

October /
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Newsletter Editor:

Toby Buerger, Toby_Buerger@comcast.net

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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 #3 Tuesday December 14, 2010

ROADMAP FOR SUCCESS

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

"Can You Afford to Go?" Presented by **Angela Kidd, CPA, PLLC and Chuck Sweet**

This session will explore how to read financial statements, plan a budget, forecasting and more to help you reach your goal.

Members and Member Sponsored Guests \$26
Non Members \$30

Visit <http://www.abwaneapolitan.org/monthlychaptermeeting.asp>

Reservations Close at 12 noon on Thursday December 9, 2010



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

Road Map to Success Top Ten Tips

October Chapter Meeting review of **WIN with a Mission, Vision, & Goal.**

Presented by,
Toby Buerger, Past President and Website Admin for ABWA Neapolitan Chapter

We discovered the power of WIN, Women's Instructional Network, a benefit of membership with ABWA. WIN is a social networking site mixed with an online professional development course library, plus more...

We also covered the importance of creating vision and mission statement and introducing new concepts to goal setting.

Creating a Vision Statement:

1. Outline what your company wants to be and concentrate on the future.
2. Create a vivid and clear picture
3. Use memorable and engaging wording.
4. Alignment with organizational values and culture.

Creating a Mission Statement:

5. Define your business.
6. Ask your team, what does your company do in one sentence.
7. Avoid saying how great your business is.

Goal Setting:

8. Create Key Result Areas (KRA) that are activity oriented and affect customer service.
9. Create and compare a Benchmark with how your

competitors perform in those KRA's.

10. Create SMART Goals for your KRA's that fall in-between or above the benchmark as listed in #9.

To learn more about KRA's and Goal Setting, logon to ABWA's WIN and sign up to take the free course *ABWA Goal Setting and Measuring Results*



Jessica Macera, Owner Business Dynamix Solutions, LLC.
President of ABWA Neapolitan Chapter

News from the President

Dear Neapolitan Chapter,

Holiday Celebration This month we will host our annual Holiday Celebration at the Hilton Naples. Chairman Kena Yoke and her committee have invested a great deal of time and effort in the planning of our primary fundraiser and it is going to be fantastic!! It's imperative that we as members support them by purchasing our tickets early and preparing to fulfill our roles as hosts to our guests who will support our chapter throughout the year as we pursue our mission of equipping women with enhanced business and personal skills.

Chapter Matters We have started the new chapter year with a big bang!! We have changed locations, re-packaged our programming and have

added 13 new members in just three short months. While all of these are positive things, change always causes some discomfort. We have some work to do in making our meetings run smoothly and I welcome your feedback as your board works to make that happen. Our current tactics involve enhancing our check-in methods, upgrading the meal and meeting schedule and arrangements, and adding additional members to the board to improve work-flow, and focusing on communication among board members.

Relationships As the holidays approach, my attention turns to the valuable relationships in my life. Many of my best friends are ABWA members and our friendships have developed as we worked together on ABWA events and then branched out

into business and personal life. ABWA Neapolitan has long been known for its warm and accepting atmosphere as well as its professional development opportunities. Your Board is actively working on professional development, but each and every member carries the responsibility for creating and maintaining the friendly mind-set of the group. As we grow, let's strive to maintain that attitude. Reach out to your ABWA sisters, long-term chapter members and new, and get to know each other. We have strong, inspirational and intelligent members and our strength shows when we share experiences together!

Thank you for being a part of ABWA Neapolitan. Here we grow!

Jessica Macera, President

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nouncement could be
here!**

Contact Toby Buerger,
toby_buerger@comcast
.net to place your ad
and pricing information
today!

Membership Moment

Welcome to our newest ABWA Neapolitan Chapter Members:

Summer Araque, Jamie Bergen, Debbie Elias, Kristen Goodman, Judy Johnson, Pat Kazor, Angie Kidd, Susan Mellon, Linda Miller, Megan Quinn, Jackie Rafferty, Lee Russell, Ana Maria Senica, Debbie Teed, Holly Varsho, Tania Ward, Wary Watts, and Jennifer Wisnar.

We welcome each of you to our ABWA Neapolitan Family and if there is anything we can do to help you personally or professionally, just ask.

18 New Members in total for the last three months. At the beginning of our chapter year, President Jessica Macera held a board planning retreat and set a goal of 25 new members for our

chapter year. We are more than half way there! Our total goal is to end the chapter year at 75members total. This includes renewals of existing members. Our total today is 62 members.

Look for future updates on new member recruitment events and new member orientations.

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.

LEADING WITH

Vision

SWFL Council Update

Council has been busy this Fall!

Professional Development Day. Jamie Bergen, Jessica Macera and Susie Mehas represented Neapolitan at this September event where Naples toastmaster Ruth Kuttler was the featured speaker. Caloosahatchee Charter Chapter member Sherry Worley received Council's 2010 Lifetime Achievement Award.

October Council Meeting.

As Chair of the Council's Standing Rules Committee, I presented changes which were approved by the delegates and take effect January 1, 2011. The final version will be sent to the delegates by mid-November and is available to any member upon request. Just send me an email at jeanflew@yahoo.com and I will forward a copy to you.

We also elected the following officers for 2011: Chair – Shelia Bedwell, Palms of Edisonia; Vice-Chair – Pat Kluge, Palms of Edisonia; Communications Officer – Marge Szmania, Punta-Gorda; Financial Officer – Jessica Macera, Neapolitan.

Toby Buerger, as outgoing Council Woman of the Year, conducted the selection of the 2011 Council Woman of the Year. The name of the recipient is a secret to all but Toby and a few select individuals until the January luncheon

Upcoming Council events:

Saturday, December 4, 2010 – Holiday Party at First Baptist Church Social Hall in LaBelle. Networking is at 11, followed by lunch at noon and a Chinese Gift Exchange. Bring a covered dish and a \$10 gift, which must be wrapped. Use your GPS or you may lose your way and miss the fun. The address is 330 North Main Street, 33935. RSVP to Brenda Wickenden at 863-675-3760 or by email to grand-ma5@hotmail.com

Saturday, January 22, 2011 – Council Woman of the Year Luncheon

This is the big event for our Council when we honor all 2010 Woman of the Year awardees from our region and announce the 2011 Council Woman of the



2011 WIH Planning Committee Announces our honorees have been selected!

Our 2011 theme is

Leadership : The Road Map to Success

Mark your calendars now!

Women In History Luncheon

February 25, 2011
Hilton Naples

FOR MORE INFORMATION to follow soon the latest updates will be posted on WIN or www.abwaneapolitan.org

WIH CO-CHAIRS :

Shirley Rose :
hoperose463@aol.com

Nina DiSessa-Christensen :
laninta@comcast.net



Year. Plan to attend to support Jessica Macera, Neapolitan's 2010 Woman of the Year and 2010-2011 Chapter President! You will also have the opportunity to meet Lynn Drown, our newly elected National President, who is one of the featured speakers.

Where: Heron's Glen Golf & Country Club in North Fort Myers

Time: 11 am to 3 pm

Speakers: Lynn Drowne, ABWA National President

Carol O'Flaherty, Nurse and Humorist

Meals: Light continental breakfast

Lunch entrée is your choice of Caribbean Pork Loin or Chicken

Picata

Cost: \$35 is the actual cost – and Neapolitan has budgeted funds to subsidize this event by 50%, for members in good standing thus *your cost as an attendee is only \$17.50 – a bargain!*

To reserve, send Jean an email at jeanflew@yahoo.com and state your choice of entrée.

Power Tip of the Month

Questions like "What is it to be powerful?" and "To whom do I give my power away and why?" allows one to examine this subject addressing personal power.

So, it is recommended that one starts out the day with some sort of positive affirmation. This affirmation could be: "I will have a great day and nobody is going to muck it up!". When you first start out using this particular affirmation, you then look back at the end of the day to see if you



Ingrid Kaczmarek, Owner of Focus Coaching

If the answer is no, one can determine what or who caused this to happen. Then, in an effort to remove/get rid of negatives in your life (which sometimes includes people) one can actively work on accomplishing having multiple great days in a row.

Then, if you are successful in creating longer and longer strings of great days in a row, you are getting closer and closer to living an extraordinary life!



[Click here](#) to view the current issue of Women In Business Magazine.

Member Birthdays

- Ingrid Kaczmarek 9/1
- Jessica Macera 9/2
- Kay Bork 9/4
- Sandy Waite 9/10
- Kathy Hughes 9/15
- Angela Kidd 9/19
- Martha Bibby 10/3
- Jennifer Wisnar 10/14
- Angelica Torres 10/15
- Ana Maria Senica 10/16
- Michelle Smith 10/22
- Linda Miller 10/25
- Jean Flewelling 11/17
- Susan Hubly 11/26



New Members being installed. Nine in total! October 2010

Business of the Month - October



Sandy Waite owner, Platinum Total Fabricare ~ the market leader for over two decades

Through innovations in new technologies and consistent training in the newest of fashions and fabricare, Platinum continues to be the most sought-out Fabricare specialist in Southwest Florida. Platinum Total Fabricare has been servicing Collier and South Lee Counties since February 1989.

With the start of the 21st century, Naples dry cleaners, Joe and Sandy Waite set out to find a better way of doing business, and they have found it. In their state-

of-the-art plant off Commercial Boulevard, garments pass at a fast pace on a 9,000 square-foot production floor. Platinum uses radio frequency identification or RFID technology so employees no longer have to worry about reading and matching up a bunch of numbers on tags and running clothing around the plant.

Platinum is the first dry cleaners in the U.S. and only the second in the world to have the three conveyor systems with the RFID technology. With this new technology, production increased from less than 1,000 pieces a day to 1,600 pieces.

Platinum offers valet service in Naples, Bonita Springs, and Marco Island. Platinum also offers "Forever" services for one-of-a-kind keepsakes such as wedding gown; "Select" services – the ultimate and one of a kind in couture service; "Everyday" services for everyday garments at competitive prices; and "Home" – professional care for valued home fabrics such as table and bed linens or bed coverings.

Platinum's newest services are "Shoe Shine", "Be Green, Be Clean" recycling program, and Customer Connect on the Platinum website www.PlatinumTotalFabricare.com

Business of the Month October: Sandy Waite, Platinum Total Fabricare, Drop-off and pick up stores are located at 3633 Tamiami Trail North in Naples and 27241 Bay Landing Drive in Bonita Springs, next to The Fresh Market. Concierge services are available at corporate offices 239.775.5110.



Business of the Month - November

Kay Bork, Image Advisor and Fashion Stylist with Impressions –*Everyone will want what you have!*

What do you consider your most powerful professional tool? Comprehensive research reveals that in a face to face encounter 7% of your message comes from the words you say, 38% of your message comes from your vocal tone, pacing and inflection and 55% of the message you transmit is from your personal appearance.

Successful people know that their appearance is critical to their continued success. They know their wardrobe decisions are an important financial investment. With Impressions you will always have the perfect thing to wear in every situation.

Kay Bork, named by Women's Wear Daily as most likely to succeed in Fashion will be your personal Stylist. She is the recipient of numerous international awards for fashion design and

clothing construction. She has expertise in fabrications, body proportion, color and image projection. Kay will assist you in selecting styles that compliment your body type, color, style and personnel image. Kay works exclusively with Carlisle and Per Se to build your wardrobe season after season with the most exquisite fabrics, beautiful colors, wonderful details and superb tailoring at affordable prices.

Business of the Month— November: Kay Bork, Impressions Image Advisor and Fashion Stylist

239-455-4709

216-316-7144 cell

kmbork@embarqmail.com
www.impressionsnaples.com

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 www.abwa.org and log in today to get connected!

Professional Development

Simple Ways to Boost your Emotional Intelligence by *Live your Power CEO*

Jenny Craig, LCSW, BCD

What is one thing that can make or break your business? Relationships. They span over every aspect of business from initially explaining your business idea to making your first sale to growing and maintaining a business. Relationships touch every aspect of business. As Ben Stein stated, "Personal relationships are the fertile soil from which all advancement, all success, and all achievement in real life grows". Businesses spend a tremendous amount of time and money managing the outcome of poor relationships. Think about how much time you have personally wasted on that one person at work who pushes your buttons. Time spent being frustrated, venting, or "just doing it yourself" to avoid the latter. Time that could be better spent accomplishing your goals and the tasks you planned on completing that day. If there were a simple tool that can help you get along better with others and reclaim that lost time, would you want to try it? Great!

Please answer these two questions, with your gut response:

- 1.) At work, are you someone who is quick with decisions or you like to take time and be more thoughtful with decisions?
- 2.) At work are you someone who focuses more on people or getting results?

Below you will find four basic behavioral styles. Each of us has all of the styles in us al-

though one is typically more dominant than the others. Once you discover your dominant style, check out how people can communicate their goals best with you, blind spots of areas to be aware and how to flex our behaviors to become more successful.

If you answered, Quick Decision Maker and Results Focused: Your Style is Direct. You are counted on to solve problems and get quick results. You like to test yourself with new challenges and you Get it Done. To Communicate Best With You: Be Direct, Clear, Concise and to the Point. Compliment Your Results. Know answers to "What" questions. Be Aware: Others might find your style Bossy and Demanding Flex: Hold back and get input from others, tell others how you weighed the pros and cons, exercise patience

Quick Decision Maker and People Focused: Your Style is Influential. You are counted on to keep the group lively and enthusiastic. You like to Get Excited. To Communicate Best With You: Take time to Socialize, Have Fun, Get excited Be Aware: Others may feel like you are wasting time, need you to be more detail oriented, and stay on task Flex: Stick to the facts, organize your thoughts, ask others what they need from you

Thoughtful Decision Maker and People Focused: Your style is

Steady. You are counted on to be steady and cooperative. You like people to Get Along. To Communicate Best With You: Be Supportive and Friendly. Allow time to make Decisions. Be Aware: Others might think you are passive and resistant to change. Flex: Be more assertive and direct. Allow change to occur and keep an open mind.

Thoughtful Decision Maker and Task Focused: Your style is Conscientious. You are counted on to be conscientious, accurate and detail-focused. To Communicate Best With You: Give clear expectations and allow time to make decisions. Be Aware: Others might think you are a perfectionist with too high of standards. Flex: Relax. Prepare, but don't over prepare. Share an overview – not all the details.

Test your ABWA Knowledge

By Jean Flewelling

1. ABWA National's theme for 2010-2011 is:
 - A. Leading with Vision
 - B. Roadmap for Success
 - C. Moving Forward with 20-20
 - D. Look Ahead, not Back!
2. True or False?

The ABW Foundation is a non-profit entity that provides support to ABWA by funding special initiatives like the Women's Instructional Network (WIN).
3. Our newly elected National President for 2010-11 is:
 - A. Casey Coven
 - B. Rene Street
 - C. Lynn Drowne
 - D. Pam Carvell



Photo of Kristen Goodman, Creative Memories Unit Leader

News from Archive

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! kristenscroppin@hotmail.com



2010 ABWA Best Practice Awards Ceremony, Chattanooga, TN
 Pictured L to R: Casey Coven, 09-10 National President, Toby Buerger 09-10 Neapolitan President, Jessica Macera 10-11 Neapolitan President, Alyson Getchell, Neapolitan Member, Sandy Waite 10-11 Fundraising Chair, Anne Pasquini, 09-10 District I VP.

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!



Raven Lameroux-Dodd, Coachforce, and Archive Chair 2009-2010, presenting Past President Toby Buerger the archive scrap book for her year as president.

Answers: A, T, C

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 One time happy Dollar/Classified Announcement \$5 per
 issue

Executive Board 2010-2011

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Committee Members Needed

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

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Social Media

Angelica Torres
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angelica@islandpiling.com



Raven Lameroux-Dodd, owner per-
sonal power pieces, and Nina Disessa
-Christensen, Hilton Naples, present-
ing Toby Buerger and Sandy Waite,
Platinum Totalfabricare, with Thank
you gifts for being our District I Con-
ference Co Chairs.

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2010 Woman of the Year



Jessica Macera
Owner, Business Dynamix
Solutions, LLC

2010 Top 10 Business Woman



Carrie Kerskie
Owner, Marcone Investigations,
Inc

2010 SWFL Council WOY



Toby Buerger

ABWA Neapolitan Chapter



Follow us on:

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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 ABWA Neapolitan Chapter, contact our Membership Chair, Linda Bellinder, Windstream Communications @ 239-207-0043 or email linrob26@yahoo.com

Or visit our website www.abwaneapolitan.org/benefits.asp

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

Friday, November 19, 2010 ABWA holiday Celebration Hilton Naples.. Tickets are still available!

Wednesday, November 24, 2010 Farm City BBQ, Tickets still available at Greater Naples Chamber of Commerce (GNACC) building or website.

Monday, November 29, 2010 GNACC Job Search Support Group Meeting Visit GNACC for more information.

Thursday, December 2, 2010 GNACC Accelerated Networking Luncheon. Visit GNACC for more information.

Saturday, December 4, 2010 ABWA SWFL Council Holiday Party. Ist Baptist Social Hall, LaBelle Florida RSVP to Jean Flewelling, Neapolitan Chapter

Tuesday, December 7, 2010 ABWA Neapolitan Board Meeting 5:45pm Business Dynamix Solutions Office. All are welcome to attend.

Tuesday December 14, 2010 ABWA Neapolitan Chapter December Monthly Meeting, Bella Sera 5:30pm. Tickets still available.

Thursday, December 16, 2010 GNACC Business After Five, Holiday Celebration, visit GNACC for more information.

GNACC Event Calendar: <http://www.napleschamber.org/events/chamber-events.aspx>