

Achieve

ISSUE
4
2022

ABWA PERSPECTIVES

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TOWARDS TOMORROW

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

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.

Is Online or In-Person More Creative?



(estimated read time - 3.5 minutes)

The short answer? **BOTH**. Or **NEITHER**. It's solely dependent on how the meeting is structured and managed.

A recent study found that online interactions result in less creativity than face-to-face. The reason: when online, people mostly stare at the screen, rather than letting their eyes wander around, which sparks more divergent thought. But the flaw with this study was that the conditions that actually result in creative thinking were not set; not in the online nor the in-person experiments. So, even though the in-person interactions were slightly more creative, neither were very creative at all, in the absolute.

Effective creative thinking requires adherence to specific guidelines. If done casually, without guidelines, it won't be effective regardless of online or in-person.

10 Rules for Brainstorming Success – In any environment.

Rule #1: Free them from the fear. It's very difficult for people to share ideas if they're concerned about negative consequences. A climate that helps people get past the fear is critical. One key principle is to prohibit any evaluation (even positive evaluation) during the idea generation phase. All evaluation occurs only after idea generation is complete.

Rule #2: Use the power of the group. Build, combine, and create new ideas in the moment. Don't just collect ideas that people have already had. *The building and combining is where the magic happens.* Break up into pairs or small groups to encourage even more building and combining.

continued on page 5



DELL Technologies

Members receive exclusive discounts. Access your additional **5-10%** savings by visiting **www.Dell.com/ABWA** or call **855-900-5548** to speak with a Small Business Advisor. Contact ABWA's Account Executive, Amy, at **Amy_Henry@dell.com** with any questions.

Important deadlines and events your league won't want to miss!

dates to remember

August 15

- Send names of league officers and committee chairs to ABWA National

September - November

- Fall Membership Campaign

September 8-10

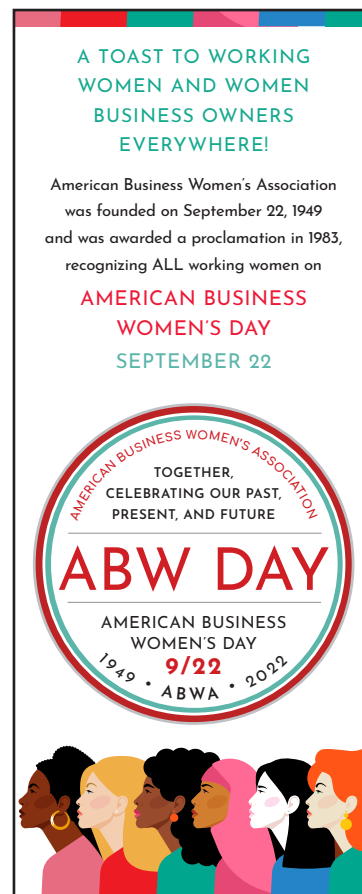
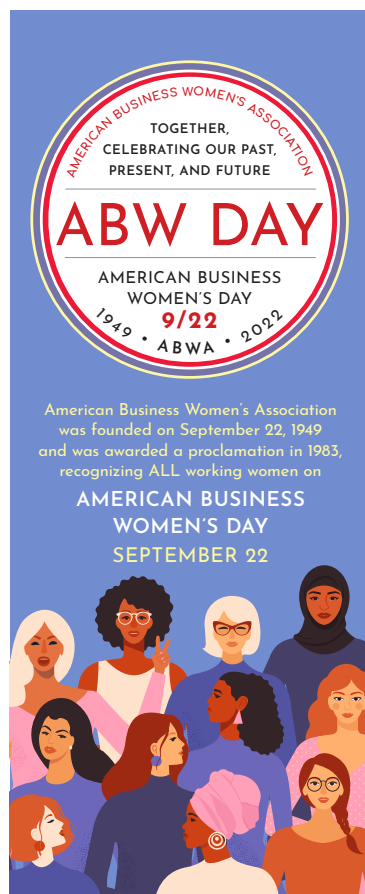
- National Women's Leadership Conference in Westminster, Colorado

September 22

- **American Business Women's Day:** The first American Business Women's Day (ABW Day) was celebrated in 1982. It is a national day for Americans to recognize the achievements of not only ABWA members but also the millions of employed women in the U.S. In 1983 and 1986, joint congressional resolutions were passed designating a national observance of Sept. 22 as American Business Women's Day. And following each resolution, President Ronald Reagan issued a presidential proclamation.

PROMOTE ABW DAY!

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Neha Nair

Regional Sales Associate, Fisher Investments

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Rule #3: Get outside stimulus. Asking the same people to sit in the same place and review the same information won't result in exciting, new ideas. Talk to your customers, talk to other experts, explore what other industries are doing. Have the in-person meeting in a park or museum. If online, mail everyone some dollar-store toys in advance, or play music or show unusual pictures.

Rule #4: Encourage the crazy. Something often heard at the beginning of a brainstorming: "Every idea is a good idea." Followed by a collective eye roll because no one believes it. While it's not true that every idea is a practical idea, **it is true that every idea can offer useful stimulus for additional ideas.** Sometimes ideas thrown in as jokes can be the spark that leads to new direction and a winning idea. So allow, encourage, and use every idea, even if only for creative fodder.

Rule #5: It's a numbers game. The more "at bats" you have, the more likely you are to hit a home-run. Drive for quantity. Ensure the session is long enough to generate lots. If you only spend 10 minutes, don't expect great results.

Rule #6: Laugh a lot. Humor stimulates creativity, so let it happen. One easy way - have everyone introduce themselves by answering a fun or silly question. Here's one used in a session in December - "What's something you DON'T need more of for the holidays?" The resulting answers were hilarious, and some even started sparking real ideas!

Rule #7: Homework is required. Both individual and group efforts are critical for success. Insist on individual preparation. Ensure everyone knows the goal, and ask them to do some homework in advance.

Rule #8: It's not casual. Effective brainstorming requires skillful facilitation, which is a different set of skills from managing other meeting types. There must be a designated facilitator, who is NOT the primary problem owner. The role of the facilitator is to

objectively manage the process. Ideally, the facilitator should be someone who has no stake in the outcome and can remain neutral to all content. Designate a facilitator far enough in advance that the person has time to fully plan the session, and potentially to study up on how to do it well.

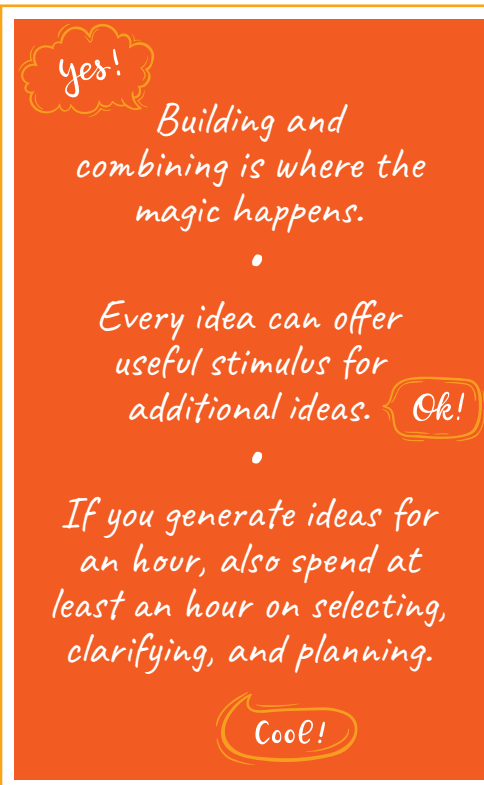
Rule #9: If it looks like a duck, but doesn't act like a duck, it's not a duck. If you can't, or don't intend to, follow the guidelines

for successful brainstorming, then don't call it brainstorming. For example, a meeting that just becomes a stage for one person to spout their opinions isn't useful. And if a brainstorming is not organized and structured appropriately, everyone will feel how ineffective it is, and they'll be sure to skip your next session. So, either set up for success, or don't bother.

Rule #10: You're not done until you decide. Everyone has been in this situation; it's the end of a brainstorming session, a long list of ideas has been created, and someone volunteers to type up the list. And.... that's it. There's no action, or at least none that we're aware of. It's demotivating to spend time and energy generating ideas only to feel they went nowhere. Plan time for selecting and prioritizing the ideas during the session. Spend at least an equal amount of time on converging as you do on diverging. Yes, you read that right. **If**

you generate ideas for an hour, also spend at least an hour on selecting, clarifying, and planning. If you leave with a huge list of nebulous, potential ideas, that's not success. The outcome should be a short list of clear ideas, and a plan for action.

Whether in-person or online, creativity happens when the correct conditions are set. If you're doing it casually, without guidelines, and without skillful facilitation, it may not be tremendously effective. However, with appropriate focus on the process and environment, and by following these rules, you can effectively generate creative solutions in any setting.



SUSAN ROBERTSON empowers individuals, teams, and organizations to more nimbly adapt to change, by transforming thinking from "why we can't" to "how might we?" She is a creative thinking expert with over 20 years of experience speaking and coaching

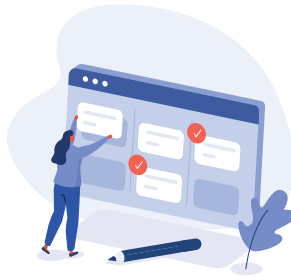
in Fortune 500 companies. As an instructor on applied creativity at Harvard, Susan brings a scientific foundation to enhancing human creativity. To learn more, please go to: <https://susanrobertson.co/>



Why Non-Recruiters Are The Best Recruiters You Have

Not every recruiter can be an engineer, or hair stylist, or accountant. They know how to hire these roles, but not how to become them. On the flip side, it's not as hard for every employee to act as a recruiter. In fact, recruiting power in each employee is often unrealized because we're so busy relying on recruiters to be the only one recruiting.

There was an incredible program once developed for a service industry. Every manager in this company went through training to both spot and learn how to engage with potential candidates. A calling card was available to hand out to potential superstars and managers could facilitate an introduction to a



(estimated read time - 2.5 minutes)

recruiter. The candidate would always get a call and the managers received a referral bonus if there was a connection with the candidate – even if they were not hired. The company paid managers for this time, and with a 20% success rate, a fruitful pipeline of high-quality candidates emerged.

What they learned was just giving out the cards wasn't enough – managers needed training to know what to look for! They needed a little of that magical recruiter eye. If a 20% success rate using resources you already have isn't convincing enough, here are six more reasons why non-recruiters are the best recruiters you have:



1 They far surpass your post and pray method.

We know a lot of recruiters do this – get the generic job ad posted everywhere, then wait. You may get hundreds of applications, but most of them are not the right fit or don't have the right experience. You end up spending heaps of time reading resumes that are not the right fit. This is not a strategic approach (or an effective one!). You need to do more than passively wait for people to come to you and investing in your untapped recruiting potential is a fantastic way to build your pipeline of better candidates.



2 Your employees, hiring managers, and top performers have a very clear idea of who they want to work beside and what it takes to be successful at your company.

Once they know what roles you're hiring for, give them tools to help you – train them on how to be a recruiter so everyone is looking for talent that makes the workday, the product, and the customer experience better. Everyone wins when you do this and you become less fixated on referral rewards, and more excited about the benefit of the team. Don't lose sight of that recognition for their efforts to help with recruiting – it is important too. It may not be as motivating to get the right talent if you're offering a bonus for volume of resumes over spotted potential talent.



3 You can motivate and inspire your own team helping find key talent in personal and visible ways.

Who wouldn't want to be celebrated for their part in building a great workplace for themselves and their peers? One way to do this is to share broadly the talent each employee has brought into the team and thank them for it. Thank them in front of the company and through gestures that don't come with strings – this means you shouldn't hold referral bonuses for months on end to see if the new person works out. Their job was to bring someone amazing into the organization and they did that!

continued on page 7



If you can work fast to meet these candidates the non-recruiters bring you, they will want to do it more and feel more credible wearing their recruiting hat.

You may need to update your processes to be able to move faster to connect with this spotted talent. Don't make them go through a long process or wonder if you're going to get back to someone. This will not encourage them to bring you more superstars. Be ready to follow up with every single person the non-recruiters spot and refer!



If they have the time, they can be very effective.

Think about the value of giving them one hour away from their day job to find you two more top performers like them. Giving the non-recruiters time to act as recruiters means paid time, or extra time paid to do this work that is so valuable. Asking people to do work that is not in scope is a terrible experience and does not entice them to say nice things about your brand or the culture. It suggests you don't value their time! Think about a few hours per week that they can be compensated to call people, go on LinkedIn to ask people if they are interested, or follow up with their professional associations. It will go a long way and help them feel good about helping in this effort.



They don't need a lot to feel appreciated.

Make sure you have a planned approach to show them that you value their effort, and that you are happy to have them helping bring the best people to join you. Beyond the splashy recognition that you can get into, take notice of the simple things in being thankful for their effort. They are giving their time and expertise to the process and learning how to be a non-recruiter does take a little bit of investment. Spend your money on a solid program that is easy to work with, giving time and resources to the training, and help your employees develop the skills to look for what you need – it's an easy way to show appreciation for the huge scale you can get in your recruiting efforts.



As with all programs, you need every stakeholder to be on board for it to be successful. While you're investing in great programs and recognition for this stretch role outside of the recruiting team, make sure your recruiters are on board with the plans. They are the best teachers and advocates to help make this a success, but they can also derail your efforts mightily. Don't let your recruiters get territorial with their efforts. It's critical that they understand the goal is not to replace them, or that their work is not valued. This is a way to scale the recruiting function and have the best people possible helping fill each open role on your team. If everyone can come to work with the mindset that it is part of everyone's job to attract the best talent – especially in mid and large companies – everyone wins!

JEREMY ESKENAZI, SPHR, SHRM-SCP, CMC, is the founder of Riviera Advisors, a boutique talent acquisition optimization consulting firm. Riviera Advisors does not headhunt, it specializes in recruitment training and strategy consulting, helping global HR leaders transform how they attract top talent. From best practice recruiting, to improving speed to hire, to candidate experience, Riviera Advisors is a go-to place for strategic talent advisors. For more information, visit www.RivieraAdvisors.com.

CELEBRATING OUR MEMBER ANNIVERSARIES



KATHY GALLAGHER
Coral Springs Charter
Chapter
Coral Springs, FL

DONNA PADGUG
Jax River City Chapter
Jacksonville, FL

JILL RITTER
Northeast Sunrise
Chapter
Oscoda, MI

ANGILA ERVIN
Cy-Fair Express Network
Cypress, TX

GLORIA LINDSAY
National Member
Fountain Valley, CA



ANITA CARBONE
Oceanside Charter
Chapter
Melbourne, FL

SALLY PIERCE
Pathfinder Chapter
Fremont, CA

YVONNE RANDALL
National Member
Las Vegas, NV

JUNE SMITH
National Member
Delray Beach, FL

NAOMI SOLIDAY
Parvenu Bossier
Charter Chapter
Shreveport, LA

GAIL FRAHM
Cass River Charter
Chapter
Frankenmuth, MI

MARY VINSON
Heart of the
Piedmont Chapter
Greensboro, NC



MARY LOGUE
Palms of Edisonia
Chapter
Cape Coral, FL

IRENE MOEN
National Member
Yakima, WA

CAROLYN CRANE
National Member
Petersburg, VA

SANDRA OVERSTREET
Cities by the Bay Chapter
Oakland, CA

DIANE PALMER
Orlando Action Chapter
Orlando, FL

KATHY SORRELL
Oceanside Charter
Chapter
Melbourne, FL



CYD BERRY-RICE
Indianapolis Charter
Chapter
Indianapolis, IN

GLORIA BOWENS
Polaris Chapter
Huber Heights, OH

JULIA COOPER
Lancaster Area Express
Network
Lancaster, PA

HAZEL FIELDS
DeSoto Charter Chapter
DeSoto, TX

CONNIE GERKEN
National Member
Lancaster, OH

PEGGY HIGGINS
National Member
Garner, NC

ZELMA JOHNSTONE
National Member
Richmond, VA

ENOLA MIXON
National Member
Greensboro, NC

SANFORD SAUNDERS
National Member
Danville, VA

MARY LOU SHIPPE
D. C. Charter Chapter
Washington, D.C.

MILDRED SMALLS
Polaris Chapter
Huber Heights, OH

VIVIAN STUART
Nu-Lite Chapter
Bloomfield Hill, MI

ALICE STUFF
Acropolis Chapter
Little Rock, AR

MONA TAPPAN
National Member
Pueblo, CO

JANN TEMPLIN
National Member
Mokena, IL



RITA BOYL
Greater Oakland
Charter Chapter
Clarkston, MI

BEVERLY BROWNELL
National Member
Oak Hills, CA

DELIA CESENA
National Member
Stockton, CA

LANICE DRAPER
National Member
Carroll, IA

ROSE ELLIOTT
Raintree Chapter
New Castle, IN

SUSAN GUIDROZ
National Member
Lansing, MI

EUNICE HOWARD
National Member
Surprise AZ

OTILIA MILLER
Acropolis Chapter
Little Rock, AR

BILLIE MILLS
Dynamic Connections
Chapter
Kansas City, MO

REBECCA ROUTH
Mid Day Professionals
Chapter
Bennett, NC

SHIRLEY WHITNEY
National Member
Winter Haven, FL

**RACHEL HOOVER**

Heart of the Piedmont
Chapter
Greensboro, NC

DEE DEE LEHNER

National Member
Lutz, FL

MILDRED NEWMAN

National Member
London, OH

ADELAIDE STEPHENS

National Member
Moss, TN

PHYLLIS TAYLOR

National Member
Richmond, VA

MADELON WEOT

National Member
Boca Raton, FL

BARBARA WOOD

National Member
Sanford, NC

**MARTHA CONSIDINE**

Emerald Coast Chapter
Fort Walton Beach, FL

SUE HENDERSON

National Member
Danville VA

ESTHER KING

Graham Charter Chapter
Graham, NC

**DOROTHY MARTIN**

National Member
China Spring, TX

MARY SPRINGER

National Member
Henderson, KY

CELEBRATING OUR AUGUST LEAGUE ANNIVERSARIES

**ALABAMA LEADING
LADIES CHAPTER,**
Madison, AL
celebrating 1 year

**ROCHESTER CHARTER
CHAPTER**
Rochester, MN
celebrating 55 years

**HOMESTEAD CHARTER
CHAPTER**
Homestead, FL
celebrating 45 years

**CHARISMA CHARTER
CHAPTER**
Carrollton, TX
celebrating 50 years



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ABWA has teamed up with **The Business Source** to offer concise summaries of books you need to read. Each month, you'll learn best practices and gain powerful insights from leading-edge thinkers, industry experts, and world-renowned business gurus...and the summaries take less than 20 minutes to read or listen to! Best of all, we've arranged a **special price specially for ABWA members: 70% off the regular price (a savings of \$91)!**

Watch for emails in September 2022 for information on how to sign up during the limited enrollment period.

LOOKED WHAT YOU MISSED

#1 New York Times Best Seller! One reviewer wrote: Ms. Brené Brown has taught us what it means to dare greatly, rise strong, and brave the wilderness. Now, based on new research conducted with leaders, change makers, and culture shifters, she's showing us how to put those ideas into practice so we can step up and lead.



THE BUSINESS SOURCE

SBMEF 2021-2022

Past President's
Scholarship
\$5000

ERIN SUH

attending University of
Georgia Honors College



National Scholarship
in Honor of
First Responders
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MARILYN ARCE GOMEZ

attending University of
Nevada, Reno



National Scholarship Recipients



National Scholarship
in memory of beloved
member, Sheri Parrack
\$3500

TOOBA ALI

attending Wharton's School
of Business, University of
Pennsylvania



Nancy Griffin Legacy
Endowment
\$2500

CHELSEA SEELBINDER

attending Rocky Vista
University



STEPHEN BUFTON MEMORIAL EDUCATIONAL FUND

2021-2022 Outright Grant Recipients

District 1

Eryn LaLonde

*attending University of Central Florida,
Lakeland Downtown Chapter*

District 2

Signe Elder

*attending West Texas A & M University
Lubbock Area Lights Chapter*

District 3

Tori Ward

*attending Kansas State University
Kansas City Express Network*

District 4

Sarah Parvin

*attending Western Carolina University
Heart of the Piedmont Chapter*

District 5

Tara Keller

*attending Cedarville University
Cass River Charter Chapter*

Kristen Garrison

*attending Indiana Wesleyan University
Monument Star Chapter*

2021-2022 Business Skills Tuition Reimbursements Recipients

District 1

Norvia Frazier

EmpowerHer Chapter

Retoin George

Golden Dome Chapter

Anita Wilson

Golden Dome Chapter

Trina Kingery

Lakeland Downtown Chapter

Lisa Gray

Lakeland Downtown Chapter

Carol Sinks

Palms of Edisonia Chapter

Marletta Short

Palms of Edisonia Chapter

Jacqueline Walker

*Women Connecting
Women Chapter*

District 2

Diana Saufley

*Houston Area Professional
Express Network*

District 3

Tamara Mapes

Ad Astra Chapter

Nancy Griffin

Ad Astra Chapter

District 5

Marilyn Lash

*Greater Oakland
Charter Chapter*

District 6

Velma Landers

*Enterprising Women
Networking SF Chapter*

Deborah Derham

Pathfinder Chapter

Robin Sawamura

Pathfinder Chapter

2021-2022 Impact Scholarship Recipients

District 1

Trinity Armstrong, attending
College of Central Florida
Eight Flags Charter Chapter

Madison Miller, attending
University of West Florida
Emerald Coast Chapter

Samantha Braddy, attending
Kennesaw State University
Harris County Charter Chapter

Eryn LaLonde, attending
University of Central Florida
Lakeland Downtown Chapter

Elizabeth Eskildsen, attending
Florida Institute of Technology
Oceanside Charter Chapter

Nadia White, attending
University of Florida
Orange Park Charter Chapter

Kiley Rydberg, attending
University of Florida
Punta Gorda Charter Chapter

Ana Beltran, attending
University of South Florida
Sunset Chapter

District 2

Rebekah Willoughby, attending
Louisiana State University
Crescent City Connections
Express Network

Spencer Protti, attending
Louisiana State University
Crescent City Connections
Express Network

Jasmine Gray, attending
Louisiana State University
Crescent City Connections
Express Network

Rachel Nessel, attending
University of Houston
Victoria Professional Express
Network

Rose Bermea, attending *Victoria College*
Victoria Professional Express
Network

District 3

Jamike Unoke, attending
University of Kansas
Golden Royalties Chapter

Brieana Fortner, attending
University of Nebraska
Greater Des Moines Noon Chapter

District 4

Shayna Lloyd, attending *University of North Carolina*
Heart of the Piedmont Chapter

Laniya Ariel Duncan, attending
St. Mary's College
Oxon Hill Charter Chapter

Helen Gibson, attending
D'Youville University
Western New York Charter
Chapter

District 5

Olivia Toppi, attending *Ferris State University*
Northeast Sunrise Chapter

Arryiana Holiday, attending
Michigan State University
Nu-Lite Chapter

Gabrielle Hanna, attending
Indiana University
Women of Magnitude Express
Network

Ella DeGraw, attending *University of Michigan*
Greater Oakland Charter Chapter

Alaina Taylor, attending *Saginaw Valley State University*
Greater Oakland Charter Chapter

Elizabeth Kwast, attending *Ferris State University*
Novi Oaks Charter Chapter

Kaitlyn Pratt, attending *Ferris State University*
Novi Oaks Charter Chapter

District 6

Bella Glasson, attending
University of Alabama
Bay Area Business Express Network

Amanda Haab, attending
Montana State University
Big Sky Chapter

Carmen Robinson, attending
Helena College
Big Sky Chapter

Namie Sato, attending *University of Hawaii – Manoa*
Na Kilohana O Wahine Chapter

Aashna Patel, attending *Ohlone Community College*
Pathfinder Chapter in Memory
of Polly Olsen

Disha Yadav, attending *University of California*
Pathfinder Chapter

Riley Holiman, attending *Grand Canyon University*
Territorial Charter Chapter

Karla Arambula Mata, attending
Arizona Western College
Territorial Charter Chapter

Karen Gonzalez, attending *Imperial Valley College*
Trendsetter Chapter

Hannah Wilchss, attending *Imperial Valley College*
Trendsetter Chapter

Nancy Coronel, attending *University of California*
Wind Song Charter Chapter



Recipients of the ABWA and Northcentral University full-tuition master's scholarship



AMBER RICHARDSON

National Member

"Awesome, that is so great! I am on vacation right now, so this will make the week extra special. I am at a loss for words!" That is what Amber Richardson said when she was told she will receive the ABWA-NCU Scholarship from Northcentral University. Amber's name was announced Tuesday, August 9, at the final Summer Solstice Series, by Heather Millward, who handles strategic partnerships for NCU.

A National Member from District IV, Amber works for Lamar Advertising in Syracuse New York.

Amber is a native from New York and graduated from University of Albany in New York. She started at Lamar Advertising in 2016 in the sales department and is currently an Account Executive. She credits Lamar with helping her grow professionally and personally. Amber received an extra boost when she joined Lamar's Women's Leadership Network. This has given Amber the next steps to grow in the company.

Amber has been married for seven years and has two 'fur' children. Outside of the office, Amber enjoys the great outdoors, hiking and paddleboarding on the many lakes.



SHONITA R. MONTFORD

EmpowerHer Chapter

The second ABWA-NCU scholarship recipient is Shonita R. Montford, a member of the EmpowerHer Chapter in Orangeburg, SC.

Shonita has twenty-three years of experience teaching business education. She graduated from Ramapo College in New Jersey with a degree in Business Administration and a concentration in Computer Information Systems. She fell in love with the friendly smiles and southern hospitality South Carolina offered and decided to make it her new home.

In 2012 Shonita left the classroom to work as a caseworker for the South Carolina Department of Corrections. One day an inmate stated, "I wish I had a teacher to help me in high school the way you help us here, maybe I would not be in prison now." This statement propelled Shonita to return to teaching.

Ms. Montford is employed with Orangeburg County School District in South Carolina as a business education and computer science teacher. Also, Shonita owns Shonita-Rachelle, LLC., a motivational and professional development company that offers virtual and in-person presentations, mentorship to young women, as well as virtual party planning events.

Shonita said pursuing an advance degree in Educational Leadership will give her the tools to apply new theories to teaching methods, enhance time management and presentation skills, and promote diverse educational experiences.

Programs That Meet Your Needs

Northcentral University has robust online graduate and doctoral programs, including:

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Giordan L., 2020 Graduate

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• COMING HOME TO ABWA •



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TOWARDS TOMORROW



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NATIONAL WOMEN'S
LEADERSHIP CONFERENCE

September 8-10, 2022 *live!*

in Westminster, Colorado



• COMING HOME TO ABWA •

AMERICAN BUSINESS WOMEN'S ASSOCIATION

2022 NATIONAL WOMEN'S LEADERSHIP CONFERENCE

September 8-10, 2022 • Agenda

All sessions are scheduled in
MOUNTAIN TIME

The three-day National Women's Leadership Conference is a valuable and uplifting experience that will foster new thinking, idea generation, and the expansion of perspectives, making you a more effective leader. Featured in this year's line-up are impactful keynotes, influential business experts, major supporters of women in business, and interactive breakout sessions on topical subjects like leadership, communication, and innovation.



NOTICE OF THE ANNUAL MEETING OF THE MEMBERSHIP

Notice is hereby given that the 2022 Annual Meeting of the Membership of the American Business Women's Association will be held at the Marriott Westminster at Church Ranch in Westminster, Colorado on September 8, 2022. The purpose of this meeting shall be to



elect the national officers and trustees for the ensuing term and to transact business as may properly come before the said meeting. Dated at Muncie, Indiana, June, 21, 2022.

— CHERYL BLAIR, 2021-2022
National Secretary-Treasurer

Pre-Conference / **WEDNESDAY - SEPTEMBER 7, 2022**

9:00 a.m. to 11:30 a.m. **Ambassador Meeting**
2:00 p.m.-5:00 p.m. **Registration and Exhibits Open**

DAY ONE / **THURSDAY - SEPTEMBER 8, 2022**

GENERAL SESSIONS *(open to all conference attendees)*

7:00 a.m. to 7:30 a.m. **Welcome, Recognition and Accolades**
René Street, Executive Director

7:30 a.m. to 8:15 a.m. **Meet the Candidates Reception**

8:30 a.m. to 10:30 a.m. **Annual Meeting**
Presiding - **Trina Nkhazi**, National President
Outgoing Officer's Message
National Secretary-Treasurer's Report
Credentials Committee Report
Introduction of DVP Candidates
Introduction of Officer Candidates

10:30 a.m. to 12:30 p.m. **Electronic Voting and Run-Offs**

1:00 p.m. to 1:15 p.m. **Installation of Officers and Meeting Adjourned**

3:00 p.m. to 4:00 p.m. **Keynote Presenter/TAMARA GHANDOUR :**
Moving at the Speed of Innovation

4:00 p.m. to 5:45 p.m. **Keynote Presenter/Breakout Session**
with TRACY LATOURRETTE :
Top Gun Leaders – Top Gun Life

5:45 p.m. to 7:00 p.m. **Networking and Exhibitor Shopping**

7:00 p.m. to 9:00 p.m. **Movie Night and Book Signing**
with SARAH MOSHMAN :
The Empowerment Project



Yes! This is a **LIVE** event!

DAY TWO / FRIDAY - SEPTEMBER 9, 2022

GENERAL SESSIONS (open to all conference attendees)

8:45 a.m. to 10:00 a.m. Accolades followed by
Keynote Presenter,
SARAH MOSHMAN :
Being Bold and Naïve



7:00 p.m. to 10:00 p.m. Best Practices Awards and ABWA
After Hours Dance Party with The Radio Band!

TRACK A: Enhance Your Professional Persona

ABWA-KU MBA Essentials
(valued at 1.2 Continuing Educational Units)

10:30 a.m. to 12:30 p.m. (2 hr. class time)

12:30 p.m. to 2:00 p.m. (on your own)

2:00 p.m. to 4:30 p.m. (2.5 hr. class time)



TRACK B: Developing Your Visual IQ – How Visualizing Makes You Smarter - Professional Development Session

10:30 a.m. to 1:30 p.m. (3 hr. class time)



DAY THREE / SATURDAY - SEPTEMBER 10, 2022

GENERAL SESSIONS (open to all conference attendees)

7:30 a.m. to 8:00 a.m. ABWA-KU MBA Essentials Graduation
and Apex Recognition

1:00 p.m. to 2:15 p.m. Top Ten Business Women and
Women of the Year Luncheon

4:00 p.m. to Close Keynote Presenter,
EDDIE SLOWIKOWSKI :
Becoming the "Better" Version of You
and Closing Reception



TRACK A: Enhance Your Professional Persona

ABWA-KU MBA Essentials
(valued at 1.2 Continuing Educational Units)

8:00 a.m. to 11:30 a.m. (3.5 hr. class time)



TRACK B: Fundamental Beliefs of Trust & Inspire Leaders - Professional Development Session

8:00 a.m. to 11:00 a.m. (3 hr. class time)



2023 TOP TEN BUSINESS WOMEN • acknowledgement of achievement



Congratulations to the 2023 Top Ten Business Women of ABWA!

As a leading organization for working women, the American Business Women's Association takes recognition to a national level with the prestigious Top Ten Business Women of ABWA program. The Top Ten is the highest honor awarded to a member in ABWA. These women are applauded for their career accomplishments, community involvement and of course, their contribution to ABWA.



**DR. KA'RYN
HOLDER-JACKSON**
Enterprising Women
Networking SF Chapter
San Francisco, California



AMBER CLARK
Harris County
Charter Chapter
Cataula, Georgia



**YOLANDA DENISE
JOHNSON**
Maryland Capital Chapter
Annapolis, Maryland



**DR. SANDRA S.
NEWSOME**
Oxon Hill Charter Chapter
Greenbelt, Maryland



LINDA HOUGH-HICKS
Columbia Triad Chapter
Columbia, South Carolina



**BARBARA
HOWELL BARACH**
Crescent City Connections
Express Network
Metairie, Louisiana



BELINDA CLARK
Airport Charter Chapter
College Park, Georgia



BRENDA E. AUSTIN
EmpowerHer Chapter
Orangeburg,
South Carolina



ROBIN K. TAYLOR
Leading Women's
Express Network
Bryan, Texas



SHARON R. WALKER
Maia Chapter
Ann Arbor, Michigan

2023 TOP TEN NOMINEES • acknowledgement of achievement

**Carole Arnold**

Women Growing Together Express
Network / Victoria, TX

Brenda E. Austin

EmpowerHer Chapter / Orangeburg, SC

Barbara Howell Barach

Crescent City Connections Express
Network / Metairie, LA

Gayle Bramson

Coral Springs Charter Chapter /
Coral Springs, FL

Amber Clark

Harris County Charter Chapter /
Cataula, GA

Belinda Clark

Airport Charter Chapter /
College Park, GA

Charlotte Denise Collins

Golden Royalties Chapter /
Kansas City, KS

Cathy Conrad

Houston Area Professional Express
Network / Houston, TX

Veronica Cruz

Novi Oaks Charter Chapter / Novi, MI

Angela Ellis

Blue Mountain Chapter / Harrisburg, PA

Michelle English

Douglas County Charter Chapter /
Douglasville, GA

Laura Gaida

Lakeland Downtown Chapter /
Lakeland, FL

Beyunker L. Gilbert

Pyramid Chapter / Atlanta, GA

Carolyn Graves

Palms of Edsonia Chapter /
Fort Myers, FL

Dr. Ka'ryn Holder-Jackson

Enterprising Women Networking SF
Chapter / San Francisco, CA

Linda Hough-Hicks

Columbia Triad Chapter / Columbia, SC

Shalia Johnson

Quincy Charter Chapter / Quincy, IL

Yolanda Denise Johnson

Maryland Capital Chapter /
Annapolis, MD

Sonya W. Lowe

Golden Dome Chapter / Atlanta, GA

Quinzetta McCray

Birmingham Charter Chapter /
Birmingham, AL

Leslie McMillin

Kansas City Express Network /
Overland Park, KS

Tawyna Moehlman

Bryan/College Station Charter Chapter /
College Station, TX

Debra Lee Nashed

Imperial River Chapter / Cape Coral, FL

Shirley A. New

Raintree Chapter / New Castle, IN

Dr. Sandra S. Newsome

Oxon Hill Charter Chapter /
Greenbelt, MD

Shannon L. Nichol

Ad Astra Chapter / Topeka, KS

Mary Lou Shippe

D.C. Charter Chapter /
Washington DC

Lori J. Stoltzfus

Lancaster Area Express Network /
Hershey, PA

Cheryl J. Swarts

Indianapolis Charter Chapter /
Indianapolis, IN

Janet Szymanski

Suburban Connection Charter /
Utica, MI

Robin K. Taylor

Leading Women Express Network /
Bryan, TX

Debi Trahan

South East Express Network /
Pearland, TX

Sharon R. Walker

Maia Chapter / Ann Arbor, MI

Debra Weilbacher

Dynamic Connections Chapter /
Blue Springs, MO



SHARE YOUR ABWA STORY!

You've already experienced the numerous ways that you can connect, learn and grow as a member in the American Business Women's Association. Now is the time to share your ABWA success story with friends, neighbors and business colleagues so they too, will join together towards tomorrow in the American Business Women's Association.

WHY ENCOURAGE OTHERS TO JOIN ABWA? THE REASONS ARE ENDLESS!

Collaborate with peers.

Develop leadership abilities.

Increase your network circle!

Learn new skills!

Engage your team!



ABWA's 2022 Fall Membership Campaign SEPT. 1 – NOV. 30

GET STARTED TODAY!

1. Set a membership recruitment goal of 1, 2, 3 or more new members.
2. Download the membership brochure and application from the National Resources and take them with you wherever you go!
3. Make a list of prospective members who would benefit from membership in ABWA.
4. Send your prospective members invites to your monthly Chapter/Express Network meeting.
5. Ask the prospective member to join and if they say "yes", assist them in the application process.
6. And when you recruit one, two or three new members, you will receive some fun (and valuable) gifts! *(while supplies last)*



LEVEL ONE

**WHEN YOU RECRUIT
ONE NEW MEMBER**

Keep drained batteries at bay with this clever charging pad that easily energizes your tech devices. It's sure to add a sleek and stylish touch to your space. 3.5" w x 3.5" h with 39" USB cord included.

Compatible with Apple, Samsung, etc.

Catapult your career!



LEVEL TWO

**WHEN YOU RECRUIT
TWO NEW MEMBERS**

A Perfect Pairing!
Your morning cup of coffee or tea just got a brilliant upgrade. This stainless steel mug carries up to 18 ounces of your favorite drink. 4.0" w x 8.75" h

Plus! Keep your head-to-toe look classic and cohesive with these striking socks in a wardrobe-friendly pattern.

Fits US women's size 5-10

Support women in the workplace.



LEVEL THREE

**WHEN YOU RECRUIT
THREE NEW MEMBERS**

Morning cups of coffee, afternoon naps, nights curled up on the couch — this cozy solid fleece throw blanket becomes a 24/7 favorite! 50" w x 80" h

BONUS!

When you recruit 3 or more new members you will be entered into a drawing for the **Fall Membership Bonus Incentive** including a weekend travel bag, travel neck pillow, and ear bud holder in Citrus paisley valued over \$150!



Get the recognition you deserve...

Connect, learn and grow!



ABWA'S CONNECT, LEARN AND GROW OPPORTUNITIES

APEX COURSES

DAILY MANAGEMENT WORKSHOP

August 1st - 31st, 2022

This course is a next step to our previous course **Daily Management Systems.*

A Daily Management System enables an organization to meet daily operational goals while sustaining improvement long term. Join presenter Joe Murli in learning more about Daily Management Systems.



DAILY ACCOUNTABILITY PROCESS WORKSHOP

September 1st - October 31st, 2022

This course is a next step to our previous course **Daily Accountability Systems.*

The Daily Accountability Process is a way of involving people at all levels of the organization in checking whether its on-track for goals, projects and performance metrics. Go further into the topic of Daily Accountability Process with these supplementary videos. See these processes in action and hear from lean leaders how their own implementations have been handled.

[click here to register](#)

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