



**The Rising Tide**  
February 2014

## OCEANSIDE CHARTER CHAPTER

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## MESSAGE FROM THE PRESIDENT



Laura Chiesman, President

What brought you here? Each of us has our own reasons for joining ABWA – yours might be networking to grow your business or to find a new job; learning new business skills; making new friends or maybe you're interested in having one evening a month just dedicated to yourself. Whatever your goals, 2014 brings plenty of opportunities for all Oceanside members to have a great time and maximize the benefits of ABWA. I thought an overview of just a few of the many local, regional and national events, and resources would be helpful. Let's take a look!

On a local level, our monthly meetings bring great speakers, opportunities to network and to learn from each other. Our March meeting will be extra fun! Please see more details on page 4 of this newsletter.

Committee participation is a great way to connect with your ABWA sisters and we have a variety of committees, one of which may be a match for you! We have new committee profiles to help you decide what might be a good fit. Copies are available online in our WIN library and at our dinner meetings.

As a member of the ABWA Tri-County Council, Oceanside members can attend monthly meetings and quarterly events in Coral Springs, and meet dynamic ABWA members from other Florida Chapters. For more information, please ask Barbara

Cheney or visit [www.abwatricounty.org](http://www.abwatricounty.org) for more information.

Our National organization offers resources and training modules at [www.ABWA.org](http://www.ABWA.org) and our Women's Instructional Network (WIN). I recommend that you start with a module called *Creating your ABWA Experience*. I am happy to help you get started on WIN and Sue Parker has a wealth of information that she would love to share!

Our Chapter encourages members to attend conferences and pays registration fees for a few members – ask us! There are three Regional Conferences and an annual National conference, each of which provide amazing opportunities for learning, entertainment and meeting ABWA members from all over the country. See the dates and locations below and get more details at [www.abwa.org](http://www.abwa.org).

Central Regional Conference  
Fort Wayne, IN – March 27-29, 2014

Western Regional Conference  
Sugar Land, TX – April 10-12, 2014

Eastern Regional Conference  
Roanoke, VA – April 24-26, 2014

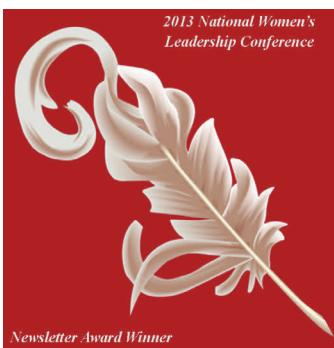
2014 National Women's Leadership Conference  
Overland Park, KS - Oct. 30-Nov. 1, 2014

Back to local events, this month our dinner meeting on February 25 will feature a wonderful speaker, Suzie DeBusk. Suzie is an entrepreneur, leadership coach and African Guide, and her topic is *Emotional Intelligence in the Work Place - What it is and Why it Matters*. I look forward to seeing you all there!

Please feel welcome to contact me at [LauraChiesman@gmail.com](mailto:LauraChiesman@gmail.com) with your questions, ideas and suggestions.

Thanks to each of you for all that you bring to our Chapter!

~ Laura Chiesman



## FEBRUARY FEATURED SPEAKER



**Suzie DeBusk**  
Entrepreneur, Leadership Coach & African Guide

Everyone knows some very smart individuals who just can't seem to get out of their own way. What causes this and why can't they seem to get ahead? Emotional Intelli-

### Emotional Intelligence in the Work Place - What It Is and Why It Matters

gence addresses this difference. Attend this amazing session to learn:

- The difference between your IQ, your EQ, and your personality
- Specific examples why your EQ matters more than your IQ
- The four EQ Skills: Self-Awareness, Self-Management, Social-Awareness, and Relationship Management
- Concrete ways to improve your EQ
- What is an Amygdala Hijack?

Suzie DeBusk is president and founder of three companies: DragonPoint, a software development firm started in 1989; Leadership Safaris, providing clients improved leadership through learning and skills development conducted on African safari; and third, CxO Value Partners, Inc., an interna-

tional consulting company focused on sales, marketing, and strategic services.

Suzie provides a vast depth and perspective through proven, real world techniques to provide CEOs and management teams avenues to increase their performance. Whether it's tromping through a rainforest, galloping atop a horse through the African savannah or tossing spears with Masai warriors, Suzie knows how to take client strategies into actionable steps. Her clients range from Fortune 500 executives to start-up entrepreneurs. Suzie and her team of facilitators integrate practical business examples with the laws of jungle leadership survival.

Suzie holds a B.A. in Science Education from the University of Central Florida, and resides in Brevard county.

Please join us on Tuesday, February 25 for this special session with Ms. Suzie DeBusk!

## MARCH FEATURED SPEAKER

"With every job that must be done, there must be an element of fun!" Seeta Begui embraces this quote from the Mary Poppins series of children's books as she organizes her busy day. Imagine waking up in the morning at 6:00 a.m. knowing that you have an eight hour work day ahead of you, including the task of booking two guests for your radio show, while still needing to color your hair before attending an evening gala! It all goes without saying that time management is essential to our daily lives. Please join us on Tuesday, March 25 as Seeta shares her insights and experiences to make long work days more manageable and more fun.

Seeta was born in a village in Trinidad and Tobago where she grew up with eighteen siblings. Her published memoir, *Eighteen Brothers and Sisters*, available at Amazon.com, is an inspirational message of the power of sacrifices, mentors, education and training to make a difference. The book chronicles Seeta's upbringing, struggles becoming educated, and her accomplishments thanks to the teamwork of her phenomenal extended family and the angels in the right place at the right time to guide her.

In her memoir, Seeta is transformed from a scraggly three year old, to a battered wife, to the beautiful, accomplished woman of influence and means that she has become today.

Seeta has been a Licensed Practical Nurse since 1987, and specializes in geriatric nursing. She also managed her husband's busy medical practice for six years until he semi-retired in 2012. After writing a column for *Florida Today* for several years, in March, 2012 Seeta developed a radio show, *Viewpoint with Seeta and Friends* to continue to have a voice in the community. The show, which features a new guest each week with new topics on every aspect of our community, is broadcast every Monday on AM 1300 WMEL and 1300 WMEL.com at noon.

Seeta resides with her husband in Satellite Beach, and is the proud mother of four grown children. Active in politics, she promotes social justice, prevention of domestic abuse, and the empowerment of women.

Please mark your calendars for Tuesday, March 25 as Oceanside Charter Chapter presents *Women of Many Hats!* and featured speaker, Ms. Seeta Begui!



**Seeta Begui**  
Author, Activist, Radio Show Host & Nurse

## CHAPTER COMMITTEE REPORTS

### Newsletter

The Oceanside Charter Chapter Newsletter, *The Rising Tide* is published on our website at [www.abwoceanside.com](http://www.abwoceanside.com) 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

The 2013/2014 Executive Board is challenging you to complete the *Creating Your ABWA Experience* training module in WIN before our May, 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 May, 2014 meeting! Executive Board members are not eligible to enter.

### Membership

Congratulations to Terri Friedlander and Lola Mitchell, nominees for the Community Award of Excellence! All nominees will be recognized for their outstanding accomplishments of enhancing the climate for women's

participation and development in Brevard County. The winner will be announced at the 7th Annual Women's History Month Luncheon on March 24 at the Crowne Plaza Oceanfront in Melbourne. Oceanside Charter Chapter is sponsoring a table for this event of celebrating women of character, courage and commitment!

Congratulations and welcome to new member, Elaine Bridgman!



### February Birthdays

Fran Addeo—2/5

Kristen Snyder—2/25

### February Member Anniversaries

Andrea Bortner—10 years

Morena Cameron—1 year

Sheryl Olguin—1 year

Jeanne Whitman—1 year

### 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 website. 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.abwoceanside.com](http://www.abwoceanside.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

### Best Practices

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

### Education/Scholarship

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

### Fundraising/Advertising

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

### Hospitality

Barbara Cheney: [beejaycheney@yahoo.com](mailto:beejaycheney@yahoo.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)

### Professional Development:

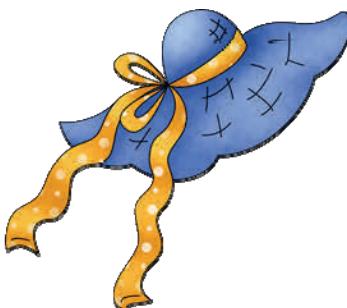
Sue Parker: [suejtyson@aol.com](mailto:suejtyson@aol.com)

### Publicity

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



## Oceanside Charter Chapter presents: WOMEN OF MANY HATS!



Tuesday, February 25, 2014

6:30 – 9:00 p.m.

Eau Gallie Yacht Club, Indian Harbour Beach

### Featured Speaker

Seeta Begui  
Author, Activist, Radio Show Host & Nurse



On a daily basis, we all wear different HATS – we are devoted daughters, sisters, aunts, mothers and grandmothers; dependable wives and girlfriends; tireless caregivers; and knowledgeable businesswomen. Because we have a lot of heart, we enjoy playing our many roles, letting the role define us sometimes at the expense of our own health. Sometimes it can be hard to stop and remember who we are as women, besides being everything to everyone.

Please join us on **March 25, 2014**, as we celebrate who we are as women, stepping away from the roles we play everyday. We challenge you to wear a hat that represents who you are, and wear it to this special evening! We will have a hat contest for the smallest hat, the largest hat, the prettiest hat, and the most original hat.

We are looking for donations of health-centered baskets for our gift-basket raffle. Please register for this event by visiting: [www.abwaoceanside.com](http://www.abwaoceanside.com).

If you have questions, please contact Terry Bassing, Event Chair at 321-626-4853.

## ABWA EVENT CALENDAR

**February 22**

**Tri-County Council Meeting**

9:00 a.m. at Marriott Heron Bay, Coral Springs

**February 25**

**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: Suzie DeBusk

**March 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

**March 11**

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

**March 15**

**Tri-County Council Quarterly Event—Growing a Successful Organization** with speaker, Kimball Stadler. 9:00 a.m.—12:00 p.m. at 8461 Lake Worth Road, Suite 129, Lake Worth. Cost: \$15 and continental breakfast included. Register online at [www.abwatricounty.org](http://www.abwatricounty.org).

**March 22**

**Northern Palm Beach Chapter 18th Annual Fashion Show & Luncheon** from 11:00 a.m.—2:00 p.m. at the Embassy Suites Hotel, 4350 PGA Blvd., Palm Beach Gardens. Tickets are \$40. For more information, contact Sharon Maupin at (561) 329-4485.

**March 25**

**Women of Many Hats!**

**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: Seeta Begui

**April 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

**April 8**

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

**April 19**

**Tri-County Council Meeting**

9:00 a.m. at Marriott Heron Bay, Coral Springs

## COMMUNITY EVENTS

**March 7**



**Florida Institute of Technology**

**Women's Business Center**

**SBA'S ELEMENTS OF A BUSINESS PLAN** from 1:30 to 3:30 p.m.. at the Women's Business Center, 3011 S. Babcock Street , Room 340, Melbourne. Having a business plan is crucial to identifying the nature and the context of the business opportunity, to present the approach you plan to take to exploit the opportunity, and to recognize the factors that will determine whether the venture will be successful. Whether you are looking for investors or a bank loan, a business plan is a definite must! Come join us for an overview of what a business plan contains and how to write one.

**March 13**



**First Impressions—Barriers to Employment** from 1:00—5:00 p.m. at the Radisson Resort Hotel, 8701 Astronaut Blvd, Cape Canaveral. How to dress appropriately when applying for employment, how to make a good impression and how to network for employment through local professional associations. For more information, please contact Rachel Jackson at 321 394-0705.

**March 15**



**The 5th Annual Women's Center Kitchen Tour** from 10:00 a.m.—3:00 p.m. Small bites, drinks, tapas, desserts, music and drawings for flowers and cakes! Tickets available by calling 321 242-3110 or online at [www.womenscenterinbrevard.org](http://www.womenscenterinbrevard.org).

**March 23**



**Tenth Annual Chocolate Festival** from 11:00 a.m.—4:00 p.m., Eau Galle Civic Center, 1551 Highland Ave., Melbourne. Tickets at the door are \$25 or \$35 including wine or martinis. Please visit [www.zontaspacecoast.org](http://www.zontaspacecoast.org) for more information.

**March 24**



**Florida Institute of Technology**

**Women's Business Center**

**7th Annual Women's History Month Luncheon** from 11:00 a.m. to 1:00 p.m. Individual registration is \$35. For more information, email [wbc@fit.edu](mailto:wbc@fit.edu) or call (321) 674-7007.

**Oceanside Charter Chapter  
February 25, 2014  
Meeting Agenda**

Networking

Call to Order & Welcome:

February Birthdays  
ABWA Member Anniversaries

Pledge of Allegiance

Invocation

Introductions

Establish Quorum

Approval of Minutes

Treasurer's Report—Checking account balance at January 31, 2014 is \$3,476.50.

Committee Reports:

Best Practices: Sheryl Glore  
Fundraising: Theresa Bassing—*Women of Many Hats!*  
Hospitality: Barbara Cheney  
Membership: Anita Carbone  
Newsletter: Anita Carbone  
Professional Development: Sue Parker  
Scholarship: Anita Carbone

New Business: Nominating Committee

Old Business:

Oceanside Website Status

Guest Speaker: Suzie DeBusk

Announcements:

Making a Difference Award  
APEX Award Contest—*Creating Your ABWA Experience*  
Tri-County Council Quarterly Event—*Growing a Successful Organization*—March 15  
Northern Palm Beach Chapter 18th Annual Fashion Show & Luncheon—March 22

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.abwoceanside.com](http://www.abwoceanside.com)

**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.