



CWR CONFERENCE 2022



Centered in Cincinnati
**UNITING FOR THE
HEART OF MISSION**

CWR BUSINESS MEETING

September 27-30, 2022

Table Of Contents

AGENDA.....3

CWR 2022 BOARD OF DIRECTORS..... 4

BOARD OF DIRECTORS NOMINEES..... 5

Business Meeting Agenda

The Summit Hotel

2022 CWR Conference – Cincinnati, Ohio

WEDNESDAY, SEPTEMBER 28, 10:25 A.M.

- Member Recognition — Kim Westerman, CWR Board of Directors Chair

WEDNESDAY, SEPTEMBER 28, 11:20 A.M.

- Introduction of Board of Directors
- Introduction of Incoming Board Members, Elected by Acclamation
- Finance Report — Tammy Townsend, CWR Treasurer
- Introduction of 2023 Executive Committee
- State of the Organization
 - Kim Westerman, CWR Board of Directors Chair
 - Ginny Hizer, CWR Executive Director

CWR 2022 Board of Directors

Kim Westerman, Chair

Siobhan O'Neill Meluso, Vice Chair

Tammy Townsend Denny, Treasurer

Alison Lucci, Corporate Secretary

Julie Ferraro

Dusty Krikau

Sister Beth Murphy, OP

Stacy Spitler

Gina Sullivan

Board of Directors Nominees

Incoming Board Members

AMANDA HACKETT



Title: Communications Manager

Congregation/Organization: Sisters of the Order of Saint Benedict | St. Joseph, Minn.

Years in Current Position: 5

Number of Years as a CWR Member: 5

CWR Conferences Attended: 2 in person (Forth Worth, Texas, and Mesa, Ariz.) and 1 virtual

CWR Committees or Task Groups Served On/Other CWR Involvement:

I have served on the CWR Membership Committee for several years and really enjoy helping CWR members, both old and new, get the most out of their memberships. This includes co-hosting our monthly CWR New Member Mixers. I also meet quarterly with communicators from other Benedictine communities. While this is not CWR-specific, there are a number of us from this group who are CWR members. I also co-hosted a CWR Academy webinar ("New to the Field") and a COVID-19 flash conversation.

Relevant Prior Work Experience:

My current role with the Sisters of the Order of Saint Benedict is actually my first "real" communications job out of college. While I don't have an extensive list of prior work experience (aside from several internships and student organizations in college), I have grown so much as a communicator in my five years here, and I have a lot to contribute in terms of knowledge and skills. It's worth noting that I was originally hired for the position of communications coordinator, a title for which I worked as for five years. However, my manager and the community's leadership team felt that I was performing to a much higher standard than the job I was hired to do, and they upgraded my position to communications manager. This solidifies my history as a loyal communicator and hard worker, so although my work history in communications is on the shorter side, I have skills, experience and passion to contribute to the CWR board of directors.

Membership or Involvement in Other Professional Organizations:

In addition to CWR, I currently serve on the board of directors for the American Advertising Federation of Central Minnesota (AAFCM), as well as the programming committee for the Forum of Executive Women (FEW) in St. Cloud, Minn. AAFCM is our local chapter for the American Advertising Federation that caters to creatives across our region, including marketing professionals, graphic designers, and advertising agencies. As a member of the BOD, I help plan, promote and execute events that educate and entertain members and the broader community. I will be stepping into the role of vice president this month. FEW is a local organization that promotes personal, professional and civic growth and connections among women in leadership. As part of the programming committee, I help plan our speaker slate for the following year and serve as a speaker liaison. I have also served on the board of directors in the past.

Prior Volunteer Experience/Leadership Roles:

From 2020 through 2021, I served on the board of directors for the Forum of Executive women, a local organization that promotes personal, professional and civic growth and connections among women in leadership. During my term, I was assistant vice president of communications and vice president of communications. I helped manage our website, build our social media presence, distribute email communications to keep members sufficiently informed and engaged, and brainstormed new ways of promoting our organization to the community. After transitioning off the board, I joined the programming committee, where I continue to serve the group by helping plan our speaker slate for the following year and serving as a speaker liaison. I also currently serve on the board of directors for the American Advertising Federation of Central Minnesota (AAFCM), our local chapter for the American Advertising Federation that caters to creatives across our region. As a member of the BOD, I help plan, promote and execute events that educate and entertain members and the broader community. My current role is as content curator in which I write copy for our website and email communications; however, I will be taking on a greater leadership role and stepping into the position of vice president this month.

Why would you like to serve on the CWR Board of Directors?

CWR has given so much to me in terms of knowledge, skills, creative ideas and friendships. I would not be the communicator that I am without CWR, and I'm eager to give back to this amazing organization and its equally amazing members through service.

What facet of CWR interests you most?

Working for a religious community is unique, and there's only a handful of people like us. CWR is a group of passionate professionals who are truly dedicated to collaborating rather than competing with one another to advance our collective missions.

What gifts/skills/expertise do you possess that would benefit CWR and the Board of Directors?

I am an excellent writer and editor, so I will help ensure that all communication to membership and beyond is clear, consistent and reflective of the organization. I'm also very creative, eager to learn, and willing to do what needs to be done.

Capsule Bio:

Amanda Hackett is the communications manager for the Sisters of the Order of Saint Benedict in St. Joseph, Minn., where she has served since June 2017. She also serves on the board of directors for the American Advertising Federation of Central Minnesota and on the programming committee for the Forum of Executive Women. She holds a bachelor's degree in mass media and communication studies from Minnesota State University, Mankato, and her favorite part of being a communicator is finding creative ways to share the sisters' stories. Amanda currently resides in Buckman, Minn., with her husband, Austin, one-year-old daughter, Arianna, and two-year-old yellow lab, Nova. She enjoys traveling, listening to podcasts, trying out new restaurants or coffee shops, and spending time with family.

CAELIE HAINES



Title: Communications Director

Congregation/Organization: School Sisters of Notre Dame Atlantic-Midwest Province

Years in Current Position: 5

Number of Years as a CWR Member: 5

CWR Conferences Attended: 5 (2017, 2018, 2019, 2020, 2021)

CWR Committees or Task Groups Served On/Other CWR Involvement:

Membership Committee, Chicago Regional Group, Planning Committee member for the Fort Worth, Arizona, Memphis and Cincinnati conferences (will be on the 2023 Conference Planning Committee, too). Presenting for the first time at the 2022 conference.

Relevant Prior Work Experience:

Communications Director, School Sisters of Notre Dame, Atlantic-Midwest Province - 5 years.

Manager of Publications, Social Media & Community Engagement (Manager, Public Relations),

University of Maryland School of Medicine - 5 years, 2 months.

Web Editor/Social Media Specialist, University of Maryland School of Medicine - 6 years, 5 months.

Welcome Screen Editor, Program Manager and Associate Producer, America Online (AOL) - 4 years, 4 months.

Program Manager, AOL Health, 2002-03

Features Editor, Soap Opera Weekly Magazine, 7 years, 1 month.

Membership or Involvement in Other Professional Organizations:

Member, Public Relations Society of America (PRSA)

Prior Volunteer Experience/Leadership Roles:

Fund Drive Coordinator, Rosedale Volunteer Fire Department - 20 years, 11 months.

EMT and Paramedic, Rosedale Volunteer Fire Department - 1999-2004.

Survivor Volunteer, National Fallen Firefighters Foundation (NFFF) - 11 years.

Guest Relations, Onezumi Events - 3 years.

Why would you like to serve on the CWR Board of Directors?

I have never been on a Board before. I never thought I had it in me to lead and advise in that way. However, during five years of being part of CWR, I have met many amazing people who have lifted me up and helped me believe more in myself.

What facet of CWR interests you most?

Networking with others and helping each other work in this very specific genre. I want to continue to receive and give as much information as I can.

What gifts/skills/expertise do you possess that would benefit CWR and the Board of Directors?

Master's Degree in Marketing

Event planning and event staff experience

Two decades of writing experience

Enthusiasm for CWR

Capsule Bio:

I am a writer and editor with a varied background in entertainment, higher education, healthcare, religion, web content, and social media, with proven experience conceptualizing, planning, editing and managing both online and print publication projects. Event planning is in my wheelhouse, too. Although I am a seasoned employee, I am constantly seeking new challenges and love when I find opportunities that help stretch my skills and career goals in different directions. After raising my daughter as a single mother her entire life, I am about to have an empty nest. When I am not working, I enjoy traveling (especially internationally), visiting Diners, Drive-In and Dives (DDD) locations seeing as much theater as I can, and planning nerdy conventions with friends.

TRUDY HAMILTON



Title: Director of Communications

Congregation/Organization: School Sisters of Notre Dame Central Pacific Province

Years in Current Position: 9

Number of Years as a CWR Member: 9

CWR Conferences Attended: 0

CWR Committees or Task Groups Served On/Other CWR Involvement:

Planning Committee 2021 and 2023 conferences

Relevant Prior Work Experience:

Trudy is Director of Communications for the School Sisters of Notre Dame (SSND), Central Pacific Province, located in St. Louis. SSND serve in 30 countries and is a Non-Governmental Organization (NGO) operating under the United Nations Department of Public information. Ministries include education, social service and healthcare. Previously she spent almost 20 years working in healthcare Communications roles for Ascension and SSM Health. Trudy has focused her career on nonprofit organizations, building a career while helping her community.

Membership or Involvement in Other Professional Organizations:

Public Relations Society of St. Louis - President, Board Member, Committee Chair, Committee Member

Nonprofit Marketers Network - St. Louis - Board Member, Committee Chair, Committee Member

Communicators for Women Religious - Committee Member

Prior Volunteer Experience/Leadership Roles:

Marian Middle School - Board Member, Committee Chair

Midtown Community Services - Committee Member

Why would you like to serve on the CWR Board of Directors?

I would like to serve on the CWR Board of Directors to give back to my career field.

What facet of CWR interests you most?

Ongoing education is one of the many CWR offerings that interest me. The online education is a great opportunity to not only sharpen skills, but also to meet other professionals experiencing the same challenges and opportunities.

What gifts/skills/expertise do you possess that would benefit CWR and the Board of Directors?

I would bring more than 37 years of nonprofit Communications experience to the CWR Board of Directors. In addition, I would bring enthusiasm and energy for a career I love.

Capsule Bio:

Trudy Hamilton effectively manages multiple projects and cross-functional teams through outstanding leadership, collaboration and mentoring skills. Currently, she is Director of Communications for the School Sisters of Notre Dame (SSND), Central Pacific Province, located in St. Louis. SSND is the second-largest group of women religious serving in 30 countries. SSND is a Non-Governmental Organization (NGO) operating under the United Nations Department of Public information. Ministries include education, social service and healthcare. Previously she spent almost 20 years working in healthcare Communications roles for Ascension and SSM Health. Trudy has focused her career on nonprofit organizations, building a career while helping her community. She is a goal-oriented, creative Communications executive with extensive local, national and international experience in strategic counsel, crisis management, media relations, reputation management, marketing, special events, social media, video, podcasting, publications, fundraising and management. She has an award-winning record of developing and implementing initiatives to achieve organizations' objectives by engaging key internal and external audiences. Trudy earned a M.A. in Communications, Public Relations from Webster University and a B.A. in English, Journalism from Marymount College of Kansas. She is a member of various local, national and international professional groups and works with several nonprofits as a board and committee member.

SISTER MARIE STUART, RSM



Title: Member, Communications Committee

Congregation/Organization: Congregation of the Sisters of Mercy, South Central Province

Years in Current Position: 24 years involved in different aspects of communication at Province & Congregational levels

Number of Years as a CWR Member: 6

CWR Conferences Attended: 1 **CWR Committees or Task Groups Served On/Other CWR Involvement:**

Regional & Resource Group Committee

Involved in the Irish Regional Group over the last six years, since it was set up. We are currently planning our second Conference. I act as co-chair for the group.

Relevant Prior Work Experience:

I trained as a Social Worker and soon moved into Community Work gaining my MRD in 1987. Community work includes a lot of encouraging motivational work as well as teaching a whole series of communication skills designed to facilitate groups and local communities in working together for the common good. I worked for thirty years with a radio syndication service, acting as director for 10 of those years. We provided broadcast quality material to local, community and hospital radio stations from 1990 to 2020

Membership or Involvement in Other Professional Organizations:

I trained as a psychotherapist in the 1990s and since then I have been a member of the Irish Association of Humanistic and Integrative Psychotherapy (IAHIP). I have also worked as a team member on a Psychotherapy Training Course since 1999. Our emphasis is on Experiential Learning.

Prior Volunteer Experience/Leadership Roles:

My 20 years working as a Community Worker with a county based Social Service Organisation (NGO) gave me a lot of experience of sitting with local groups, engaging in Social Analysis, identifying the social needs of the area and planning different appropriate responses. At any one time I would have been working with ten to fifteen parishes thus providing a huge variety of need, interest, etc.

Why would you like to serve on the CWR Board of Directors?

I believe in the mission of CWR. I love the sharing of thoughts, ideas, skills. I believe that together we can do far more than any of us can achieve working separately. I anticipate learning more from a 'bigger' world.

What facet of CWR interests you most?

Developing and sharing skills. The Regional and Resource Group. The huge amount of resources available. The constant updating.

What gifts/skills/expertise do you possess that would benefit CWR and the Board of Directors?

I think I have a good capacity to listen. The experience of radio and video production, experience of planning communications for specific audiences, awareness of ongoing developments in technology, newsletter planning and production.

Capsule Bio:

I grew up on a small farm with one sister, was educated by the Sisters of Mercy, whom I joined in 1968. Completed my Social Science degree in 1975 and a Masters in Rural Development (MRD) in 1987. Worked with Clare Social Services from 1975 to 1995. During those years I was deeply involved in Social Justice work with CMRS/AMRI. Worked with 3R Productions (Radio syndication) from 1990 to 2020. Trained as a psychotherapist 1993 to 1998 and have worked as a therapist since then, as well as working on a training course. I have also had roles on our Safeguarding Team and also in the management of a Children's Grief Centre. LCWR materials interest me greatly and I am very committed to learning all that we are becoming aware of with regard to creation and understanding the evolution of life.

Current Board Member

SIOBHAN O'NEILL MELUSO



Siobhan O'Neill Meluso was initially appointed to fill a mid-term vacancy on the CWR Board of Directors in April 2021. With the completion of that term at the end of 2022, Siobhan is eligible for election to the Board for a two-year term beginning in 2023.

Siobhan, who is the Communications Coordinator for the Benedictine Sisters of Chicago, currently serves as Vice Chair of the CWR Board. In addition, Siobhan is Co-Chair of the Conference 2022 Planning Committee. She took on that position after also serving on the planning committee for last year's conference and delivering a presentation (*Called to Communication: The Art of Storytelling*) during the Spirituality of Communications session at the 2020 conference. Siobhan has also played an active role in an array of other CWR groups and initiatives. She is:

- a founding member – and was also founding Chair – of CWR's Chicago Regional Group
- a member of the Regional and Resource Group Committee
- a former member of the Membership Committee
- a former member of the Catholic Sisters Week Task Group

Siobhan has been a CWR member since 2017.