

Meeting Archive

2010-2011

JUNE MEETING: Tues., June 21, 2011

"Explore the World of Jostens"

You may have heard of Jostens or even ordered yearbooks and class rings from there. In June, our group explored the printing world of Jostens and got a tour of their Topeka facility. During lunch, Jeff Taylor gave us an overview of their capabilities, and Sheri Siebert gave us an overview of the pre-press systems. After lunch, we got to take a tour of the facility and learned about the journey a file takes once you send it to the printer until you have the finished product in your hands!

Jeff Taylor, commercial sales representative, and **Sheri Siebert**, graphics director at Jostens helped us explore the world of the Topeka Jostens facility and answered questions about pre-press and printing.



MAY MEETING: Tues., May 19, 2011

"Members Only After Hours"

To celebrate our members and have a little fun, Topeka AWC presented its annual "Members Only" event, May 19 from 5:30-7:30 pm. We met for networking and food/wine at Gizmo Pictures in downtown Topeka. After that, we received a tour of the new Gizmo Pictures studio and office space. We also presented our annual membership awards and voted on a board of directors slate for the 2011-2012 year. (For information on the 2011 award winners, visit the chapter history page at www.topekaawc.org in the members only section.)

After those fun activities and networking, we headed out on the "the town" to enjoy Top City Thursday with other community members. We also made a stop at Hazel Hill Chocolate for a "mini-tour" and some hand-dipped samples! It was a great time for all.



APRIL MEETING: Tues., April 19, 2011

"Is this Mic On? The Basics of Podcasting"

Everyone has an ipod or MP3 player of some sort these days. Don't you wish they were listening to your organization's podcast? David Lee King explained what podcasting is, what equipment is needed to get started, and provided pointers along the way.

David Lee King is the Digital Branch & Services Manager at the Topeka & Shawnee County Public Library, where he plans, implements, and experiments with emerging technology trends. He speaks internationally about emerging trends, website management, digital experience, and social media, and has been published in many library-related journals. David was named a Library Journal Mover and Shaker for 2008, and recently published his first book, *Designing the Digital Experience*. David writes the Internet Spotlight column in *Public Libraries Magazine* with Michael Porter, and maintains a blog at <http://www.davidleeking.com>.



MARCH MEETING: Tues., March 1, 2011

"Topeka AWC Headliner Awards"

We didn't have our regular March meeting due to the Topeka AWC Headliner Awards Banquet. For complete information and photos from the Headliner Awards Luncheon check out the website, www.topekaawc.org.



FEBRUARY MEETING: Tues., February 15, 2011

"Going ROWE (Results Only Work Environment)"

Nearly 20 years into her journey through corporate America, Ronnie Wooten found herself laughing out loud - mockingly - at the cars whizzing by her en route to work. She wondered where they were going and why they felt important enough to nearly run her off the road. It was then that it occurred to her she had to get out. After spending nearly a year soul searching and trying to determine who she would be if she wasn't a working woman in corporate America, it occurred to her - it wasn't WHAT she did or WHERE she worked that was making her crazy - it was HOW. How she was forced to serve a master that does nothing to really measure our value as a professional - THE CLOCK. It was then that she tripped across a new and life-altering concept in work culture - Results Only Work Environment - ROWE. During the February meeting, we learned how Ronnie battled the beast that dictates our lives and how she gained control of her life, her future and the future of her employer. We also got answers to the questions: What is a ROWE work

environment? How could it work in your businesses? And what tools could be implemented now to make your life easier?

Throughout **Ronnie Wooten's** 12 years with Suntell, she has served as the driving force behind the company's growth and longevity. Ronnie currently serves as the Executive Vice President and Chief Operations Office, and is directly responsible for "The Total Customer Experience." Ronnie has over 20 years of experience in the banking and financial services industry, and is continually searching for new and exciting ways to bring her experience and knowledge into an otherwise rigid industry. Ronnie received a B.A. in Accounting and Economics from Ottawa University in 1991 earning praise as a Presidential Scholar. Additionally, she was a previous recipient of the Wall Street Journal Award and a 2007 nominee for the YWCA Women of Excellence. Ronnie's dedication to her role within Suntell is second only to her dedication to her family. She and her husband, Les, are raising three children at their home in Topeka, Ks.



JANUARY MEETING: Tues., January 18, 2011

"The NEW Job Hunt in 2011: technology, social media and outshining the competition"

In January, Topeka-born author and social media guru Jessica Miller-Merrell, provided insight, tips and answered questions for AWC Members and guests via webinar. Members and their guests gleaned Miller-Merrell's fresh ideas and the approach derived from her career as an executive HR recruiter for several national companies. Miller-Merrell knows what can give you the edge as a job-seeker and what others are doing to get noticed in today's highly competitive job market, so our attendees learned a lot.

Jessica Miller-Merrell, SPHR known as @blogging4jobs is an Internet television host, author, speaker, new mother, and human resources professional with a passion for recruiting, training, and all things social media. Jessica is a leader in the HR social media community and has over 10 years of experience in human resources and recruiting. She hosts the first and only Internet webshow for job seekers on Mingle Media TV called Job Search Secrets. Her book, Tweet This! Twitter for Business was released in February 2010.



Her company, Xceptional HR provides businesses with social media, recruitment strategies, and human resources consulting. Jessica received her Senior Professional in Human Resource designation in 2008. Jessica also holds a Bachelors degree in Anthropology and Business from Kansas State University. Jessica has been quoted in publications as an expert including Glamour Magazine, Entrepreneur Magazine, and SHRM's HR Magazine.



DECEMBER MEETING: Tues., December 7, 2010
“Holiday Gathering”

During December, AWC members and guests came together to celebrate the holidays by enjoying some cocktails and appetizers with their friends in Topeka AWC. The only program for this evening was to have fun! We had a white elephant gift exchange of random office items and everyone had a great time!



NOVEMBER MEETING: Tues., Nov. 16, 2010
“Tools of the Trade – Event Planning in Topeka”

As Topeka’s official convention and visitor’s bureau, Visit Topeka has the resources to make your next event a success. Whether you’re looking for the perfect meeting location or just need help promoting your event, Visit Topeka can simplify the process. During our November meeting, our members learned more about the

services Visit Topeka offers, what Visit Topeka does, what they can offer event planners and marketers, and how they communicate upcoming events. We also learned how to promote our events through their channels. Each participant walked away with a Visitors Guide and convention sheet, which included a list of services Visit Topeka provides and their top list of the most popular meeting locations.



Speakers included:

Shalyn Marsh, Communications & Marketing Manager, Visit Topeka
Tamra Scheid, Tourism Sales Manager, Visit Topeka



OCTOBER MEETING: Tues., October 19, 2010

"Panel: 5 Keys to Being a Successful Entrepreneur"

Have you thought about starting your own business, but don't know where to start? Our November program focused on 5 keys to being a successful entrepreneur and how these key skills reflect your personality and everyday life. We heard from a panel of women entrepreneurs as they told us their story about starting their own businesses and what they think are important qualities in every entrepreneur.

Speakers: A panel of women entrepreneurs from the Topeka community including Kimberly Marney, Fashion Consultant & Wardrobing Specialist and Kristina Dietrick, Creative Business Solution.

A hand-out featuring other women entrepreneurs was available and featured their "5 Keys to Being a Successful Entrepreneur." Contributing entrepreneurs included Tara Dimick, TK Magazine; Mary Napier, Napier Communications; and Joanne Morrell, Kansas Children's Discovery Center

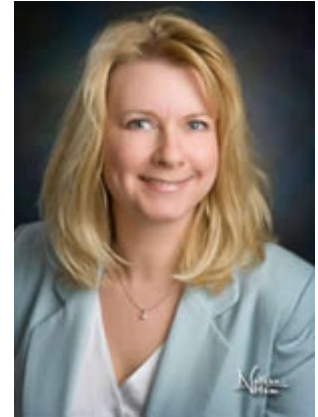


Kimberly Marney, Fashion Consultant & Wardrobing Specialist:

Kimberly is a Kansas native and graduated from the University of Kansas with a degree in the History of Art. After many years in a marketing career, she became a consultant in marketing research. After 9/11, she switched to fashion consulting to focus on her true passion. She has been providing styling assistance, wardrobing, closet editing and trunk shows to women in the area for seven years. This year, she became a blogger for BagBliss.com, is active in a charitable event, Couture for Cancer, as a past-chair, runway-chair and member of their Advisory Council. She is married to Joe, a business owner, and has two children, Sydney (a cheerleader) and Reece (a hockey player). They also have a dog named Coco who keeps her company while working from home.

Kristina Dietrick, Creative Business Solutions:

Kristina is President and Co-owner of Creative Business Solutions and has over 15 years of experience in the human resources field with full time positions at an agricultural cooperative, a non-profit mental health center, and a corporate health insurance company. She received her Bachelor of Arts from Washburn University. Founded in 1992, Creative Business Solutions provides Human Resources Outsourcing and Consulting services, Training and Organizational Development, and Legal Counseling. CBS has assisted over 150 different organizations in 11 industries, 7 states and provided training for over 20,000 attendees.



SEPTEMBER MEETING: Thursday, Sept. 16, 2010
"After Hours Membership Drive Event"

AWC members and guests gathered at the Break Room in downtown Topeka to kickoff the membership drive for AWC. While drinking sangrias and tasting delicious foods, guests found out about AWC and its local connections + national opportunities! Everyone had a great time and got a chance to explore Top City Thursdays in downtown when they were done networking.



AUGUST MEETING: Tues., August 17, 2011
"Best Practices Series: Photography & Photoshop Skills with Shelley Jensen"

Many times, communicators are tossed a variety of tasks, which aren't their expertise and they end up filling the role of company photographer for their organizations. At the August meeting, we gained professional tips for taking top notch pictures, a better understanding of lighting, and figured out how to position models. Best of all, we learned how to navigate Photoshop to improve the color and appearance of photos, minimize flaws, crop properly and even prepare images for web.

Shelley Jensen is a graphic designer, a professional photographer, and a mother of five. Shelley was back by popular demand with a new topic.



JULY MEETING: Tues., July 20, 2010
“Topeka AWC Community Investment Project”

Annually, Topeka AWC selects a local non-profit organization as its Community Investment Project finalist. Then members of Topeka AWC help the non-profit with a specific project or event that is agreed upon. This allows a group of diverse women communicators to give back to the community using their various talents. The 2010 Community Investment Project finalist was Habitat for Humanity of Topeka.

In July, our speaker was from the 2010 Community Investment Finalist - Habitat for Humanity of Topeka. The non-profit came and presented to our group in order for us to learn more about their organization and how our members could use their talents to help with the 2010 project.

