurski, system director of public relations and communications, Memorial Health System
- **Academic liaison and scholarship chair:** Rachel Lattimore, membership & engagement manager, WUIS/Illinois Issues
- **Archivist:** Nancy Zimmers, retired director of public affairs, Southern Illinois University School of Medicine
- **Webmaster:** Dawn Pennington, marketing specialist, Illinois Association of Realtors

### WE NEED YOUR HELP!

*Would you like to build your professional skills? Are you looking to strengthen your professional network? Are you interested in helping the AWC Springfield Chapter grow?* Please consider lending your time, energy and talents to an AWC committee. Committees generally meet a few times during the year and correspond regularly via email. Visit [awcspringfield.org/wp/get-involved/](http://awcspringfield.org/wp/get-involved/) for a list of committees you can be a part of.

### MEMBER NEWS

- Congratulations to **Mary-Beth (Clark) Williams** and her husband, Jared, on their marriage June 20 in Jacksonville.
- **Dawn Pennington** is marketing specialist at the Illinois Association of REALTORS.
- **Shayne Squires** is procurement manager for Habitat for Humanity ReStore.
- **Michelle Uher** is marketing communications coordinator for the Illinois Green Industry Association.

*Did we miss you?* If you've recently had a career change, received an award or have other good news to share, please let us know! Email [membership@awcspringfield.org](mailto:membership@awcspringfield.org).

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[www.awcspringfield.org](http://www.awcspringfield.org)

## BE SURE YOUR MEMBER PROFILE IS UP TO DATE!

1. Visit [www.awcspringfield.org](http://www.awcspringfield.org), click on “Members Section” and login with the password. (Can’t remember the password? Email [webmaster@awcspringfield.org](mailto:webmaster@awcspringfield.org)).
2. Click on “Member Directory” and complete the member directory **form**.
3. Visit the national website, [www.womcom.org](http://www.womcom.org) and click “Login” then “MemberSuite My Profile.” Once your login is authenticated you will be taken to your profile page where you can edit your personal information.



## BUILD BRAND AWARENESS FOR YOUR ORGANIZATION OR BUSINESS BY SPONSORING AN AWC EVENT!

Other forms of advertising can be unfocused or difficult to target the appropriate audience. Sponsoring an AWC event puts your name, face and brand in front of professional communicators in central Illinois, creating excellent ROI for a small investment. Sponsorship benefits include:

- Your logo included on the AWC website with a link to your site, displayed on all event emails to members and potential members and mentioned in chapter social media announcements.
- A display table at the event, five to 10 minutes during the program to talk about your business and a complimentary meal at the luncheon.

Visit the website for more information: [www.awcspringfield.org](http://www.awcspringfield.org).



## CONGRATULATIONS TO OUR 2015 AWARD WINNERS!

In May the chapter awarded its annual academic scholarship and recognized two other outstanding individuals with the Chapter Star and Professional Communicator Awards. The Chapter Star Award was presented to members **Kristin Fyans** and **June Stricker** for outstanding involvement and participation in AWC. The Professional Communicator Award was presented to **Kelly**



**Thompson**. This award recognizes any Springfield area communications professional who has made a significant contribution or impact to a nonprofit, for-profit or media.

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## PAST PROGRAMS

### Keep Teachers in the Loop

#### *May Program*

The May luncheon speaker was Charlie McBarron, a former news reporter and current director of communications for the Illinois Education Association (IEA). He explained how the IEA has used a multimedia approach to informing both members and the public about education issues and programs. The videos he shared were impressive, and demonstrated how effective it is to get in the field and let the front line participants tell their stories.



### Women and Heart Health

#### *April Program*

Dr. Holly Novak, a prominent Springfield cardiologist, was the featured speaker at the April luncheon. Dr. Novak has spearheaded numerous screening, surgery, and other programs and is a leader in talking about women's heart health. It was a fascinating discussion about prevention, risks and symptoms, as most of us have been touched by heart disease either personally or through friends and family.

## UPCOMING PROGRAMS

### Starting a Print Magazine

#### *September Program*

The September luncheon program will feature Laurie Silvey, who produces a new magazine at the Illinois Chamber of Commerce and who previously co-owned a motorsports magazine. Laurie, associate vice president of business services and president of the Chamber's Center for Business Management, will outline the changes — both positive and negative — in developing and publishing a magazine now that our world is digitized.



#### *October Program*

Watch your email or the AWC-Springfield website for more details on the October program! We will be co-hosting an evening program with communications organizations at UIS which would allow for a longer, more detailed presentation on multimedia campaigns.

The Association for Women in Communications is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

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## HELP US PRESERVE THE COMMUNICATIONS SCHOLARSHIP

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The AWC scholarship symbolizes the commitment of our chapter to education and maintaining high professional standards for the communications industry, and it wouldn't be possible without you. A scholarship fund allows us to preserve the scholarship for future communicators, ensuring that there can always be an annual AWC scholarship. If each member contributed just \$20 today, the scholarship would be funded for the next two years.

It's easy to donate through our endowment fund with the Community Foundation for the Land of Lincoln (CFLL). Please consider making a tax-deductible contribution to The Association for Women in Communications, Springfield Chapter, Communications Scholarship Fund.

Visit [www.awcspringfield.org/wp/educational-scholarship](http://www.awcspringfield.org/wp/educational-scholarship) to learn more.

## 'CONNECT, ENGAGE AND ADVANCE' AT THE AWC NATIONAL CONFERENCE OCT. 9-10 IN KANSAS CITY

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The National Conference is a chance for AWC members and other communications professionals from across the country to gather to connect with each other, engage with interesting speakers and advance their careers, when attendees return home with new connections and more knowledge. General session topics include the following:

- A new women's movement: collaborate and connect
- How are today's students being prepared for the communications world of tomorrow?
- Blurring the lines between marketing and non-biased reporting
- The meaning of (your digital) life



The early bird registration deadline is Sept. 5.

Visit [www.womcom.com/wp/awc-events/awc-national-conference/registration](http://www.womcom.com/wp/awc-events/awc-national-conference/registration) for rates and information.

Email [president@awcspringfield.org](mailto:president@awcspringfield.org) if you are considering attending the conference.

## HELP AWC STAY ON RECORD

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We are gathering important documents from our chapter's history for the Sangamon Valley Collection archives at Lincoln Library. The librarian requests hard copies of files and photographs. Members, especially current or former officers, can help by passing on any archival materials they might have, particularly photos. Contact our chapter archivist Nancy Zimmers, 787-2224 or [archivist@awcspringfield.org](mailto:archivist@awcspringfield.org).

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