

DISCOVER  
*Your story*  
IN ABWA

## Maia Messenger

February 2023

### **ABWA Mission Statement**

*The mission of the American Business Women's Association is to bring together business women 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.*

**National website: [ABWA.org](https://ABWA.org)**

**Maia Chapter website: [ABWA-MAIA.org](https://ABWA-MAIA.org)**

# Maia Executive Board Update

## New Year - New New-Year's-Resolution?

Happy New Year, Maia members!

If I may ask, how many of you started the year with a New Year's resolution?

Even though I have never been fond of New Year's resolutions - not because I don't want change but because I found it kind of silly to make the start of something NEW dependent on the start of a new year - I am fully aware, New Year's resolutions are a time-honored tradition, and seen as a chance for people to start fresh and make positive changes in their lives.

Unfortunately, despite all the good intentions, many people struggle to stick to their resolutions. With the month of January already coming to an end, I'm wondering how many of you are still sticking to your New Year's resolution?

I recently came across below list of common reasons why people give up on their NY resolution:

**Unrealistic Expectations:** One of the biggest reasons why people don't stick to their resolutions is that they set unrealistic expectations. If you set a goal that is too difficult or time-consuming, you are likely to become discouraged and give up. Instead, set achievable goals that you can realistically accomplish.

**Lack of Specifics:** Resolutions that are too vague or lack specific details are often difficult to achieve. For example, if your resolution is simply to "be healthier," you may not know where to start or how to measure your progress. Make sure your resolutions are specific and include a plan of action.

**Not Prioritizing:** People often have a long list of resolutions, but they don't prioritize which ones are the most important. This can lead to feeling overwhelmed and not knowing where to start. Focus on a few key resolutions and give them the attention they deserve.

**Lack of Support:** Keeping a resolution can be challenging, but having someone to support you can make all the difference. Find a friend, family member, or support group to encourage you along the way.

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Not Staying Motivated: It's easy to get off track, especially if you don't see progress right away. Find ways to stay motivated and reward yourself for small successes along the way.

There is no doubt, making and sticking to New Year's resolutions is a challenging task. It requires the right mindset and approach - setting achievable, specific, and prioritized goals, seeking support, and staying motivated.

I can't say that I have always succeeded in making the desired change, developing the desired new habit. Apart from all above listed reasons, for me successful change comes down to me either really wanting something, or me being forced to do something. If neither scenario is the case, I'll give it a try but I won't follow through...

Always remember, progress takes time. Every step towards your goal is a step in the right direction. Be aware, it takes people 66 days on average to develop a new habit, to do something new effortlessly and on auto-pilot...

Wishing you all the best for 2023,

**Wiebke**



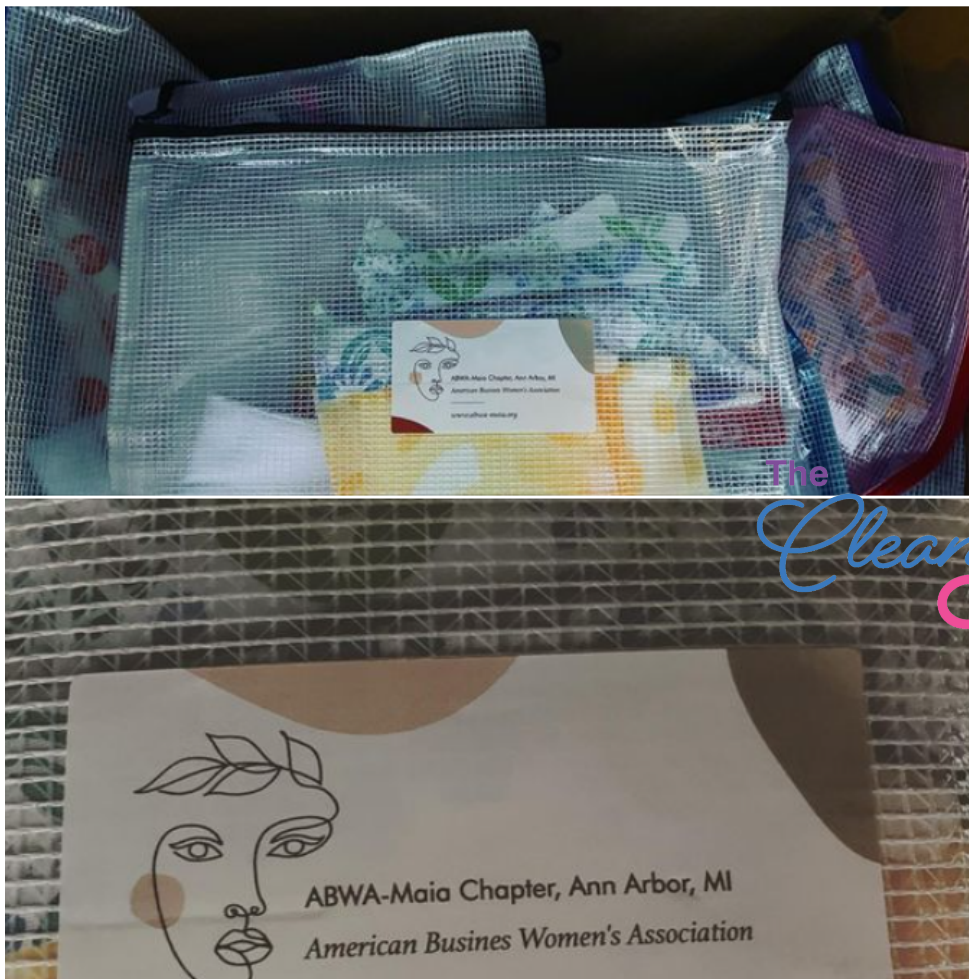
**Suzy Stein, President**  
**Gwen Guy, Vice President**  
**Laurie Pettigrew, Secretary**  
**Wiebke Hagendorf-Schroeter, Treasurer**

## Summary of December Chapter Meeting by Gwen Guy, Maia Chapter Vice President

At our December 13, 2022 chapter meeting, held at President Suzy Stein's home, attendees brought in finger food to share. Each member was also asked to bring items requested by The Clean Love Project, an organization dedicated to helping women and young girls feel clean, loved, and empowered. Donations included new tooth brushes, toothpaste, deodorant, sanitary napkins, etc.). Maia members and guests quickly assembled 50 hygiene kits. Thank you, Vicky Vincent, for organizing this event and delivering the kits to The Clean Love Project.

Thank you [ABWA - Maia Chapter](#) for assembling 50 hygiene kits! We appreciate your group for supporting our mission to help women and young girls feel clean, loved, and empowered. 💜

[#thecleanloveproject](#) [#cleanlovedempowered](#) [#abwa](#) [#peoplehelpingpeople](#) [#detroitnonprofit](#)  
[#womenempowerment](#) [#detroitbusinesswomen](#)



## **Summary of January Chapter Meeting**

### **by Suzy Stein, Maia Chapter President**

January's Chapter meeting was a great kick-off for what is sure to be a great year for Maia Chapter! The meeting was held virtually on Zoom, and was very well attended, with many guests. We had the privilege of having as our speaker, Rachelle Jamerson-Holmes, ABWA's current National Vice President, as well as SBMEF Trustee. Rachelle is the founding member of the EmpowerHer Chapter of ABWA in Orangeburg, South Carolina, which is one of the top 10 chapters in ABWA, and has personally sponsored over 100 members. Rachelle presented on the the topic of diversity, equity and inclusion in leadership. She shared many ways in which we need to consider equity within our chapters, as well as in the workplace. Some ideas that stood out to me included the importance of taking an active role in the chapter--we join for ourselves, but we are here to lift one another. Another key take-home for me was the importance of being intentional about fighting unconscious bias. ABWA is a safe place to learn and grow, and we need to feel that we can speak up, and that when we do, our voice will be heard. Every voice matters, and every person is important, not only in our chapter but in all situations. She explained the importance of seeking first to listen and understand others, and to acknowledge and recognize people as we embrace cultural differences and show respect to one another. Rachelle's presentation was full of thought-provoking ideas that left us all feeling grateful and inspired to do more.

Suzy Stein  
Arbonne Independent Consultant  
734.604.7713  
[suzystein.arbonne.com](http://suzystein.arbonne.com)

# ABWA Fall Conference Report

by Claudia Morales, Maia Member, owner of Nutty Biscotti

## ABWA National Women's Leadership Conference through the eyes of a newcomer

In early September a group of us embarked on a trip to Colorado, to participate in ABWA's National Women's Leadership Conference. Before attending, as I inquired about this meeting and what it would be like, most people told me it was so great that it was hard to put it in words. Based on those conversations, my expectations were high!

As much as I would like to keep you in suspense... Right away I'll tell you, the experience did not disappoint! It was electrifying to be in a space with so many inspiring and gritty women, sharing knowledge and enjoying each other's company.

All speakers were fabulous, as you will be able to gather from our other attendee's reports. I would like to share a few takeaways from my personal favorite:

### Tracy LaTourrette - High Performance Leaders

- Talk about gritty!:
  - Tracy was nearly blind as a baby, but her mom persevered, not taking "no" from doctors. Tracy is now known as Colorado's First Lady Fighter Pilot --Code name Jackie O.
  - She graduated from the Airforce in a time where only a few women attended (22%).
  - Her husband was paralyzed in a scuba diving accident while on their family's dream vacation, and is currently working his way back to health. A few months before the talk, their family had just run a 5K together.
- To cultivate a Laser-Sharp Focus, use a VECTOR:
  - **V**erify the plan: Mission in, emotion out.
  - **E**liminate Distractions: Avoid Task overload, throttle back.



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- **Challenge yourself:** "Do what is hard to achieve what is great. Get over your fright of failure. Don't wait to be perfect, imperfect is perfect! SAY YES TO SUCCESS. Go from docile to DARING, from feeble to FIERCE!
- **Trust your team:** When you take care of your people, they take care of you
- **Opportunity:** DOTT: Do One Thing Today. "We don't choose our futures, we choose our habits and our habits choose our futures." Missed opportunities are okay, learn from them!
- **Replay the day (Debrief):** "What am I going to do about it?"

As much as I loved the speakers and the experience in general, the highlight of the trip for me was getting to know fellow Maia members better and making connections with other attendees, some of whom I became fast friends with. To top it all off, it was priceless to see two of our own winners up on the stage: Mary Cecanesse receiving the coveted DVP position and Sharon Walker receiving the Woman of the Year Award.

-Claudia Morales.



# ABWA Fall Conference Report

## by Janene Ternes, Maia Member, owner of Prayer in Motion

### Up Your Communications to the Next Level

Thank you for the scholarship to participate in the National Women's Leadership Conference this past fall. While there, I attended the Kansas University MBA Essentials class on *Communicating to Enhance your Professional Persona*. It was an amazing blend of lecture and hands-on practice in public speaking. While I do a lot of public speaking in my business, the content provided is also very useful for any time we need to speak to a group of people – at work, in volunteer organizations, or other areas of our lives.

### 7 Tips to be a great communicator

1. **Research you Audience** – Who are they, why are they there, what oppositional ideas might they have?
2. **Develop Credibility early in your talk** – Why should they listen to you? Share your expertise – both *Formal “Proofs”* like education, title, awards, years of experience, proficiency, etc. as well as *Informal “Proofs”* like your reputation, trust in the organization, soft skills – What credentials do you have that would mean something to your audience?
3. **Develop Rapport with the audience** – As your relationship with the audience increases, they will listen to you more
4. **Eliminate Fillers when you speak** – What words do you use to fill the time when you are thinking? Popular ones include ... um, ah, you know, well, like... If you aren't sure, ask your friends. They will know! Seek to eliminate the fillers and this will make you sound more knowledgeable. Simply allow a few moments of silence rather than trying to fill them with nonsense words.
5. **Movement Co-Speech Gestures** enhance your communications – Accentuate concepts by varying your pace, tone, and volume, pausing, repeating key ideas, gesturing. Use eye contact to build trust with the audience, increase audience engagement, and to gain insight into your audience responses.
6. **Use Stories in your communications** – to build trust and rapport, show that you are authentic, provide evidence of a success, motivate or inspire, create connection, persuade or amplify buy-in to an idea.
7. **Key Concepts of Stories:**
  - **Coherence** – Does the story make sense?
  - **Fidelity** – Does the story “ring true”?
  - **Identification** – Can the audience identify with the context?
  - **Values** – What values are you amplifying?

## Getting to Know Maia Members



**Alex Boseman**, joined Maia in October of 2022.

**1. What do you enjoy doing in your spare time?**

In my spare time I enjoy being with my family, traveling and exploring nature, yoga keeps me active, trying out new recipes in the kitchen and gardening in my backyard.

**2. What is your favorite food?**

Sushi

**3. What is your favorite movie or TV series?**

Blade Runner 2049 (I love sci-fi!)

**4. What is your favorite type of music (such as rock, jazz, classical, etc)?**

Anything that I can dance to. I love a modern take on neo soul that merges electronic and bluesy elements.

**5. If you enjoy reading, what book have you read recently that you would recommend?**

“Born to Shine: Do Good, Find Your Joy and Build a Life You Love,” by Kendra Scott

**6. Do you have any pets, and if not currently, what is a favorite pet you had in the past?**

I have a playful Bombay kitten and a cuddly Highland lynx cat.

Greetings Maia Members,

I have said many times, and will continue to say, that it is an honor to serve as your District V Vice President. As most of you know, I love connecting with people and this role has provided me that opportunity over and over, throughout the country.

Just as we have our District V DVP call, so do the other districts. I have the privilege of attending each of them. Even though we all follow similar formats, we learn from each other. I'm especially fortunate to serve on a National Board with eight dynamic women who care deeply about ABWA and want to make a difference.

I am learning about the roles of the National Office of ABWA as well as the National Board of Directors. The work at National is much more in-depth and involves so many more moving pieces than I ever realized. For example, securing new courses for us on the Apex Campus, such as the new Innovators Toolbox, takes negotiation and decision-making around what might be best for the members of ABWA; or organizing the more than 300 scholarship applications that arrive into the specific options available. We are fortunate to have these great people who work hard for us (and all of our scholarship applicants)

Connections are what drives me and I'm so grateful that many of our meetings are back to being in person. I've traveled to places I've never been before and even stayed at another ABWA sister's home (twice). What an awesome way to get to know others.

Thank you for supporting me in this journey – it is truly the trip of a lifetime!

Sincerely yours,

Mary Ceccanese  
2022-2023 District V Vice President  
2022-2023 SBMEF Trustee



# Mark Your Calendar!

## DVP Calls, 2023

**March 15, 7 p.m.**

May 17, 7 p.m.

July 19, 7 p.m.

September 20, 7 p.m.

Impact Scholarship Deadline to  
Submit Contribution – January 31

Regional Conference – March 10-11

Women's History Month – March 1-  
31

Spring Membership Drive – March 1-  
May 31

National Women's Leadership  
Conference – October 4-7

**Save the date: April 22, 2023**

Maia Chapter Spring Fundraiser  
***“Meet the Trail Blazers Among Us”***

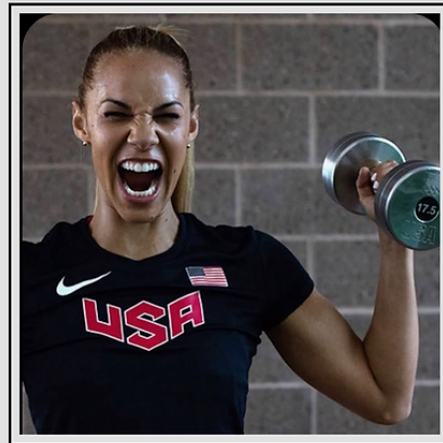
***Join our next planning session February 8 via Zoom.  
Watch your inbox for invitation from Suzy Stein.***

04.22.23  
*Save the Date*

ABWA-MAIA CHAPTER PRESENTS

**WOMEN TOGETHER 2023**  
**MEET THE TRAILBLAZERS AMONG US!**

A FUNDRAISER SUPPORTING ABWA-MAIA CHAPTER EDUCATION FUND



JOIN US IN PERSON  
FOR INSPIRING SPEAKERS, INCLUDING  
**CANDICE DAVIS-PRICE,**  
ELITE ATHLETE, TRAINER AND  
ON-SCREEN PERSONALITY

**MARK YOUR CALENDAR!**  
**FURTHER DETAILS TO COME!**





EASTERN MICHIGAN COUNCIL  
American Business Women's Association



*ABWA... The Journey of a Lifetime*

Speaker: Cheryl Blair,  
National President

Saturday, February 11, 2023

8:30 a.m. Networking - 9:00 a.m. Breakfast Meeting

\$25.00 per person

At Deer Lake Banquet Center

6167 White Lake Rd, Clarkston, MI 48346

For more information about the Eastern Michigan Council of ABWA, go to [www.abwa-emc.org](http://www.abwa-emc.org)

Questions? Call Julie Sullivan at (313) 285-2535 or e-mail [ABWAJulie@gmail.com](mailto:ABWAJulie@gmail.com)

**REGISTRATION DEADLINE: February 1, 2023**

**Early Registration: \$25 cash, check, Zelle / \$28 PayPal**

**After February 1st: \$30 cash, check, Zelle / \$33 PayPal**

PayPal / Zelle Registration: [www.abwa-emc.org/meetings](http://www.abwa-emc.org/meetings)

If you are paying by check:

Please make checks payable to ABWA

Mail payment and this form to:

Heather Naugler, P.O. Box 609 Goodrich, MI 48438



For reservation questions, please contact us at: [abwa.emc@gmail.com](mailto:abwa.emc@gmail.com)

Name \_\_\_\_\_

Chapter \_\_\_\_\_ Phone # \_\_\_\_\_

Other Attendees \_\_\_\_\_

\_\_\_\_\_

Total Amount Enclosed \_\_\_\_\_



Dear Maia members,

The **ABWA 2023 Virtual Regional Conference is on March 10-11!**

As a valued member, you will have the opportunity to have all, or part, of your conference early registration fee funded by the chapter. Our chapter budgeted \$1,500 for this event. The scholarships will be awarded in accordance with the Maia's Chapter Standing Rules..

Check out all the exciting topics at the conference! Click [right here](#) for more information. The charismatic speakers cover relevant, inspirational and practical topics that will enhance your work performance and life skills. There will also be opportunities to learn more about the organization, and meet women from all over the country.

**To apply and be eligible for a scholarship**, please review the details on the attached scholarship form. Complete, sign and return the form to Imm-Kee Lang ([immkeelang@gmail.com](mailto:immkeelang@gmail.com)) **by midnight, Tuesday, February 14..** Recipients of the scholarships will be notified by email and during the next monthly meeting.

*Go MAIA! Go ABWA! Go Blue!*

*Imm-Kee Lang*



Member Scholarship Application Form for the **ABWA 2023 Virtual Regional Conferences**  
**APPLICATION DEADLINE: Midnight Tuesday, February 14, 2023**

Maia Chapter's standing rules allow for the funding of the Regional Conference full early registration fee of \$279. Based on our Standing Rules, preference will be given first to all eligible primary members who have never received money from the Chapter to attend any ABWA conference if sufficient money is available (\$1500 budget). If not, the money will be split evenly between the eligible first-time conference applicants. After that, any remaining budgeted funds will be split evenly between all other eligible primary, and then secondary, member applicants.

If you are planning to attend the 2023 ABWA Regional Conference and would like to be considered for a scholarship that will pay up to the cost of the early registration fee (\$279), please complete the lower portion of this form. If you receive funding from your employer or other ABWA source, this amount will be counted towards your scholarship total.

Members eligible for chapter financial support are those who are active Maia members in good standing, based on the following criteria:

- Maia member for a minimum of 4 months and attended 4 out of the most recent 6 chapter meetings, staying until the business portion of the meeting is completed.
- National and Local dues are current and the member has no outstanding chapter debts.
- Participated on at least one committee or served on Maia's executive board during the past 3 months.

**Note:**

If you are a member scholarship recipient, you must attend seminars, workshops, and district gatherings and share information with Maia chapter within 90 days, either during a meeting or in the newsletter.

\*\*\*\*\*

Please read the statement below, sign, and return this form to Imm-Kee Lang (immkeelang@gmail.com)

*I acknowledge that I am a member in good standing and meet all other eligibility requirements. Please submit my name for a member scholarship for an ABWA 2022 Regional Conference. I understand that if I need to cancel my registration and/or for any reason do not attend the conference; I will bear the cost of any cancellation fee and reimburse the chapter for monies received.*

Click or tap here to enter text.

Name (printed)

Click or tap here to enter text.

Signature

Click or tap to enter a date.

Date

☐ I have NOT received a prior Maia Chapter member scholarship for any ABWA conference.

Maia Chapter of ABWA presents:



Mary Ceccanese, ABWA DVP 2023



**Maia Chapter**

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

The Mission of the American Business Women's Association is to bring together business women 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.

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)

\$20 by check  
\$22 by PayPal

## YOU Can Create Positive Change at Work!

**with Mary Ceccanese**

**ABWA 2023 District V Vice President**

**Owner, Dynamic Connections, LLC**

**Co-author, "You Can Create Positive Change at Work"**

**Tuesday, February 21, 2023, 6-8pm**

***\*in person or on Zoom\****

**at the Ann Arbor Alpha Koney Banquet Room**

**4389 Jackson Rd, Ann Arbor**

Did you realize that you spend most of your waking hours at work? Are you on a team that could use ideas to work more effectively and efficiently? Then this presentation is for you! I will address the four building blocks (FUSEs) to help create and sustain productive teams and workplaces - Forging a Positive Workplace; The Upside of Change; A Strengths-Based Approach; and Engage in High-Quality Connections.

### ~Schedule for the Evening~

6:00 pm - Informal networking/order dinner  
6:30 pm - Dinner/Welcome and introductions  
6:45 pm - Business meeting  
7:00 pm - Program  
7:45 pm - Roundtable  
7:55 pm - Closing

**Register online at [abwa-maia.org/events](http://abwa-maia.org/events).**

**This is a HYBRID event.**

**Zoom link provided to registrants.**

**Dinner Included**

**[Register online at: abwa-maia.org/events](http://abwa-maia.org/events)**

## Reminder from Eastern Michigan Council

There is a **MLive Women's Summit, on May 16, 2023 in Lansing**. The day will kick off with Mentoring Monday, and here are some of the topics/mentors being covered!

- Leading with Joy – Tonya Berry, Consumers Energy
- Networking in a Hybrid World – Jamie Cooper, Sensi Connects
- Thriving in a Male Dominated Environment – Lynn Chen – Zhang, Zhang Financial
- Self Love – Mama Sol
- Creating Your Own Opportunities – Cindy Bowen, Crowne Plaza Lansing West

You are invited to join them for this morning of inspiration, or the first ever Women Who Shape the State Awards, or both! As members of the Eastern Michigan Council of ABWA I am hopeful you can share this event with women in your local chapter and the discount code **ABWA20** for 20% off tickets!

You can learn more about the event, it's speakers, and mentors here:  
<https://events.mlive.com/womenssummit>

Kind Regards,

Kelle Hruska  
Chair Eastern Michigan Council  
American Business Women's Association  
Mobile: 248.933.4736  
[Linktr.ee/abwaemc](https://linktr.ee/abwaemc)

## Maia Chapter

Maia Chapter meets the 3rd Tuesday of every month at 6:15 pm EST. Visit [www.abwa-maia.org](http://www.abwa-maia.org) or follow us on social media to find out if we are meeting virtually or in person (Original Cottage Inn, Ann Arbor, Michigan).



### 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 enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

### Contact Us

ABWA Maia Chapter  
Ann Arbor, Michigan  
[ABWAMAiaChapter@gmail.com](mailto:ABWAMAiaChapter@gmail.com)  
[www.abwa-maia.org](http://www.abwa-maia.org)

### WE ARE

Changing Women's Lives...

#### Executive Team

President:

**Suzy Stein**

Vice President:

**Gwendolyn Guy**

Secretary:

**Laurie Pettigrew**

Treasurer:

**Wiebke Hagendorf-Schroeter**

#### Committee Chairs

Education:

**Imm-Kee Lang**

Fundraising:

**Suzy Stein**

Membership:

**Sharon Walker**

Newsletter:

**Mary Shindell**

Professional Development:

**Mary Ceccanese**

Publicity:

**Angela O'Bey-Young**