



Newsletter Editor: Debbie Teed Debbie@tomlinsearch.com

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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.

Meeting Announcement

Road Map to Success Series

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

Series #6

Maximizing Mileage: Hills and Valleys

Tuesday, March 22, 2011

5:30 pm

Bellaseria Hotel

[Click Here for Reservations](#)

ABWA Neapolitan Chapter proudly presents "Roadmap to Success", a series of eight workshops to help you reach your professional goals.

Each workshop is based on the elements of a business plan.

Join us Tuesday, March 22, 2011, as we continue our series with "Maximizing Mileage: Hills and Valleys". While on your journey to reach your goal you will encounter obstacles, hills and valleys.

We have gathered business experts to participate in a reverse roundtable to address your individual questions.

Speaker Information: Small Business Development Council and SCORE of Naples.

Cost is \$26 for Members & Member paid Guests and \$30 for Non-Members Buffet dinner included. Meetings start at 5:30 pm.

Bellaseria Hotel
221 9th Street South
Naples, FL 34102

Deadline to register is Thursday, March 17, 2011.

We apologize, but walk-ins are not permitted.

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

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
Hwy 66 - St. Louis at the Arch



ATTEND A REGIONAL CONFERENCE !! Promote Your Business through an amazing, supportive networking experience! See Page 3 For More Details



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

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

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[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

Greetings ABWA Sisters!

Welcome to March – Women's History Month! Founded in 1949 by Hilary Bufton, ABWA has its own place in women's history. The organization has provided thousands of women with opportunities to develop personally and professionally, and we continue that mission into the future!

Women In History

Your Women In History Committee hosted an amazing event on Friday, Feb. 25. Thank you to the committee members that made it happen: Nina DiSessa Christensen, Rachele Youmans, Kristen Goodman, Debbie Teed, Lee Russell, Sam Black, Linda Miller, Michele Smith, Kelly Lauman, Martha Bibby, Mary Cone, Carrie Kerskie, Toby Buerger and Sandy Tarquino.

Our two big events are complete. But we still have exciting things going on: scholarship awards, nominating for May elections, and our officer installation in July to name a few...

Regional Conferences

Please look at the schedule of regional conferences. These are amazing opportunities to network, build your business and even take a weekend away to

revamp and recharge. I will be attending the Atlanta conference March 18 & 19. We need to send six people to Regional or National Conference in order to qualify for Best Practices Level I. This is an honor we've upheld for quite a while now – let's keep it going. Please tell me how I can help or inspire you!

Board Update

It is with regret that I must announce our Vice President, Kelly Lauman, has resigned her position. Kelly will focus on her personal and business pursuits and we wish her well!

Board Retreat

The Neapolitan Chapter Board Retreat will be held April 2 from 9 a.m. – 1 p.m. All Board members and Committee Chairmen should plan to attend, and all other chapter members are welcome. I would particularly

encourage anyone considering running for office or taking on a Committee for next year to attend as well. More details to follow.

Conclusion

This is my favorite time of year. I love Spring! This is a great time to refresh and renew. I know we've all been working very hard. Let's find some time to enjoy the spring sunshine, practice stress management and do some fun things in our beautiful county!

In professional sisterhood,
Jessica Macera

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“My favorite thing is to go where I have never been.”

—Diane Arbus





ATTEND A REGIONAL CONFERENCE !!

Take the Opportunity for Professional Development !



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

2011 Regional Conference Dates

March 18—19
Atlanta, GA
Eastern District I and IV

April 1—2
St. Louis, MO
Central District III and V

April 29—30
Santa Fe, NM
Western District II and VI

Enhance Your Professional Sisterhood By Meeting New Friends!!



For more information:
[Contact Jessica Macera](#)

Registration Can Be Paid Upfront
No Expense to You !!

Travel expenses can be reimbursed up to the amount permitted by the budget.

To be eligible for reimbursement of conference expenses, a member must meet the following criteria:

- i. National and Neapolitan dues must be current, both at time of conference attendance and at time of reimbursement.
- ii. Date of affiliation with the Neapolitan Chapter must be no less than twelve

months prior to the conference date, unless she is an active board member.

- iii. Member must have attended at least 3 monthly meetings within the 12 months prior to the conference.
- iv. Member must attend all conference sessions, unless she is on the conference team and her duties preclude full attendance.

[Contact Jessica Macera](#)

On the Wings of Hibou



By Author
Raven Lamoreux-Dodd

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



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Attend the 2011 Regional Conference

Get Your Conference Registration Paid Up Front No Expense To You !!

See Page 3 For Details

[or Contact Jessica Macera](#)



[Visit ABWA](#)

And log in today to get connected!

Business of the Month - March



Get Your Life Back!

- Are you experiencing vision loss?
- Is it preventing you from driving?
- Having difficulty recognizing faces?
- Afraid you might need extra help?

My name is Rachele Youmans. In addition to my day job with GATES Construction, I sit on the Board for the Visually Impaired Persons of SWFL (VIP). I am using my Business of the Month article to share this organization with you.

VIP is a 501(c)3 charitable organization committed to ensuring that blind and visually impaired persons living in

Southwest Florida have the tools, support and opportunity to be productive residents of their community and achieve success. VIP has been serving the blind and visually impaired in Collier, Lee, Glades & Hendry Counties since 1974.

VIP provides a variety of rehabilitation and support services to people and their families experiencing major vision loss and blindness. The goal is to help those affected by a visual impairment regain their independence.

VIP can provide 'assistive technology' to those with visual impairments. Screen magnification or screen reading software for computers, even cell phones with screen reading software. VIP offers computer training courses to using these assistive technology tools. Of course VIP teaches Braille reading.

VIP also teaches 'independent living skills' such as handling money, safely preparing meals, grooming, labeling medications, etc. Mobility and orientation training includes how to get around your home, how to walk down a street with no sidewalks, how to cross the street, how to get to and from

stores, how to shop in stores by yourself, how to take public transportation. These are very basic things that full sighted persons take for granted every day.

All services are free! VIP operates from limited government funding and the generosity of donations and partner agencies such as the United Way.

Visual impairments can strike any one at any time. Sometimes it is disease, like diabetes for example. Sometimes a child is born with a visual impairment or blindness. Sometimes it is from an accident - a sports accident, car accident, mishandling fire works, etc. Do not take your vision for granted. Include an eye exam on your list of annual or bi-annual physical check up.

You can check out the Visually Impaired Persons of SWFL by visiting the website at www.vipcenter.org or by calling (239) 997-7797 or by attending a monthly services orientation meeting on the third Thursday of every month. And please share this information with anyone you know that is struggling with major visual loss; help them regain their independence!

Power Tip of the Month - March

Go where you have never been....

Women are explorers by nature—be it internally or externally. Our explorations can vary from trying a new recipe to a new haircut, making a new friend, going after that new client, implementing that new business process. Sometimes we may find fear or uncertainty casting a shadow over that invigorating excitement of our newest quest. Remember... **You are, with certainty**, especially accomplished at not only bravely jumping into the unknown— but mastering it so well that you literally breathe life into fabulous ideas, recipes, processes, family, friends, business, and even yourself. So... Go forth boldly to where you have never been!!!!

— From Debbie Teed

WIN - Women's 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 platform to its members in 2009 and we continue to expand our reach through WIN in 2011.

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.

Professional Development

Business is GREAT!

Jenny Craig, LCSW, BCD

Attitude is a little thing that makes a big difference in business. This simple but powerful message was the common thread that the four honorees of ABWA Women in History recently shared with a packed house on February 25, 2011. As I left the luncheon filled with inspiration, I was reminded of the story of a landscaping business I studied in college that always came out ahead despite the down economy, poor weather or any other difficult challenge. Asking the owner, he attributed his success to the big lapel badge he always wore saying, "**Business Is Great!**"

Everyone who saw the badge for the first time invariably asked, "What's so great about business?" The badge always tended to start a conversation, which typically involved the owner getting to share the positive aspects of his business. He would state he felt blessed to be in business because he knew there are many millions of people who would swap their own situation to have the same opportunities of doing a productive meaningful job, in a civilized well-fed country. He would often then add in:

~the pleasure of meeting and talking with different people every day

~the reward of helping staff take on new challenges and experiences

~the great feeling when you finish a job and do it to the best of your capabilities

~the opportunity to learn new things you learn every day

As the owner would share his grateful attitude, he reported that no matter how miserable a person was, they'd usually end up feeling a lot happier after just couple of minutes listening to all this infectious enthusiasm and positivity.

The owner would then state, "While some may say that it is impossible to quantify if a positive attitude keeps your business going, I insist that my badge came first and my successful business followed."

As testament to this story, one of the honorees Sharon Trieser shared that she believes her primary key to success that she had earned has been the core belief that one must have a posi-

tive attitude, be consistent, help others more than yourself, and never, ever give up.

She also adds that bring positive attitude to your team and helping others reach their potential is one of the most rewarding ways that she has built her business to be great.

Take these wise words into work with you and remember that no matter what the current challenge you have been gifted, "Business (and life) are GREAT!"

Jenny Craig, LCSW, BCD is an executive coach, author and founder of

www.liveyourpower.com

Jenny Craig, LCSW, BCD
P: 239-216-0431

www.insitestrategist.com
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Know A Scholar ?

The Stephen Bufton Memorial Educational Fund assists women pursuing advanced educational goals.

If you know of woman who could benefit from a scholarship,

Contact [Jamie Bergen](mailto:jamie@stephenbufton.org)

2011 Eastern Regional Conference

Dist I and IV - Atlanta, GA - March 18-19
Westin Atlanta North at Perimeter



**Learn About Positive Risk Taking,
Building Strategic Thinking Skills,
or Innovation and Creativity!!!
Attend A Regional Conference
See Page 3 for Details
Or Contact**

[Jessica Macera](mailto:jmacera@abwa.org)

Test Your ABWA Knowledge

By Jean Flewelling

- Which of these is not an ABWA membership option?**
 - National Membership
 - Express Network
 - The Company Connection.
- Which of these is not an elected chapter position?** President, Vice-President, Secretary, Treasurer, Assistant Treasurer.
- This Spring ABWA will hold Regional Conferences in the following cities:**
 - Atlanta GA – Santa Fe NM – St Louis MO
 - Atlanta GA – San Francisco CA – Philadelphia PA
 - Austin TX – Miami FL – Lansing MI

Answers:

- c
- Assistant Treasurer
- a

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](mailto:kristen@abwanapoliitan.org)

Archives Chair, Kristen Goodman



Kristen Goodman
[Creative Memories Unit Leader](mailto:kristen@abwanapoliitan.org)

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A Very Warm Welcome To Our Newest Members

Bem Recebido

Angela Kidd	Debbie Elias	Jackie Rafferty	Megan Quinn	Judy Johnson
Jamie Bergen	Jennifer Wisnar	Lee Russell	Kristin Goodman	Susan Mellen
Debbie Teed	Tania Ward	Holly Varsho	Summer Araque	Mary Watts
Ana Maria Senica	Pat Kazor	Indira Maharaj	Sandra Black	Felicia Willie
Linda Schnell	Melissa Davidson	Kimberly Pitts	Marjory Hadler-Waligura	
Jennifer Frost	Bunny Belden	Linda Miller		

Willkommen

Bienvenido

Bienvenu

Aggettivo

You're Invited To A Party

The Wrap Up Party
For
Women In History Luncheon
!!! All Members Welcome !!!

Thursday, March 24, 2011
5:30 pm

Let's Meet At
South Street Restaurant
1410 Pine Ridge Road, #4, Naples
Located on the
SW Corner Pine Ridge-Goodlette

[RSVP Debbie Teed](#)

Enhance

Enhance Your Professional Sisterhood. Attend a Regional Conference And Meet New Friends !!!
See Page 3 for Details
Or [Contact Jessica Macera](#)

Now Seeking

**Your ABWA Neapolitan Chapter
Is Now Seeking
A Nominating Committee Chair and
Three Committee Members**

If you qualify and would like to be part of the group that helps to set up the slate of Officers for the 2011-12 ABWA Chapter year, please contact [Jessica Macera](#).

To Qualify:

XI. NOMINATING COMMITTEE

1. To serve on the Nominating Committee, a candidate must be an "active member" of the Neapolitan Chapter. "Active members" are those who have:
 - i. Attended at least 6 chapter meetings during each of the past 2 chapter years; and,
 - ii. During the current or past 3 chapter years, either served as an elected officer or served on a committee.
2. The Chair of the Nominating Committee must be a member who has served as an elected officer, committee chair or Council delegate of the Neapolitan Chapter during the past 3 chapter years.
3. At least one other member of the Nominating Committee must have served as a chair of the committee during the current or past 3 chapter years.

2011 Board Retreat

All Members Are Welcome

Saturday, April 2, 2011
9:00 am to 1:00 pm
Light Breakfast and Lunch Served

Further Details
Will Be Coming Soon

Board And Committee Chairs
Are Requested to Attend

Members interested in serving on the Board or Committees next year are encourage to attend.

[RSVP Jessica Macera Via Email](#)

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!

Member Birthdays

Mary Beth Clary—3/22
Carrie Kerskie—3/22
Sandy Tarquino—3/11
Debbie Teed—3/15

!!!! Happy Birthday !!!!!



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Executive Board 2010-2011

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jessica@businessdynamixsolutions.com

SECRETARY

Jennifer Ziegelmaier
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jenniferzphotography@embarqmail.com

IMMEDIATE PAST PRESIDENT

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

VICE PRESIDENT

TREASURER

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

Committee Chairs 2010-2011

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Jessica Macera and
Kelly Lauman

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Hospitality OPEN

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SBMEF / Education

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Social Media

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W: 592-9193
angelica@islandpiling.com

**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!



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Article **\$25 per issue**

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[Contact Debbie Teed](mailto:debbie@tomlinsearch.com)

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/ABWAnepolitan>

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.

Save the Date

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Hilton Santa Fe Historic Plaza




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




- Saturday, March 12, 2011** GNACC Funding Your Business-Simple Steps Session 5
- Wednesday, March 16, 2011** GNACC Wake Up Naples March 2011
- Friday and Saturday March 18 and 19, 2011** ABWA Eastern Regional Conference, Atlanta GA
- Tuesday March 22, 2011** ABWA Neapolitan Chapter Monthly Meeting: Roadmap for Success, Maximizing Mileage: Hills and Valleys
- Thursday, March 24, 2011** ABWA Neapolitan Chapter WIN Wrap-Up Party
- Saturday, March 26, 2011** GNACC Time Management
- Tuesday, March 29, 2011** GNACC Business After 5 March 2011 –Stock Development
- Friday and Saturday, April 1 and 2, 2011** ABWA Central Regional Conference, St. Louis, MO
- Saturday, April 2, 2011** ABWA Neapolitan Chapter 2011 Board Retreat
- Tuesday April 5, 2011** ABWA Neapolitan Chapter Board Meeting
- Thursday, April 7, 2011** GNACC Accelerated Networking Luncheon April: McCormick & Schmick's
- Wednesday, April 13, 2011** GNACC Business After 5 April 2011: AZN Restaurant at the Mercato
- Friday and Saturday, April 29 and 30, 2011** ABWA Western Regional Conference, Santa Fe, NM

