

# Neapolitan Notes

20 YEARS OF SERVICE TO NAPLES' BUSINESS WOMEN

## April Chapter Meeting Notice

Tuesday, April 27th  
Naples Hilton, 5111 Tamiami Trail  
Cost: \$30 members, \$35 non-members

5:30p to 6:00p registration / networking  
6p - Dinner is served  
6p to 8p Program—

### The Best Kept Secret for Small Business Owners and How to Get Certified as a Women-Owned Business Presented by: Suzanne Specht and Millie Class

Learn about the SBDC resources available to you  
a women-owned business in SW Florida

Reservations are a must and are due by Noon on the Thursday prior to the meeting. For the April meeting that deadline is April 15th. All dinner payments (either by check or PayPal) must be received by Reservation Deadline—**PAYMENT AT THE DOOR IS NOT PERMITTED.** You can make your reservations & pay online at [www.abwaneapolitan.org](http://www.abwaneapolitan.org) Or mail your reservation form with payment to the address listed below, this must be **received** by the **Thursday** prior to meeting. *Include your check to make your payment.* Cancellations must be made to Shirley Rose directly at 239-989-5828. To receive a refund or credit, your cancellation must be received no later than 12 Noon Thursday prior to meeting.

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#### ABWA

#### MISSION STATEMENT

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 to grow personally and professionally through leadership, education, networking support and national recognition.

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## BUSINESS OF THE MONTH

Dax Enterprises, Inc.  
5401 Taylor Rd. - Suite 4 \* Naples, FL 34109  
Office: (239) 592-9193 \* Fax: (239) 325-9088  
[www.daxenterprises.com](http://www.daxenterprises.com)

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# President's Message by Toby Buerger



Toby Buerger  
2009-2010 Chapter President

April Showers Brings May Flowers or I should say Brings May District 1 Conference Hosted by the Neapolitan Chapter!

Planning is coming along nicely with alot of sponsors getting involved and exciting events are planned pre and post conference, including a Night of Tropical Networking on the Great Lawn, Friday Night after the banquet. More details to follow on this event.

Did you know you can attend District 1 Conference for practically FREE? With the ABWA Volunteer Discount of \$75 plus the early bird registration discount, plus as an ABWA Neapolitan Chapter, we have a Member Benefit that will reimbursement you for registration expense, conference could cost you nothing. For More information on how to get the ABWA Neapolitan Chapter Member Benefit of reimbursement of District Conference Registration, contact me.

The committee Chairs are still in need of volunteers. If you haven't made the commitment to be a volunteer, there is still time. We still need about 15 volunteers to help sell raffle tickets, 50/50 tickets, registration desk, and set up volunteers. To be a volunteer and get a \$75 volunteer discount - registration form, please contact Raven Lameroux-Dodd.

It is normally May that we elect our new Executive Board for our chapter, but with District 1 Conference, we have cancelled our May Chapter meeting, and will hold Elections at our April Meeting. Floor Nominations are still accepted at the April Meeting. We will be voting in a new President, VP, Treasurer, and Secretary. If you are interested in running for one of those positions, please contact Susie Mehas before the April Meeting. Once at the April Meeting, if you are still feeling the urge

and hadn't taken the plunge just yet, have someone from the floor nominate you. Taking an Executive Board position and an committee Chair Position, is a very rewarding experience. The professional development skills you enhance and grow are priceless and usually can take you years before given the opportunity to learn these skills, hands on, in your career with a corporation. At ABWA Neapolitan Chapter, it can happen this coming year.

Good Luck to all who are running for office next year. As the incoming Immediate Past President, I am here to help and support you.

Have a great April, and See you at our April Monthly Chapter Meeting and Definitely see you at the District 1 Conference.

*Toby Buerger*

Neapolitan Chapter President

## Remaining Chapter Meeting

**Dates**—5:30p - Naples Hilton, unless noted otherwise

5/21-5/22/10 - DISTRICT 1 CONFERENCE—  
Naples Beach Hotel

5/25/10 - no meeting because of conference

6/22/10 - TBA

July—Chapter Year End  
Date and Program to be determined

## Remaining Board Meeting Dates

Tuesdays 5:30p, Naples Hilton Board Room  
unless noted otherwise

\* 5/4/10

6/8/10

7/6/10

\* NOTE—District 1 Conference Planning Meetings will be held at 6:30p immediately following the Board Meetings

## Archive Request: Notice to all members

Search through your files! We are collecting articles, press releases or photographs of you and/or your ABWA sisters out and about involved in the community events or their businesses or ABWA.

We are in the process of collecting items for our yearly Chapter 2009-2010 scrapbook. Be vigilant if you come across anything in the next several months please make sure you keep it and supply our Archive Chair, Raven Lamoreux-Dodd. Please include credit information and/or date, names and event. Thank you.

Please send scanned photos or articles to:

Raven at [Raven@coachforce.com](mailto:Raven@coachforce.com) or bring to Chapter meeting. Or mail them to her at:

Raven Lamoreux-Dodd

3835—8th Avenue NE

Naples, FL 34120

## Kelly Lauman

Candidate for ABWA Neapolitan Chapter Vice President, 2010-11



Kelly joined the Lutgert Insurance team in 2008 as a producer and account executive. She is a licensed property and casualty agent and earned the Accredited Advisor in Insurance designation in 2009. She stays true to her mission to provide

premier risk management programs and insurance products to the businesses and residents of South Florida.

Originally from Indianapolis, IN, Kelly relocated to Naples in 1996. She brings a well rounded understanding of the residential association and construction businesses to her role. During her ten year career with Pulte Homes, she served as a VP/Branch Manager for Pulte Mortgage – responsible for all operations for the Sarasota, Ft. Myers and Naples areas and most recently as the General Sales Manager for the town of Ave Maria. Kelly's insight from working "on the other side of the table" gives her a unique perspective in serving her clients.

She attributes her success on remaining focused on the "basics" – building relationships, staying in tune with the market and local economies and most importantly creating customers for life through her talent for identifying with their needs and presenting appropriate product and service offerings.

Kelly maintains an active level of involvement in the community through several local non-profits and industry associations. She currently serves on the board of the Humane Society Naples and her local American Business Women's Association Chapter. Kelly takes part annually in the RedSnook Catch and Release Tournament benefitting the Conservancy of Naples and is active in the local Marine Industry Association.

## POWER TIP: Giving Back



I strongly believe in giving back and making a difference while we are on this journey of life here on earth. The following is a favorite saying of mine and I think it sums it up pretty well:

**"Whatever you do for yourself, dies with you. Whatever you do for others, will live forever."**

*Submitted by:*  
**Susie Mehas**  
Specialists in Urology

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## BUSINESS OF THE MONTH

As we progress as a society, we employ many aspects of technology into our day to day lives. E-mail and faxes have replaced the mailed letter. Cell phones and pagers have replaced standard messages. All of these technological advances have created a "hurry up" approach to responses. Can you imagine waiting two days to get a letter now? I get phone calls from people wondering why I haven't responded to the e-mail they sent 10 minute ago. So often people will call and leave a message on my cell, and then they will call the office and leave a message with Angelica and ask her to page me. Is their roof on fire? I know sometimes there are emergencies or important matters that have to be addressed quickly, I've been there and

this is understandable, but not every single time. It seems as though we are developing a loss of patience via this response driven communication program and it carries into our lives.

Casual lunches with friends are often interrupted with cell phone calls, IM's and e-mails being handled due to their "importance" and the fact "it will only take a minute". What about the importance of spending quality time with your friends, associates and business partners, or more importantly in business, your clients? I find it very disconcerting when I am meeting with someone who is trying to solicit my business and they handle their calls/e-mails while talking with me. Not a good sales pitch in my opinion. I'm all for multi-tasking, but at what price?

I have found that I enjoy reaching a friendly voice when I make a phone call, the human connection. There is a sense of

confidence knowing my message was taken by a person, who got all the details and will forward the message to the appropriate party. I hesitate when I have to leave a message for someone I don't know on a voice mail, never knowing if they are still in business, when they check messages or if they got all the information I wished to relay, especially my phone number.

I am working hard to be conscious of the attention I give my friends, associates and clients. I have no issue in asking if I can return the call when I may give them my undivided attention, and I honestly believe they appreciate it. Patience is something we all need to work on in life and in using technology.

*Kena Yoke*



# District 1 Conference Planning Page May 21 - 22, 2010

The ABWA 2010 District I Conference leadership team is moving quickly with the planning of the conference and the date is approaching us quickly. We have secured quite a few sponsorships, vendors for the exhibit hall and donations for the themed tote bag raffle, conference program advertising and items for the registration bags.

Please review the list of committees and contact the Conference Secretary, Raven Lamoreux-Dodd to volunteer. Raven will then connect you with your committee chair. ABWA National has guaranteed a limited number of discounted registrations, so the discounts will be given on a first come basis. That means contact us TODAY.

The ABWA Neapolitan website [www.abwaneapolitan.org](http://www.abwaneapolitan.org) will be updated regularly with new information about the conference so keep logged on for the news. On the home page of the website there is a button on the top left side for the District I Conference. You will find all of the details on that new page. **Deadlines are approaching quickly but you can showcase your business by choosing one of the following opportunities; a vendor space in the Exhibit hall, a sponsorship level, donate a Themed Tote Bag for the raffle or advertise in the Conference Program.** The ABWA National website [www.abwa.org](http://www.abwa.org) is updated with the District Conference agenda and registration information.

We look forward to working with you to make this *the* business women's event of the year. Next planning meeting will be held on Tuesday, May 4, 2010, please check the website for the location.

We would like to thank our Sponsors:



Toby Buerger and  
Sandy Waite  
2010 ABWA District I  
Conference Co-Chairs



How do you guarantee  
**your ad is in the hands of over 400 customers**  
every day for three solid days?

Advertise in the  
**ABWA District 1 Conference Program**

#### Pricing

<b>B/W ads</b>	
Full Page.....	\$125
Half Page.....	\$85
Fourth Page.....	\$45

<b>Color Ads</b>	
Back Cover.....	\$275
Inside Front Cover.....	SOLD
Inside Back Cover.....	\$165



We're bringing business women from all over the country to Naples in May.  
**50% of attendees will be local to SWFL, 30% from our five surrounding states and 20% from throughout the US.**

**And they'll open the Conference Program everyday!**

Space is limited, deadline is April 20th

Reserve your space today! **Rachelle Youmans - RYoumans@gatesinc.com**

#### DISTRICT 1 CONFERENCE EXECUTIVE OFFICERS:

##### General Co-Chairs:

Toby Buerger [toby\\_buerger@comcast.com](mailto:toby_buerger@comcast.com) 293-8324  
Sandy Waite [swaite@platinumdrycleaners.com](mailto:swaite@platinumdrycleaners.com) 253-2225

##### Secretary:

Raven Lamoreux-Dodd [Raven@coachforce.com](mailto:Raven@coachforce.com) 682-0598

##### Treasurer:

Linda Bellinder [linrob26@yahoo.com](mailto:linrob26@yahoo.com) 207-0043

#### DISTRICT 1 CONFERENCE COMMITTEE CHAIRS:

##### Registration:

Lynne Sapere [lynne.sapere@stewart.com](mailto:lynne.sapere@stewart.com) 262-2163  
Committee: Mary Cone

##### Logistics:

Carrie Kerskie [carrie@marconeinvestigations.com](mailto:carrie@marconeinvestigations.com) 682-419  
Committee: Jessica Macera

##### Newsletter Competition:

Michele Smith [msmithnaples@gmail.com](mailto:msmithnaples@gmail.com) 290-3703

##### Exhibits:

Nina DiSessa-Christensen [Nina.Christensen@hilton.com](mailto:Nina.Christensen@hilton.com)  
580-7306

Committee: Shirley Rose and Ginny Ortino

##### Ways & Means:

Kelly Lauman [klauman@lutgertinsurance.com](mailto:klauman@lutgertinsurance.com) 682-9010

##### Conference Program:

Rachelle Youmans [ryoumans@gatesinc.com](mailto:ryoumans@gatesinc.com) 253-1945

**CHAIR POSITIONS ARE FILLED BUT VOLUNTEERS ARE  
NEEDED ON THESE COMMITTEES**

#### Exhibits Committee by Nina DiSessa-Christiansen

Exhibit space is still available. The deadline is quickly approaching on April 30<sup>th</sup>. If you know anyone or would like to exhibit please contact me 239-580-7306 cell or [nina.christensen@hilton.com](mailto:nina.christensen@hilton.com).

The exhibits space will be available on Friday, May 21, from 7:00 AM to 11:00 AM for exhibitors to set up their booths. All booths should be completely ready by 11 a.m. on Friday, May 21, 2010.

Exhibit hours will be: Friday, May 21 11:00 AM – 6:00 PM  
Saturday, May 22 8:00 AM – 3:00 PM

Attention all interested exhibitors, exhibit space is limited. We are only accepting 3 exhibitors of the same type. \* Open exhibits:

- Food items
- Gift Products – Business related or other
- Purse or handbags/wallets
- Perfume /or Makeup/or facial products
- Health/products/or massages
- Shoes
- Clothing line or items
- Accessory
- Financial Product/Insurance
- Other

## APRIL BIRTHDAYS



Megan Quinn—4/9  
Doshie Crandall—4/23

If we missed your birthday,  
update your online member profile!

# Membership Corner

by Kelly Lauman

Last month we began a discussion on the four primary benefits offered through your ABWA membership - Leadership, Education, Networking and National Recognition. We were reminded of the many great networking events sponsored by our local Chamber of Commerce.

This month's topic is Leadership. When you look around the room a Chapter meeting, you will most definitely recognize several great leaders. These women will tell you that they have grown into these positions by putting their leadership skills to work. Through practicing these skills, they have been able to improve, to learn and to grow, to become the leaders you see before you.

Take time this month and review the Committee Chair Descriptions. Find a committee on which you might like to serve in the upcoming year - seek a position that will help you improve your leadership skills. Ask the current chair what they most enjoy or find the greatest challenge in their role and then look within to discover how you might address these issues if you were in that position. Many lessons are learned in examining situations and sharing ideas with other leaders that you admire and respect. You will build confidence over time and realize that you have mastered those same leadership qualities and traits.

If you currently serve as a committee chair, seek out a newer member who you know has the potential to be a great leader. The future of our Chapter is dependent upon our ability to provide our newer members with opportunities for great leadership. These actions will not only provide for a vibrant Chapter and sustainable future, but will illustrate to all that come in contact with our Chapter that we are the premier Businesswomen's Association.

*"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others." — Jack Welch*

### LOCAL ABWA MEMBER BENEFITS

ABWA Members Information Resource Table  
Attention one and all – don't miss your chance for a member benefit!  
Support your businesses at the Chapter meeting.  
Utilize the Business Information table  
available for ABWA members only.

As a member you have the opportunity to place your business information  
and business cards on the table at each Chapter meeting.

There is limited space so only brochures and cards are permitted.  
Please see Kelly Lauman prior to the meeting if you have any questions.  
Members stop by the member information table at the meeting. *Support your ABWA sisters!*  
Visit the national website for additional benefits— [www.abwa.org](http://www.abwa.org)

## ABWA Proud Code of Conduct

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 positional power to advance her 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.

## gulfshore BUSINESS

Gulfshore Business Offer 25% Discount on Advertising for ABWA Neapolitan Members

Gulfshore Business and Gulfshore Life have been the major sponsors of our Women in History event, as well as long-time supporters of ABWA Neapolitan Chapter. In addition to their sponsorship for our events, Rob Wardlaw the Associate Publisher, is offering an added benefit to our members a 25% discount for the attached advertising opportunities.

Remember all members will receive 25% off when they mention ABWA.

Rob Wardlaw  
Associate Publisher  
*Gulfshore Business & Gulfshore Business Daily*  
*Gulfshore Life's Homebuyer*  
239-449-4145

# Jessica Macera

Candidate for ABWA Neapolitan Chapter President, 2010-11



What a journey! Almost exactly five years ago, I joined ABWA. I was fairly new in town and definitely "green behind the ears." I had already had the privilege of being involved in the management of multi-million dollar retail stores but I still had a lot to learn...and I still do!

Through the years with ABWA I have served as Archives chair, Women In History chair, Education Committee Chair, Secretary and Treasurer, participated in Adopt-A-Precinct, Southwest Florida Council and Spring Conferences, have taken up a short stint as Vice President, and have also been involved in just about every other major event that ABWA offers. I am honored to be your 2010 Woman of the Year. We have learned together, grown together, succeeded, failed, laughed and cried together. I have been lucky to receive a great deal of support and knowledge from each and every one of you, and I hope that I have been a source of encouragement and inspiration to you.

I feel it is time that I take the next step and now I would like to serve as your ABWA President. I perceive that the position of ABWA Neapolitan Chapter President is a distinguished title, and that I have very big shoes to fill, should you select me as your 2010-2011 leader. I believe this position would present a challenge for me, but a manageable challenge. I see it as the next step forward in my own professional development and as an opportunity to give back to you and to ABWA.

I believe I have the experience, skill set and drive required to be effective as ABWA Neapolitan Chapter President. I have volunteered for a number of membership-based organizations and have served in leadership positions in the Naples Jaycees, the Greater Naples Chamber of Commerce and Women's Network of Collier County. I was Campaign Chairman for the 2008 American Cancer Society's Making Strides Against Breast Cancer event and led the group to achieve above and beyond the fundraising goal. With the exception of the Naples Jaycees, I successfully coordinated all of these activities while also meeting the obligations of family, business and doctoral studies.

I take part in running Business Dynamix with my business partner (who is also my best friend and mother!) and our business has grown each of the last three years. Most of all, I have a passion for leading, volunteering and helping. I am convinced that, together, we can make the 2010-11 ABWA chapter year a productive and progressive year, befitting of the ABWA Neapolitan tradition. I look forward to serving you!

## April / May 2010 Professional Development Events

By Ingrid Kaczmarek

04/16/10 + 04/23/10 DOING BUSINESS W/THE GOVERNMENT SERIES  
FGCU Main Campus – Lutgert Hall #4201  
10501 FGCU Blvd S, Fort Myers  
1PM – 3PM, Cost \$20 p/class, \$50 p/series  
[avholmes@fgcu.edu](mailto:avholmes@fgcu.edu) or 745-3700

04/17/10 SCORE Workshop @ 9AM  
THE NEW QuickSTART Series: Saturday Morning Session - An integrative and interactive approach to developing a business plan, bringing you to a GO or NO GO decision for your business concept. Naples Chamber 2390 Tamiami Trl. N, #210  
[www.scorenaples.org](http://www.scorenaples.org) for details

04/22/10 SCORE Workshop @ 6:30PM  
THE NEW QuickSTART Series: Evening Session - same program.

04/22/10 GREEN BUSINESS SEMINAR  
FGCU Main Campus – Sudgen Welcome Center #108  
10501 FGCU Blvd S, Fort Myers— 1PM – 3PM, Cost: free  
[avholmes@fgcu.edu](mailto:avholmes@fgcu.edu) or 745-3700

04/22/10 HOW DO I GET CERTIFIED AS A MINORITY BUSINESS?  
Southwest Florida Enterprise Center  
3903 Dr. Martin Luther King Jr. Blvd, Fort Myers  
4PM – 6PM, Cost \$20—[avholmes@fgcu.edu](mailto:avholmes@fgcu.edu) or 745-3700

04/24/10 SOUTHWEST FLORIDA SMALL BUSINESS WORKSHOP  
(Multiple Topics for Discussion)  
Porter Wright Morris & Arthur LLP  
9132 Strada Place, 3<sup>rd</sup> Floor, Naples—8AM – 1PM, Cost \$20  
[avholmes@fgcu.edu](mailto:avholmes@fgcu.edu) or 745-3700

04/26/10 FAQ'S ABOUT STARTING A BUSINESS - SBDC  
Fort Myers Library—2050 Central Ave., Fort Myers  
2pM – 4:30PM, Cost: free—[avholmes@fgcu.edu](mailto:avholmes@fgcu.edu) or 745-3700

04/27/10 STRAIGHT TALK ON CREDIT and the STIMULUS BILL  
Informal Roundtable Discussion  
CNLBank Board Rm. 9160 Bonita Beach Rd. Bonita  
11:30AM – 1PM, Cost: free—[avholmes@fgcu.edu](mailto:avholmes@fgcu.edu) or 745-3700

04/30/10 Brown Bag Lunch- Taxes are over, Are You Up-To-Date?  
FGCU Main Campus – Lutgert Hall #4201  
10501 FGCU Blvd S, Fort Myers 11AM – 1PM, Cost: free, bring your lunch -[avholmes@fgcu.edu](mailto:avholmes@fgcu.edu) or 745-3700

05/01/10 SCORE Workshop @ 9AM  
THE NEW QuickSTART SERIES #2: BUSINESS CONCEPT  
Naples Chamber, 2390 Tamiami Trl. N, #210  
[www.scorenaples.org](http://www.scorenaples.org) for details

05/07/10 FAQ's ABOUT STARTING A RESTAURANT  
FGCU Main Campus – Lutgert Hall #4201  
10501 FGCU Blvd S, Fort Myers—2PM – 5PM, Cost \$20.  
[avholmes@fgcu.edu](mailto:avholmes@fgcu.edu) or 745-3700

05/08/10 SCORE Workshop @ 9AM  
THE NEW QuickSTART SERIES #3: THE MARKETING PLAN

05/15/10 SCORE Workshop @ 9AM  
THE NEW QuickSTART SERIES #4: THE FINANCIAL PLAN & PROJECTIONS  
BOTH at Naples Chamber, 2390 Tamiami Trl. N, #210

Support ABWA by advertising your business in the monthly newsletter!

Annual Member Bus. Card Size .....\$25 - Annual Non-Mbr Bus. Card Size ....\$75 - Annual Mbr Double-Bus. Card Size \$45  
Annual Non-Mbr Double Bus. Card Size.....\$145 - Add a hyperlink to your website..... \$25  
(members and non-members - same rate) - Be sure to tell your colleagues and other businesses too!

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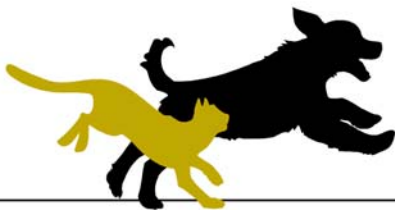
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Lic. # SW4777



## HUMANE SOCIETY

— N A P L E S —

## YOUR AD COULD BE HERE!

## Photos from March Chapter Meeting



*Score Panel, March's Program Speakers*



*Newly inducted members, Carol Marlow and Becky Brooks with Membership Chair, Kelly Lauman*



*Speaker, Vincent Izzia with member Dawn Hauser*

# Neapolitan Chapter: Officers & Committee Chairs

## EXECUTIVE BOARD

PRESIDENT, Toby Buerger  
C: 293-8324—toby\_buerger@comcast.net

VICE PRESIDENT, Jessica Macera  
C:  
Jessica@businessdynamixsolutions.com

SECRETARY, Lynne Sapere  
W: 262-2163 C: 280.7376  
lsapere@comcast.net

TREASURER, Mary Cone  
W: 430-2500 C: 682-2910  
mcone@bankofnaples.com

## COMMITTEE CHAIRS

Adopt a Precinct, Michele Smith  
W: 530-2244 C: 290-3703  
msmith@theprintshop.tv

Archives/Photography,  
Raven Lamoreux-Dodd  
H: 304-2225 C: 682-0598  
raven@coachforce.com

Greater Naples Chamber Liaison OPEN

SWFL Council Delegate  
Jean Flewelling—jeanflew@yahoo.com  
H: 561-0844 C: 565-5468

Holiday Auction, Kena Yoke  
W: 592-9193 C: 253-8652  
kyoke@daxenterprises.com

Hospitality, Shirley Rose  
C: 989.5828—hoperose463@aol.com

Membership, Kelly Lauman  
C: 682-9010  
klauman@lutgertinsurance.com

## COMMITTEE CHAIRS— CONTINUED

Newsletter, Rachele Youmans  
C: 404-3681—ryoumans@gatesinc.com

Professional Development,  
Ingrid Kaczmarek  
W: 354-2116 - ingridusa@aol.com

Program, Raven Lamoreux-Dodd  
(see Archives) & Sandy Waite  
C: 253.2225  
swaite@platinumdrycleaners.com

Publicity, Ginny Ortino  
H: 304-4224—vgortino@ortinopi.com

SBMEF / Education, Martha Bibby  
C: 293-4518—martha@prickleypair.us

Fun & Frivolity, Rachele Youmans  
See Newsletter

Trade Show, Sandi Colliflower  
W: 659-3174—scolliflower@msn.com

Ways & Means, Susie Mehas  
C: 860-4955—susie@nosnownaples.com

Website Admin, Michele Reed  
W: 596-5306 C: 877-6349  
michele@naplesdreammaker.com

2010 WOY Council Luncheon Chair  
Jean Flewelling  
See SWFL Council Delegate

DISTRICT 1 CONFERENCE Chairs and  
Committee Contacts—SEE DISTRICT 1  
CONFERENCE PAGE.



**EXHIBITOR SPACE CONTRACT**  
**2010 ABWA DISTRICT I CONFERENCE**  
**May 21 - 22, 2010**  
**Naples Beach Hotel**  
 851 Gulf Shore Blvd. North • Naples, FL 34102 • 800-237-7600

I am hereby authorized to reserve for the following exhibit space, and have read the Rules and Regulations on the attached sheet of this contract. I understand space will be assigned in the order contracts are received.

**All details must be finalized two weeks in advance. No additions will be made on site.** Date \_\_\_\_\_

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

E-mail \_\_\_\_\_

Business Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Telephone (daytime) \_\_\_\_\_ Cell phone \_\_\_\_\_

\*\* Type of merchandise \_\_\_\_\_

Signature \_\_\_\_\_

My exhibitor sign should read \_\_\_\_\_

**PAYMENT INFORMATION:**

**Exhibit Fee: \$275.00 per tabletop space (Deposit/Payment Due with Registration Form)**

- Enclosed is **One-Half** the Total Exhibit Cost OR **Full Exhibit Payment**

Payment by Check (payable to ABWA)

Payment by Credit Card:  VISA  MasterCard  Discover

Number of spaces reserved	_____
Total cost of space	\$ _____

Amount charged to card \_\_\_\_\_ Name on card (PRINT) \_\_\_\_\_

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ 3-digit code \_\_\_\_\_

Billing address of credit card if \_\_\_\_\_  
 different than above address \_\_\_\_\_

**Make payment payable to: 2010 ABWA District I Conference**

- Space includes: 10 ft X 5 ft space, one 6' draped table, two chairs and identification sign.
- Additional tables, electricity and phone lines will need to be ordered directly from the **Naples Beach Hotel** and pre-paid before the conference.
- ABWA has the right to resell or reassign booth space for any reserved space that is not paid in full by April 30, 2010.
- Balance to be paid on or before April 30, 2010. Credit Card balances will be charged to the card listed on this contract on April 30, 2010. If paid by check, the exhibitor is responsible for sending balance by April 30, 2010.
- Cancellations will be accepted until April 30, 2010. After this date, deposit will not be returned.

Questions? Contact Nina DiSessa-Christensen 239-580-7306 nina.christensen@hilton.com  
 Mail payment to: Nina DiSessa-Christensen 2012 Danford Street Bayview, FL 34112

# **ABWA EXHIBITOR RULES AND REGULATIONS-2010 District I**

The following rules and regulations will govern the use of exhibit space at the 2010 ABWA District I Conference in Naples, FL, to be held at the Naples Beach Hotel, 851 Gulf Shore Boulevard North, Naples, FL 34102, on Friday and Saturday, May 21-May 22, 2010.

## **EXHIBIT ACCOMMODATIONS & HOURS**

An exhibit space will consist of a 10 foot x 5 foot space, with one six foot draped table, two chairs and a company identification sign. This is a tabletop show; there will be no draping across exhibit space back or sides. For an additional fee, which must be pre-paid, the Naples Beach Hotel will supply additional tables, electrical outlets, phone lines or other special needs. Special electrical equipment, carpentry work and additional furnishings are the exhibitor's expense - and must be paid for in advance.

The exhibits space will be available on Friday, May 21, from 7:00 AM to 11:00 AM for exhibitors to set up their booths. All booths should be completely ready by 11 a.m. on Friday, May 21, 2010.

*Tentative* exhibit hours will be:

Friday, May 21 11:00 AM – 6:00 PM

Saturday, May 22 8:00 AM – 3:00 PM

All materials must be removed from the exhibit room in a timely manner at the close of the show so that the hotel may have access to set the room for their next event.

(Final determination of exhibit hours will be posted on the ABWA Web site, [www.abwa.org](http://www.abwa.org), by February 1, 2010)

Nothing shall be posted, nailed, screwed or otherwise attached to the columns, walls, floors or other parts of the building or furniture. Anything necessary or proper for the protection of the building, equipment or furniture therein, will be at the expense of the exhibitor.

## **CONTRACT FOR SPACE**

Booths are sold on a first-come, first-served basis.

The signed contract and formal notice of space assignment constitutes the complete agreement for the right to use the allotted space. In the event of fire, strike or other circumstances beyond the control of ABWA Management, LLC the contract shall not be binding. The 2010 ABWA District IV Conference committee and ABWA Management, LLC reserves the right to cancel any contract that violates the Exhibitor Rules and Regulations.

ABWA Management, LLC is not responsible for exhibitor sales performance.

There is no vendor exclusivity.

## **CANCELLATION OF SPACE**

Cancellation will be accepted with a full refund up to April 30, 2010. After April 30, 2010, any cancellation will forfeit their booth space deposit.

**No refunds will be issued after that date.**

## **USE OF SPACE**

All sales activities must be confined to the limits of the exhibit space. No exhibitor shall assign, sublet or share the whole or any part of the space allotted without the knowledge and consent of the 2010 ABWA District IV Conference committee, and ABWA Management, LLC. Aisles must be kept clear and all merchandise confined to the perimeter of your booth. Advertising material may be distributed only within the space assigned to the exhibitor presenting such material. Orders for your products may be taken if so desired, with shipping costs and contract dealings between the person ordering and your firm.

ABWA Management, LLC retains the privilege of changing booth locations or amending the floor plan on site.

## **RESTRICTIONS**

The 2010 ABWA District IV Conference committee and ABWA Management, LLC reserve the right to restrict exhibits that, because of hotel regulations, noise, methods of operation, or for any reason, become objectionable. Live or recorded music is not allowed. Smoking is not allowed in the exhibits area.

Exhibitors are not to use the logo, the initials or the name of the American Business Women's Association or the Women's Instructional Network (WIN) on any merchandise or display materials.

## **LIABILITY**

Neither the hotel or conference center, nor its employees, their representatives, the 2010 ABWA District IV Conference, ABWA Management, LLC nor any member of the district conference committees will be responsible for any injury or loss of property from any cause whatsoever; prior, during or subsequent to the period covered by the exhibit contract. This includes the period of storage prior to and following the district conference. The exhibitor, on signing the contract, releases the properties, the 2010 District IV Conference, ABWA Management, LLC, individuals, and committees, from any and all claims for such loss, damage or injury. To prevent loss, small or portable articles of value should be properly safeguarded at all times.

## **SECURITY SERVICE**

Valuable items should be removed when booths are not in operation. Please take normal precautions in order to protect your goods. 2010 ABWA District IV Conference and ABWA Management, LLC will exercise reasonable care for the protection of exhibitors' materials and displays, beyond which they separately or collectively cannot accept responsibility for the loss of, or damage to, any of the said materials or displays. Exhibitors who desire to carry insurance on their exhibits must place it at their own expense.



American Business Women's Association  
 District 1 Conference  
 May 21 -22, 2010 - Naples Beach Hotel  
 Host by the local Neapolitan Chapter

For more information about the  
 ABWA District 1 Conference visit  
[www.abwaneapolitan.org](http://www.abwaneapolitan.org)

How do you guarantee  
***your ad is in the hands of over 400 customers***  
 every day for three solid days?

Advertise in the



***District 1 Conference Program***

Pricing

B/W ads

Full Page.....	\$125
Half Page.....	\$85
Fourth Page.....	\$45

Color Ads

Back Cover.....	\$275
Inside Front Cover.....	SOLD
Inside Back Cover.....	\$165



We're bringing business women from all over the country to Naples in May.

**50%** of attendees **will be local to SWFL**, **30%** from our **five surrounding states** and **20%** from throughout the **US**.

**And they'll open the Conference Program everyday!**

**Space is limited, deadline is April 20th**

Reserve your space today! **Rachelle Youmans - RYoumans@gatesinc.com**



American Business Women's Association  
 District 1 Conference  
 May 21 -22, 2010 - Naples Beach Hotel  
 Host by the local Neapolitan Chapter

**ADVERTISING ORDER**  
**2010 ABWA District 1**  
**Conference program**

ADVERTISER: \_\_\_\_\_ DATE \_\_\_\_\_

Firm name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail address \_\_\_\_\_

Sold by \_\_\_\_\_

(Name)

(Chapter/Express Network)

**CHECK THE SIZE OF THE AD YOU ARE PURCHASING:**

- |  |   |
|--|---|
| <input type="checkbox"/> Full Page (B/W) – 4.75x7.75 - \$125<br><input type="checkbox"/> Half Page (B/W) – 4.75x3.875 - \$85<br><input type="checkbox"/> Back Cover (color – 1 available) - \$275<br><input type="checkbox"/> Inside Back Cover (SOLD) - \$165 | <input type="checkbox"/> Fourth Page (B/W) Landscape – 4.75x1.9375 - \$45<br><input type="checkbox"/> Fourth page (B/W) Portrait – 2.375x3.875 - \$45<br><input type="checkbox"/> Inside Front Cover (SOLD) - \$165 |
|--|---|

**ARTWORK DEADLINE IS APRIL 20, 2010.**

Camera-ready ads are to be emailed to Rachelle Youmans at [RYoumans@GATESinc.com](mailto:RYoumans@GATESinc.com) .

**SPECS:** Sizes above. Camera-Ready Ads – Hi-Res PDF or EPS files accepted. Include all fonts. Photos must be at least 300 dpi. Graphics must be at least 300 dpi.

If you intend to use a scan of your business card, it will be resized to fit the 4<sup>th</sup> page size listed above.

Ads are sold, first reserved. To immediately reserve your ad Fax (239.449.3320) or Email ([RYoumans@GATESinc.com](mailto:RYoumans@GATESinc.com)) this order form. However, ad order will NOT be confirmed until payment is received. Checks and major credit cards are accepted.

Make checks payable to ABWA Conference. Mail them to:  
 Rachelle Youmans 12810 Tamiami Trail N., Naples, FL 34110

CREDIT CARD PAYMENT:           Type:  Visa    MC    Discover

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Security Code \_\_\_\_\_