



The Rising Tide
November/December 2010

OCEANSIDE CHARTER CHAPTER

INSIDE THIS ISSUE:

<i>November Featured Speaker</i>	2
<i>2011 Conference Schedule</i>	2
<i>Executive Board & Committee Reports</i>	3
<i>National Women's Leadership Conference</i>	4
<i>Second Annual Holiday Gala</i>	5
<i>Event Calendar</i>	6
<i>Meeting Agenda</i>	7
<i>Meeting Information</i>	8

MESSAGE FROM THE PRESIDENT

Well, once again it's getting close to the holiday time of year! It's time to remember all the blessings to be thankful for everyday.

The executive board extends its good wishes to all our members, readership, and families. This is going to be an exciting couple of months, so please remember to mark your calendar for these great upcoming events!

We have an excellent dinner meeting lined up on November 23, with international speaker and bestselling author, Jennifer Read Hawthorne. Please invite a friend to the meeting to hear her great insights, humor and guidance, which have provided her many audiences with both the motivation and the tools to achieve greater personal and professional success. In addition to the great dinner fare that EGYC offers, this will be an event you will not want to miss!

Following two weeks after our meeting, is this year's Holiday Gala social and networking event scheduled for December 14! The planning committee is working on details, so please watch for your invitation. I consider this an opportunity for members to offer their special talents and visibility. There are several things you can do to showcase your business. One way is to donate a raffle basket. The other is with an event sponsorship. We are still seeking additional participants for both of these excellent opportunities.

We also need to provide special recognition to our members for their significant achievements. Please congratulate Sue Parker, who was recognized at the National Leadership Confer-



Barbara Cheney, President Oceanside Charter Chapter

ence as a graduate of the ABWA-KU MBA Essentials program. Sue has achieved this advanced education in addition to the demands of a busy professional career, and in between all the wonderful support she gives ABWA. Warm wishes to you, Sue for this great accomplishment!

Please keep two very special Oceanside members in your thoughts and prayers for Sheryl and Don Glore and family, and Barbara and Jim Jones.

We extend a special thank you to Marty Young for her generous donation of \$500 to the Stephen Bufton Memorial Education Fund. This donation will provide

the opportunity for Oceanside Charter Chapter to make a \$1,000 Chapter Special Scholarship award possible to a deserving student. We are planning the details of the application process and criteria for presentation to the membership. This really goes to foster the real spirit of the organization through making these educational opportunities in our local community.

As we go into the remaining months of 2010, please give me, or any Executive Board member your comments on how to further bring value to the membership. See you at the next meeting!

~Barbara Cheney

*"Always bear in mind
that your own resolution
to succeed is more
important than any
other."*

~ Abraham Lincoln
1809—1865

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.

Jennifer is also a certified teacher of the Transcendental Meditation™ (TM) technique, the featured topic of her presentation to ABWA. Says Jennifer, "In my 40 years in the human development movement, one truth stands out. Dealing effectively with the stress and chaos of life demands that we be able to find a place of stillness within ourselves. Of all the techniques I've explored and used over the years to manage stress and develop myself both personally and professionally, TM has been a constant for 37 years."

At our meeting, Jennifer will talk about the power of meditation to manifest success in our lives and how TM specifically has impacted her life and business success.

SAVE THE DATE!

**2011 Eastern Regional
Conference**

Districts I & IV

March 18–19, 2011

**The Westin Atlanta Perimeter North
Atlanta, GA**

**National Women's
Leadership Conference
September 22–24, 2011
Irving, Texas**

What a better way to celebrate American Business Women's Day and the 62nd Anniversary of ABWA's founding.

Hope to see y'all in Texas!



CHAPTER COMMITTEE REPORTS

Newsletter

Oceanside Charter Chapter was recognized as one of five national newsletter winners during a general session at the 2010 National Leadership Conference in Chattanooga. Thank you to those who have contributed to making this possible!



Congratulations to Laura Chiesman for her winning entry, *The Rising Tide*, in the "Name the Newsletter" contest! As her prize, Laura's dinner at the November meet-

ing will be paid by the chapter.

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.

Care Coordinator

Our thoughts and prayers are with the families of Sheryl and Don Glore, and Barbara and Jim Jones.

Education/Professional Development

Thank you to Marty Young and the Forever Young Foundation for their generous donation of \$500 to the Stephen Bufton Memorial Education Fund. With these additional funds, the Chapter will be able to award a Chapter Special Scholarship of \$1,000 to an exceptional student entering community college or vocational school, and planning to study in the field of business.

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.



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
321 506-8274

Secretary

Jenny Wall
jwall@cfl.rr.com
321 459-1661

Treasurer

Anita Carbone
acarbhone@cfl.rr.com
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

Anita Carbone: acarbhone@cfl.rr.com

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

2010 National Women's Leadership Conference



Congratulations to our 2010 - 2011 National Board of Directors:

- National President — Lynn Drowne
- National Vice President — Tina Gandy
- National Secretary-Treasurer — Tracy Sweet
- District I Vice President — Christine Wright
- District II Vice President — Tina Ackles
- District III Vice President — Nancy Ballenger
- District IV Vice President — Doris Brown
- District V Vice President — Judy Torrey
- District VI Vice President — Pattie Vargas

On behalf of Oceanside Charter Chapter, I wish these remarkable women continued success as they "lead us with vision" into the new year!

It was a rewarding and touching experience for me to attend this year's National Leadership Conference in Chattanooga. I had the unique opportunity to renew acquaintances with long time friends, Barbara Wogsland and Elise Balgley from my early ABWA days in the San Francisco Bay area. I also had the opportunity to represent our chapter as I networked with our new District I Vice President, Christine Wright of Naples, Florida. But without a doubt, the most rewarding experience of this and all other ABWA conferences was accepting one of the five awards presented by National President, Casey Coven in the National Newsletter competition! Thank you to all who contributed to making this a momentous occasion and distinct honor for Oceanside Charter Chapter!

After her SBMEF presentation, I had the opportunity to brainstorm with Sara Bufton-Rosen, who encouraged our chapter to offer a \$1,000 Chapter Special Scholarship. We will be hearing more about how Oceanside

Charter Chapter will make it possible to award scholarship to a deserving individual entering the field of business.

Friday morning's keynote speaker, RCA recording artist and successful entrepreneur, Robin Crow, riveted me with his insights and relevant comments. Robin's various pearls of wisdom emphasized that we were all in the business of serving people — it's the vehicle that differs. As business people, we need to exceed expectations. What truly matters is how we make others feel. "What are you doing to insure your customers return?"

Robin assures us that giving our customers a great experience is the answer! According to Robin, taking responsibility is critical in today's business world, and "failure to hit the bulls eye is never the fault of the target." Many people want to be leaders, but with it comes the "cloak of responsibility." In closing, Robin noted that a person's character can be measured by how he responds to crisis and adversity, and inspired us to learn to do more with less. "You weren't born a winner or a loser, but a chooser, and given the right to succeed, not compromise."

Congratulations to our own Sue Parker, who was recognized in the Saturday morning session as a graduate of the ABWA-KU MBA Essentials program!

Next year's National Leadership Conference is scheduled for September 22–24 in Irving, Texas! Hope to see you there!

~ Anita Carbone



National President, Casey Coven presenting 2010 National Women's Leadership Conference Newsletter Award



Nancy Peltonen, President of Space Coast Women Express Network & Anita Carbone, Treasurer & Newsletter Editor, Oceanside Charter Chapter



Oceanside Charter Chapter
&
Space Coast Women Express Network
invite you to

The Second Annual Holiday Gala

Tuesday, December 14, 2010

6:00 p.m. Networking & Social
6:30 p.m. Dinner

Eau Gallie Yacht Club
100 Datura Drive
Indian Harbour Beach

\$30 per person

Entertainment by acoustic guitarist, Arturo Echarte
and stand-up comedy routine by Kelly Palace

Menu

Mixed Greens Salad

Entrée choice of

Braised Beef Brisket with New Potatoes or

Orange Crusted Mahi Mahi or

Pasta Primavera (Vegetarian)

Holiday Gift Basket Raffles & Auctions ~ Event Sponsorship Opportunities are available

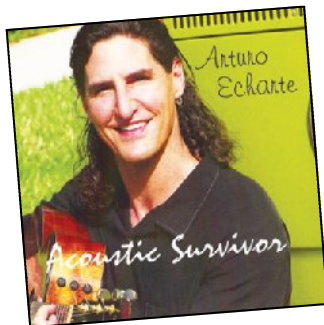
For more information, please visit: www.abwaoceanside.com.

Reservations: www.abwaoceanside.com or Barbara Cheney at 321 987-5106

Donation, sponsorship and basket commitment deadline December 5th

For sponsorship information, please contact Sue Parker at 321 749-4684
or Patty O'Brien at 321 431-3148

For basket donation and information, please contact Kelly Palace at 321 704-9304
or Toni Messano at 321 537-1869



ABWA EVENT CALENDAR

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 11

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

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

February 8

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

February 8

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

March 18–19

2011 Eastern Regional Conference
The Westin Atlanta Perimeter North
Atlanta, GA

COMMUNITY EVENTS

December 3

"Go Forth and Prosper"

22nd Annual

Business of the Year Awards



Time: 5:30–9:30 p.m.

Location: International Palms Resort & Conference Center, 1300 North Atlantic Avenue, Cocoa Beach

The Cocoa Beach Area Chamber of Commerce Better Business Development Council invites you to an elegant dinner, and a special tribute to Space Exploration as they recognize Brevard's finest. Kindly RSVP via 321 459-2200 or sowens@cocoa-beachchamber.com. \$30 per guest by November 10th (or \$40 by November 25th). Dinner and Cash Bar. Sponsorships available.

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 Education Center at 321 433-7513



Oceanside Charter Chapter
November 23, 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 — 2010 National Women's Leadership Conference Newsletter Award

Membership: Barbara Cheney

Fundraising: Sue Parker - Second Annual Holiday Gala

Program: Sue Parker

Care Coordinator: Barbara Cheney

Ambassador: Lola Mitchell

Facebook: Laura Chiesman

Guest Speaker: Jennifer Read Hawthorne

New Business:

Installation of new members

\$1,000 Chapter Special Scholarship

Announcements

Raffle

Benediction

Adjournment



Oceanside Charter Chapter

P.O. Box 360151
Melbourne, FL 32936-0151

Member
Cocoa Beach Area Chamber of Commerce

Newsletter Editor
Anita Carbone
acarbone@cfl.rr.com
321 684-0790



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
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

Vision Statement

ABWA Oceanside Charter Chapter is dedicated to enhancing the lives of local businesswomen. Our members create rewarding educational and networking experiences by promoting improved self-confidence, personal and professional skills, and individual creativity.

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.