

October 2011

Volume 22, Issue 1

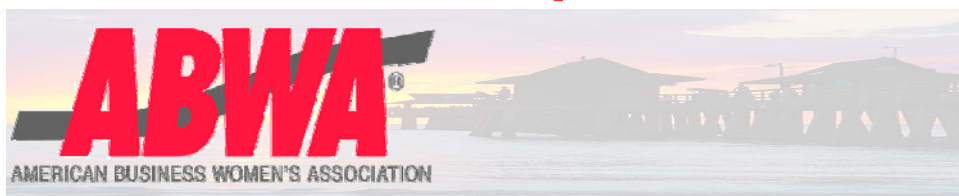


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## Neapolitan Notes



### 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

### October ABWA Chapter Meeting

New Location: Hilton Naples  
Tuesday, October 25, 2011

5:30 pm—8:00 Pm

### Work/Life Balance Strategies for Today's Business Woman

with

Nancy Lee Scarpa, Author  
*Rise Above It: Simple Steps for Significant Change*

Nancy Lee has a diverse business background with a focus on strategic marketing and business plan development. Lee's other area of expertise is in the fulfillment of creating mutually beneficial relationships within the workplace and organizations.

"My goal is to determine the strengths, weaknesses and dreams of the individual team members. Then apply that information to create a cohesive organization that can reach new levels of customer service, brand development and increased profits," said Lee.





**Angela Kidd**  
Kidd, CPA

President  
[ABWA Neapolitan Chapter](#)  
2011-2012

## News from the President

I attended my first council meeting on the 8<sup>th</sup> and was really motivated by our chapters overwhelming presence.

In case there are others out there that did not know, for 2012 Toby Buerger was voted in as SW Florida Council Chair, Jessica Macera will remain the Council's financial officer, and Jean Flewelling will remain the chair for council standing Chapter Rules...let's just say I was really excited to be a part of the Neapolitan Chapter. I am so grateful and proud to be president of such a powerful group of woman that it actually brought tears to my eyes...such a "drama queen".

I encourage each of you to attend a council or other chapter meeting. There are great women out there who I am sure you would enjoy getting to know, and they have some really fun parties scheduled as we move into the holiday season.

Couple shouts for volunteers: We have several committee spots that need your help. We are looking for Archive, and Fundraising/Women Making History committee chair. Nina is currently our committee chair for the Newsletter, she is looking for someone to help her out and/or take over the position in January. A chair position might sound overwhelming; however, it may be more manageable if the chair knows that it already has a group of volunteers to help. If you think you may be interested but may not have the time to do it all, pick a sister to share the job. It is a great way to get involved, help the chapter and build relationships.

The recent ABWA National Leadership Convention held in Irving, TX, was a huge success, there again one of our outstanding members and immediate past president, Jessica Macera was nominated 2012 Top 10 Business Women, and during

her speech she focused on our chapter!! "Way to go Jessica" for continuing to set the bar high, this chapter is hitting the map, making a difference and structuring a future for ABWA that is going to be second to none.



Dear ABWA Neapolitan Sisters,

I was waiting to hear the words of wisdom. I suddenly was reminded those words were suppose to be coming from me. This last month and half has been a transitional period, which I am so happy to be involved in. I am truly looking forward to a great year full of fun, growth and success for our Chapter.


ABWA offers such a magnitude of support, encouragement, and comfort to its members that I think the future holds unlimited possibilities.



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

## 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.



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www.fnbofgc.com



**ABWA NEAPOLITAN CHAPTER  
Request For Proposal (RFP) Banking Services  
October 6, 2011**

Due Date for all RFP's to be submitted is October 31, 2011

Submit all RFP's to Toby Buerger: [Toby@BusinessDynamixSolutions.com](mailto:Toby@BusinessDynamixSolutions.com)

**Scope of Request:**

FDIC Insured Financial Institution with local branches in Naples, FL

Free checking account

Free Checks

Free Debit Card

Free Transfers/Sweeps/ODP to and from Money Market Account

Free Money Market Account

Free On line Banking

Integrated with QuickBooks

**Opportunity** to be a sponsor at our Signature Event Women Making History (\$1000)

Includes a table of 10, logo in Women Making History Ad in E Bella Magazine, Table Topper at event, and mentioned in all advertising and podium announcement at event.

Women Making History is on Friday March 16, 2012.

Naples Hilton, 11:30am – 2pm

Average Attendees 200

Luncheon honoring local businesswomen with silent auction to benefit the education and scholarship funds of the Neapolitan Chapter.



# Hospitality

By Sandy Waite

Welcome to a new chapter year. This year the Hospitality Committee will be Co- Chaired by Linda Schnell and Sandy Waite. We look forward to greeting everyone at the registration table each month prior to the meeting.

The Neapolitan Chapter is now meeting at the Hilton Naples as we have in the past years. In planning for this year's menu price consideration was taken into account to make the meal affordable for everyone.

The member meal or member paying guest meal price will be \$29 and the non-member meal price will be \$34. This meal price is for a two course meal, which is an entrée and salad or dessert. In order to appeal to everyone's appetite we have selected to alternate the salad and dessert every other month. Therefore at the October meeting a dessert will be served with the entrée. On October 25<sup>th</sup> we will be served: Garlic Chicken with sundried tomatoes, pine nuts, rice medley & chardonnay crème sauce and Caramel Apple Tart.

Reservations can still be made online at [www.abwaneapolitan](http://www.abwaneapolitan) with the deadline of 5pm the Thursday prior to the meeting. No walk-ins can be accepted.

The vegetarian meal will still be available so please indicate Vegetarian in comments when making your reservation online.

At the August meeting, many members inquired about the wine service inside the meeting room that we had at previous meetings to purchase wine inside the room. This was a business decision to eliminate the wine service; it was not economical to set up with the small volume sold. As business woman I am certain that we can all understand that decision. The great news is that Shula's has Happy Hour from 4pm to 6pm of ½ price drinks. For those who are interested in an evening beverage please purchase at Shula's and bring into the meeting room.

The Neapolitan Chapter has selected a new reservation system entitled the Chelsea Reservation system and will be converting to this new system within the next few months. The Chelsea Reservation System is operated by Lois Margolin of the ABWA Coral Springs Charter Chapter and is being utilized successfully by many other ABWA chapters. The software was designed specifically for ABWA Chapters to collect, track and report functions for monies taken for meetings, raffles, dues, etc. This is a free service for the ABWA chapters. We will continue to keep you updated with the progress of the transition as well as provide assistance when the new reservation system is in place and operating on our current website.

Please contact us if you have any questions, concerns or comments.

Linda Schnell and Sandy Waite  
Hospitality Co-Chairs



Jessica Macera and Mary Cone at the July 2011 end of the year celebration at Delnor Wiggins Park

Photo by Jennifer Zieglemeyre



Cat Foster, Jennifer Frost, Sam Black & Barry Nichols

Photo by Sandy Waite



Judy Jacobs, Raven Lamoreux-Dodd, Jean Flewelling & Ingrid Kaczmarek

Photo by Sandy Waite

# Southwest Florida Council ABWA 2012 Woman of the Year Luncheon "The Seagals' Pirate Adventure"

**Date:** Saturday, January 14, 2012

**Where:** The Lighthouse Waterfront Restaurant  
14301 Port Comfort Road  
Fort Myers, Florida

**Time:** 11:00 am- 2:00 pm

**Speaker:** Chris Pendleton  
CEO-Edison Ford Estates

**Price:** \$35.00

**Menu:** Chicken Marsala-mushrooms  
or  
Shrimp Marinara  
or  
Fettuccini Alfredo (vegetarian)

50/50 drawing

Each chapter will donate 1 basket (treasure chest)  
valued at \$35-45 each

**Email:** Chapter Reservation to Gloria Baker  
gbaker9367@aol.com

Reservations due by December 30, 2011



Pirate Theme:  
Garb (costumes);  
Special prize for the  
best dressed lady pirate

*"Share the Past, Build the future"*

# Power Tip

## What Are You Tolerating?

by Raven Lamoreux-Dodd

What happens when we tolerate behavior and situations that we don't want to? We become tired, run down, overwhelmed and begin to lose our enthusiasm. Our work suffers; small annoying events seem like major hassles, relationships lose their spontaneity. While being kind, generous and lending a helping hand are qualities I admire, when we overdo it we sometimes can't deliver when we are really needed because we've exhausted ourselves putting up with unnecessary drama.

Perhaps you have a co-worker uses your work materials without replacing them. And then there is the person who hovers over your shoulder, trying to get your attention when you are working at the computer, or worse, interrupts you while you are on the phone when it could wait a few minutes. Friends and relatives bring their own brand of toleration for you. Guilt trips are big on the family toleration list. We tolerate ourselves too, and each of us knows just how much.

What we tolerate tells others about our personal boundaries, our boundaries reflect the standards by which we live, which in turn reflect our values. I value integrity above most other things. So for example, let's look at integrity in business. Standards that uphold this value would be honesty, reliability and responsibility. Delivering a service or product that is what it claims to be, returning phone calls promptly and fixing the mistakes you make along with an apology are examples of achieving these standards. If you tolerate less than this from yourself or those you deal with, than your actions are inconsistent with you standards and you lose credibility.

So how do we get rid of our tolerations? Making a list is a good way to start. The act of writing sets the energy in motion and helps you to see it more clearly. Look at your home, work, friends, etc. It helps to then start eliminating the easy ones first, say one a day. Soon you will have more confidence and gain the momentum to handle the big ones.

It is also important to warn friends and associates of your new program. It's only fair, since you have behaved in a certain way for as long as they have known you. Some people won't be happy with you, but if they really care about you they'll get over it, especially if you are consistent and act with compassion and sincerity.

The benefits that come with getting rid of tolerations are many. You will be much lighter and happier. You may experience a wonderful sense of accomplishment. You will have more time for those who really need you. You will find that others are much more respectful of your time and space. Like-minded people will be attracted to you and bring much appreciated support. Don't be afraid to ask for help in getting rid of your tolerations. Some of them can be a daunting task. It is also important to learn from them. There may be a hidden payoff in some of the things you tolerate. Ask yourself whether the payoff is still worth the grief. Finally, have fun getting rid of your tolerations. This may bring rewards you never suspected!



Be on the lookout in the next Neapolitan Notes issue.

Updates from ABWA National Conference, held in Irving, Texas this past September. Several of our ABWA sisters traveled to National Conference. They will be sharing their experiences.



## Professional Development

Sam Black, MBA

As we begin a new fiscal year and new board, I'm very excited to assume the responsibility of Professional Development for our organization. It's a very big responsibility, because Professional Development is critical to our success – both as an organization and as the individuals who are part of this great organization. I decided to look up a definition for it, and found in Wikipedia the following:

**“Professional development** refers to skills and knowledge attained for both [personal development](#) and career advancement. Professional development encompasses all types of facilitated learning opportunities, ranging from college degrees to formal coursework, conferences and [informal learning](#) opportunities situated in practice. It has been described as intensive and collaborative, ideally incorporating an evaluative stage. There are a variety of approaches to professional development, including consultation, coaching, [communities of practice](#), lesson

study, mentoring, reflective supervision and technical assistance.”

So that's a mouthful...but lots of food for thought. I look at professional development as both the formal, educational opportunities to expand my knowledge, as well as the personal development that I need. One of the key sources of formal professional development is the wonderful program of speakers we have throughout the year who share tips and insights on important aspects of running our businesses or performing in our jobs. I always come away with some point of information that is immediately applicable to what I'm doing in my profession.

Another key source of formal professional development is belonging to an organization where all the members are in your profession, so you can share ideas and experiences and add new ideas and practices to the way you do business. That means an accountant should be part of an accountant's professional association, a computer tech-

nician or help desk person should belong to an association specializing in the IT industry and so on. Since I'm a trainer, I of course attend ASTD (American Society of Training and Development) meetings as often as I can. Since I do lots of call center consulting, I've joined many LinkedIn CCNGs (Call Center Networking Groups) around the country to see what best practices are happening in call centers. I like to participate in the Discussions and hear what others in my field are saying and doing. So, I ask you, are you on LinkedIn and do you participate in groups in your area of specialty? Do you belong to and go regularly to local or national/annual meetings of an association in your field? That's critical so that you stay current in best practices and continue to build your knowledge and skills in the area of your expertise. Don't view them as competitors; view them as part of your team. Have you ever received a referral from someone in your in-

dustry? Probably YES! because they know you are an expert and they see that you continue to build your knowledge by participating in the group. They will feel comfortable referring you if you show that level of commitment to your professional development!

As part of your professional expertise, there is a sub area that focuses on the TECHNOLOGY of your profession. I know they say you can't teach an old dog new tricks... but I DID learn to text...finally! And I HAVE a somewhat infrequent blog...but I DO have it...and now I have the correct Facebook pages for the business side of me versus the individual and personal side of me! I also learned to conduct sales calls presentations and training programs via webinars through GoToMeeting. Have you done that? The world is our oyster and understanding the tools and technology available to us is critical to increasing our market share in that world. Could you sell your product or service over the phone with a PowerPoint presentation on a GoToMeeting call? Learning and utilizing that capability is just as important in your professional development as having the expertise in your field.

## WIN - Women's Instructional Network



[Visit ABWA](#)

And log in today to get connected!

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 - Continued

## Sam Black, MBA

But now there is one other area of development...and that is your personal development. We must always strive to build our personal skills. That could be taking a language...or any course totally unrelated to your business, adding an exercise routine, finding a right brain creative hobby to balance your left brain business focus, or volunteering for a charity committee at Rotary or another organization. These types of PERSONAL Development activities can be even more rewarding than your professional development...AND the experiences in those activities can help you with your professional persona and business execution! So what personal development activity will you pick to give you a more rounded outlook to your day/week/month or year?

I hope these ideas will inspire you to pick one professional and one personal development area that you can focus on in the next 4 months. Who needs a New Year's resolution!? Let's call it our fall resolution and see where it takes us by 12/31/11!

At our September monthly meeting we had a wonderful program that appealed to many of us running our own businesses...as well as to the attendees who are employees but still need to be concerned avoiding key mistakes in our businesses and financial lives.

Our wonderful presenters from Diagnostics Financial Group, Tom Ledbetter, J.D., LL.M and Bruce Graev CFP®, MBA, walked us through an entertaining video presentation that focused on 6 key mistakes women in business make.

Avoiding these key mistakes will allow you to build real and sustainable wealth, the focus of Diagnostics Financial Group's approach to financial planning. As we saw in the presentation, we may be savvy and successful in our chosen career or businesses, but not so savvy and successful in other key areas that could undermine our financial security in the future as we age and cycle out of the work environment. Sometimes it's just assumed that "things will take care of themselves."

### 1. "I Know What My Business Is Worth"

**Buy/Sell Agreement** – You've worked hard for that company value and although it may be a passion you don't want to let go, sometimes picking the right time to sell and get the most for its value is more important.

### 2. "I'm Too Busy Running the Company"

**Succession planning / funding estate taxes** - Most people ARE too busy! But NOT taking the time to identify who will take over, and how the financial structure of that succession needs to be protected from costly estate taxes, is something a savvy business owner should not postpone. In the event of a sudden death, the chaos at the company, and the unprotected estate taxes, COULD undermine all your hard work!

### 3. "That'll Never Happen To Me"

**Disability Income Protection** – It can happen to anyone...in the blink of an eye as we all are too painfully aware when we listen to horrible and sad news items every day. Obtain the proper coverage that will

ensure you can continue the business AND your personal life!

### 4. "There's Plenty Of Time For That"

**Retirement Income** – It comes up on you way too fast. The sooner you start, the more your retirement income will build. You can't wait until 50's to start thinking about 60's or 70's.

### 5. "My Business Is My Retirement"

**Diversification** – All too often, business owners think of their business as their

Continued.....



## 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](#)

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## Professional Development Calendar - October/November

by Sam Black

### SCORE

No specific events on their calendar right now, but check out the vast array of titles and programs in SCORE's ONLINE Workshops – too many to list here...but a few that could be beneficial are below! - <http://naples.score.org/events/workshops>

#### [Create A "Get Moving" Marketing & Sales Plan for 2011](#)

Want a plan that focuses your time and money? Rather than complex, time-consuming, dust-collecting volumes, you need a plan that gives you... [Login/Register](#)

#### [Developing a Customer Contact Plan](#)

Regular, meaningful contact with customers and prospects should be the engine for generating new business for your company. But who has the time?... [Login/Register](#)

#### [Marketing More for Less: 10 Tactics to Get the Growth you Want from the Resources You Have](#)

This webinar shares ten low-cost techniques for gaining customers and increasing profits from Jeanne Rossomme, Roadmap Marketing.

## Southwest Florida Enterprise Center

### Workshops

#### [How To Build Your Own Website](#) [Register](#)

Friday, October 21, 2011 8:30 AM to 3:30 PM

Do you need a website and cannot afford to have one designed due to economic challenges? Then this full day workshop is for you. ( Limited to the first 10 paid registrants) Attend this hands on workshop where you will construct your own web page, learn how to research and apply keywords for the search engines, write content and gain the skills to manage it yourself and make changes without having to pay someone to do it for you. Upon completion of this workshop, you will have constructed a one page website, optimized for the search engines and ready to post online. You will also gain access to the full workshop (step by step), online if you need to review. Participants must bring a laptop (with ability to connect to a wireless signal) and a Windows Operating System (no Macs) and two images (one for a logo). Everything else will be provided including lunch. No late arrivals due to the progressive nature of this workshop. No special skills needed. If you can check your e-mail, you can construct your web page.

Location: [FGCU Lutgert Hall, Lutgert Hall, Lutgert Hall RM 4201](#)

### Business Basics

#### [An Overview of Writing a Business Plan](#) [Register](#)

Monday, October 24, 2011 2:00 PM to 4:30 PM

This seminar will help you decide what business structure you should consider for your business.

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

#### [Annual Business and Breakfast](#) [Register](#)

Saturday, November 05, 2011 9:00 AM to 12:00 PM

FREE Meet and greet with the SBDC staff, your local representatives and hear what is new and or available for your business

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



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Classified Announcement  
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Article **\$25 per issue**

Non-Member  
Annual Bus. Card Size  
**\$75**

Contact Nina DiSessa-Christensen



Continued....

## Professional Development Calendar - October/November continued

by Sam Black

### Managing a Business

#### [Succeeding as an Employer](#) [Register](#)

Tuesday, November 01, 2011 11:30 AM to 1:00 PM

As a business owner you have legal, employer and business obligations. How do you manage these successfully? This seminar will guide you through the employment process including: employment laws, hiring, as well as discipline and termination

Location: [Liles Hotel](#), [Liles Hotel 2nd Floor](#)

#### [Using Social Media to Increase your Website Traffic](#) [Register](#)

Wednesday, November 02, 2011 11:30 AM to 1:00 PM

This seminar will teach you how to use social media for your overall marketing strategy.

Location: [Crexent Business Center](#)

#### [Business2day/Independence 2mor-row "The Ultimate Business Plan"](#) [Register](#)

Wednesday, November 02, 2011 6:00 PM to 8:00 PM, 9 sessions ending Wednesday, December 28

This nine-week interactive and comprehensive learning experience will teach you how to write an effective business plan that works. Software included.

Location: [Immokalee Business Development Center](#)

#### [Small Business Success Seminar](#) [Register](#)

Thursday, November 10, 2011 8:00 AM to 10:00 AM

This two-hour seminar will help keep your small business savvy during tough times. Sponsored by Florida Community Bank

Location: [Shell Factory Welcome Center](#), [Shell Factory Welcome Center](#)

### Tax Planning

#### [Tax Preparation- Doing it by the book](#)

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

Want to learn more about Types of Legal Entity? Independent Contractors vs Employees? Expenses that affect your Taxes and Cash Flow? Then attend this workshop Register with the Punta Gorda Chamber of Commerce

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

### SWFL Works

#### [Doing Business with the Government Series \(Part 5 and 6\)](#) [Register](#)

Friday, October 21, 2011 1:00 PM to 3:00 PM

Topic: Government Contracting

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](#)

### Ft. Myers Chamber Women In Business Education Series

October 27th

#### Becoming an Employer & HR Issues

Presented by Sandie Peterson, HR Consultant with Markham Norton Mosteller Wright & Company, 2011 President of the Human Resource Management Association of SWFL, and Denise Wheeler, Employment Law Attorney with Roetzel & Address Markham Location: Norton Mosteller Wright & Company at 8961 Conference Drive, Suite 1 in Fort Myers. Registration is \$100 for the series or \$25 for each program (the 27<sup>th</sup> is the last in the series). All proceeds will benefit the Women in Business scholarship fund at Florida Gulf Coast University.

E-mail [Ingrid@focus-coaching.com](mailto:Ingrid@focus-coaching.com)

[www.focus-coaching.com](http://www.focus-coaching.com)

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## 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](http://www.OnthewingsofHibou.com)

# Congratulations to our New President! And warm welcome to our new Members.



**Jessica Macera, Immediate Past President, Jenny Craig, Vice President, and newly inducted 2011-12 President,**

Please join me in welcoming new members Kimberly (Kim) Miles, Wells Fargo Bank; Yvonne Pacheco, Kidd CPA; and Sharon Hood, E' Bella Magazine. You will have an opportunity to meet them at our October meeting!

## Membership Moment

**\*\*\*\*Local Dues Reminder \*\*\*\* Don't forget to pay your Local Neapolitan Chapter dues. If you have not paid your local dues (\$48) please do so today at <http://www.abwaneapolitan.org/benefits.asp> They were due in August!**

### Why pay National and Local Dues?

I hope I can help take the mystery out of National and Local dues and what the difference is for you.

National Dues (\$90) are renewable once a year on the anniversary month that you first joined ABWA. Local dues (\$48) every year in August as the new chapter year starts.

In order to be a member of any Local Chapter or Express Network with ABWA, you must be a National Level member. You can be a National Member only if you so choose.

### Benefits of being a Local Member with ABWA Neapolitan Chapter

Professional Development Programming at Monthly Meetings.

- A warm group of supportive women where a woman can be herself and gain friends as well

as professional benefits  
Networking Opportunities with local businesswomen

- Business of the Month Opportunities
- Power Tip of the Month
- Advertising Discounts
- Member Promotion Table
- Leadership Opportunities
- Media Spotlight press releases.
- Source of Business Referrals.
- ABWA Regional and Conference Attendance reimbursements
- ABWA Regional Event Discounts
- Online Member Directory on Local Website.
- Membership with Greater Naples Chamber of Commerce
- Individual Recognition: (Woman of the Year, Protégé Award, Top Ten Business Woman)

Continued.....

Belated Birthday Wishes

### August & September

- 8/1 Virginia Bendle
- 8/9 Jamie Bergen
- 8/19 Bunny Beldin
- 8/21 Mary Cone
- 8/24 Raven Lamoreau-Dodd
- 8/27 Rachele Youmans

- 9/1 Ingrid Kaczmarek
- 9/2 Jessica Macera
- 9/4 Kay Bork
- 9/5 Linda Schnell
- 9/8 Diane Fiorella
- 9/10 Sandy Waite
- 9/19 Angela Kidd
- 9/15 Kathy Hughes

### October

- 10/15 Angelica Torres
- 10/14 Jennifer Wisner
- 10/16 Ana Maria Senica
- 10/22 Michelle Smith



## 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 &

## Membership Moment Continued

### National Member-ship Benefits:

Basic Membership Cost \$90 (\$75 Basic Mememrbrship Fee plus \$15 Women's Instruction Network (WIN) Fee)

- Subscription to ABWA's award winning Women in Business Magazine
- Professional Development Conferences
- Networking Opportunities with business women nationwide
- National Level Leadership Positions

- Company Connection Directory (separate Fee)
- ABWA-KU MBA Essentials Courses
- Tuition Skills Reimbursement and Outright Grants for educational advancement.
- National Recognition Programs ( Inner Circle and Top Ten Business Woman).
- Women's Instructional Network (WIN).

Please contact me if you have any questions or concerns.  
[Toby@businessdynamixsolutions.com](mailto:Toby@businessdynamixsolutions.com)

### Membership Request!

Please go into your personal profile in the Member Directory located on our [abwaneapolitan.org](http://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 Toby Buerger or email Toby Buerger.

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

## Business of the Month

The Business of the Month

will be

Presented by:

Judy Jacobs

Mary Kay Cosmetics.



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## Executive Board 2011-2012

### PRESIDENT

Angela Kidd  
C: 239-564-7145  
Angi@kiddcpa.net

### VICE PRESIDENT

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jcraig@liveyourpower.com  
C:

### SECRETARY

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W: 732-5224  
jenniferzphotography@embarqmail.com

### TREASURER

Kim Pitts  
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### IMMEDIATE PAST PRESIDENT

Jessica Macera  
C: 293-0029  
[jessica@businessdynamixsolutions.com](mailto:jessica@businessdynamixsolutions.com)

## Committee Chairs 2011-2012

### Adopt a Precinct

Michele Smith  
W: 530-2244 C: 290-3703  
[msmith@theprintshop.tv](mailto:msmith@theprintshop.tv)

### Archives

OPEN

### Fundraising & Ways & Means

OPEN

### Hospitality

Sandy Waite  
C: 239-253-2225  
[swaite@platinumdrycleaners.com](mailto:swaite@platinumdrycleaners.com)

### Membership

Toby Buerger  
C: 293-8324  
[ABWANaplesMembership@gmail.com](mailto:ABWANaplesMembership@gmail.com)

### Newsletter—Interim

Nina DiSessa-Christensen  
C: 580-7306 W: 659-3150  
[Nina.christensen@hilton.com](mailto:Nina.christensen@hilton.com)

### Professional Development

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### Programs

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jes-  
sica@businessdynamixsolutions.com

### Publicity

Rachelle Youmans  
404-3681  
[ryoumans@gatesinc.com](mailto:ryoumans@gatesinc.com)

### SBMEF / Education

Jamie Bergen  
C: 572-3720  
[Bergen.J@CenturySecurities.com](mailto:Bergen.J@CenturySecurities.com)

### Social Media & Web

Nicolette Beard  
W: 713-419-1976  
[nvbeard@yahoo.com](mailto:nvbeard@yahoo.com)

### Standing Chapter Rules

Jean Flewelling  
C: 239-565-5468  
[Jeanflew@yahoo.com](mailto:Jeanflew@yahoo.com)

### SWFL Council Chair

Toby Buerger  
C: 293-8324  
[Toby\\_buerger@comcast.net](mailto:Toby_buerger@comcast.net)

### Trade Show

OPEN

### Women In History

OPEN

### 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.



October Program:

Richard Barone, CPC, CLU  
Planning Partners Financial Group

## 2011 SWFL Council WOY



Jessica Macera  
Owner  
Business Dynamix Solutions, LLC

## 2011 ABWA Neapolitan Chapter WOY



Carrie Kerskie  
Owner  
Marcone Investigations, Inc

Support ABWA  
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Annual Member  
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One time Happy Dollar/ or  
Classified Announcement  
**\$5 per issue**

Article **\$25 per issue**

Non-Member  
Annual Bus. Card Size  
**\$75**

Contact: Newsletter Editor

## 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 abound. 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.

\* Opportunities to serve at "Above the Chapter Level" positions by serving on Council, and National Boards.

### TO JOIN

**The ABWA Neapolitan Chapter**

**Contact our Membership Chair**

**Toby Buerger**

**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

**Annual Women Making History**

**Luncheon**

**Friday, March 16 2012**

**Celebration of Women in History Month**

**Hilton Naples**

**11:30 a.m.—1:30 pm**

*This is a great event more details to follow.. We are currently looking for members who would like to be involved with planning of this exciting event.*

