



AWC INSIDER

FALL 2026

This complimentary newsletter is brought to you
by the Lubbock Professional Chapter of AWC.

WELCOME TO THE AWC NEWSLETTER!

We are excited to reintroduce this quarterly publication as a way to keep us connected, informed and engaged.

Our organization continues to accomplish great things, and this newsletter will provide an opportunity to highlight those achievements, share important club updates, and recognize the women who make AWC special. I encourage you to read each issue to stay informed about upcoming events, share your accomplishments, and contribute ideas for future editions.

I look forward to celebrating our successes and staying connected this year. Please enjoy our first newsletter of 2026!

SINCERELY,

Katelynn Horton
President

MORE SCHOLARSHIP OPPORTUNITIES ARE ON THE WAY!

AWC is expanding its scholarship opportunities to reach even more students across West Texas. As the chapter updates its Texas Tech scholarships to comply with Texas Senate Bill 17, members unanimously approved establishing a new scholarship through the Community Foundation of West Texas. The new scholarship will broaden eligibility beyond Texas Tech's College of Media and Communication to include students at LCU, South Plains College, Wayland Baptist University and other area schools.

The Scholarship Committee will soon develop criteria for the new scholarship and bring them to the chapter for approval. This is a great step toward making AWC scholarships accessible to more students while continuing our commitment to education, communication and professional development in our community.

THE 2026 BOARD

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Past President

SAY HELLO TO OUR NEW MEMBERS!

- Mindy Weaver
- Anna Purdue
- Samantha Harvey
- Avery Agnew
- Rebekah Allen

FUN NEWS

New Baby

AWC has a new little member to celebrate!

Congratulations to Hailey Walker

on the arrival of Hadann Rose Walker, born July 27 at 7 lbs. 15 oz. and 19¾ inches.



Diane Harlan's Retirement Party

Celebrate Diane on September 29th from 2:00-5:00 p.m. at 9810 University Ave (KCBD).

SEPTEMBER – NOVEMBER BIRTHDAYS

- 09/25 Whitney Willis
- 09/30 Mary Ann Edwards
- 11/06 Danette Baker
- 11/26 Avery Agnew
- 11/27 Marijane Wernsman

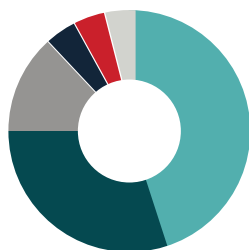
POLL RESULTS

WHAT WE'RE READING RIGHT NOW

- "The Secret History" by Donna Tartt
- MBA case studies
- "The Farseer Trilogy" by Robin Hobb
- "The Wealth Money Can't Buy" by Robin Sharma
- The Bible
- "Pretty Dead Things" by Kelsey Cox
- "I Wish Someone Had Told Me" by Dana Perino
- "Dungeon Crawler Carl" by Matt Dinniman
- "Songs of the Dead" by Brandon Sanderson
- "How to Ruin a Wedding" by Elba Luz
- "Ancestral Passions" by Virginia Morell
- "Upward Bound" by Woody Brown
- "The Wolves of Calla" by Stephen King
- "The Women" by Kristin Hannah

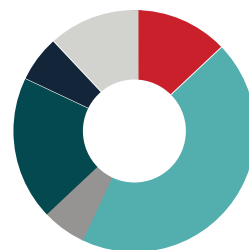
FAVORITE THINGS ABOUT FALL

- The weather • 45%
- Football • 30%
- Cozy clothes • 13%
- The decor • 4%
- Pumpkins • 4%
- A birthday • 4%



WHAT IS YOUR FAVORITE WAY TO HAVE PUMPKIN?

- Pumpkin bread • 44%
- Pumpkin pie • 19%
- Pumpkin latte • 13%
- None please • 12%
- Pumpkin muffins • 6%
- Pumpkin on porch • 6%



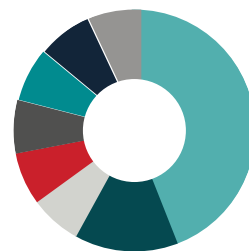
WOULD YOU RATHER PAINT OR CARVE A PUMPKIN?

- Paint • 69%
- Carve • 31%



FAVORITE THANKSGIVING FOODS

- Dressing • 44%
- Mashed potatoes • 14%
- Cornbread • 7%
- Enchiladas • 7%
- Bourbon pecan pie • 7%
- Green bean casserole • 7%
- Sweet potato casserole • 7%
- Homemade yeast rolls • 7%





MEMBER HIGHLIGHT: DANETTE BAKER

Congratulations to Danette Baker on her new role as Senior Director of Strategic Communications & Digital Engagement at Texas Tech University Health Sciences Center!

She will lead strategic communications, executive messaging, digital engagement and storytelling. Throughout her career at TTUHSC, Danette has helped shape the university's communications, serving as editor-in-chief of Pulse magazine, leading executive communications and strengthening internal communications across the institution. We're proud to celebrate Danette and this well-deserved opportunity!

UPCOMING EVENTS & PROGRAMS

09/15 Mixer for Members and Guests

Join us from 5:30-7:00 p.m. at Amici's for a fun evening of socializing.

10/06 October Business Meeting

All members are welcome and encouraged to attend!

10/13 Program Meeting

No Deadline, No Word Count, No Clue:
Writing the Story the Bones Tell
by Sally Post

11/03 November Business Meeting

All members are welcome and encouraged to attend!

11/10 November Program Meeting

Speaker and topic to be announced

12/01 December Business Meeting

All members are welcome and encouraged to attend!

12/08 Christmas Party Luncheon

Details to be announced

UNTIL NEXT TIME!

We love hearing from our members! If you would like to submit content to the newsletter, please email awclubbockchapter@gmail.com.