



*The Rising Tide*  
September 2013

## OCEANSIDE CHARTER CHAPTER

### INSIDE THIS ISSUE:

<i>September Featured Speaker</i>	2
<i>Executive Board &amp; Committee Reports</i>	3
<i>In Loving Memory</i>	4
<i>ABW Day</i>	5
<i>Tri-County ABW Day</i>	6
<i>Celebrating Women</i>	7
<i>Event Calendar</i>	8
<i>Meeting Agenda</i>	9
<i>Meeting Information</i>	10



## MESSAGE FROM THE PRESIDENT



Laura Chiesman, President

Happy September! The seasons are flying by! Some very busy months are coming our way and I know we'll all have a great time together!

The August meeting kicked off the 2013/2014 ABWA year. We had a full agenda including Chapter business, a wonderful presentation and the announcement of our upcoming event in October. Recent Chapter business included the approval of the 2013/2014 Budget and Standing Rules, so we are all set for a great year! Jessica Brace inspired us to step out of our comfort zone to promote our businesses and other interests using video and social media. Has anyone recorded a video yet?

Terry Bassing, our Fundraising Chair, announced some special plans. Our October meeting date has changed to Tuesday, October 29, 2013 – so please update your calendars! We will be **CELEBRATING WOMEN PAST & PRESENT!** by honoring several women who have made a difference in our community. There will be trivia games, raffles and of course, a delicious dinner! This is going to be an inspiring evening so please invite your friends!

Thank you to all who recently completed the Member Interest Survey – your answers have provided the fuel for a dynamic ABWA year, filled with information and programs that are useful to YOU! Many of you gave great suggestions and expressed

interest in joining committees. I will be following up with you on your ideas and offers to help.

The Member Interest Survey may have been your first experience on the ABWA National website. Now that you've visited the WIN website (and if you haven't, please do that now!), the next step is to take advantage of some of the many resources there. Please take the "Creating Your ABWA Experience" course which provides a great overview of ABWA resources both local and National. You'll find this, and many other short and informative courses by clicking on the "Training" tab. Just start at [www.ABWA.org](http://www.ABWA.org) and log into your WIN account! Completion of this 45-minute course will earn you an APEX Award from ABWA National, as well as an entry into our contest to win a free dinner at one of our meetings! See page three for more details on this opportunity! Please let me know if you need help getting signed on to, or navigating, the WIN website.

There are two very important events coming up in the next few weeks! The Tri-County Council of ABWA will host the 25th Annual American Business Women's Day in Coral Springs, Florida on Saturday, September 21, 2013 from 8:30 a.m. to 3:00 p.m. Several Oceanside members are driving down for the day, so email me if you'd like to go too! In October, Anita Carbone, Sue Tyson-Parker, Terry Bassing and Sheryl Glore are all going to the National Women's Leadership Conference in Little Rock, Arkansas! They will have a lot to share with us when they get back!

Please feel welcome to contact me at [LauraChiesman@gmail.com](mailto:LauraChiesman@gmail.com) with questions, ideas and suggestions, or just to stay in touch. I want to thank everyone for the warm welcome you gave the incoming Executive Board. We are so excited about this year of growth and *Inspiration!*

~ Laura Chiesman



## SEPTEMBER FEATURED SPEAKER

### Why You Should Be Blogging!



Cindy Buccieri

As a speaker, author, blogger and web designer, Cindy Buccieri combines her 20 years of internet savvy and desire to help others with her intuitive understanding of technology. She engages and enlightens audiences while providing easy to understand solutions to their blogging and online challenges.

Cindy Buccieri is the author of *Bloggging the Right Way: Learn How to Launch a Blog and Start Making Money*, available at Amazon.com, and the founder of CB Virtual Services, an internet marketing and web design company committed to helping others achieve success in their business and personal lives. Cindy is also a blogging expert and internet coach, providing information and insights to those who want to learn about cutting edge marketing techniques to further the success of their business. She is also the creator of an online training program that makes it easy for busy professionals to integrate and implement blogging strategies to

create fast results.

Cindy earned a Bachelor of Science degree in Information Science and has worked for Fortune 500 companies such as McDonnell Douglas and Northrop Grumman. She also freelanced as a web designer, blogger and internet marketer for several years. In 2009, Cindy launched Busy Mom's Tips, a blog which provides helpful tips for today's busy moms. Three additional blogs launched shortly thereafter. The creation & marketing of these blogs provided her with first-hand experience into what it takes to increase traffic to a blog, develop a following and make money from it.

While Cindy has experience in many areas of business including the internet and web development, her passion is in Blogging. Additionally, Cindy loves being able to share with others her knowledge on this vast subject through speaking and coaching.

Please join us on September 24 for Cindy's insights on blogging!

## BEST PRACTICES

Congratulations to Oceanside Charter Chapter on achieving 2012/2013 Best Practices in League Management Level III!

One of ABWA's most prestigious awards is the Best Practices Award recognizing Chapters and Express Networks. To achieve Best Practices, a Chapter or Express Network must demonstrate that it has met the requirements for the Best Practices Award. Criteria for 2012/2014 included the following:

- Selected a member for the league's Chapter/Express Network Woman of the Year.
- Sponsored members to attend nationally sponsored events.
- Created an annual business plan and budget.
- Scheduled and delivered a minimum of nine professional development programs (business and market relevant) that are 45 minutes in length to members (and guests) at local meetings.
- Published and distributed a minimum of four newsletters to members that included the Association's official trademarks, Mission and Vision Statements, and Proud Code of Conduct.
- Filed a tax return

Leagues receiving a Best Practice award will be recognized at ABWA's Annual National Women's Leadership Conference in a special awards event and receive the seal of excellence award to promote on their web site, social media sites and in their newsletter for one year.



## CHAPTER COMMITTEE REPORTS

### Newsletter

The Oceanside Charter Chapter Newsletter, *The Rising Tide* is published on the Chapter web site at [www.abwaoceanside.org](http://www.abwaoceanside.org) and on the Oceanside Charter Chapter ABWA WIN Team Board at [www.abwa.org](http://www.abwa.org).

Please send newsletter submissions to [acarbone@cfl.rr.com](mailto:acarbone@cfl.rr.com) by the second Wednesday of the month. Let us know about you!

### Best Practices

One of our 2013/2014 goals to achieving Best Practices as a chapter is to strengthen member education by providing professional development opportunities and encouraging participation in WIN training. We presently have only three members who have earned an APEX award by completing WIN training courses, and our goal is to at least double this number in the next six months. The 2013/2014 Executive Board is challenging you to complete the *Creating Your ABWA Experience* training module in WIN before our January, 2014 meeting. Not only will you receive an APEX Award from ABWA National, you will be entered into our contest for a free dinner at one of our meetings! Simply login to WIN, complete the 45-minute module and give your certificate of completion to Anita Carbone as your entry in the contest. The lucky winner will be drawn at the January, 2014 meeting! Executive Board mem-

bers are not eligible to enter.

### Membership

Please welcome new member, Dr. Fran Addeo!

Thank you to Terry Bassing, Morena Cameron, Anita Carbone, Laura Chiesman, Terri Friedlander, Sheryl Glore, Marlene Johnson, Sheryl Olguin, Sue Parker, Laura Purcell, Allison Russell, Kristen Snyder, and Jenny Wall for completing the 2013/2014 Member Interest Survey!



### September Birthdays

Jenny Wall—9/2  
Sheryl Glore—9/15  
Renee Hahn—9/21

### September Member Anniversaries

Kathy Sorrell—26 years

### Publicity

Chapter monthly meeting information is published in Florida Today as well as the online Community Calendar of the Cocoa Beach Regional Chamber of Commerce web-site. Please email Laura Chiesman at [laurachiesman@gmail.com](mailto:laurachiesman@gmail.com), if you have photos or information for our Facebook page.



We're on the web!

[www.abwaoceanside.com](http://www.abwaoceanside.com)



## 2013 - 2014 EXECUTIVE BOARD

### President

Laura Chiesman  
[laurachiesman@gmail.com](mailto:laurachiesman@gmail.com)  
321 506-8274

### Vice President

Sue Parker  
[suejtyson@aol.com](mailto:suejtyson@aol.com)  
321 749-4684

### Secretary

Barbara Cheney  
[beejaycheney@yahoo.com](mailto:beejaycheney@yahoo.com)  
321 987-5106

### Treasurer

Theresa Bassing  
[theresabassing.abwa@gmail.com](mailto:theresabassing.abwa@gmail.com)  
321 626-4853

## 2013 - 2014 COMMITTEE CHAIRS

### Education/Scholarship

Anita Carbone: [acarbone@cfl.rr.com](mailto:acarbone@cfl.rr.com)

### Fundraising

Theresa Bassing: [theresabassing.abwa@gmail.com](mailto:theresabassing.abwa@gmail.com)

### Membership

Anita Carbone: [acarbone@cfl.rr.com](mailto:acarbone@cfl.rr.com)

### Newsletter

Anita Carbone: [acarbone@cfl.rr.com](mailto:acarbone@cfl.rr.com)

### Program

Sue Parker: [suejtyson@aol.com](mailto:suejtyson@aol.com)

### Publicity

Anita Carbone: [acarbone@cfl.rr.com](mailto:acarbone@cfl.rr.com)

### Website

Anita Carbone: [acarbone@cfl.rr.com](mailto:acarbone@cfl.rr.com)

### Professional Development

Sheryl Glore: [sglore@cfl.rr.com](mailto:sglore@cfl.rr.com)

## IN LOVING MEMORY



Josephine M. Morton

Josephine M. Morton passed away peacefully in her home on Thursday, August 29, 2013, after a brief and dignified battle with cancer.

Jo was born June 29, 1929 in Philadelphia, PA. She graduated from Gwyned-Mercy Academy in Philadelphia.

A dancer since the age of two, she met the love of her life, Paul Morton, at a USO dance at the Philadelphia Shipyard, when he was a Navy Submariner. They wed on Valentine's Day in 1953 in Germantown, PA and were married for 54 years before Paul's passing in 2007.

Throughout their married life they lived in numerous cities in over six states. In 1967, they settled in Satellite Beach, FL. Together they raised four children and were blessed with seven grandchildren, two step-grandchildren and three great-grandchildren. The children are, daughter, Barbara Napeloni (Paul) of Palm Bay, FL, sons, Robert (Angelina) of Arlington, TX, Richard (Libby) of Houston, TX, and Edward (Michele) of St. Petersburg, FL. Jo's grandchildren are Kelly Thompson (Tom), Natalie Hernandez (Chachi), Michael Byczek, Megan Morton, Rachel Krantz (Dustin) and Adam Morton, Michelle and Jessica McNutt. Her great-grandchildren are Julia, Adeline and Ruby Thompson.

In addition to her husband and her parents, Jo was preceded in death by her brother James and granddaughter, Tara Morton.

As a young mother, Jo worked part-time as a proofreader for the Home News in Hialeah, FL, and full time as an orthodontic receptionist in Indialantic. In 1981 she went to work for Harris Corporation as an executive secretary where she excelled and made many friends. She retired in 1995.

Always active, Jo was a member of the American Business Women's Association, Oceanside Charter Chapter, since 1982, holding officer positions and being awarded "Woman of the Year". In June of 2013, she was awarded a Lifetime Achievement Award at a dinner in her honor.

Jo was also very involved in the Harris Retirees Association where she served on the board and received numerous recognition awards.

A cherished mother, grandmother, great-grandmother and friend, her children wish to thank Jo's many, wonderful family members and friends for their countless kind deeds and prayers over the past few months. Additional thanks to the amazing nurses at Brevard Wuesthoff Hospice and Palliative Care. Donations in Jo's name may be made to her favorite charity, St. Jude Children's Hospital or to Brevard Wuesthoff Hospice and Palliative Care.

A Celebration of Jo's Life will be held within the next few months. Please visit Jo's Guestbook at [beachfuneralhome.com](http://beachfuneralhome.com).

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## NEW MEMBER SPOTLIGHT

Please welcome new member, Jeanne Whitman! Jeanne is the owner of Achieve Beautiful Skin, located at 8045 Spyglass Hill Road, Suite 101 in Viera. Achieve Beautiful Skin is an elegant Medi-Spa offering personalized skincare services to Brevard County residents. Jeanne has been in the skincare business for the last nine years. She is a medical aesthetician, certified clinical and medical electrologist, and laser specialist. Jeanne specializes in skincare treatments for the whole family, and offers teens instruction on lifelong care of their skin.

At Achieve Beautiful Skin, Jeanne makes certain her clients will find a qualified Skin Care Specialist, Laser Specialist and Electrologist to help review realistic expectations and exciting possibilities when considering medical facials. Jeanne's advanced knowledge of medical facials assures her

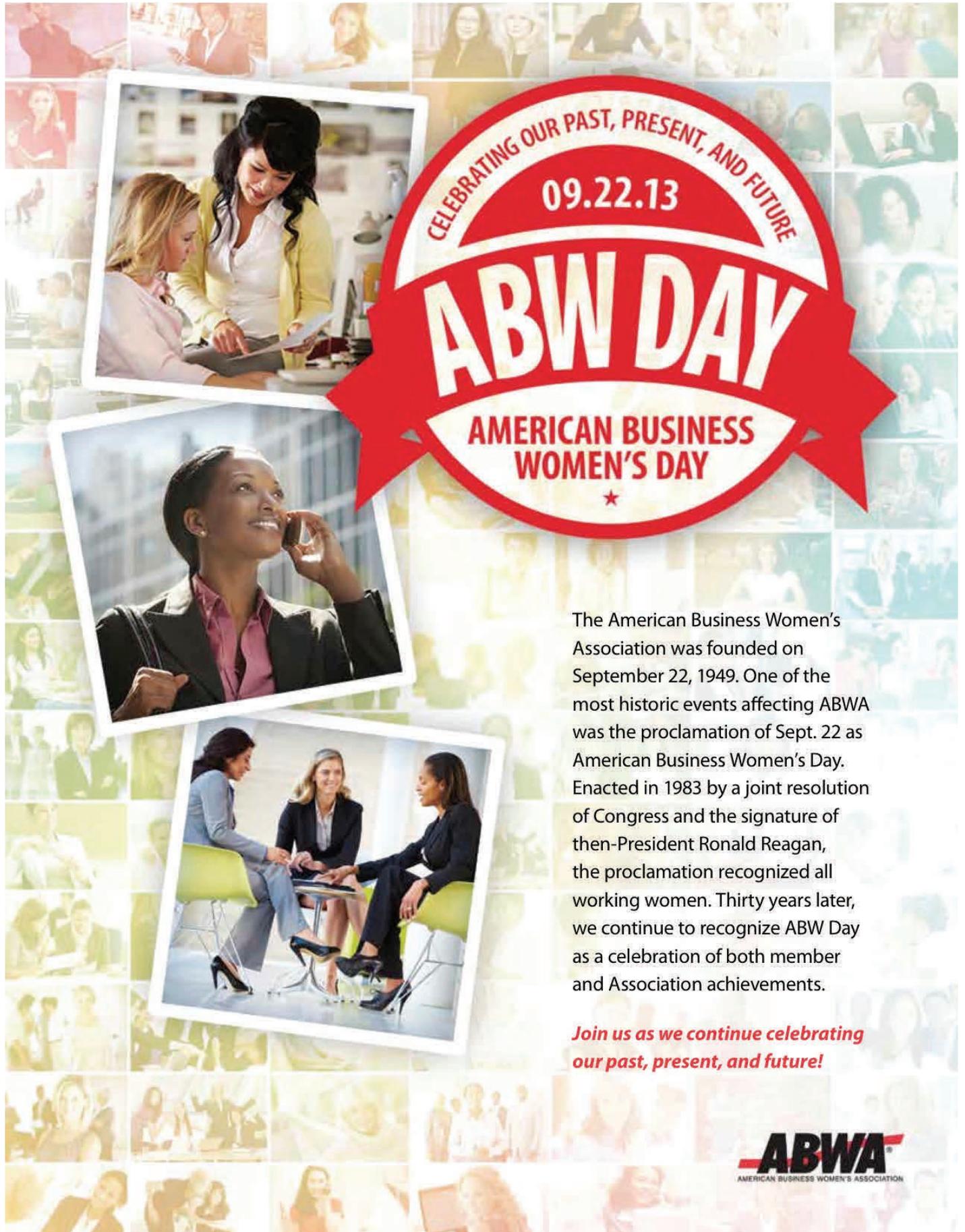
clients the information and sense of comfort they may need before moving forward.

As a supporter and volunteer with the American Cancer Society since October, 2012, Jeanne helps the fight against cancer by providing skin care services and donating a percentage of her profits to the American Cancer Society. During October 2004, Jeanne provided complimentary skin care treatments to children and teens who were undergoing chemotherapy.

Jeanne is a recent graduate of the Ignite Mentoring Program at the Florida Institute of Technology and the Women's Business Center. The Women's Business Center Mentoring Circle "Ignite", brings together successful, forward-thinking women business owners and executives with the goal of individually and collectively growing their businesses to new levels.



Jeanne Whitman



CELEBRATING OUR PAST, PRESENT, AND FUTURE  
09.22.13

# ABW DAY

AMERICAN BUSINESS  
WOMEN'S DAY



The American Business Women's Association was founded on September 22, 1949. One of the most historic events affecting ABWA was the proclamation of Sept. 22 as American Business Women's Day. Enacted in 1983 by a joint resolution of Congress and the signature of then-President Ronald Reagan, the proclamation recognized all working women. Thirty years later, we continue to recognize ABW Day as a celebration of both member and Association achievements.

*Join us as we continue celebrating our past, present, and future!*





Tri-County Council of ABWA

Sponsored by the Broward, Miami-Dade, Palm Beach and Brevard County Chapters of ABWA



**Registration Form**  
 25<sup>th</sup> Annual ABW Day Celebration  
 “Road Map to Success” Sat, Sept. 21, 2013

**Secure your room reservation NOW!**  
 The Marriott at Heron Bay, 11775 Heron Bay Blvd., Coral Springs, FL  
 Room Rate: \$99.00 Reservation Deadline: Sept 6, 2013  
 Call the Hotel 954-753-5598 or 1-800-228-9290 ask for reservations. Use the name “ABWA-TRI COUNTY” or the market code “ABW” to receive the group rate.  
 Or go to [www.abwatricounty.org](http://www.abwatricounty.org) and click the reservation link at the bottom of the home page

Registration opens at 8:00am

Vendor Displays open at 8:00 am and will be available until 4:00pm



**Morning Seminars: 9:00 am – 9:45 am & 10:30am – 11:15 am**  
 “Moving from the Backseat to the Driver’s Seat” &  
 “Steering a Winning Team”  
 Presented by: Lorie Burch, ABWA National Vice President &  
 MyChelle Andrews, ABWA National Secretary/Treasurer



**Luncheon: 12:00 pm – 2:30 pm**  
 Our Keynote Speaker, Tina Ackles,  
 ABWA National President, will present  
 “Paving the Way to the Future”

**District I Update:**  
 Lois Margolin  
 ABWA District I Vice President



**Please make check payable to:** Tri-County Council of ABWA  
 Or Visit  
[www.ABWATriCounty.org](http://www.ABWATriCounty.org) should you wish to pay via charge card

Name: \_\_\_\_\_ Business Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email address: \_\_\_\_\_  
 Year Joined ABWA: \_\_\_\_\_ Chapter/Network: \_\_\_\_\_  
 Current Position in Chapter: \_\_\_\_\_ No. of Members Sponsored: \_\_\_\_\_  
 Chapter Women of the Year (years): \_\_\_\_\_ Chapter Top Ten Candidate (years): \_\_\_\_\_  
 National Offices Held (years): \_\_\_\_\_  
 National Women of the Year (year): \_\_\_\_\_ ABWA National Top Ten (year): \_\_\_\_\_

Please Check:	Postmarked On or Prior to Sept 6 <sup>th</sup>	After Sept 6 <sup>th</sup>
Saturday Registration (includes buffet luncheon)	\$50.00	\$55.00
Total Enclosed: _____	Check No: _____	

All cancellation requests shall be in writing, via email or US Mail and must be received/postmarked by Sept. 14, 2013 for a full refund. Any request for refund received after Sept. 14, 2013 will be reviewed by the Executive Board.

Please mail payment with this completed ABW Day Celebration Registration Form to:  
 Kathy Gallagher, Registrar, Key Technical, 5733 No. Andrews Way, Fort Lauderdale, Florida 33309  
 Questions? Call Kathy at 954-599-5687 or via email: [kathygallagher.abwa@gmail.com](mailto:kathygallagher.abwa@gmail.com)



# Celebrating Women - Past & Present!

Tuesday, October 29, 2013

6:00 – 9:00 p.m.

Eau Gallie Yacht Club, Indian Harbour Beach

Join us for ...

- \* A special night of recognition
- \* Fun, educational trivia games about women leaders
- \* Fabulous raffles
- \* Delicious dinner
- \* More info to come, so save the date!

Games

Lots of Prizes

To make a reservation, please complete information below and mail with your check to ABWA Oceanside, P.O. Box 360151, Melbourne, FL 32936, or make payment using PayPal at [www.abwaoceanside.com](http://www.abwaoceanside.com). For more information, please call Terry Bassing at 321-626-4853.

Member Event Admission (includes dinner and 10 raffle tickets) - \$35  
 Non-member Event Admission (includes dinner and 10 raffle tickets) - \$40  
 Sponsor (includes 1 dinner, 10 raffle tickets and display table, if requested) - \$100  
 I would like to donate a prize/raffle basket

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Payment Method:  Check enclosed  PayPal payment at [www.abwaoceanside.com](http://www.abwaoceanside.com)

*All proceeds benefit the ABWA Oceanside Charter Chapter Education and Scholarship Fund*

**ABWA Mission Statement**  
 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.

## ABWA EVENT CALENDAR

### September 10

Oceanside Charter Chapter Executive Board Meeting at 7:00 p.m.

### September 10

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

### September 21

**Tri-County Council ABW Day**  
Marriott Heron Bay, Coral Springs

### September 22

**American Business Women's Day**

### September 24

Oceanside Charter Chapter Dinner Meeting  
Networking at 6:00 p.m. & Dinner at 6:30 p.m.  
Eau Gallie Yacht Club, Indian Harbour Beach  
Guest Speaker: Cindy Buccieri

### October 3–5



### October 8

Oceanside Charter Chapter Executive Board Meeting at 7:00 p.m.

### October 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

### October 19

Tri-County Council Meeting  
Marriott Heron Bay, Coral Springs

## COMMUNITY EVENTS

### September 16–October 21

Mondays, September 16–October 21, 2013. Become the CEO of Your Life—6 weeks personal growth and self-development, 6:30-8:30 p.m. Discovery Institute, PA, 4175 South Hwy. US 1, Suite 102, Rockledge FL, 321-631-5538. Registration fee \$175.

Experience small group process to re-boot self-esteem and become the Chief Encouragement Officer of your life to manage difficult communication and conflict situations with more confidence. Facilitator: Lola Mitchell, MA, Education Consultant. Early registration is recommended.

### September 21



Home Instead Senior Care is leading the way! Join our 2013 team and walk to end Alzheimer's or start your own team. Register today as it is coming up fast. Saturday, September 21, from 9:00–11:00 a.m. 8:00 a.m. for check-in and photos. The time is now! Enter at [www.alz.org/walk](http://www.alz.org/walk).

### September 27

### October 12



Daily Bread's Annual 500 Club! **Grand Prize** Winner receives: \$10,000.00! **Seller** of Winning ticket receives: \$1,000.00! Drawing will be held on Saturday, October 12, 2013 at Holy Name of Jesus Catholic Church (Parish Hall), 3050 N. Hwy A1A, Indialantic from 6:00–8:00 p.m. To purchase tickets online, please visit [www.dailybreadinc.org](http://www.dailybreadinc.org) and use PayPal. For additional purchase options, email [Allison@dailybreadinc.org](mailto:Allison@dailybreadinc.org). Credit Cards accepted by phone.

**Oceanside Charter Chapter  
September 24, 2013  
Meeting Agenda**

Networking

Call to Order & Welcome:

New Members  
September Birthdays  
ABWA Member Anniversaries

Pledge of Allegiance

Invocation

Introductions

Establish Quorum

Approval of Minutes

Treasurer's Report—Checking account balance at August 31, 2013 is \$2,350.02.

Committee Reports:

Fundraising: Theresa Bassing—October Fundraiser  
Newsletter: Anita Carbone  
Program: Sue Parker  
Facebook: Laura Chiesman  
Professional Development/Best Practices: Sheryl Glore

New Business:

Guest Speaker:

Announcements:

Making a Difference Award  
Creating Your ABWA Experience Contest  
National Women's Leadership Conference—October 3-5, 2013, Little Rock, AR  
Tri County Council Meeting, October 19, 2013, Marriott Heron Bay, Coral Springs, FL

Benediction

Adjournment



Oceanside Charter Chapter

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

Member:  
Cocoa Beach Regional Chamber of Commerce  
Melbourne Regional Chamber

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:

\$28 for Members & \$30 for Guests

For reservations :

Barbara Cheney  
321 987-5106  
beejaycheney@ yahoo.com  
or

Online at [www.abwaoceanside.org](http://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.