



The Association for
Women in Communications

Communiqué

Monthly newsletter for chapter members

July 2017

Mark your calendar for upcoming AWC events

The Ins and Outs of Event Planning
August 16, 2017

Have you ever had to plan an event for your workplace or in a volunteer capacity? Did you learn what worked and what didn't? Many people think event planning, they think weddings and galas, but communicators are planning events for a variety of reasons every day.

Join the Association of Women in Communications for our August speaker on event planning, August 16 from 11:30 a.m.–1p.m. at Biaggi's.

[Register here.](#)

Whether you have done hundreds of events or are thinking of planning your first, this is the program for you. Ask questions, hear advice and more from our

panel of experts as we discuss tips to plan and execute a successful event. And learn from fellow professionals in communication fields asked to take on this role.

Panelists include: Lauren Hardy, EasterSeals; Mike Pohlmann & Samantha Schultz, Palace Events; Jamie Sennett, Illinois State University Alumni Relations; and Cally Shane, Fabulous Affairs.

Please RSVP by August 14. Cost is \$17 for AWC members, \$20 for guests, and \$10 for students. Pay in advance through PayPal when you RSVP, or pay with cash, check, or credit at the door.

Cancellations made after August 14 and no-shows will be charged. Cost includes speaker, lunch buffet and networking.

Info for the AWC/ATD Fall Workshop is now available on the [AWC website](#).

Spotlight Q&A: Kelsey Lakamp

A member is featured in each *Communiqué* with the Spotlight column. This month's member is Kelsey Lakamp, who is a supervisor in Agency Recruiting at COUNTRY Financial.

Join us as we talk about work, family, and trying to remember the joys of a hammock.

Take us on your career path.

My first job out of college was in sales at "CDW" (it stands for nothing if you are wondering). I did b2b technology sales. It wasn't my cup of tea for the long haul so after a few years there, I moved into a recruiting role at Allstate. I had a few jobs in the recruiting world and then relocated from the Chicago area to Bloomington. I became Sr. Recruitment Marketing Specialist at COUNTRY Financial. I was promoted to supervisor and manage support functions for recruiting.

Ice cream or cheesecake?

Ice cream.



Tell us about your loved ones.

I am blessed with an amazing family and an amazing husband, Gus, who also works at COUNTRY. We have a beautiful, independent, funny, loving and incredibly joyful 1-year-old daughter named Jane.

What is the best career advice you received?

Speak up, you have good ideas! I was shy and didn't share my ideas well. Now I have no problem sharing!

What is the worst career advice you received?

"Work hard and you will get a promotion." I do believe working hard is important and I do, but I have learned to work smart.

Trends in Communication: Negotiation skills

At a recent AWC session, participants learned the pay gap between men and women is real, and we are actually losing ground. The World Economic Forum estimates the U.S. ranks 74th (out of 145 countries) in the wage gap. Only a few years ago, we were 65th.

Many of us “celebrated” Equal Pay Day, which is when how much longer a woman needs to work to make the same as white man. For white women, that day is in April. For African Americans, it is August, and for Latina women, it is not until November—almost a full year behind in pay.

Though there are many factors feeding into this growing pay gap, one of them is certainly the discomfort many women feel in salary negotiations. We can look society’s expectation and judgement of women and power for an idea of the root cause behind this discomfort (a great example is from—all places—a Pantene commercial that talks about the discriminatory adjectives we use for men and women in leadership), but, for now, overcoming lands squarely on the shoulders of women.

Scholar Linda Babcock put one simple solution in the mix: Ask. In the book *Women Don’t Ask: Negotiation and the Gender Divide* Babcock and Sara Laschever urge women to make the move. “Women don’t ask. They don’t ask for raises and promotions and better job opportunities. They don’t ask for recognition for the good work they do. They don’t ask for more help at home.”

For those who get sweaty palms at the thought

‘Women don’t ask.’

— Linda Babcock

of asking for a raise, Babcock and Laschever suggest reframing the conversation to a person’s strengths. If you find you are more comfortable with collaboration, see the negotiation as a collaborative process aimed at making the company stronger. It guarantees your commitment and talents will remain with the company. You both get what you want.

Before you begin any conversation on salary, get the facts and have the research. Explore what people of your duties and experience are making on sites such as Salary.com. Understand the challenges your employer may face in giving you a raise, and look at potential solutions or alternatives (like better benefits) before you walk in the room. Employers are less likely to reward good works of the past, as they are to see you as an investment in the future.

Deborah Kolb, in her book with Jessica Porter titled *Negotiating at Work: Turn Small Wins into Big Gains*, declares 55 percent of women report they are uncomfortable negotiating, while a majority of men view it as part of everyday life. The mission for women to break out of our comfort zone will not only be beneficial to our careers, but to the future of all women in the workforce.

Learn more about negotiation and other leadership skills at the upcoming AWC/ATD Fall Professional Development Workshop on September 29. Details are available at www.awcbtn.org.

Transitions

Ray Hatch and **Kris Harding** presented “The Art of Salary Negotiation” to the Leadership Illinois Power of the Individual Conference in Bloomington-Normal, Illinois. The duo also helped to coordinate the state-wide conference.

Kara Snyder and her husband are expecting a new addition to the family in January of 2018, Congrats to the Snyder family!

Jamie Wood has been named the Associate Director of Donor and Development Communications at Illinois State University.

Send announcements about local events, promotions, career changes, birth announcements, milestones, awards and other celebrations to VP of Communications Ray Hatch at rk hatch@ilstu.edu.



Violet Margarete was born on March 8, 2017 at 11:30am weighing 7 pounds and 6 ounces and 20 inches long. She was welcomed by Scott, Molly and Annabelle (2 years old).

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The best decade for music is...

I always crank the radio when the 90s hits come on but you can't go wrong with the 80s.

What is the last movie you watched or book you read? How would you rate it? I have a 1-year-old so I don't remember the last book or movie I watch (in its entirety...).

Are there any new trends in your professional that tickle your fancy?

Yes, Google just launched "Google Jobs." I don't know what it means yet, but I hope it makes it easier to find new candidates!

If you have taken a personality/leadership

assessment, in what category were you placed? I'm the "responsible one" that is annoyed by less responsible people. (I'm learning to cope with this).

What is your idea of the perfect day?

A day at the Ozarks with my family, where technology doesn't work and I can take a nap on the dock in a hammock.

My secret wish is to...

Have a housekeeper and personal chef.

What is your current state of mind? Wondering what on earth is in the fridge that I can make for dinner since my meal planning didn't happen this week and neither did the grocery store! Oops!

AWC Board

2017-2018

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[Stephanie Duquenne](#), *Illinois State University*

AWC news and events

AWC Professional Development Grants

AWC Professional Development grants valued at \$150 each are available to aid the professional development of Bloomington-Normal chapter members. The grant can be used for a professional development activity of your choice, but some common examples are the AWC Professional Development Workshop in September, a conference, and a professional licensure/designation test/application.

Our chapter awards grants once in the fall and spring. Submit your grant application by August 30th to Molly Davis, Professional Development Chair, at madavis@ilstu.edu.



AWC/ATD Fall Workshop

**Strong You.
Strong Leader.**

Friday, September 29
8:30 a.m.-3:30 p.m.
ISU Alumni Center
1101 N. Main Street,
Normal

What does it mean to be a strong leader?

Discover your strengths and learn new skills at the AWC/ATD Professional Development Workshop. AWC and ATD will bring an array of leadership-building speakers and activities.

Registration is open now on the AWC website.

[Register NOW.](#)