

April 2011

Volume 21, Issue 6



Newsletter Editor:
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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 #7
What Will You Do There?
Tuesday, April 26, 2011
5:30 pm
Bellasera 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, April 26, 2011, as we continue our series with "What Will You Do There?". Now is the time to create your operations plan to maximize the potential of your goal.

Our speaker is Chris Wohlbrandt, Business Dynamix. Chris was able to lead a company from a quarter million dollar net loss to a quarter million dollar net profit in the period of one calendar year. Hear her story and get advice on how to create your own operations plan.

[Chris Wohlbrandt's Bio](#)

Cost is \$26 for Members & Member paid Guests and \$30 for Non-Members
Buffet dinner included. Meetings start at 5:30 pm.
Bellasera Hotel
221 9th Street South
Naples, FL 34102

Deadline to register is Thursday, April 21, 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

Need A Job? Seek out a Woman-Owned Business

If you're unemployed, focusing on women-owned businesses might be the way to yield actual results. Florida's ranking among the 50 states in its number of women-owned businesses remains 4th, -- the same ranking it occupied in 1997, according to an American Express analysis, based on December 2010 Census data, released on 3/31/20. Yet Florida's women-owned businesses employ more people -- a 27% increase from 1997 to 2011, or three times the national average of 8%. That growth is found in small businesses with 10 to 99 employees, which reflects Florida's primarily small-business makeup. It is estimated the Florida has 585,500 women-owned firms, employing 472,200 and contributing roughly \$77.4 billion to the economy. Still, Florida's growth of women-owned businesses outpaces national growth: The number of women-owned businesses in Florida has grown by 73% compared with 50% nationally since 1997.

From Rachele Youmans



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 Sisters,
Regional Conference

Coming back from the Eastern Regional Conference, I find myself energized and with a new sense of purpose in ABWA. It was a wonderful time of fellowship with other energetic, inspiring ABWA ladies. Building these relationships is one of the major benefits of ABWA membership. I have new friends and contacts in Texas, Georgia and Tennessee! I was even able to give a couple of referrals to chapter members – who knows where those relationships may take all of us!

I was also able to take advantage of the professional development seminar on positive risk taking, and that is something that each of us can benefit from. The main idea that I took away from that session is to evaluate risks from a neutral standpoint and to actually write down the different aspects of the risk so that it can be evaluated without bias. That may seem basic, but the benefits have already become useful in my business operations!

Board Retreat

I want to thank those who par-

ticipated in the local Board Members' Retreat. The day was a very fulfilling day and I loved learning about the goals, dreams and aspirations of my fellow ABWA leaders. We engaged in important discussions about ABWA events and the main outcome of this was a resounding recommendation to re-focus our chapter and hold only one major event and fundraiser during the year, this being the Women In History or very similar event. Of course the new board will make final decisions and take action on this and other items, so if you feel strongly about it, you need to get involved in the Board or Committees.

What's Next for ABWA

Coming up for our chapter, we'll be voting on the SBMEF Scholarship Candidate and submitting that person to the national or-

ganization for approval. We'll also be putting together the slate of candidates for next year's ABWA leadership and I encourage you to start considering where you will participate. Don't sit back and let others do the work – take an active role and you'll get more out of the group.

I've always adhered to the old adage that "You get out of something what you put into it." If you put your best foot forward in ABWA, you'll get the best of ABWA back. And ABWA has a lot to offer, both on the local and national levels, from classes to friendships and from networking to leadership and recognition.

In professional sisterhood,

Jessica Macera

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Please visit me at www.PersonalPowerPieces.com

Meet Your Fellow Members

Member Profile Suzanne Todd

You have been a member with the ABWA Neapolitan Chapter since?
I am a brand new member since February 2011! Thrilled to be a part of this organization!

Why did you join the group?
The ABWA supports many outstanding women in the community and creates an environment conducive to sharing and learning from one another, as well as informative programs. It is an honor to be a part of such a well-established group.

What is your occupation/what do you do at work?
Everyday I have the privilege of working with an amazing organization and an even more amazing group of women! The Charity for Change School "Giver" Program is a character-building curriculum to inspire children to achieve their full potential. The Program brings character education to

life with colorful mascots, website games, puppet shows, lesson plans and contests, all following a character education and charity theme. Children learn about charities and the importance of being involved in their community. So far this school year, students at four elementary schools have raised more than \$12,000 for 54 non-profits. My position is to raise awareness of the organization and engage community partners in support of the children's efforts.

What skills do you hope to learn at ABWA?
Through ABWA, I am hoping to meet other professional women from diverse occupations within the SW Florida area, to get to know them and be able to support their efforts, and build col-

laborative and synergistic relationships.

How can ABWA members best support you?
I am excited to have ABWA come along side me and provide a place to share my passion and awareness of Charity for Change!

What is your ultimate goal and/or something you would like everyone to know?
My ultimate goal is to share the mission of Charity for Change and the School "Giver" Program with everyone I come in contact with! It is a unique concept that is changing the face of the future. Through this program, the next generation of philanthropists is being created!

Are you interested in a Board or Committee Chair Position for the 2011-2012 Year?

Debbie Teed fills you in on her experience as our Newsletter Editor.

"I've learned and gotten quite good with Microsoft Publisher software. And it's helped me hone my skills on Newsletter writing which is great as I use a Newsletter in my own business to keep in touch with my clients. And.. It has given me the opportunity to get to know our Board and Committee Chairs, along with our other members. It's been a wonderful experience overall."

For more information, contact [Jessica Macera](#)

Member Profile Judy Jacobs

You have been a member with the ABWA Neapolitan Chapter since?
Since 1982, approximately 29 years.

Why did you join the group? Originally it was more of a philanthropic reason, that is to help young women advance. This was one way to do community service and service young women.

What is your occupation/what do you do at work? I taught school for 37 years, lower elementary. I have a Masters in Early Childhood Education. The last 17 years I have been with Mary Kay Cosmetics as a Consultant.

What skills do you hope to learn at ABWA? I've learned a lot, can't button hole one specific skill. Having been in education for so long, seeing all the business careers represented in the ABWA for women was wonderful. The opportunity to learn about so

many different business careers for women, having been in education for so many years, was something for me. When I first started out, women had career options of nursing, teacher, or secretary. We weren't aware of other career opportunities. Colleges didn't present those kinds of careers to women, a that time.

How can ABWA members best support you? I've been very supportive of ABWA. One time I was the President of another Chapter. And I was involved in forming our Chapter. I am glad to see our Chapter has continued. Currently, ABWA members can best support my business as a Mary Kay Consultant with referrals and new business. Also friendship is another area where the ABWA members can offer their support, as I enjoy the

social part of being a member.

What is your ultimate goal and/or something you would like everyone to know? In business, I try to be a very one-on-one kind of person in dealing with individuals. I have a personal interest in them. It's not just about the dollar. You are not just a number with me. I give the personal touch and I am very enthusiastic about things. I am not a downer.

2011 Top 10 Hiring Areas

CareerBuilder's 2011 Job Forecast indicates stronger employment trends in 2011, with more employers planning to add full-time, permanent headcount compared to 2010, with a continued emphasis on hiring in technology and revenue-producing fields.

Top 10 Functional Areas For Recruitment

1. Sales
2. Information Technology
3. Customer Service
4. Engineering
5. Technology
6. Administrative
7. Business Development
8. Marketing
9. Research/Development
10. Accounting/Finance

CareerBuilder surveyed more than 2,400 hiring managers and human resource professionals across industries and company sizes between Nov 15 and December 2, 2010.



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Business of the Month -- April

Business of the Month will return next month where we will be featuring April's Winner, Bunny Belden Insurance Specialist, as well as our upcoming winner of Business of the Month for May. See you then!

Power Tip of the Month - April

Success Tips:

Our lives are governed by our choices, not our circumstances.
 –Roger Crawford

Obstacles are those frightful things you see when you take your eyes off your goal.
 - Hannah More

Enjoy the little things, for one day you may look back and realize they were the big things.
 - Robert Brault

The only things that stand between a person and what they want in life are the will to try it, and the faith to believe it's possible.
 – Rich Devos

Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.
 – Mark Twain

If you dream it, you can do it.
 – Walt Disney

Do not let what you cannot do interfere with what you can do.
 – John Wooden

To cultivate and express resilience, we must conduct a daily appraisal by asking ourselves: Where have I been? How long have I been there? Where am I going?
 - Roger Crawford

Don't dwell on what went wrong. Instead, focus on what to do next. Spend your energies on moving forward toward finding the answer.
 – Dennis Waitley

Razor sharp focus gives dreams their cutting edge.
 – Roger Crawford

When we seek to discover the best in others, we somehow bring out the best in ourselves.
 – William Arthur Ward

— From Jennifer Ziegelmaier

Thank you, Jennifer!!

March Jobless Rate Drops to a 2-year Low

The unemployment rate for March dipped to 8.8% from 8.9% in February—a level last seen in March 2009—while nonfarm payrolls increased in March by 216,000 from a month earlier.

Both statistics were better than expected. These job stats could be yet another indicator that the economic recovery is gaining momentum.

The private sector is where most of the job gains came from, especially in the business/professional, healthcare, and leisure/hospitality arenas. The public sector continued to lose jobs due to state and local governments still working through the financial aftermath of this last recession.

Source: [U.S. Department of Labor Bureau of Labor Statistics](#)

Manufacturing Growth A Bit Lower— But Still Looking Good

The Institute for Supply Management (ISM) monthly gauge on manufacturing activity for March was slightly lower— 61.2 from 61.4 a month ago. However, ISM also reported that its index has been above 60 for three straight months (wherein a reading above 50 indicates general manufacturing expansion) and that the different indexes that make up its gauge “remain at very positive levels and signal strong growth” during the first quarter of this year.

Source: [Institute for Supply Management - ISM](#)

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.



[Visit ABWA](#)

And log in today to get connected!

Professional Development

Beyond The Business Card Three Secrets To Being Remembered

by Jenny Craig, LCSW, BCD

How many times have you attended a networking event, came home with a stack of cards and only remembered 10% of the people you met? To be one of the 10% of people who get remembered, you need to excite another's brain out of networking autopilot to remember you. As your local expert in neurology and psychology, I wanted to share with you three brilliant ways to be remembered and get the largest return on investment from networking.

WARNING: These techniques may stretch your courage, test your expertise challenge your creativity, get you remembered and get you more business.

1) What's your story?

The brain doesn't remember things, it remembers stories. People remember poignant emotional stories long after they have stuffed your business card into their desk drawer. Take some time to honestly determine if you have an interesting anecdote, epiphany or event about your business. Sharing your passion, a funny story or an unusual twist of events will help others remember you above the networking zombie who hands you a business card and talks strictly about business.

2) Going old school wows them every time

Whenever you are in front of your computer and receive an e-mail from someone, immediately pick of the phone and call them back. As people do not expect you to go old school and pick up the phone, you will surprise the caller taking them off of brain autopilot. Expect excited responses from your prompt service like, "Wow, that was fast!" or "I'm impressed you called back already!"

This simple technique can have you stored in your customer's brain as the "go to" company when you want to get something done.

3) Quickly share your brilliance with everyone in the room

Small businesspeople are successful because they're brilliant at something. Find a way to transform your expertise into an informative, concise and entertaining speech including valuable tips, stories and examples from your own business experiences. Networking groups are always seeking someone to help inform their members. Contact the program director of your local chamber, rotary club, networking group or trade association and offer the group a free 15

-20 minute program. Not only will you position yourself as an expert, validate your credibility and increase your company's visibility; others interested in what you do will be waiting in a line to talk to you after your speech.

You and your business make a difference in this world. Now it is time to get people to remember how you are here to help them. Anthony Robbins, once said "If you always do what you have always done, you will always get what you always got." Today is the day to get out there and try a new networking technique. If you need some extra encouragement, I officially double dog dare you.

Jenny Craig, LCSW, BCD is CEO of Insite Strategist and founder of the Live your Power program. Contact her today at 239-216-0431 to learn more techniques to increasing your bottom line with practical tips for emotional intelligence.

Jenny Craig, LCSW, BCD
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Test Your ABWA Knowledge

By Jean Flewelling

1. This 2010-11 chapter officer also serves as an officer of the SWFL Council.
2. This individual was the first Neapolitan ABWA member to be named SWFL Council Woman of the Year.
3. This private investigator is Neapolitan's 2011 Woman of the Year.

Answers:

1. Jessica Macera
2. Toby Buerger
3. Carrie Kerskie

SBMEF COMMITTEE MEMBERS NEEDED

The Stephen Bufton Memorial Educational Fund Committee needs You! Bring your energy & enthusiasm to support this important Fund.

[RSVP Jessica Macera Via Email](mailto:Jessica.Macera@sbmef.com)

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.bergen@sbmef.com)

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.goodman@abwanapoliitan.org)

Archives Chair, Kristen Goodman



Kristen Goodman
[Creative Memories Unit Leader](#)

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A Very Warm Welcome To Our Newest Members

Bem Recebido

Virgina Bendle Martha Bibby Laurie Cassell Suzanne Todd

Bienvenido

Bienvenu

Aggettivo

Willkommen

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](mailto:Linda@abwaneapolitan.org).

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

17 Billion Dollars

Value of federal contracts that went to women-owned companies in 2010.

The U.S. aims to set aside 5 percent of contracts for such businesses, a goal it has never met.

Data: [Small Business Administration](#).

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](mailto:Jessica@abwaneapolitan.org).

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.

Want to Learn QuickBooks?

Mary Cone, our current Treasurer, says:

"I have learned the QuickBooks program and a few computer tricks."

One of the many perks from volunteering as our ABWA Neapolitan Chapter Treasurer.

Increase your professional skills by volunteering for a Board or Committee Chair Position for the 2011-2012 Year.

For more information contact:

[Jessica Macera](mailto:Jessica@abwaneapolitan.org)

Let's Do Lunch

Friday, April 15th

Location and time to be determined.

[RSVP Jessica Macera](mailto:Jessica@abwaneapolitan.org)
[Via Email](mailto:Jessica@abwaneapolitan.org)

Member Birthdays

Carol Marlow—4/2
Susan Mellen—4/2
Megan Quinn—4/9
Felicia Willie—4/24

And a Belated
Happy Birthday for
Judy Jacobs !!!

!!!! Happy Birthday !!!!!



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Your Business Book Review



This Month's Business Book:
Socialnomics: How Social Media Transforms the Way We Live and Do Business

Author: Erick Qualman

About Erick: Qualman is an MBA Professor at the Hult International Business School. For the past 16 years he has helped grow the digital capabilities of many companies including Cadillac, EarthLink, EF Education, Yahoo, Travelzoo and AT&T. He is the founder and owner of socialnomics.com which PC Magazine ranked as a Top 10 Social Media Blog. Qualman holds a BA from Michigan State University and an MBA from The University of Texas.

What is the subject or topic/point of the book: *Business Marketing in Social Media* and how it is changing the way businesses produce, market, and sell.

What professional development educational items and/or other business skills improvement-development-ideas does the book offer? Offers a ton of real world examples of how businesses have won and lost in social media marketing-giving you detailed examples of businesses that have incorporated social media marketing and found great success via Twitter, Facebook, YouTube and other social media sites.

Does the author cover the subject well? Yes, while *Socialnomics* will not necessarily give you the step by step directions on how to build a social media marketing campaign for your specific business, it will give you a stronger view

on how social media business marketing is taking an ever-growing hold in the small and large business community, as well as offering real world case studies on business failures and successes in social media marketing-detailing for you why these situations failed or succeeded.

How does the author support their argument or main idea of the book? Through real world examples, statistics and case studies.

How would you balance the book's strengths and weaknesses? What I enjoyed about this book was that you can jump around the book and not miss something, as each chapter is its own topic not requiring previous ones. Qualman's writing style is informal and narrative—makes for an easy, quick and very interesting read. Each chapter concludes with a very helpful chapter summary with key-points bulleted out for you. And he also gives you tons of notes at the end of the book—most with URL's to the source. No real negatives here.

Is the book convincing? A strong yes on convincing. It's very inspiring and if you are a social media marketing novice-it gives you an eye opener as to how this venue is rapidly growing and how businesses are having great success within it, along with how the power of social media marketing actually cuts business marketing and production costs and enables businesses to reach consumers more directly.

Does the author's information conflict with other books read on the subject or your previous assumptions? This is my

first book read on this subject. But his information does provide further support with most of what I have heard as to how this segment is breaking out quickly.

How has the book helped you understand the subject? For me personally, being a modest user of social networks/media on a business level, it was amazing as to how broadly this form of marketing is being utilized by businesses, small and large, successfully—along with offering you the "approach philosophy" of the businesses that have had the great success with social media marketing.

How has the book helped you in further developing your business/professional skills? This book inspired me with ideas on how to incorporate social media into my business plan along with the importance of not ignoring this growing trend, as it will be a trend that stays due to the way people of all ages have embraced social media—world wide- and how they utilize it more and more in their daily lives. Qualman's key to social media success is doing rather than deliberating. Good advice in general.

Would you recommend the book – why or why not. I definitely would recommend this book. *Business marketing is experiencing a profound shift* and *Socialnomics* offers valuable insights that will aid you in this new world of social media.

From Debbie Teed

Read Something New? Want to Share It?

If you've read a new business book, contact [Debbie Teed](#) and let's put your book review in our Newsletter.

Are you interested in a Board or Committee Chair Position for the 2011-2012 Year?

Angelica Torres fills you in on her experience as our Social Media Chair.

"As Social Media became an asset and necessary tool for any organization or business, the ABWA recognized this need and created a Social Media Chair position on the Board in August 2009. To utilize my experience and create awareness for the Neapolitan Chapter of the ABWA, I was given the honor of being the first Social Media Chair. I have benefited from being able to learn about our fans and followers, promote our events and share photos."

—Angelica Torres

For More Information, Please Contact: [Jessica Macera](#)

Wednesday, April 20, 2011

According to a number of recent studies, business people who read at least 7 business books a year earn over 2.3 times more than those who read only one book per year.

ABWA has arranged for a special discount for you. You can get a one year subscription to the **Business Book Summary Program** for only **\$39**. That's a savings of \$91.

And the Business Source also offers a 100% unconditional, No Questions Asked, **Money Back Guarantee**.

This offer ends Wednesday, April 20, 2011. Check it out and get your 7 business books read this year! Follow The Below Link To Sign Up!

[Business Book Summary Program](#)

Deborah Mandell

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Executive Board 2010-2011

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SECRETARY

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IMMEDIATE PAST PRESIDENT

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VICE PRESIDENT

TREASURER

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Committee Chairs 2010-2011

Adopt a Precinct

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Newsletter

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Trade Show

Jessica Macera and
Kelly Lauman

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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.

Are you interested in a Board or Committee Chair Position for the 2011-2012 Year?

Jennifer Ziegelmaier, our current Board Secretary, fills you in on her experience.

"The women at ABWA have always made me feel welcome and a part of their group. From the first meeting I attended I knew this was the place for me. I have always been greeted by smiling faces.

One of the benefits I have gained from the group is self-confidence. Two of the members have taught classes that I attended. If I had not met them through ABWA, I probably would not have gone and learned some very valuable lessons. One of the classes taught me about networking. One of the greatest things I learned there was that most people (even the ones that appear to be overwhelming with confidence) are nervous when speaking in front of a group. Somehow, I felt that comforting. The other class taught me that I am worthy and I have value to others. I am able to apply this confidence to my personal life and business relationships.

It is great the way the seasoned members get new members involved with the group by getting them to join committees. One of my first committee experiences was the Logistics committee for our 2010 District 1 Conference last May.

After being a member for a year, I was nominated and elected to be on the executive board as secretary. It has been a rewarding experience for me. I have learned a lot about what goes on behind the scenes and the business that the board needs to accomplish for the local chapter and the national organization as well."
—Jennifer Ziegelmaier

For More Information, Contact:

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

2011 SWFL Council WOY



Jessica Macera
Owner
Business Dynamix Solutions, LLC

2011 ABWA Neapolitan Chapter WOY



Carrie Kerskie
Owner
Marcone Investigations, Inc

Support ABWA
Advertise your business
in the
Monthly Newsletter!

Annual Member
Bus. Card Size
\$25

Annual Member
Double-Bus. Card Size
\$45

One time Happy Dollar/ or
Classified Announcement
\$5 per issue

Article \$25 per issue

Non-Member
Annual Bus. Card Size
\$75

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

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.

Save the Date

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




- Wednesday, April 13, 2011** GNACC Business After 5 April 2011: AZN Restaurant at the Mercato
- Thursday, April 14, 2011** GNACC Export Marketing Briefing – What’s Hot, What’s Not
- Friday, April 15, 2011** ABWA Neapolitan Chapter Impromptu Lunch Get-together at
- Saturday, April 16, 2011** GNACC How to Write a Business Plan – Part 1
- Sunday, April 17, 2011** – ABWA Sanible-Captiva Poker Pedal
- Wednesday, April 20, 2011** GNACC Wake UP Naples April 2011
- Thursday, April 21, 2011** GNACC Business Ethics
- Tuesday, April 26, 2011** ABWA Neapolitan Chapter Monthly Meeting Road Map to Success – What will you do there?
- Wednesday, April 27, 2011** GNACC Website Design and Digital Marketing
- Friday and Saturday, April 29 and 30, 2011** ABWA Western Regional Conference, Santa Fe, NM
- Saturday, April 30, 2011** GNACC How to Write a Business Plan – Part 2
- Tuesday, May 3, 2011,** ABWA Neapolitan Chapter Monthly Board Meeting
- Thursday, May 5, 2011** GNACC Accelerated Networking Luncheon Mav: IHOP
- Friday, May 6, 2011** GNACC 2011 Annual Dinner.... “Cheers”
- Friday, May 13, 2011** GNACC Annual Golf Tournament 2011



Our Sponsors

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- [Nails by Christianne -Christianne Bohr](#)
- [Purely You Spa](#)
- [Salon Sarracino - L'Image the Salon](#)
- [Specialists in Urology](#)

PHOTOGRAPHY

- [Avant-Garde Images](#)
- [Dennis Goodman Photography](#)

- [Jennifer Ziegelmaier Photography](#)

PROFESSIONAL

- [Angie Kidd- Kidd, CPA](#)
- [Becky Rundle- Susan G. Komen of SWFL](#)
- [Christine Olson – Olson & Dinunzio Insurance Agent](#)
- [Dawn Houser/ David Young – Law Offices of David F. Young, PA](#)
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- [Janet Howard- Directors Choice, LLC](#)
- [Jeff Bohr - Naples Mac Help](#)
- [Jenny Craig – Live Your Power](#)
- [Jessica Macera – Business Dynamix Solutions](#)
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- [Bistro 821](#)
- [Cathy O'Clarke's Irish Pub](#)
- [Edison Festival Of Lights](#)
- [Flemming's](#)
- [Naples Flatbread](#)
- [Shula's Steakhouse](#)

UNIQUE ITEMS & GREAT GIFT IDEAS

- ["Promise" by Kristie Cook](#)
- [A.Jaron Fine Jewelry](#)
- [Arbonne Skin Care by Linda Keutmann](#)
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- [Purpose Journey, Inc./ Empower Parties](#)
- [Sabastian's Fine Jewelry](#)
- [Shaklee "Get Clean" Products by Summer Araque](#)
- [Stemic Marine Construction](#)
- [Strong Mind Strong Body, Boot-camp by Marie](#)

Women In History Luncheon Photographs



Nina DiSessa-Christensen
ABWA WIH Co-Chair



The Honorees

From left: Sharon Treiser, Adria Starkey,
Liz Allbritten, Nancy Payton



Liz Allbritten receiving her award
from Nina DiSessa-Christensen



Jessica Macera
ABWA WIH Co-Chair



A Raffle Winner



Nancy Payton receiving her award
from Nina DiSessa-Christensen



Lois Thome
Master of Ceremonies



Sharon Treiser receiving her award
from Nina DiSessa-Christensen



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

Are you interested in a
Board or Committee
Chair Position
for the 2011-2012 Year?

Toby Buerger, our current
Web Site Chair, fills you in
on her experience:

"I took over the website chair position to learn more about website editing and to increase my skills in graphic design. I have definitely learned that plus more since being the website chair. I have learned more about marketing and how you do that on the web. If you are interested in learning more about websites and how the internet operates, and have basic computer skills, the website chair is a great fit for you.. If you can create a word document, than you can be a website editor." —Toby Buerger

For More Information, Contact
[Jessica Macera](mailto:Jessica.Macera@abwaneapolitan.org)

One More Thing.....



Sanibel-Captiva
ABWA

"Poker Pedal"

SUNDAY, APRIL 17, 2011

11:00 am – 3:00 pm

- Hop on your bicycle or rent one of ours!
- Bring your friends and family!
- Pick up a map at the registration area at Bank of the Islands (across from Jerry's)
- Visit 7 of the 15 business locations designated on the map.
- Collect a playing card at each stop
- Best poker hand wins! (NOT A RACE)
- **Grand Prizes:**
 - New Bicycle
 - Resort Get-A-Ways
 - Jewelry
- **Many other Prizes donated by local businesses!**
 - Chinese auction
 - 50-50 Raffle

- **Party at the Community Center from 3-5 pm!**
- **Fabulous T-Shirt for each Participant!**
- **Sponsored by Bank of the Island and Barrier Island Title Services**

BENEFITS AMERICAN BUSINESS WOMEN'S ASSOCIATION SCHOLARSHIP FUND
For more information, you may call Fay, the event director, at 395-1767

----- PRE-REGISTRATION FORM -----

NAME _____ Entry Fee (\$30) _____
 ADDRESS _____ Bonus Cards (\$10) @ _____
 _____ Bike Rental (\$5) _____
 PHONE _____ Extra Donation to Scholarship Fund _____
 TOTAL: _____

Make checks payable to A.B.W.A.
Send with entry form to A.B.W.A., P.O. Box 1037, Sanibel, FL 33957

----- **ENTRY MUST BE RECEIVED BY APRIL 15, 2011** -----
ON-SITE REGISTRATION WILL BE \$35.00

See you next month :-)