



# AMTC News

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“Teen pregnancy rates have declined significantly in our clients’ communities, in large part due to our clients’ TPP work. We are privileged to work hand in hand with them.”

— ANGELA TURNER

## AMTC News

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## Investing in Teen Pregnancy Prevention

From our founding in 1997, we have been invested in Teen Pregnancy Prevention (TPP). Since then, teen pregnancy rates have declined significantly in our clients’ respective communities. This is in large part due to our clients’ TPP work with their stellar educational programs and services. We at AMTC & Associates are privileged to work hand in hand with them, and we look forward to continuing our strong partnerships. In this newsletter, we highlight our work together at this year’s TPP Conference.

Each year since 2012, AMTC has hosted a TPP conference so that our partners who implement these programs in different parts of the country can learn from each other in person and, simply put, not feel alone in their challenges. The topics and subject matter may differ from year to year, but the conferences are always planned thoughtfully so that participants take away as much as possible. We also include team building and celebrate our accomplishments.

I met a lot of new educators at this year’s conference, reinforcing the importance of hosting it. Sharing common work creates powerful

learning opportunities. Our training is never complete! We strive for lifelong learning, always.

We at AMTC wish to extend our heartfelt thanks to this year’s participants from:

- **Better Family Life, Inc.**, St. Louis City and County, MO
- **Boys & Girls Clubs of Greater Milwaukee**, Milwaukee County, WI
- **OIC of South Florida**, Broward and Miami-Dade Counties, FL
- **THINK Program: Mission West Virginia**, WV, and their partners:
  - **Community Action of Southeast West Virginia (CASE)**
  - **Rainelle Medical Center (RMC)**

Gratefully yours,

Angela Turner  
Principal



Right: Keynote speaker Alonzo Kelly addresses participants, with AMTC Principal Angela Turner pictured left.



# Exploring the Power of INTENTIONAL MESSAGING & BRANDING

Dynamic speakers. Team building through art and a scavenger hunt. Workshops. These were among the many activities at this year's AMTC & Associates Teen Pregnancy Prevention (TPP) Conference in picturesque Lake Geneva, Wisconsin, on May 30 and 31. TPP partners from different parts of the country exchanged strategies, gained new insights and formed relationships. The varied activities wove together into a cohesive message, in large part by this year's keynote speakers, Alonzo Kelly and Michele Serwe. Both delved into the importance of messaging and communicating personal and organizational values.

Alonzo Kelly, CEO of the Kelly Leadership Group, LLC, is an acclaimed speaker and author. Kelly's unwavering commitment to foster organizational growth was front and center as he engaged participants with the power of messaging. His goal: helping organizations to craft a central message for the greatest possible impact and showing them how to align that message for specific stakeholders. Kelly facilitated an examination of widely known companies. This led to surprises: the YMCA assists military

families and the Rotary Club works to end polio. If individuals are surprised by these services from renowned organizations, then we too need to be clear in our messaging, or partners and funders will not know what we do.

Even one person's message can have a significant impact on stakeholders. Kelly asked individuals to properly punctuate the following sentence: "A woman without her man is nothing." Some may have written: "A woman, without her man, is nothing." Kelly offered an alternative: "A woman; without her, man is nothing!" This was not just an exercise in semantics; messaging needs to be intentional and thoughtful, or it will lead to unintended consequences.

Another guest speaker was Michele Serwe, the Managing Director for U.S. Talent, Inclusion and Learning for BMO Financial Group. She provides leadership in the area of strategy for more than 14,000 employees. Serwe spoke to the importance of branding: "The key to success," noted Serwe, "is the fact that you define what your personal brand is so that other people don't define it for you." Branding is a

reflection and an extension of an individual and entire organizations. When developing a brand, it is essential to be genuine and authentic; if not, people lose their trust in the individual or organization. Serwe helped participants think deeply about branding based on famous individuals, like Oprah and Steve Jobs. Even after Jobs's passing, his legacy endures. "Your brand should speak to your legacy," noted Serwe. Participants were given time to begin developing their own brand, led by Serwe's insightfulness. ■



Michele Serwe (left) helping to facilitate a session at the TPP Conference.

# From the PARTICIPANTS'

## Perspective

This conference was not required by the funder of Teen Pregnancy Prevention (TPP) programs (U.S. Department of Health & Human Services). So why have a conference at all? According to Erica Driver, it provides a foundation. She's the Senior Director of Youth, Family Services and Compliance for **Better Family Life, Inc.**, located in St. Louis: "It causes us to go back to our basics, so that you don't lose focus on what you're doing." Erin Kline feels similarly. She's the Regional Coordinator for the Teen Pregnancy Prevention Grant, **Mission West Virginia**: "It helps us clarify and refocus on the reason that we're doing the work that we're doing, and it helps our team to work together and come up with solutions we might not have thought of previously."

Learning from others is paramount. "It's beneficial to hear how people are doing things differently, how we could improve our methodology of our roles," said Cassie Crowder, an educator of Sexual Risk Avoidance Education, from **Mission West Virginia**. In the public arena, Crowder noted that sometimes TPP gets pushback, so, "Here we are surrounded by people who do what we do and that is really impactful."

David Knutson is the Vice President of Government Affairs for the **Boys & Girls Clubs of Greater Milwaukee**, and found it highly beneficial to learn firsthand from an organization that operates halfway across the country: "Probably the most interesting takeaway thus far is seeing some of the work that the West Virginia organization has done with AMTC and the evaluation dashboard. We do not yet have a concise evaluative piece to share like that, and my biggest takeaway is an interest in replicating what they've done in West Virginia in Milwaukee."

Consistent feedback from participants is that AMTC put real thought into coordinating this conference, and everyone benefited. ■



*The conference gave participants invaluable opportunities to share ideas and learn from each other's experiences and successes.*



## TEAM ART

Painting might bring to mind an individual artist who crafts an image. Not this time. At this year's TPP conference, art built teamwork. Each team worked to form images that portray an organizational message by adhering to certain requirements. Each canvas needed a logo and images that expressed these motifs: purpose or goal-setting, barriers to communication, a success to breaking those barriers and what barriers remain. Afterwards, a team member explained the message behind the art.

For example, the **THINK Mission West Virginia** team drew a sunflower that reached to the sky, perched in between rocks: "We're a sunflower coming through some obstacles. The sunflower is our students that we want to break through these barriers to have happy, healthy, successful relationships and futures, and we put our barriers like bad communication, low self-esteem, violence, stuff like that down here on our rocks, our barriers, and we want them to shine and have a happy, healthy, successful future and help them grow."





Participants after the art activity



Team-building scavenger hunt

# TPP Conference Memories



Team from CASE



Participants after a boat ride on the lake



Team from Better Family Life, Inc.



Staff from OIC-SFL (front table)



Boys & Girls Clubs of Greater Milwaukee



Sharing ideas and enjoying the sun

## SCAVENGER HUNT!

It was time for a scavenger hunt! After all, success depends on teamwork and getting out of one's comfort zone. Each organization was its own team and was given clues and an aerial map (and different-colored handkerchiefs to show team pride!).

In and around the resort area, team members had to gather materials based on clues, along with team selfies. There was a strict time limit, too. Any team that did not return on time was docked points.

More than just a game, there were real-world applications. Jill Gwilt is the "Teaching Health Instead of Nagging Kids" (THINK) Director for Mission West Virginia. She was asked to reflect on what she learned: "Being able to roll with the punches and be adaptable. Our team wasn't upset when we couldn't find something. We moved to the next thing. Move past the barriers and come up with a solution together and try not to get upset when those barriers are put into your path."

