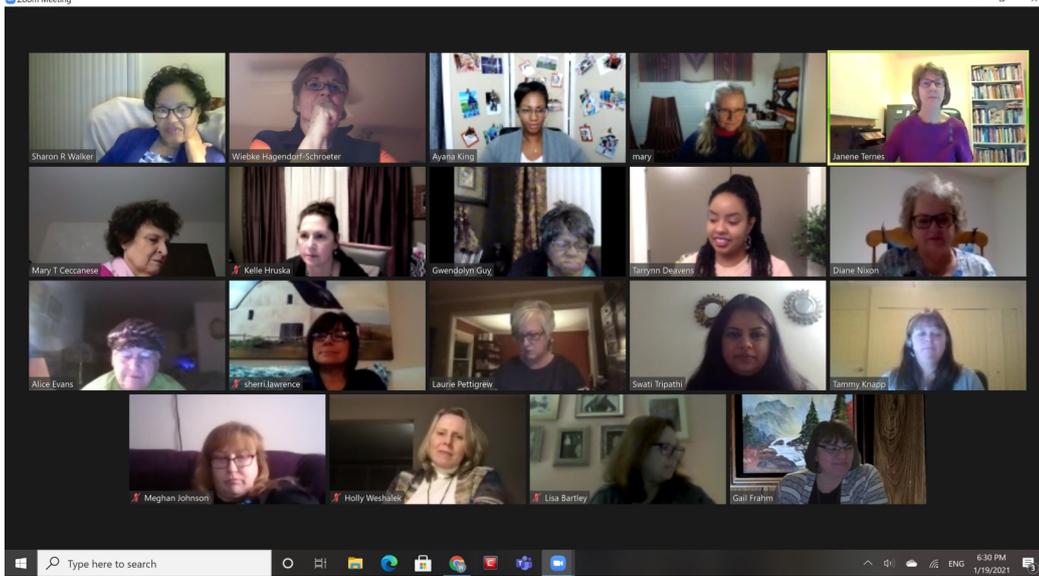




# Maia Messenger



**Maia  
Chapter  
Meeting  
on Zoom...  
~  
Surviving  
and  
Thriving!**

## Inside this issue:

- Board Column.....2
- Resilient Brain.....3
- Buried by Emails.....4
- 2021 ABWA Regionals.....5
- Scholarships.....6-7
- Newer Members.....8
- HQC Cards.....8
- Maia February Flyer..... 9
- Maia March Flyer.....10
- Celebrate!.....11

## Mission Statement of the American Business Women's Association

*The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.*

## Marketing Your Corporate Voice

**What is your corporate voice, and why is it important?  
How do your clients perceive your brand, product or service?**

**Tune in February 16, 2021 at the Maia Chapter Meeting to learn more.**

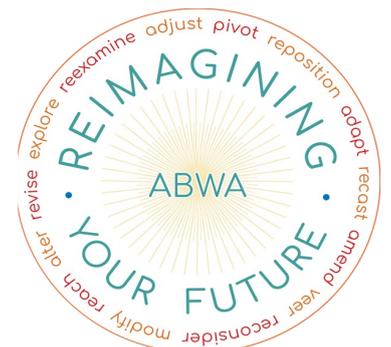
**Presented by Marilyn L. Gordon**

**President & Founder, Mediatude LLC**

- ◆ 6:15 pm - Informal Networking
- ◆ 6:30 pm - Welcome and Introductions
- ◆ 6:45 pm - Keynote
- ◆ 7:30 pm - Business meeting
- ◆ 7:45 pm - Roundtable
- ◆ 7:55 pm - Closing

**Click on the link below to register:**

<http://abwa-maia.org/resformx.html>



# Maia's Executive Team Update



Greetings Maia Members,

I want to take a moment to acknowledge the unprecedented times that we have been through. It seems an understatement to say it has been challenging and difficult. I know some of you are tired of zoom calls and meeting. You've been asked to juggle things more than ever before. Myself and the executive board would like to thank you for your extraordinary efforts and dedication to Maia chapter and ABWA. You have all worked tirelessly

keeping us afloat. I know that there is a light at the end of the tunnel. Keep believing and stay strong!

I welcome our newest members since August 1<sup>st</sup> to ABWA-Maia. Sherri Lawrence, Tammy Knapp, Swathi Tripathi and Holly Weshalek. You have stepped up to the table working diligently on committees, etc.

We will be electing our Women of the Year, (notable individual who has made contribution to the success of our chapter), Protégé Award- (this is a great way to nominate a first year member for making a valuable contribution). Finally, our Top Ten Nominee (recognized for exceptional achievement in the areas of community engagement, professional development and contribution to Maia)

We are off and running with our Women Together Virtual Fundraising event scheduled for April 17<sup>th</sup>. "Engaged, Energized and Empowered." Please think about a way you can become Engaged. How can we light your fuel to Energize you? What Empowerment or role are you seeking? We can't make this event successful without your help!

It's not too late to take advantage of the 2021 ABWA Virtual Regional Conferences. Maia is part of District V (Central Regional Conference) March 5 and March 6. For more information- please See Achieve Newsletter. [Click here to read now!](#)

From the Bottom of my Heart, Thank You!

Sharon Walker  
Vice- President Maia Chapter

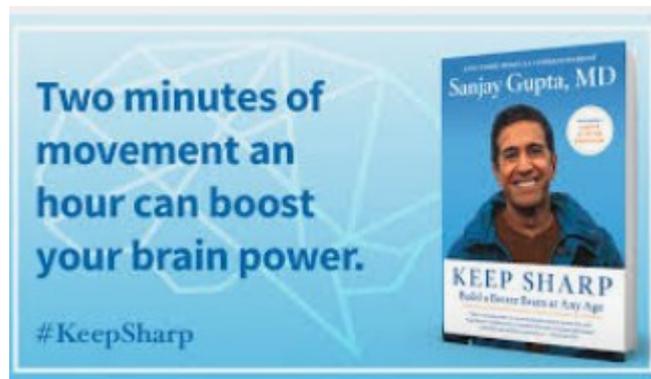


**Women Together 2021**  
*Engaged, Energized and Empowered*

**DATE:** April 17, 2021 | **TIME:** 8:45 am to 1:15 pm (EDT)  
**LOCATION:** Live Virtual Event **COST:** \$29 per person  
Register by **April 15** at: <https://tinyurl.com/WTABWA>

## How to Build a Resilient Brain

Article by Sanjay Gupta, MD, from AARP Magazine, Dec 2020/Jan 2021 issue, summarized by Mary Shindell



This article provides 5 simple steps to develop a healthy and happy brain, which are critical during our current COVID-19 pandemic.

- 1. Maintain social connection in a physically distanced world.** Doctor Gupta's motto is "Connection for protection." Prolonged social isolation leads to memory loss and that loneliness is a risk factor for cognitive decline, dementia and even death. We must fight back against loneliness and remain socially engaged. **Tip:** When asking about someone's well-being, don't just accept "I'm doing fine." Instead, ask for them for guidance, as it lets them feel useful, and can activate their mind. Participate in virtual chats with friends and family. Remember the importance of eye contact (in person, masked, and virtual), as the eyes reflect authentic emotion.
- 2. Eat for resiliency.** Dr Gupta recommends the Mediterranean-style diet with fruits and vegetables; whole grains; lean proteins, especially seafood, nuts and seeds. **Tip:** Limit processed and sugary foods by swapping out at least one meal per day for something more healthy.
- 3. Exercise is key to mental sharpness and a healthy immune system.** The good news is that exercise improves immune responses to infections in addition to helping us stay sharp mentally. **Tip:** Log into a virtual class and start exercising at home - no membership required! Also, take the opportunity to enjoy a brisk walk, run or bike ride, all of which should be safe as long as you stay 6 feet from others.
- 4. Boost immunity through sound sleep.** With the change in routines, our sleeping habits may have also changed. But now is not the time to lose sleep, as Dr. Gupta calls it our "secret weapon" to refresh and replenish our tissues and cells of our brain and immune system. It also rinses away waste and debris in the brain and strengthens your memories. **Tip:** Dr. Gupta takes 60 minutes to wind down before bed for pre-sleep activities. This means turn off all screens (TV and digital devices). It's also helpful to keep a dream journal. You may notice patterns in your dreams over time. Try to prevent anxiety-ridden COVID-19 dreams by actively planning out what you want to dream about before falling asleep. (Deirdre Barrett, Harvard University psychologist and dream researcher gave Dr. Gupta this tip.)
- 5. Ward off anxiety and fears by learning something new.** This is the perfect time to take advantage of distance learning opportunities. Online courses will activate your brain in protective ways. **Tip:** You can "up the challenge" by teaching a class yourself. Some educational platforms allow anyone to share their expertise and interests.

Note: Neurosurgeon Sanjay Gupta is CNN's chief medical correspondent. His latest book, *Keep Sharp: Build a Better Brain at Any Age*, is available in bookstores now.

## Buried by emails? Here are a few ways out

Submitted by Sharon Walker



A survey conducted at Michigan Medicine determined that emails were a key factor in daily stress and burnout among faculty, staff and learners.

And while there's no surefire way to prevent emails from arriving in your mailbox, you can learn a few tips that can help you manage them so they don't become such a daily burden.

Here are a few email tips which you may find helpful:

**ORGANIZATION** is key to managing your email clutter.

- Use your email system tools to create folders to organize messages by category; assign categories to prioritize messages and set up rules that will automatically route messages into folders and/or label them according to your criteria.
- Unsubscribe from unnecessary bulk email.
- Eliminate the use of "okay" or "thank you" messages. As an alternative, consider using the phrase "Thank you in advance" or "NNTR = no need to respond" when sending a request.
- Use the reply all option with discretion, and only when all truly need to be included. Instead of using email to collaborate with groups, consider tools such as Dropbox, Google Drive and Skype.

**MANAGE EXPECTATIONS** for yourself and others when it comes to emails.

- Plan two to three times a day to read and respond to email and turn off email alerts to limit multi-tasking. Also consider disconnecting entirely when you need to focus deeply on a special project.
- Clarify when you will respond to your emails after hours or on weekends.
- Thoughtfully choose when to use email. Use email to: inform, reply, assign or request, but avoid email for: private conversation, complex discussion or difficult messages.

It is time to switch to another means of communication when the number of emails has been excessive (more than three), or when they are too long (more than two paragraphs), or they would need immediate response.

# 2021 ABWA VIRTUAL REGIONAL CONFERENCES

## REGISTER TODAY!

*Take advantage of early registration rates and register by Monday, February 1, 2021!*

Complete the registration form and mail or fax with your payment information to ABWA National.

ABWA offers you the opportunity to become the leader you have always aspired to be. ABWA's Regional Conference Events are the springboard for you to learn about membership, Best Practices in League Management including, membership growth and retention strategies, and review of the newest resources. The 2019-2021 National Board of Directors/Trustees will present an overview of the Stephen Bufton Memorial Educational Fund (SBMEF) and the do's and don'ts of sponsoring a SBMEF scholarship.

### Tentative Agenda for 2021 Regional Conference Events

#### FRIDAY

- 9:00 a.m. to 10:15 a.m. Opening Remarks from District Vice Presidents, Accolades, Recognition, and...
- 10:15 a.m. to 10:30 a.m. Break
- 10:30 a.m. to 12:00 p.m. SBMEF Presentation
- 12:00 p.m. to 1:00 p.m. Lunch
- 1:00 p.m. to 2:00 p.m. Officer Presentation/Candidate Presentations
- 2:00 p.m. to 2:15 p.m. Break
- 2:15 p.m. to 3:45 p.m. ABWA Presentation
- 3:45 p.m. to 4:00 p.m. Break
- 4:00 p.m. to 4:30 p.m. Top Ten Presentations
- 4:30 p.m. to 5:00 p.m. Virtual Cocktail Hour

#### SATURDAY

- 9:00 a.m. to 10:15 a.m. Welcome and Keynote
- 10:15 a.m. to 10:30 a.m. Break
- 10:30 a.m. to 12:30 p.m. Professional Development Part A
- 12:30 p.m. to 1:30 p.m. Lunch
- 1:30 p.m. to 3:30 p.m. Professional Development Part B
- 3:30 p.m. Wrap-up

### EASTERN REGIONAL CONFERENCE

FEBRUARY 12 and 13

(DISTRICTS I and IV)

#### Event Hostesses

RENÉ STREET, Executive Director  
SHARON GODBEE, National President

#### Presiding Board Members for the Eastern Regional Conference

ANNE O'NEILL, National Secretary-Treasurer  
MARY STEPHENSON, District I Vice President  
MARY MAUPAI, District IV Vice President

### WESTERN REGIONAL CONFERENCE

FEBRUARY 19 and 20

(DISTRICTS II and VI)

#### Event Hostesses

RENÉ STREET, Executive Director  
SHARON GODBEE, National President

#### Presiding Board Members for the Western Regional Conference

SHARON GODBEE, National President  
JUDY TAYLOR, District II Vice President  
KERRIE UNDERHILL, District VI Vice President

### CENTRAL REGIONAL CONFERENCE

MARCH 5 and 6

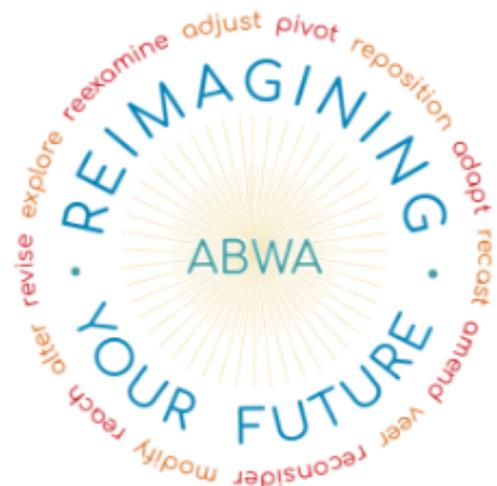
(DISTRICTS III and V)

#### Event Hostesses

RENÉ STREET, Executive Director  
SHARON GODBEE, National President

#### Presiding Board Members for the Central Regional Conference

TRINA NKHAZI, National Vice President  
KATHY SCHOOLEY, District III Vice President  
CHERYL BLAIR, District V Vice President





## The Novi Oaks Charter Chapter of the American Business Women's Association is offering two \$2,000 Impact Scholarships



### **APPLICANT ELIGIBILITY REQUIREMENTS ARE:**

- Female U.S. citizen seeking a Baccalaureate Degree or higher.
- Michigan permanent resident attending any College or University authorized to confer degrees at the Baccalaureate level or higher.
- High school seniors are eligible.
- Has achieved a cumulative GPA of 3.0 or better on a 4.0 scale.
- Must submit all necessary documents, including three (3) reference letters and official school transcripts, and must complete the online application (a link will be provided – see below).
- Novi Oaks Charter Chapter will sponsor two recipients.

**TO BEGIN THE APPLICATION PROCESS**, applicants must send an e-mail to Education Chair Karen Kolc at [NoviOaks.Edu@gmail.com](mailto:NoviOaks.Edu@gmail.com) indicating their interest in applying. Ms. Kolc will provide the link to begin the online application process.

**THE APPLICATION AND ALL SUPPORTING DOCUMENTS MUST BE RECEIVED ONLINE AND COMPLETED BY MAY 15, 2021.**

**The winning scholarship recipients will be notified in July of 2021. Checks will be made payable to the recipient and the college or university, and must be cashed within six months of the check date.**

Karen Wernette Kolc, Education Chair  
Novi Oaks Charter Chapter  
American Business Women's Association  
[NoviOaks.Edu@gmail.com](mailto:NoviOaks.Edu@gmail.com)

For more information about ABWA and the Novi Oaks Charter Chapter, visit [www.novi-abwa.org](http://www.novi-abwa.org)



## TIPACON CHARTER CHAPTER

Auburn Hills, Michigan 48326  
(www.abwa-tipacon.org)

**\*\*\*SEEKING FEMALE STUDENTS WHO COULD USE \$1,000 TOWARDS HER ASSOCIATES DEGREE OR VO-TECH EDUCATION\*\*\***

ABWA Tipacon Charter Chapter is looking for eligible applicants to sponsor for consideration of a \$1,000 Impact Scholarship from the Stephen Bufton Memorial Education Fund (SBMEF) of the American Business Women's Association.

A one-thousand (\$1,000) dollar Impact Scholarship provides financial support to a student who is enrolled in a community college, technical, or a vocational school to help offset costs associated with their college tuition, books and fees. The applicant's educational institution must be licensed, accredited, or state approved. A U.S. college or university that offers a baccalaureate degree is NOT eligible for this scholarship.

### Applicant Eligibility Requirements:

- The applicant must be a female, a U.S. citizen, and reside in the United States.
- ABWA members and non-members may apply for an Impact Scholarship.
- Must have achieved a cumulative GPA of 3.0 or better on a 4.0 scale (or equivalent).
- The applicant can participate in any field of study.
- There are no restrictions on the number of credit hours completed.
- The applicant must be attending a community college, technical, or vocational school in the Fall of 2021 (includes current students or high school seniors if accepted to one of these institutions).
- The applicant must provide an official transcript, a biographical sketch, and three (3) professional letters of reference dated in the same year as her application.
- The applicant must submit all of the required documentation to our Education Chair by April 30, 2021.
- Applicant must complete the SBMEF online application on or before May 15, 2021.
- A minimum of three (3) eligible completed applications are required in order for the scholarship to be awarded.
- Applications for an Impact Scholarship are reviewed by the Trustees and voted upon, whereby the SBMEF Administrator notifies the President (or Scholarship Chair) by email the name of the scholarship recipient.
- Scholarship recipient will be notified in July 2021.

### Eligible Women Interested in Applying for the Scholarship:

Send an email with "ABWA Tipacon Impact Scholarship" and your name in the subject line. Include all of the following information in the body of the email:

Your name, email address, phone number, mailing address, GPA, name of the school you are currently attending or accepted to if you are a high school senior. Attach your official transcript, biographical sketch, and three letters of reference.

Send the email to Tipacon's Education Chair & President: Heather Naugler - [abwa.tipacon@gmail.com](mailto:abwa.tipacon@gmail.com)

We will contact you on how to complete the SBMEF online application after we receive your email and documentation.

### Additional Information:

Each scholarship check is payable to the scholarship recipient and their respective learning institution. Each check must be cashed within six months of issuance. Checks not deposited after six months will not be reissued. An Impact Scholarship awarded is non-renewable. No applicant is guaranteed an Impact Scholarship.

The Mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

## Welcome New Maia Member– Sherri Lawrence



Sherri has been in the Automotive industry for over 30 years, with a brief career at U of M Cardiovascular Medicine group, where she met Sharon Walker. She currently works for IRISO Connectors. She is a mom of a 24 year old son - Erich, and 3 dogs - Jack, Manny, and Cooper. As an empty nester, her favorite pastimes are golf, camping, and knitting. She returned to ABWA for the fellowship of amazing women - sometimes hard to find in an Automotive environment. She lives in Salem Township, MI with her dogs.

## Highlights from the December Meeting Presenter Mary Ceccanese

The screenshot shows a PowerPoint slide titled "ABOUT THE HQC CARDS". On the left side of the slide is a photograph of a large group of people skydiving and forming a circular shape in the air. The text on the slide reads: "High-Quality Connections (HQC)s are those brief interactions that light us up and energize us to move forward and take action." Below this, it states: "The **High-Quality Connection Cards** provide strategies to implement, to create HQCs at work and beyond." At the bottom of the slide, it says "©2020 Marcia Ryan & Mary Ceccanese" and "2".

On the right side of the screenshot, there is a vertical column of video conference thumbnails. From top to bottom, the thumbnails show: Mary T Ceccanese (the presenter), Wiebke Hage..., Sharon R Walker, Mary Shindell, Gwendolyn Guy, Wendy Zielen, and Lisa Bartley.

*Maia Chapter of ABWA presents:*

## Marketing and Your Corporate Voice



**Keynote: Marilyn L. Gordon,**  
President & Founder, Mediatude LLC

**Tuesday, February 16 2021**

*This is a LIVE ONLINE event*

- 6:15 pm – Informal Networking
- 6:30 pm – Welcome and Introductions
- 6:45 pm – Keynote
- 7:30 pm – Business meeting
- 7:45 pm – Roundtable
- 7:55 pm – Closing



The Mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

*Changing Women's Lives...  
One Woman at a Time.*

For more information about our Chapter, contact Sharon Walker at [walkers@umich.edu](mailto:walkers@umich.edu) or visit our website at [abwa-maia.org](http://abwa-maia.org)

*What is your corporate voice, and why is it important? How do your clients perceive your brand, product or service?*

Discover how to market your business more successfully with corporate positioning and clear, consistent messaging.

Determine your corporate voice through your business personality, brand, and other key areas in order to enhance your marketing strategies and meet your goals.

With a strong corporate voice in place, you will have greater influence in helping to define your public perception instead of letting the media or competition do it. And remember that public includes B2B customers and suppliers as well as third-party consumers.

*This is a FREE Live Online event.*

*Register to get link to online meeting:*

<http://abwa-maia.org/events.html>



Maia Chapter of ABWA presents:

## 10 Ways to Have a Better Conversation

Elizabeth Toth, Activities and Registration Specialist

Michigan Medicine Office of Continuing Medical Education and Lifelong Learning



### Tuesday, March 16, 2021

**Live Online Meeting**

*Eastern Standard Time*

6:15 – Optional Informal Networking

6:30 – Welcome & Program

7:15 – Business Meeting & Networking Breakouts

8:00 - Closing

The Mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

*Changing Women's Lives...  
One Woman at a Time.*

For more information about our Chapter, contact Sharon Walker at [walkers@umich.edu](mailto:walkers@umich.edu) or visit our website at [abwa-maia.org](http://abwa-maia.org)

*Have you ever had a conversation, and after, wondered what you could have done to make it better?*

Learning how to or how not to communicate in a conversation is not a skill we are born with; it is one we learn.

In this presentation, Libby will share simple ways to have a more productive and connected communication in conversation, whether in person, on Zoom, at work or at home. Grab a notebook and join us as we discuss 10 Ways to Have a Better Conversation.

***This is a FREE Live Online event.  
Register to get link to the online meeting:  
<http://abwa-maia.org/events.html>***

**ABWA**  
AMERICAN BUSINESS WOMEN'S ASSOCIATION  
Maia Chapter

# Let's Celebrate!

## Birthdays

**January**  
 22nd - Mary Shindell  
 27th - Vicky Vincent

**February**  
 13th - Tammy Knapp

**March**  
 3rd - Robin Shear

## Anniversaries

**January**  
 27th - LaDonna Billman

**February**  
 15th - Wiebke Hagendorf-Schroter  
 19th - Wendy Zielen

**March**  
 19th - Diane Nixon  
 21st - Kathy Miller  
 25th - Laurie Pettigrew

## ABWA Set of Core Values

- Giving Membership a voice
- Treat People with dignity (See Proud Code of Conduct)
- Lifelong Learning
- Focus on Creating Value for Members
- Achievement
- Visionary Leadership
- Focus on the future
- Manage by Fact
- Manage for innovation

## ABWA's Proud Code of Conduct

- All members will serve as goodwill ambassadors for the American Business Women's Association.
- Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
- Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
- Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
- Members will not use their personal power to advance their personal interests.
- Members will strive for excellence in their professions by maintaining and

**WE ARE**  
 Changing  
 Women's  
 Lives...

### Executive Team

President:  
**Janene Ternes,**  
 Vice President:  
**Sharon Walker,**  
 Secretary:  
**Wiebke Hagendorf-Schroeder,**  
 Treasurer:  
**Shannon Cajic**

### Committee Chairs

Education  
**Gwendolyn Guy**  
 Fundraising  
**Mary Shindell & Sharon Walker**  
 Membership  
**Meghan Johnson**  
 Newsletter  
**Tammy Knapp**  
 Professional Development  
**Mary Ceccanese**  
 Publicity  
**Lisa Bartley**



### **Maia Chapter**

Maia Chapter meets the 3rd Tuesday of every month, 6 to 8pm at The Original Cottage Inn, 512 E. William St, Ann Arbor, MI 48104. However, **due to COVID-19**, we are meeting virtually on Zoom. For more info, contact Sharon at [walkers@umich.edu](mailto:walkers@umich.edu) or visit [abwa-maia.org](https://www.facebook.com/ABWAMAia)  
<https://www.facebook.com/ABWAMAia>