

February 2011

Volume 21, Issue 4



Newsletter Editor:
Debbie Teed
Debbie@tomlinsearch.com

Inside this issue:

News from the President	2
Power Tip of the Month	4
Business of the Month	4
WIN	4
Professional Development	5
Test your ABWA Knowledge	5
News from Archive	5
Professional Development Opportunities	6-7
Member Profile	8
Member B-Days	8
Board of Directors	9
Save the Date	10
How to Join	10



Neapolitan Notes



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

Meeting Announcement

Road Map to Success Series

A series of nine workshops to help you reach your professional goals.

Series #5
Annual Women In History Luncheon
Friday, February 25, 2010
Naples Hilton
11am - 2pm
[Click Here for Reservations](#)

Join us as we are set to honor four Local Business Women in the Naples Community.

- **Liz Albritten**
Executive Director of the Immokalee Foundation
- **Nancy Payton**
Florida Wildlife Federation
- **Adria Starkey**
President Naples Trust Company
- **Sharon Treiser**
VP Senior Relationship Manager with PNC Wealth Management

ROADMAP FOR SUCCESS

A series of eight workshops to help you reach your professional goals.



Presented by **ABWA**
AMERICAN BUSINESS WOMEN'S ASSOCIATION
NEAPOLITAN CHAPTER

ABWA Neapolitan Chapter Women of the Year

2011 SWFL Council
Woman of the Year
Jessica Macera
Owner

[Business Dynamix Solutions, Inc.](#)
!!!! Congratulations Jessica !!!!



2011 ABWA Neapolitan Chapter
Woman of the Year
Carrie Kerskie
Owner

[Marcone Investigations, Inc](#)
!!!! Congratulations Carrie !!!!





Jessica Macera
Owner
[Business Dynamix Solutions, LLC.](#)

President
[ABWA Neapolitan Chapter](#)
2010-2011

**Your
Happy Dollar
Announcement or
Classified Ad can
appear here for
\$5 an issue.**

[Contact Debbie Teed](#)



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.

News from the President

Dear ABWA Neapolitan Sisters,

Isaac Newton taught us that objects in motion tend to stay in motion. But as busy, productive women, we already knew that! We have amazing momentum as a chapter, and I am so thankful to each you for contributing to that in your own way.

Let us turn our attention to our community awareness event, Women In History. This luncheon is February 25 at the Hilton Naples starting at 11:30. **We need you to invite your coworkers and friends;** we would like to top last year's attendance of 180! Debbie Teed has taken on the task of selling our reasonably priced program ads and Nina DiSessa-Christensen is our fearless leader, pushing ahead for an amazing event. Please support them and committee members Kelly Lauman, Kristen Goodman, Sandy Waite, Linda Miller, Sam Black, Jennifer Ziegelmaier and Michele Smith as we

prepare for this refreshing luncheon. We still need your help with things like planning, mailing invitations, and decorations!

Now is also the time to register for the newly formed ABWA Regional Conferences. The deadline is February 9 for early registration and the discounted price. I will be attending the conference in Atlanta on March 18-19; I'd like to see at least SIX other members in Atlanta, Santa Fe, or Saint Louis. Conference is an opportunity to make and enhance personal relationships, expand your business network, and learn new skills in an inspiring environment. We work hard at fundraising in our chapter to provide reim-

bursement assistance for eligible members – please take advantage of this opportunity!

And don't forget our new Lunch of the Month – Friday, February 11, 11:45 a.m. at Remy's. This is a time for us to socialize and get to know each other. Connecting and learning about each other are two things that drive the unique atmosphere of ABWA Neapolitan – the professional and personal friendships that are important for our businesses and for our souls. RSVP to me by e-mail so I can make sure we have enough seats!

In Professional Sisterhood,
Jessica Macera

FIRST NATIONAL BANK
OF THE GULF COAST

Holly Varsho
Assistant Vice President
Branch Operations Manager

3580 Pine Ridge Road
Naples, Florida 34109
office: (239)325-5711
fax: (239)325-5741
hollyvarsho@fnbofgc.com
www.fnbofgc.com

Personal Power Pieces

Raven Lamoreux-Dodd
Personal Jeweler
Classes ~ Creative Coaching

239.682.0598 raven@coachforce.com
Please visit me at www.PersonalPowerPieces.com

Women In History Luncheon

Through leadership, education, networking support and national recognition, we continue to expand our reach...

American Business Women's Association
Neapolitan Chapter | Naples, Florida
21 years of service to Naples' business women.

Leadership: The Road Map to Success

Women In History Luncheon

Hosted by the Neapolitan Chapter

**February 25, 2011
Hilton Naples**

Celebrate!
Women's History Month
as we honor
four dynamic women

Liz Allbritten
Adria Starkey
Nancy Payton
Sharon Treiser

e Bella Media Sponsor
Chair - Jessica Macera
jessica@businessdynamicsolutions.com
Vice Chair - Nina DiSessa-Christensen
laninta@comcast.net

For tickets or sponsorships visit: www.abwaneapolitan.org



**Our Newest
ABWA Neapolitan Chapter
Members
January 2011
!!!! Welcome Ladies !!!!**



Cheryl Lampard of [Style Matters International](#)
and
Jenny Craig of [Live Your Power](#)
ABWA January 2011 Meeting
Program Presenters

!!! A BIG Thank You !!!
!!!! Cheryl and Jenny !!!!

On the Wings of Hibou



By Author
Raven Lamoreux-Dodd

239.682.0598

On the Wings of Hibou

"Dancing between the spirit world and earth, Raven weaves a spell-binding tale of a life well lived."
Margot Osborne, ABWA, Neapolitan

"Started reading your book yesterday and finished it today. Phenomenal. Just couldn't put it down! Thank you for the transformative experience."
Candace Kaspers, Ph.D.

www.OntheWingsofHibou.com



Specialists in Urology

(239) 434-6300

www.specialistsinurology.com

Marco Island • Naples • Bonita Springs • Ft. Myers



Business of the Month - February

Due to the Women in History Luncheon, Business of the Month will be back in March and will be showcasing the not-for-profit organization: Visually Impaired Persons of SWFL. See you then !



[Click here to read the digital magazine.](#)

When you can't do it all, Give Assisting Hands a Call!®

We Provide:

- CNAs, Home Health Aides, Homemakers/Companions

Offering Assistance with:

- Personal Care
- Meal Preparation
- Shopping & Errands
- Light Housekeeping

Tricia and Robb Winiacki, Owners

Licensed, Bonded & Insured. License# HHA299993491

Assisting Hands®
Home Care

Please call for your complimentary consultation today!

(239) 593-4873
www.homecarenaples.com

Power Tip of the Month - February

Every day you care for your Heart is a better day.

Every day you care for your heart

You have more to give to those you love

Every day you know you count

You do something extraordinary

Do something extraordinary for

Yourself and all women...Take Care of your **Heart**

Your Heart is extraordinary

It deserves to be taken care of **first**

Not **if** you have the time

Every day

be as fabulous as you can be

This Month's Power Tip Is From

Kay Bork

239-455-4709

216-316-7144 cell

kmbork@embarqmail.com



Everyone will want what you have!

!!!! Thank you Kay !!!!

WIN - Womens Instructional Network

It has always been the mission of ABWA to give women opportunities to grow personally as well as professionally through leadership, education, networking support, and national recognition. Making certain women continue to move forward, understand new technology, embrace new concepts, and improve their leader skills—these are the goals of ABWA. Goals that are far more feasible now with the addition of the Women's Instructional Network (WIN).

ABWA was the first Association to deliver such a comprehensive learning and communication plat-

form to its members in 2009 and we continue to expand our reach through WIN in 2010.

Free Classes for all to take with your membership to ABWA National:

- ~ Interviewing Tutorial, 1, 2 and 3**
- ~ Resumes that get Interviews, 1,2 and 3**
- ~ Making Group Decisions*
- ~ Creating a Team Charter*
- ~ Goal Setting and Measuring Results*
- ~ Managing team Conflict*
- ~ Facilitating Team Interactions*

* Standard 5 courses with Membership

** Limited time only for free.

Logon to see all the opportunities at your fingertips.

Contact ABWA 1-800-228-0007 to get your password.



[Visit ABWA](#)

And log in today to get connected!

Professional Development

Confidence Inside and Out- Jenny Craig, LCSW, BCD

According to [Forbes World Billionaires list](#), women currently only make up 2% of the world's billionaires. As I think it is time for this Does confidence affect your business? Of course it does! Take a moment to ponder Live your Power (www.liveyourpower.com) founder Jenny Craig's statement at the last Neapolitan ABWA meeting:

Be aware of your thoughts, for your thoughts become your words;

Be aware of your words, for your words become your actions;

Be aware of your actions, for your actions determine the success of your business.

While deceptively simple, this focus statement drives home how important our thoughts are to the success of our lives and our businesses. It is also one of the reasons that Harvard University states that Emotional Intelligence is more important for businesses than IQ and technical skills combined. While a rather new term to the business world, it is becoming the top training in Fortune 500 companies to stay in business. For example, the Hay Group states one study of 44 Fortune 500 companies found that salespeople with high EQ produced twice the revenue of those with average or below average scores. Remember you are capable of everything you set out to create. Take time each day to review your successes and remember Henry Ford's insight, "If you think you can or

you think you can't - you are right". We think you can! Your thoughts can also determine the importance of how you present yourself on the outside. Cheryl Lampard of Style International shared these top tips for bringing up your confidence in your personal branding:

- When meeting someone for the first time, you have approximately 10 seconds to make a first impression!

- In an interview situation a judgment has been made about you within the first four minutes. This is equally true for interfacing with a new prospect, client, etc.

- That all important first impression is formed by: personal appearance, non-verbal communication skills and what you say. However, what you say, only represents 7% of that first impression! In short, if someone doesn't like what they see, they're not even listening.

- 95% of employers said a job seeker's personal appearance affected their opinion of the applicant's suitability for the job.

- 91% of employers said they believe dress and grooming reflected the applicant's attitude towards the company.

- Women who wear make-up, on average, earn 25% more than those who don't!

- Your personal appearance tells people where you are in life and most importantly, where you want to be in life.

- A brand is a recognizable

product – think about what the perception of that branding is. By deciding on the message you are sending out, you are defining your image.

- Personal branding is not about spending a lot of money to look like someone else. What it is about is getting the edge by creating your own personal brand – a signature style that you make your own.

- You don't have to spend a lot of money to look as though you have.

- Spend money on the right things: quality fabrics; good accessories; pieces that you can create a core wardrobe around.

- Women in particular have a built-in guilty complex on spending money on themselves, frequently seeing it as an "indulgence". Spending money on yourself (on the right things) is an investment. That investment may lead to a promotion or even a higher starting salary.

- Don't let 'labels' speak louder than you.

- Remember: your image is your brand!©

2011 Eastern Regional Conference
Dist I and IV - Atlanta, GA - March 18-19
Westin Atlanta North at Perimeter



Early Registration ends
February 9, 2011

[BOOK NOW AND SAVE!](#)

Test your ABWA Knowledge

By Jean Flewelling

1. Name the Neapolitan ABWA member who has written columns for the Naples Daily News.
2. These two Neapolitan ABWA members are accomplished artists.
3. These three Neapolitan ABWA members have recently published books.

Answers:

1. Kena Yoke
2. Margot Osborne and Deb Elias
3. Jenny Craig, Carrie Kerskie, Raven Lamoreux-Dodd

Psychotherapy, Counseling, Psychoanalysis
Individuals, Couples, Families

MARGOT C. OSBORNE

L.C.S.W., N.C. Psy. A.

Orion Bank Bldg.
2180 Immokalee Rd. #216
Naples, FL 34110

(239) 594-0900
Fax (239) 596-8901
Lic. # SW4777

News from Archives

We ask you to help throughout the year to collect 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.

You can email or bring a physical item to the chapter meeting . Please include credit information, dates, names & event. Thank you!
[Email Kristen](#)

Archives Chair, Kristen Goodman



Kristen Goodman

[Creative Memories Unit Leader](#)

Professional Development Opportunities

Start-up Assistance

BoomerPreneurs' Workshops [Register](#)

Friday, February 11, 2011 9:00 AM to 12:00 PM, 2 sessions ending Friday, February 18

Starting a business at 50-plus years of age is similar, yet different than doing so in ones younger years. The Workshop, BoomerPreneurs: How Baby Boomers Can Start Their Own Business Make Money and Enjoy Life, based on a book of the same name by M. B. Izard, is specifically written to address these differences. (book included in \$49 program registration fee) In this two, 3 hour session workshop, sessions are scheduled one to two weeks apart to enable participants to read and complete action steps in BoomerPreneurs. The BoomerPreneurs workshop guides participants through the entrepreneurial strategic planning process to enable them to pursue their economic independence while at the same time striving to protect their financial assets or retirement nest eggs. Steps include evaluating a current business idea or identifying a new one, determining the match of the business to personal goals and the marketplace, and obtaining market feedback on their business. Participants answer key questions and worksheets to map their own exciting entrepreneurial journey and plan the launch of their business.

Speaker: Peter Keating and Suzanne Specht

Location: [SBDC at FGCU - Port Charlotte, Charlotte County Chamber of Commerce, Port Charlotte](#)

BoomerPreneurs' Workshop [Register](#)

Thursday, March 10, 2011 9:00 AM to 12:00 PM, 2 sessions ending Thursday, March 17

Starting a business at 50-plus years of age is similar, yet different than doing so in ones

younger years. The Workshop, BoomerPreneurs: How Baby Boomers Can Start Their Own Business Make Money and Enjoy Life, based on a book of the same name by M. B. Izard, is specifically written to address these differences. (book included in \$49 program registration fee) In this two, 3 hour session workshop, sessions are scheduled one to two weeks apart to enable participants to read and complete action steps in BoomerPreneurs. The BoomerPreneurs workshop guides participants through the entrepreneurial strategic planning process to enable them to pursue their economic independence while at the same time striving to protect their financial assets or retirement nest eggs. Steps include evaluating a current business idea or identifying a new one, determining the match of the business to personal goals and the marketplace, and obtaining market feedback on their business. Participants answer key questions and worksheets to map their own exciting entrepreneurial journey and plan the launch of their business.

Speaker: Julio Estremera and Suzanne Specht

Location: [Naples Chamber of Commerce, Fort Myers](#)

Financing

QuickBooks Accounting Series [Register](#)

Friday, February 18, 2011 2:00 PM to 5:00 PM

The program will be taught by Cyrine Butler, Certified QuickBooks Trainer and Owner of DBL Accounting, LLC. Ms. Butler will teach the basic fundamentals and understanding of QuickBooks. The twelve-hour course will provide hands on training such as entering sales information, paying bills, working with bank accounts, tracking and paying sales tax and more. Attendees are encouraged to bring

their own laptops. Ms. Butler has been in the accounting field for over 25 years; her commitment to her clients is exceptional service, superior expertise and timely responses to inquiries. "I love helping small businesses with their accounting needs and understand that book-keeping can be challenging to some people but if they establish good accounting habits early on by keep good records, fix mistakes as they happen and be consistent, it will make their lives so much better." Cost to attend the four week series is \$199.00. Reservations are required and can be made online at www.sbdcseminars.org or call 239.745.3700 for more information.

Location: [SBDC at Florida Gulf Coast University, Lutgert College of Business, Fort Myers](#)

Financial Management Educational Workshop [Register](#)

Saturday, February 26, 2011 9:00 AM to 3:00 PM

This course is designed to give you the tools and knowledge to help you set goals and succeed in the management of your business and personal financial life. Program price is \$59 which includes the \$25 book and lunch.

Location: [SBDC at Florida Gulf Coast University, Lutgert College of Business, Fort Myers](#)

Financial Planning for Business

Thursday, March 03, 2011 8:00 AM to 10:00 AM

Whether it's getting your business off the ground, or adding new employees to your company, financial planning is crucial to business success. Full Series of 10 classes \$300 for PGCC

Members (per class \$50) Full series of 10 classes \$450 Non-Members (per class \$60)

Location: [FGCU - Renaissance Academy, Punta Gorda](#)

Reading, Understanding and Repairing your Personal Credit [Register](#)

Monday, March 28, 2011 2:00 PM to 4:30 PM

Credit is just as important in business as it is in your personal life. This seminar will answer your questions about anything concerning your credit. Credit is just as important in business as it is in your personal life. This seminar will answer your questions about anything concerning your credit.

Speaker: CredAbility

Location: [Fort Myers Library, Fort Myers](#)

Managing a Business

Small Business Issues & Recommendations Forum [Register](#)

Thursday, February 10, 2011 8:00 AM to 11:00 AM

This is an opportunity to discuss and identify issues that negatively impact small business growth in Florida.

Speaker: This open forum discussion will be facilitated by (OSBA) Lew Attardo Advocate, Vicky Baker Program Coordinator - RAC, and Cathy Benoit Program Coordinator - OSBA.

Location: [FGCU Welcome](#)

Continued on Page 7

Professional Development Opportunities -- Continued From Page 6

SBRN Mixer [Register](#)

Thursday, February 17, 2011
5:30 PM to 7:00 PM

Network with your fellow professionals in the accounting, banking, insurance and other professional industries to exchange business cards and learn about each other's business.

Speaker: Lorna Kibbey

Location: [Holiday Inn Fort Myers Airport, Fort Myers](#)

PB & J Brown Bag Lunch- A Purpose Driven Profit [Register](#)

Wednesday, February 23, 2011
11:30 AM to 1:00 PM

A few tips and strategies for business owners to use in driving their business towards the profit they desire. (Lunch included)

Speaker: Harry Lookanan

Location: [Bonita Springs Chamber of Commerce, Bonita Springs](#)

SBRN Mixer [Register](#)

Thursday, March 17, 2011 5:30 PM to 7:00 PM

Network with your fellow professionals in the accounting, banking, insurance and other professional industries to exchange business cards and learn about each other's business.

Speaker: Lorna Kibbey

Location: [Holiday Inn Fort Myers Airport, Fort Myers](#)

PB & J Brown Bag Lunch [Register](#)

Wednesday, March 23, 2011
11:00 AM to 1:00 PM

Rules and regulations change often, come see what is new in Workman Comp and other business compliances!

Speaker: Dan Regelski

Location: [FGCU Welcome Center, Fort Myers](#)

Tax Planning

Business Taxes 101 [Register](#)

Wednesday, February 09, 2011
3:00 PM to 5:00 PM

Taxes are catastrophic in making sure that your business is being run correctly. Get your questions answered!

Speaker: Harry Lookanan

Location: [FGCU Welcome Center, Fort Myers](#)

Marketing and Sales

Marketing Plan [Register](#)

Tuesday, March 01, 2011 6:00 PM to 8:00 PM, 4 sessions ending Tuesday, March 22

This four week series will teach you how to write and organize your marketing plan.

Speaker: Bob Smoot and Trish Leonard

Location: [SBDC at FGCU - Cape Coral, Cape Coral](#)

Jerry Ross Seminar [Register](#)

Wednesday, March 16, 2011
8:00 AM to 11:00 AM

Join the Small Business Development Center, (SBDC) SCORE-Naples, and the Florida Women's Business Center (FWBC) on Wednesday, March 16th at 8:00 a.m. in the Naples Daily News Community Room as we present a seminar by Jerry Ross entitled "Strategic Marketing for Small Business". Topics to include Choosing Your Marketing Strategy, Discovering Inexpensive Tactics and Developing Your Marketing Action Plan.

Speaker: Jerry Ross - Executive Director for Disney Entrepreneur Center

Location: [Naples Daily News Community Room, Naples](#)

Government Contracting

Doing Business with the Government Series [Register](#)

Friday, February 04, 2011
1:00 PM to 3:00 PM

This course will teach you how to secure and do business with the federal government from reading and writing RFP's to submitting proposals that win you the work.

Speaker: Dan Telep

Location: [SWFL Works, Fort Myers](#)

Doing Business with the Government Series [Register](#)

Friday, February 11, 2011
1:00 PM to 3:00 PM

This course will teach you how to secure and do business with the federal government from reading and writing RFP's to submitting proposals that win you the work.

Speaker: Dan Telep

Location: [SWFL Works, Fort Myers](#)

Doing Business with the Government Series [Register](#)

Friday, February 18, 2011
1:00 PM to 3:00 PM

This course will teach you how to secure and do business with the federal government from reading and writing RFP's to submitting proposals that win you the work.

Speaker: Dan Telep

Location: [SWFL Works, Fort Myers](#)

Minority Certification and taking the fear Out of Government Contracting [Register](#)

Tuesday, March 08, 2011
4:00 PM to 6:00 PM

Take the fear out of securing contracts with the government. This course will teach you strategies you can use to get those contracts for your business.

Speaker: Millie Class

Location: [Southwest Florida Enterprise Center, Fort Myers](#)

E-mail Ingrid@focus-coaching.com www.focus-coaching.com

FOCUS COACHING

Life and Business Coaching for Results

Ingrid B. Kaczmarek, RCC
Owner/Coach

3696 Recreation Lane
Naples, FL 34116
Tel. 239-354-2114
Fax 239-354-2114

Neapolitan Member Profile

Carrie Kerskie

2011 ABWA Neapolitan Chapter WOY



Name: Betty Rubble :)

Member since? 1997

Why did you join the group? To meet other professional women in Collier County and for professional development.

What is your occupation/what do you do at work? Private Investigator, President [Marcone Investigations, Inc.](#), author of Your Public Identity, public speaker and President of Medical Fraud Defender, LLC

Family? Pets? Husband, - Scott, son - Kyle and daughter-Gwen. We have a either a small zoo or the start of Noah's Ark depending on how you look at it - two dogs, one cat, one hermit crab (son's pet), two leopard geckos (son's pets) and two mice (daughter's pets).

What skills have you learned at ABWA / What skills do you hope to learn at ABWA? How to effectively communicate with others, management, delegation, time management and more. I have learned so much from my Neapolitan sisters!!! I am extremely grateful for each and everyone of them. Without them I would not have been able to reach a few lifetime goals, published author before 40, and developing a system to detect and prevent healthcare fraud.

How can ABWA members best support you? I just started the launch of my new book, Your Public Identity. If you know anyone that is concerned about identity theft or any groups and/or businesses that would like to have a guest speaker on identity theft or internet safety (also great for parents, kids and employees) let me know. You can also send them to my website

www.yourpublicidentity.com. Also, I would love the opportunity to have a book signing at your location or event. This will your generate traffic and help me promote my book. For non-profits, I will donate a portion of my sales back to the non-profit.

What is your ultimate life goal/ something you'd like everyone to know?

Personal: To have my children know they can do what ever they want, be what ever they want and have what ever they want through determination, hard work and by helping others.

Professional: To save US taxpayers billions of dollars each year typically lost to health insurance fraud.

Membership Moment

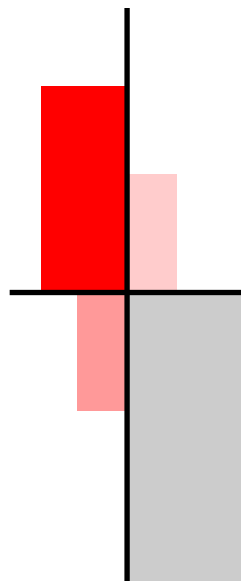
Membership Request!

Please go into your personal profile in the Member Directory located on our www.abwaneapolitan.org website and update your information located at the bottom of the page. Be sure to list your current (if applicable) or any past contributions you have made to the Chapter, whether as an Officer, Committee Chair or as a Committee Member. This is our only accessible record of participation and so it is very important to the organization for the information to be correct.

If you do not remember how to access the directory, please call Linda Bellinder at 239-207-0043 or

[Email Linda.](#)

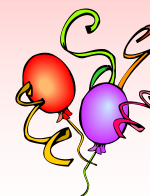
Thank you for helping us to recognize your involvement in our ABWA Neapolitan Chapter!



Carrie Kerskie
ABWA 2011 WOY
And Family
Along with Jean Flewelling,
Toby Buerger, Jessica Macera.
January 2011 Chapter Meeting

Member Birthdays

Kelly Lauman — 2/11
Mary Gardner — 2/22
!!!! Happy Birthday !!!!!



Remember, Ginger Rogers did everything Fred Astaire did, but she did it backwards and in high heels.

Faith Whittlesey

Creative Travel and Promotion
Specialize: Exotic, Groups and Independent Travel

Linda M Beaudry ACC
Travel Consultant



Direct- 541-813-1115
Cell - 239-298-1115
Toll Free - 866-441-4413
Efax 802-419-3106

Lbeaudry@naples.net
www.creativetravelandpromotion.4mydeals.com

Executive Board 2010-2011

PRESIDENT

Jessica Macera
C: 293-0029
jessica@businessdynamixsolutions.com

SECRETARY

Jennifer Ziegelmaier
W: 732-5224
jenniferzphotography@embarqmail.com

IMMEDIATE PAST PRESIDENT

Toby Buerger
C: 293-8324
Toby_buerger@comcast.net

VICE PRESIDENT

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

TREASURER

Mary Cone
C: 682-2910
M-Cone@ymail.com

Committee Chairs 2010-2011

Adopt a Precinct

Michele Smith
W: 530-2244 C: 290-3703
msmith@theprintshop.tv

Newsletter

Debbie Teed
C::239-595-4570
debbie@tomlinsearch.com

SWFL Council Delegate

Jean Flewelling
H: 561-0844 C: 565-5468
jeanflew@yahoo.com

Archives

Kristen Goodman
C: 239-877-6710
kristenscroppin@hotmail.com

Professional Development

Jenny Craig
C: 216-0431
jcraig@insitestrategist.com

Trade Show

Jessica Macera and
Kelly Lauman

Fundraising

Sandy Waite
C: 239-253-2225
swaite@platinumdrycleaners.com

Program

Carrie Kerskie
carrie@marconeinvestigations.com

Website Admin

Toby Buerger
C: 293-8324
Toby_buerger@comcast.net

Holiday Auction

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

Publicity

Rachelle Youmans
C: 404-3681
ryoumans@gatesinc.com

Women In History

Jessica Macera
C: 293-0029
jessica@businessdynamixsolutions.com

Hospitality OPEN

Membership

Linda Bellinder
C: 207-0043
linrob26@yahoo.com

SBMEF / Education

Jamie Bergen
C: 572-3720
BergenJ@CenturySecurities.com

Social Media

Angelica Torres
W: 592-9193
angelica@islandpiling.com

Committee Members Needed

All committees need member volunteers. To learn more about a committee you are interested in or to get involved, contact the appropriate committee chairwoman.

**ABWA
NEAPOLITAN CHAPTER
is now looking for a
HOSPITALITY CHAIR,
HOSPITALITY GREETERS,
CHECK-IN
COMMITTEE MEMBERS**

**If you are interested in learning
more about these positions and
how you can become
involved in the**

ABWA NEAPOLITAN Chapter,

[Email Jessica Macera](mailto:jessica@businessdynamixsolutions.com)

**NATIONAL WOMEN'S
LEADERSHIP CONFERENCE
SEPTEMBER 22-24, 2011
IRVING, TEXAS**

Save the date!

What better way to celebrate
American Business Women's Day
and the 62nd anniversary
of ABWA's founding.

Hope to see y'all in Texas!



**Carrie Kerskie & Family
2011 ABWA Neapolitan Chapter
Woman of the Year
And Owner
[Marcone Investigations, Inc.](http://www.marconeinvestigations.com)**

!!!! Go Carrie !!!!

2011 SWFL Council WOY



Jessica Macera
Owner
Business Dynamix Solutions, LLC

2011 ABWA Neapolitan Chapter WOY



Carrie Kerskie
Owner
Marcone Investigations, Inc

ABWA Neapolitan Chapter



Follow us on:

Linked In ABWA Neapolitan Chapter

Twitter: <http://twitter.com/ABWANEapolitan>

Facebook: ABWA Neapolitan

Membership Information

As ABWA members come together to carry out the mission, be it through volunteering on committees, or through organized activities such as our chapter meetings and events, opportunities for personal and professional growth are abundant. Learning from peers and those who provide mentoring support is a wonderful part of ABWA membership. Friendships forged as members work side by side to build strong support systems and meaningful network links

Membership in our chapter gives members the following products

and services:

- * Professional Development Programs at Monthly Meetings.
- * A warm group of supportive women where a woman can be herself and gain friends as well as professional benefits
- * Networking Support:
- * Business of the Month Opportunities:
- * Power Tip of the Month: Selected member shares her most powerful business tip or quote in the monthly newsletter.
- * Advertising Discounts:
- * Member Promotion Table:
- * Leadership Opportunities:
- * Media Spotlight through

press releases.

- * Source of Business Referrals.
- * Conference Attendance: Member
- * Regional Events:
- * Online Member Directory on Local Website.
- * Membership with Chamber of Commerce:
- * Individual Recognition:
- * Tuition Skills Reimbursement and Outright Grants for educational advancement.
- * National Recognition Programs (WOY, Protégé, Inner Circle and Top Ten).
- * WIN Program from National.
- * Women in Business Magazine subscription.

To join the ABWA Neapolitan Chapter, contact our Membership Chair, Linda Bellinder, Windstream Communications @ 239-207-0043 or email Linda Bellinder Or visit our website [ABWA Membership Benefits](#) **Get Started today!**

Our members offer the local business community and our membership excelled skills in: leadership in their business roles in addition to being respected leaders in the community; communication; community involvement; marketing; networking; mentoring other women in business; business referral source; extensive knowledge of ABWA programs and opportunities; and great partnerships with National ABWA officers and staff.

2011 Eastern Regional Conference
Dist I and IV - Atlanta, GA - March 18-19
Westin Atlanta North at Perimeter




2011 Western Regional Conference
Dist II and VI - Santa Fe, NM - April 29-30
Hilton Santa Fe Historic Plaza




2011 Central Regional Conference
Dist III and V - St. Louis, MO - April 1-2
Hyatt Regency St. Louis at the Arch




Save the Date

- Wednesday February 16, 2011** GNACC Wake up Naples
- Thursday February 17, 2011** GNACC Business After Five
- Thursday February 19, 2011** GNACC Business Concept—Simple Steps Session 2
- Friday February 25, 2011** ABWA Neapolitan Chapter Monthly Meeting: Women In History Luncheon
- Saturday February 26, 2011** GNACC Marketing Your Business—Simple Steps Session 3
- Tuesday March 1, 2011** ABWA Neapolitan Chapter Board Meeting
- Wednesday March 3, 2011** GNACC Accelerated Networking Luncheon
- Friday and Saturday March 18 and 19, 2011** ABWA National Eastern Regional Conference, Atlanta GA

