



# Women Speak

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## The art of the possible:

*How AWC can ensure success in school, work, and beyond* by Jennifer Kaufman

We've got this idea in the U.S. of rugged individualism and going it alone. Through hard work and determination, one can achieve riches beyond one's wildest dreams. Just pick yourself up by your bra straps and do it all on your own. Asking for help and relying on others is a sign of weakness.

And pigs will tap dance in heaven, right?

We can learn a lot from the Academy Awards show. The losers smile stiffly and the winners cry as they thank cast and crew, agents, family, friends, managers, and, of course, the Academy. These actors realize they didn't do everything on

their own. Many people provided the support, skills, and abilities to make them successful.

That's how it is with AWC. We realize that no woman lives in a vacuum, and the support, skills, and abilities of our AWC sisters can sustain us and help us grow.

As a long-time AWC member, I've seen my AWC colleagues blossom and accomplish things they couldn't possibly have imagined a few years ago. I've seen women achieve greatness in raising funds, increasing membership, reaching out to the community, planning special events, and more. I've

Continued on pg 6

### Continued from pg 1

seen women developing new publicity campaigns, negotiating with local businesses to obtain raffle donations, and cold-calling individuals to speak at meetings. In other words, AWC members stepped out of their comfort zones to ensure AWC success. Their experiences have also helped AWC members land new jobs, enter politics, and serve the community.

Those of us in AWC do so much more than drink punch, listen to speakers, and dish the dirt. We are not the "ladies who lunch." We are women who create, inspire, support, motivate, and contribute to our school, work, families, and community. We are about the "Art of the Possible" and we are not to be trifled with. All hail AWC!

## Our Mission

*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 communication era.*

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