



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

**SPRING 2015**

WWW.AWCSPRINGFIELD.ORG

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

**CELEBRATING 35 YEARS OF COMMUNICATIONS EXCELLENCE**

Our college experiences are probably as varied as our individual personalities. Some of us traveled far from home, others stayed close to where they grew up. Some lived on their own, some lived at home. Some worked their way through college to pay for classes as they went, and others took out loans. No matter our path, most likely, funding our education was a very important part of planning our futures.

Recently, we've seen huge growth in our student membership, which means we have the opportunity to help foster career growth and education in our field locally. An important part of supporting this growth is by supporting our annual scholarship. If each member contributed only \$10, we would ensure another year of financial assistance for a hard-working student. Providing these important opportunities for students will solidify our legacy of high-level communication education for years to come. Find out more on page 2.

Sincerely,

*Jessie Decker*

**MEMBER NEWS**

- **Jessie Decker** will join Memorial Medical Center on April 27 as the public relations and communications editor. Congrats, Jessie!
- **Courtney Westlake** was a speaker during the main session at the annual Hearts at Home conference held in March at Illinois State University.
- Congratulations to **Laura Evers** and her husband, Jeffrey, on the birth of their son, Aiden Eugene Evers, on March 5.
- **Laura** also was named an Employee of the Month by Horace Mann. Congrats, Laura!



**JOIN AWC DURING THE SPRING MEMBERSHIP DRIVE AND SAVE \$50**

Now is a great time to join The Association for Women in Communications! If you join before April 30th, you'll save \$50 on the national application fee. Members enjoy exclusive opportunities such as speed mentoring sessions, webinars on professional topics, access to the Springfield jobs board and the membership directory, in addition to discounts for professional services from national partners. A limited number of chapter sponsorships are available upon request and based on need for new members. Learn more about becoming a member or join today at

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

## CHAPTER STAR AND PROFESSIONAL COMMUNICATOR AWARD NOMINATIONS DUE MAY 1

Nominate your peers for recognition as outstanding communicators with our chapter awards. The AWC Springfield Chapter offers two awards to recognize outstanding individuals both within AWC Springfield and the greater Springfield area community.

- The **Chapter Star Award** is presented annually to an AWC Springfield member for their outstanding involvement and participation in AWC.
- The **Professional Communicator Award** is presented annually to any Springfield area communications professional who has made a significant contribution or impact to a nonprofit, for-profit or media organization or who has made an impact in the community as a communications leader, innovator and mentor over his/her careers and has had outstanding results.

Download the application forms at [www.awcspringfield.org/about/awards.html](http://www.awcspringfield.org/about/awards.html) and submit by May 1, 2015.

## LOOKING FOR MORE WAYS TO GET INVOLVED? LEND YOUR EXPERTISE AS A VOLUNTEER BOARD MEMBER.

Looking for more ways to get involved? Lend your expertise as a volunteer board member. AWC Springfield is looking for new leaders to contribute to our board's work serving its members and advancing the communications profession. We are seeking nominations for the following board positions:

- **Co-VP of membership** – This is where it all starts. We need your planning skills and enthusiasm. Expand your networking circles and help inform potential members about the benefits of AWC Springfield!
- **Webmaster** – Bring your ideas and your multimedia skills our website! Help us provide the up-to-date information, fresh content and interactive features that members find most helpful. (The new chapter website is a Wordpress site so knowledge of Web programming language is helpful but not necessary.)
- **Secretary** – Take notes at monthly board meetings and disseminate via email prior to each meeting.

Serving as a board member is a great way to network with peers and meet new people working in communications. If you are interested in joining this talented group for the 2015–16 term please email [president@awcspringfield.org](mailto:president@awcspringfield.org).

## UPDATE YOUR MEMBERSHIP DIRECTORY FORM BY APRIL 24TH

The AWC membership directory is a valued benefit members use to connect with their peers. Whether it's to ask for advice on which local vendors to use or how to pull off the latest social media trend, the directory provides contact information for those in-the-know in communications in the Springfield area. **Please fill out the AWC member bio form and email it to [membership@awcspringfield.org](mailto:membership@awcspringfield.org) by Friday, April 24, even if your information is current.** Be sure to save a copy of the file before you edit so that the blank template is not changed.



Connect with Us!



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

## 2015 SCHOLARSHIP

The applications are in! Judges have been secured and nominations are being reviewed. Special thanks to Scholarship Head Judge Mary Bohlen and judges Kathy Rem and Sarah Antonacci. Our chapter has a deadline of April 17 to make our recommendations for the scholarship recipient. Our award winner will be recognized in May at the annual scholarship luncheon, where an award of \$500 will be presented.

## SPONSORSHIPS

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 the largest group of professional communicators in central Illinois, creating excellent ROI for a small investment. Your logo will be included on the AWC website with a link to your site, displayed on all event emails to members and potential members, mentions in chapter social media announcements, a display table at the event, five to 10 minutes of 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).

## HELP AWC SPRINGFIELD STAY ON RECORD!

We are gathering important documents from our chapter's 36-year 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.

## ENDOWMENT FUND CREATED FOR SPRINGFIELD CHAPTER COMMUNICATIONS SCHOLARSHIP

We are proud to announce that we have joined with The Community

Foundation for the Land of Lincoln (CFLL) to create an endowment for our scholarship fund.



This fund allows us to preserve the scholarship for future communicators, ensuring that there can always be an annual AWC scholarship.

The scholarship is especially beneficial to areas so important to us all — **symbolizing the commitment of our AWC chapter to education and continuing high professional standards for the communications industry**, and it wouldn't be possible without you.

**Please consider making a tax-deductible contribution to The Association for Women in Communications, Springfield Chapter, Communications Scholarship Fund:**

Visit [www.CFLL.org](http://www.CFLL.org) – Choose “Giving/Make a Donation” and “Donate Now” to donate online.

Mail your contribution to:

Community Foundation for the Land of Lincoln  
205 South Fifth Street, Suite 930, Springfield, IL 62701

Be sure to indicate if your contribution is for The Association for Women in Communications, Springfield Chapter, Communications Scholarship Fund.

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