

# CHAPTER CHATTER

SouthShore Charter Chapter

Ruskin, Florida



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A CHAPTER OF THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

## What Does ABWA Do For You?

How did you become involved with ABWA?

If you're like most of us, you were probably introduced to ABWA by a friend, someone you know and trust., someone who has similar interests to you, and who thought that ABWA would be a good thing for you to be exposed to.

While companionship is an important part of what ABWA can do for you, membership offers you so much more.

The more the members get to know you and what you do, the more you will experience this wonderful network of professional women and what they are capable of.

If I need a product or service, the first list I turn to is the ABWA membership list. I call one of our members who can provide that product or service for me, because I know them, I trust them, and because I want to help them succeed. I want them to grow their business and I want them to help me grow mine.

So, at the next meeting, be prepared to ask for their business. When it's time for you to introduce yourself, speak up proudly. Tell us who you are and how we can help you succeed. What is a good referral for you? What does your typical client look like: age group, male or female, annual income level, why should they consider you for a product



Celebrate with ABWA!

or service? And please don't tell us you're retired! A woman is never retired!

## Wine Tasting Huge Success!

Last Monday, we kicked off the holiday season with our First Annual Wine and Dessert Party.

Rachel Mushow and Deb Adams planned the whole event and Lynn Kessel provided the desserts. Hugh Moore, of PRP

Wines served samples of some of the finest wines.

Seventy seven tickets were sold and over \$1,000 in gift cards and certificates were given away in the drawing.

The evening was a resounding success and raised over \$800 for scholarships.

Our thanks go to Rachel and Deb for all the planning, and I can't wait for the 2nd Annual Wine and Dessert Party in 2010!

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*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.*

## Note: No December Meeting

This month our meeting date falls on the Monday right before Christmas. We know everyone will be very busy with family a well as all the community events, so we will not be holding a meeting this month.

Holidays are stressful enough, and we want to relieve just a little bit of that stress. However we are asking 2 things of you in lieu of a meeting.

First, you would normally spend \$16 on the meal. Please take that money and pay your \$15 to register yourself on WIN, and then enroll in the seminars online. We should never stop learning, and this is the simplest way to continue your lifelong education.

Second, take the time to call 3 other members. Wish them a happy holiday, get to know them a little bit better and make

sure they won't be alone this holiday season.

We have been missing quite a few members at the meetings in the last few months. Times are tough and we understand that choices must be made, but this is when you need the support of the chapter and the companionship of the members.

A membership list is enclosed with this newsletter.

## Mary and Martha House support

We have supported the Mary and Martha House throughout the year with paper goods and cleaning supplies. As you might expect in this economy, there is a need for their services more than ever. A shelter is not the place most women would choose to spend their holiday season.

In December each year, our chapter donates \$250

to the Mary and Martha House, and on an individual basis, we have donated gift cards and gift certificates for local stores, restaurants and services. If you wish to make any personal donations of items, please drop them at the administrative offices on 1st Street S.W. in Ruskin. Laurie and Jan will make sure they help out someone this holiday season.



## Greater Bay Area Council

At the November board meeting of the Greater Bay Area Council, the board agreed to donate \$300 to the Girls' Club, where the board meets every month. They also donated \$75 to the Stephen Bufton Memorial Education Fund on behalf of each chapter that belongs to the council..

Our chapter donates each year to the Fund which provides grants and scholarships to women all over the country. This year the grant is \$2,000, and is available to any female college student with a 2.5 GPA. If you know someone who might be interested, please have them email Deb Adams, our Education

Committee Chair, at [deb.adams@micorp.com](mailto:deb.adams@micorp.com)

GBAC also has commissioned our own Nicole Vikhlyantsev to take over the GBAC website and update it monthly.

More and more professional women are searching for an organization that supports women and their careers.

### Community support

Do you love wrapping gifts? If so, we have a job for you.

On December 17th from 11:30am to 4pm, the Sun City Center Chamber of Commerce has invited us to wrap gifts at their monthly luncheon and annual meeting.

Our chapter will be mentioned in the publicity email blast to all chamber members.

If you can help out for an

hour or more please call Bobby Rowe at 215-7127 and tell her what time you can be there.

There are so many people in need at this time and so many fundraising efforts going on, please be extra careful that the people soliciting those donations are, in fact, legitimate representatives of an organization that is a registered charity.

There are numerous

scams going on out there.

We don't want anyone to fall victim to one of these scams.

If you're in doubt, stick with a church that you are familiar with or someone you know.

Or you can go to [www.melissadata.com](http://www.melissadata.com) and find the list of charitable organizations to see if that charity is on the list.



Happy Holidays!

### 2010 Plans

So what do you have to look forward to from ABWA in 2010?

First we are planning some phenomenal speakers for your monthly programs. Hillsborough County Commissioner, Rose Ferlita will be speaking at the April meeting.

For those who plan to earn continuing education credits on WIN, we will

have coaching sessions to help you get started.

The Spring Conference for District I is to be held in Naples this May. The chapter has the ability to reimburse members the registration fees for Spring conference if they attend.

The National Conference will be held in Chattanooga, Tennessee. That is within driving distance

for attendees from this area. If this is something you would like to experience, talk to your board officers about it and let us plan it together.

It is fun to meet other chapter members from all over the country. You can also take classes and earn your MBA.

**Fulfilling the mission to provide educational opportunities to women**

### Best Practices

It is an honor to be recognized nationally as a Best practices Chapter of ABWA, as we were this year.

This year's goal set in our annual planning for the chapter, was to reach the highest level of Best Practices.

There are specific requirements that we must have in order to submit our applica-

tion for a Best Practices Award.

The first, is that we maintain a membership of 50 active members on our chapter roster.

I just signed into WIN online and checked our roster. We currently have 34 members. At one time we had 56 members! What happened to all those ladies?

If you know someone who has not renewed their membership this year, give them a call. Ask how they're doing and how can we help.

These are tough times for all of us and we need support from each other to get through. Invite them as your guest to the January meeting, if they are unable to renew right now. Let them know we care.



## A CHAPTER OF THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

### ABWA's Proud Code of Conduct

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We're on the Web!

Visit [www.SouthShoreABWA.com](http://www.SouthShoreABWA.com).

1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. 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.

### From the desk of the president



As 2009 draws to a close, I am pondering on what I have done this past year to move closer to any of my goals. I'm not a big fan of New Year's Resolutions, because so often we set our selves up for failure, by setting goals that are almost impossible to attain.

I prefer to look at my long-term goals and determine if I have made progress or not.

About 6 years ago, I read a book on setting and achieving goals by Brian Tracy. He recommends that every day you take a few minutes to write down the 10 goals you want to achieve. Every day! That takes some discipline, I can tell you. So while I was on vacation that year, I cleared my mind and wrote down the ten things that were the most important for me to work towards over the next 5 years. And, I made an effort to write them down every single day, before I went to bed.

And do you know what hap-

pened? Plans started to come together and some of my goals were soon within reach. I can honestly say that 4 of the goals on my list have already been achieved.

So why not the rest of that list? Well, I lost focus. I stopped writing the goals down each night because I was too busy.

So as the year draws to a close, I'm working on my new list of goals, and I will be writing them down every night as I did before.

Try it, you'll be amazed what happens!

I wish you and your families the best of holidays and a prosperous new year.