

INSIDE THIS ISSUE:

<i>October Featured Speaker</i>	2
<i>November Featured Speaker</i>	2
<i>Executive Board & Committee Reports</i>	3
<i>National Women's Leadership Conference</i>	4
<i>Tabletop Tour with Champagne & Chocolate</i>	5
<i>Event Calendar</i>	6
<i>Meeting Agenda</i>	7
<i>Meeting Information</i>	8

*"If you can imagine it,
you can achieve it; if you
can dream it, you can
become it."*

~ William Arthur Ward
1921—1994

MESSAGE FROM THE PRESIDENT



Barbara Cheney, President

September was an exciting month of events for Oceanside Charter Chapter, and on behalf of the Executive Board, I want to thank all of the individuals from our chapter and the community who participated!

The first event included our participation in the annual ABW Day, hosted by the South Florida Tri-County Council and South Florida Chapters including Coral Springs, Cypress Breezeway, Gold Coast, Homestead Charter, Northern Palm Beach, and South Broward at the Marriott in Ft. Lauderdale on September 25. In keeping with the theme of "going green", our National Secretary-Treasurer, Lynn Drowne, led a workshop on "Looking at Your Organization with Green Eyes" to include aspects of sustainable living, green products, recycling and reusing, promoting your business, check list, and a review of Florida programs. Our National Vice President, Pam Carvel, presented on the regulatory side of going "green" which considered the financial impact of implementing these programs in con-

junction with choices that may have to be made. It was not surprising to see a number of businesses represented that already had at least some of these programs in place. So you can imagine that the conversation was enlightening and extremely educational! An elegant luncheon followed the workshop, as well as ample shopping opportunities from the many high quality table top exhibitors.

The second event spectacular was the Table Top Tour with Champagne and Chocolate held on September 28 at Eau Gallie Yacht Club. Thank you to all who braved the elements in play that evening to attend our full exhibitor showing of 14 table tops with approximately 60 in attendance, and musical accompaniment from acoustic guitarist Arturo Echarte. We had a full court of raffle gifts to keep the excitement going all night with many lucky winners! Thank you for all those raffle tickets you bought! Proceeds directly benefit the chapter educational funding activities.

The Executive Board would like to extend special thanks to Lola Mitchell, our event sponsor; our many contributors; and the exhibitors for their participation in creating this wonderful experience. Exhibitors included Affordable Graphic Solutions, Buoy Clothing, Career Transitions Consulting, Craft's Custom Jewelry, Go On Dreamin' LLC, Hoyman Dobson Certified Public Accountants, The Junior League of Central & North Brevard, Maxine's Salon & Spa, Morgan Stanley Smith Barney, Shaklee, Silpada Jewelry, Sorelli Hair Studio and Thirty-One Gifts.

I have received positive feedback from many who really enjoyed the networking that evening! The event committee has already met to review financial results and lessons learned to be shared at our next dinner meeting on October 26. The Executive Board hopes to make this a signature event for the Chapter. Although that said, we will most likely move this event to October next year to increase the odds for better weather!!!

We also have a great dinner meeting lined up on October 26, so please join us to welcome our featured speaker, Kathleen Rich-New, who will speak to "What is Your New Plan B? Will You Have To Work till You Die?"

Please bring a friend to our November 23rd meeting to hear international speaker and best-selling author, **Jennifer Read Hawthorne**. Jennifer has over 20 years of insights, humor and guidance, that have provided enthusiastic audiences with both the motivation and the tools to achieve greater personal and professional success.

Don't forget to mark your calendars for the Holiday Gala scheduled for December 14! The planning committee will soon be scheduling meetings, so please offer your special talents to help make this another successful event!

We want to continue to make this year one of growth for Oceanside Charter Chapter and its members! Please give me, or any Executive Board member your comments on how to further bring value to the membership. We look forward to serving you!

~Barbara Cheney

OCTOBER FEATURED SPEAKER

What is your new Plan B? Will you have to work until you die?

Kathleen Rich-New worked for over 20 years in corporate America earning three degrees; BS, MBA, and MHR. As a consultant, business coach, and author, her clients include Fortune 500 companies, government and not-for-profits. She co-authored the popular book, *Looking for the Good Stuff...a guide to enjoying & appreciating life*. Her new focus is helping companies and individuals figure out their new Plan B. Her new book, *What is your New Plan B? Or will you have to work until you die?* will be available in Fall 2010.

Please join us on Tuesday, October 26 and you will learn:

- End of the Space Shuttle program impact on your organization and job
- 3 types of businesses when there are not enough jobs
- 5 things every successful business must have
- The best viable Plan B option for those over 40
- How network marketing can offer you a lifeline if you choose wisely
- How to work full time on your job and part time on your future



Kathleen Rich-New

NOVEMBER FEATURED SPEAKER



Jennifer Read Hawthorne

Jennifer Read Hawthorne is an international speaker and award-winning author specializing in inspirational presentations for men and women. For more than 20 years, her insights, humor and guidance have provided enthusiastic audiences with both the motivation and the tools to achieve greater personal and professional success.

Jennifer is co-author of four bestselling books, including *Chicken Soup for the Woman's Soul* and *Chicken Soup for the Mother's Soul*. Both books reached #1 on the *New York Times* and #1 and #2 on *USA Today's* best-seller lists and continue to be among the most popular of all books in the *Chicken Soup for the Soul* series.

Other books include *A Second Chicken Soup for the Woman's Soul*; *Chicken Soup for the Single's Soul*; *The Soul of Success*; *Diamonds, Pearls & Stones: Jewels of Wisdom for Young Women*; and *Life Lessons for Loving the Way You Live*. Together, Jennifer's books have sold more than 13 million copies and have been translated into more than 30 languages.

As an author and self-esteem expert, Jennifer has appeared on *CNN*, *Sally Jesse Raphael*, *Pure Oxygen*, and hundreds of national,

regional and local TV and radio shows. She has been featured in numerous magazine and newspaper articles, and has written articles for national magazines such as *Entrepreneur* and *Ladies Home Journal*. She is a regular columnist for *Affluent* magazine. She is also a regular guest on Jim Blasingame's national radio show "The Small Business Advocate" and a member of Jim's "Brain Trust."

As a professional with a degree in Journalism/Speech & Broadcasting, she co-founded The Esteem Group in 1993, which she now directs as Jennifer Hawthorne Inc. Her clients include hundreds of professional associations, as well as Fortune 500 companies, government agencies and educational organizations. Clients include AT&T, Delta Air Lines, YWCA, the American Heart Association, Clemson University, The American Legion, Cargill, the American Business Women's Association, Hallmark Cards, Avon, the American Bankers Association and many more.

For more information on Jennifer, visit her website at www.jenniferhawthorne.com. Please join us on Tuesday, November 23 as we welcome Jennifer!

CHAPTER COMMITTEE REPORTS

Newsletter

The Oceanside Charter Chapter Newsletter is published on the Chapter web site at www.abwaoceanside.org and on the Oceanside Charter Chapter ABWA WIN Team Board at www.abwa.org.

Please send newsletter submissions to acarbhone@cfl.rr.com by the second Wednesday of the month.



As a winner in the district newsletter competition, our newsletter was returned to National Headquarters in Kansas City for judging by outside judges. We will be shar-

ing our newsletters from the 2009-2010 award year at the National Leadership Conference by placing them on the newsletter display tables at the Expo Center in Chattanooga. The national newsletter winners will be recognized during a general session at the conference.

Care Coordinator

Our thoughts and prayers are with Sheryl Glore and Barbara Jones. Their husbands have not been well.

Fundraising/Advertising

Don't forget to mark your calendars for the Holiday Gala scheduled for December 14. This event is co-sponsored with Space Coast Express Network. The planning committee will soon be scheduling meetings and we need volunteers! So please bring your special talents to help make this event the one we have come to remember as a yearly highlight! Watch for emails that provide more details.

Membership

If you have a change in email, address, phone number, etc., please let us know! We are in the process of updating our Member Directory. Contact Anita at acarbhone@cfl.rr.com.

Publicity

Chapter monthly meeting information is published in the Business Agenda column of Florida Today as well as the online Community Calendar of the Cocoa Beach Area Chamber of Commerce website. Please contact Laura Chiesman if you have photos or information for our Facebook page.

facebook



We're on the web!

www.abwaoceanside.org

2010 - 2011 EXECUTIVE BOARD

President

Barbara Cheney
beejaycheney@yahoo.com
 321 987-5106

Vice President

Laura Chiesman
Ichiesman@cpawms.com
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 321 459-1661

Treasurer

Anita Carbone
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 321 684-0790

2010 - 2011 COMMITTEE CHAIRS

Professional Development

Laura Chiesman: Ichiesman@cpawms.com

Fundraising/Advertising

Susan Averill: averill441@yahoo.com

Membership

Barbara Cheney (Acting): beejaycheney@yahoo.com

Newsletter

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Program

Sue Parker: suejtyson@aol.com

Publicity

Anita Carbone (Acting): acarbhone@cfl.rr.com

Website

Jessica Brace: jbrace@affordablenet.com

Reservations

Barbara Cheney: beejaycheney@yahoo.com

Visit Oceanside Charter Chapter on



and share our events with your friends!

Would you like an easy way to let your friends know about ABWA Oceanside Charter Chapter? How about Facebook? Go to www.facebook.com and search for ABWA Oceanside Charter Chapter. With a click of the "Suggest to Friends" link, located just below our logo, you can select friends to invite to visit our page. It's very easy and a great way to let people know who we are, and to share news about our upcoming events.

And don't forget, if you have special news about your own business, you can share that too! This is a great way for us to stay in touch between meetings. Please email Laura Chiesman at Ichiesman@cpawms.com with your Oceanside event photos!

Flaunt Your "Purse-onality"

Oceanside Charter Chapter is participating in the "Purse-onality" auction at the 2010 National Women's Leadership Conference in Chattanooga. The purpose of the auction is to generate funds to benefit the ABW Foundation to help business women continue growing through the Women's Instructional Network and district and national conferences.



This exquisite picnic backpack is complete with blanket, service for four and bottle of wine for an impromptu picnic day in the beautiful Smoky Mountains or in your own back yard!

2010 National Women's Leadership Conference

October 28 – 30
Chattanooga Marriott
Chattanooga, TN



BRIDGING THE GAP

This year's National Conference features nationally acclaimed authors, presenters and business experts presenting on topics that are timely, integral, and invaluable to women who want to succeed in any environment. You'll learn more about:

- Strategic Marketing Development & Planning
- Championing Diversity
- Leading with Integrity
- Design Thinking in Leadership
- Career GPS

Full details as well as registration and housing can be found at www.abwa.org/UpcomingEvents.



Oceanside Charter Chapter

*Tabletop Tour
With Champagne & Chocolate*

Thank you to our event sponsor, our many donors and all who participated in making the Tabletop Tour with Champagne & Chocolate a huge success! Your contributions and efforts help us to provide opportunities to women in our community!

Event Sponsor



CareerTransitions Consulting
Lola Mitchell, MA Human Relations
321.723.1105
lmitchell@cfl.rr.com
Guidance for your career needs

*Raffle Items
Donated by...*

- Amara Salon & Spa
- Jessica Brace – Affordable Graphic Solutions, Inc.
- Leslely Brindley – Go on Dreamin' LLC
- Anita Carbone
- Barbara Cheney
- Corky Kouture
- Beth Craft – Craft's Custom Jewelry
- Rochelle Hood - Friend of ISLB (I Support Local Businesses)
- Hoyman Dobson Certified Public Accountants
- Island Kleen Machine
- Kimberly Turner - Morgan Stanley Smith Barney
- Jenny Wall - Shaklee

Event Exhibitors

- Affordable Graphic Solutions
- Buoy Clothing
- CareerTransitions Consulting
- Craft's Custom Jewelry
- Go On Dreamin' LLC
- Hoyman Dobson Certified Public Accountants
- The Junior League of Central & North Brevard
- Maxine's Salon & Spa
- Morgan Stanley Smith Barney
- Shaklee
- Sillywestie.com
- Silpada Jewelry
- Sorelli Hair Studio
- Thirty-One Gifts

Special Thanks to...



Arturo Echarte
for your music!

ABWA EVENT CALENDAR

October 26

Oceanside Charter Chapter Dinner Meeting
Networking at 6:00 p.m. & Dinner at 6:30 p.m.
Eau Gallie Yacht Club, 100 Datura Drive, Indian Harbour Beach

October 28–30

2010 National Women's Leadership Conference

Marriott Chattanooga
2 Carter Plaza
Chattanooga, TN

November 9

Space Coast Women Express Network Meeting
Networking & Lunch from 11:00 a.m. to 1:00 p.m.
Eau Gallie Yacht Club, Indian Harbour Beach

November 9

Oceanside Charter Chapter Executive Board Meeting at 5:30 p.m.
Harris Corporation Headquarters, 1025 W. Nasa Blvd., Melbourne

November 23

Oceanside Charter Chapter Dinner Meeting
Networking at 6:00 p.m. & Dinner at 6:30 p.m.
Eau Gallie Yacht Club, 100 Datura Drive, Indian Harbour Beach

December 7

Oceanside Charter Chapter Executive Board Meeting at 5:30 p.m.
Harris Corporation Headquarters, 1025 W. Nasa Blvd., Melbourne

December 14

Oceanside Charter Chapter & Space Coast Women Express Network
Second Annual *Holiday Gala*
Networking & Social at 6:00 p.m. Dinner at 6:30 p.m.
Eau Gallie Yacht Club, Indian Harbour Beach

January 11

Oceanside Charter Chapter Executive Board Meeting at 5:30 p.m.
Harris Corporation Headquarters, 1025 W. Nasa Blvd., Melbourne

January 25

Oceanside Charter Chapter Dinner Meeting
Networking at 6:00 p.m. & Dinner at 6:30 p.m.
Eau Gallie Yacht Club, 100 Datura Drive, Indian Harbour Beach

COMMUNITY EVENTS

November 6

"It's Your Life. It's Your Future. Don't Miss It."



9:00 to 10:00 a.m. at the Comfort Suites,
Palm Bay. Presented by Tina Jones, M.D.
Internal Medicine, Atlanta, GA and sponsored
by Juice Plus+. This event is free to guests.
To reserve your seat, please contact Connie

Adams at 321 953-0312 or cmdeadams@aol.com.

November 10

How to Launch a Home-Based Business

Time: 6:30 p.m.

Location: N. Earl Jones Building, Room 143, BCC Titusville Campus,
1311 N. U.S. 1

Cost: Free

Registration/Information: Call the BCC Career and Continuing Edu-
cation Center at 321 433-7513

November 12

Celebrate Brevard 2010

6:00 to 9:00 p.m. at the Melbourne Auditorium. 35+ Brevard Res-
taurants ~ Chef Demonstrations ~ Holiday Vendor Booths

December 8

How to Launch a Home-Based Business

Time: 6:30 p.m.

Location: N. Earl Jones Building, Room 143, BCC Titusville Campus,
1311 N. U.S. 1

Cost: Free

Registration/Information: Call the BCC Career and Continuing Edu-
cation Center at 321 433-7513



Oceanside Charter Chapter

October 26, 2010

Meeting Agenda

Networking

Call to Order & Welcome

Pledge of Allegiance

Invocation

Introductions

Establish a quorum

Approval of Minutes

Treasurer's Report

Committee Reports

Website: Jessica Brace

Newsletter: Anita Carbone

Membership: Barbara Cheney

Fundraising: Barbara Cheney/Anita Carbone - *Tabletop Tour with Champagne & Chocolate*

Program: Sue Parker

Care Coordinator: Barbara Cheney

Ambassador: Lola Mitchell

Guest Speaker

Kathleen Rich-New

New Business:

Installation of new members

Naming of newsletter winner

Announcements

2010 National Women's Leadership Conference, October 28—30, Chattanooga, TN

Raffle

Benediction

Adjournment

American Business Women's Association

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 grow personally and professionally through leadership, education, networking support and national recognition.



Oceanside Charter Chapter

P.O. Box 360151
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Member
Cocoa Beach Area Chamber of Commerce

Newsletter Editor
Anita Carbone
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321 684-0790



OCEANSIDE CHARTER CHAPTER
MEETING INFORMATION

Location:

Eau Gallie Yacht Club
100 Datura Drive
Indian Harbour Beach, FL

Date & Time:

Fourth Tuesday of the month
6:00 p.m. Networking
6:30 p.m. Dinner & Meeting

Cost:

\$25.00 for members and guests

For reservations :

Barbara Cheney
321 987-5106
beejaycheney@yahoo.com

or

Online at www.abwaoceanside.org

ABWA's 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 By-laws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their profession by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.