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MESSAGE FROM THE PRESIDENT



Maria Sulick
 President

to one another.

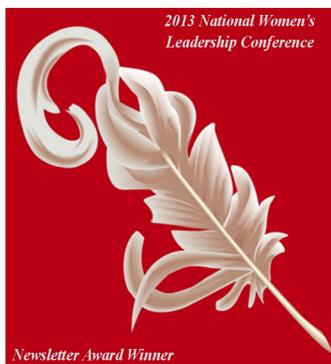
I have also been very thankful for our Chapter during this time and the time spent with our members and the Executive Board. I am grateful for the opportunity to hold our monthly meetings in-person again! It is an honor and pleasure to welcome our newest members: Sara Houston, Mindy Russitano and Staci Sullivan. We also welcome back Kristen Snyder, who is excited about her new role as Hospitality Chair. Congratulations to our newly elected 2020/2021 Executive Board! I look forward to serving a second term as President along side Terille Perry, Vice President; E'ala Burgess, Secretary, Andrea Ellis, Treasurer and Sheryl Glore, Advisor. Thank you to these women for their service and dedication to our league. As I look toward the coming months, I do so with excitement for the continued growth of our Chapter and its membership. We have so much to look forward to in the next few months with our Holiday celebration and dinner in December, more Excel training classes scheduled and the opportunities and possibilities that await us all in the new year, 2021!

I wish our membership an incredibly happy and safe holiday season, and I look forward to seeing you at the December 1 meeting!

- Maria Sulick, President

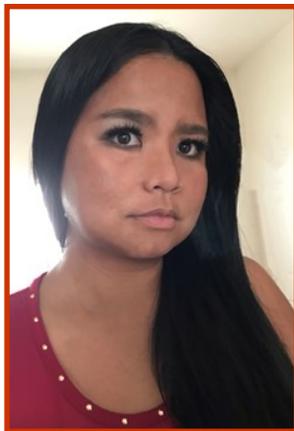


Happy Fall! It has finally arrived...the season of everything pumpkin-spiced! I do love this time of year, the longing for cooler weather and the anticipation of holiday celebrations that are quickly approaching. This is also the time of year when one tends to reflect on how to be thankful, and perhaps this is even more relevant this year because of the challenges we have shared. This is a year that will not be soon forgotten, and hopefully we can take some of what we have learned during these challenging times and use them as steppingstones in the journeys ahead of us. I seemed to have developed a greater appreciation for the smaller things in life that prior to the pandemic seemed almost mundane. In the early months of the virus, I found that my simple weekly trip to the grocery store had turned into an anxiety producing event. With the fear of not finding the items on my list, even the basics like finding the elusive pack of toilet paper, to the fear of being scolded by another shopper for not wearing my mask correctly or going the wrong way down the aisle, created another layer of anxiety. Yes, this year we were all on edge, but the circumstances of these uncertain times have provided us with an opportunity to appreciate the little things and remember the importance of being kind



Working with Large Worksheets, Charting, What-if Analysis and Basic Pivot Chart

Online Training



*Changing Women's Lives...
One Woman at a Time.*

OCEANSIDE CHARTER CHAPTER



Saturday, November 7, 2020

Via Zoom

1:00 – 3:00 pm EST

Instructors: Cindy Schmitt and Andrea Ellis

Join us as we explore the power of Microsoft Excel! In each quarterly session, the Oceanside Charter Chapter will provide insightful and useful Excel topics. We encourage even the experienced user to join us as we share "tips and tricks" to leverage the power of Excel.

November 7 Session objectives include:

- Rotate text in a cell
- Create a series of month names
- Copy, paste, insert, and delete cells
- Format numbers using format symbols
- Enter and format the system date
- Use absolute and mixed cell references in a formula
- Use the IF function to perform a logical test
- Create and format sparkline charts
- Change sparkline chart types and styles
- Use the Format Painter button to format cells
- Create a clustered column chart on a separate chart sheet
- Use chart filters to display a subset of data in a chart
- Goal seek to answer what-if questions
- Use the Smart Lookup Insight
- Understand accessibility features
- Basic Pivot chart

All topics are taught in the order of the modules in the optional textbook, *Microsoft Office 365 & Excel 2016: Comprehensive*, (Shelly Cashman) ISBN:9781305870710. Textbook can be purchased from various online retailers.

Cost:

- Non-ABWA Member: \$40/session
- ABWA Member: \$25/session

Payments are non-refundable. Each 2-hour workshop session includes email and phone support for 30 days.

Register now at www.abwaoceanside.com

CHAPTER COMMITTEE REPORTS

Fundraising/Sponsorship

Promote your business by becoming a meeting sponsor! Please contact Maria Sulick at mariasulick6@gmail.com to learn about the many benefits of sponsorship!

Mark your calendar for our Excel Online Training session on November 7, 2020! Register now on our website at www.abwaoceanside.com.

Our Chapter is working to help women in our community. You can help too by purchasing delicious nuts, snacks, and chocolates from Terri Lynn Fundraising. Every purchase will bring us one step closer to helping women grow personally and professionally. Please help us with a purchase today by visiting our website at www.abwaoceanside.com.

Newsletter

The Oceanside Charter Chapter Newsletter, *The Rising Tide* is published quarterly at www.abwaoceanside.com. Please email newsletter submissions to:

acarbhone@cfl.rr.com. Submission deadlines are published in the Chapter Standing Rules.



November, December & January Birthdays

- Sarah Ayers—11/4
- Connie Adams—11/5
- Anita Carbone—11/7
- Terri Friedlander—11/17
- Sue Parker—12/5
- Maria Sulick—12/10
- Andrea Ellis—12/18
- Mary Allen—12/22
- Seeta Durjan Begui—12/30
- Martha Young—1/11

Publicity

Chapter monthly meeting information is published in Brevard Business News as well as the online Community Calendar of the Cocoa Beach Regional Chamber of Commerce and Melbourne Regional Chamber of Commerce websites. Please email Andrea Ellis at career.andrea.ellis@gmail.com with photos or information for our Facebook page.



We're on the web!

www.abwaoceanside.com



ABWA—Oceanside Charter Chapter

2020—2021 EXECUTIVE BOARD

President

Maria Sulick
mariasulick6@gmail.com

Vice President

Tenille Perry
tperry@levaymack.com

Secretary

E'ala Burgess
ealaburgess@gmail.com

Treasurer

Andrea Ellis
career.andrea.ellis@gmail.com

Advisor

Sheryl Glore
sglore@cfl.rr.com

2020—2021 COMMITTEE CHAIRS

- Audit** Anita Carbone: acarbhone@cfl.rr.com
- Best Practices** Sheryl Glore: sglore@cfl.rr.com
- Education** Anita Carbone: acarbhone@cfl.rr.com
- Fundraising** E'ala Burgess: ealaburgess@gmail.com
- Hospitality** Kristen Snyder: kristensnyder@att.net
- Membership** Anita Carbone: acarbhone@cfl.rr.com
- Professional Development** Julie Allen: julieallenfla@gmail.com
- Publicity** Andrea Ellis: career.andrea.ellis@gmail.com

2020 VIRTUAL NWLC REPORT

Sheryl Glore, Cindy Schmitt and Sue Tyson Parker attended the National Women's Leadership Virtual Conference, October 14-17, 2020 representing Oceanside Charter Chapter. The four days were packed with seven professional development workshops, five keynote speakers, and two award presentations. There were nearly 300 ABWA members from across the country in attendance. Follow #reimagineinabwa on social media to see posts regarding this conference.

During the opening general session, Cindy Schmitt received recognition as a 2020 Top 10 Business Woman and Sue Tyson Parker was recognized as an ABWA Ambassador Steering Group Representative.

Professional Development Seminars included the following:

- "Negotiation Skills for Every Business Woman" presented by Kansas University School of Business, Professor Mark Haug Ph.D., JD, School of Business Teaching Fellow, University of Kansas. Objective: How to remain in control during a negotiation by using reason rather than emotions and by understanding your opponent's interest.
- "Finding Uncommon Ground: How to Overcome Unconscious Bias," presented by Andrea Caldwell, Franklin Covey. Objective: How to recognize both conscious and unconscious biases and avoid them in the workplace and our everyday lives.
- "Crucial Conversations" presented by Traci Chevraux, VitalSmarts Masters Trainer. Objective: Understanding the three elements of a crucial conversation and how to use productive communication strategies.
- "Channeling My "Why" Through My Career" presented by Tasha J. Jones. Objective: How to channel "why" as a combination of value, passion, and purpose to advance your career.
- "Building an Effective Multi-Generational Workplace" presented by Jeff Butler. Objective: How to identify generational goals and needs, and how to use effective communication strategies to bridge generational differences.
- "The Power of Less: Simplicity for Women in Business" presented by Rose Lonsbury. Objective: How to simplify and organize effectively.
- "Worthiness Within Your Wardrobe: How

to Show Up with Power and Presence" presented by Morgan Wider. Objective: How to improve presence and confidence by building a clear personal brand.

Keynote speakers and topics included the following:

- "Discover Your Mission: 4 Lessons From a 50-State Journey" presented by Janine Stange, who shared lessons learned and experiences during her journey. "Do what you can, with what you have, where you are."
- "3D Trust in a 2D World: Innovative Approaches to Enhance Trust Virtually" presented by Pamela Barnum who spoke on the need to be innovative to enhance trust in our new virtual business world.
- "Hit the Reset Button" presented by Tamara Ellison who spoke about reigniting our passion and drive by hitting the reset button.
- "Breaking Barriers" presented by Tracy "Jackie O" Latourrette who shared her "Flight's On!" framework on how to break through barriers and find your success.

- "Developing the Expeditionary Mindset" presented by Jeff Evans. This mindset is all about servant leadership and requires resourcefulness and tenacity. Leaders must take the opportunity to show their level of commitment.

The Best Practices in League Management approach provides ABWA leaders with a structured and collaborative framework for managing and guiding their strategic direction and initiatives within the Association's guidelines, and ensuring that each league and its respective members fulfill their full potential. It provides league leaders with a structured approach.

This year Oceanside Charter Chapter achieved Level II Best Practices. A total of twenty-nine leagues nationally met full best practices criteria for Levels I, II and III.

ABWA's Top Ten Business Women of ABWA for 2021 were honored. From the Douglas County Charter Chapter in Georgia, Dr. DJ Blake was honored as the 2021 American Business Woman of ABWA.

The 2021 ABWA Regional Conference is scheduled to be held virtually. The 2021 National Women's Leadership Conference will be held in Denver, CO and is planned as a hybrid event. No dates for any conferences have been released.

- Sheryl Glore



Sheryl Glore

NEW MEMBER SPOTLIGHT

STACI SULLIVAN
OWNER & DESIGNER



321-978-2200 BY APPOINTMENT
STACI.SULLIVANSJEWELERS@GMAIL.COM

STACI SULLIVAN'S JEWELRY & DESIGN STUDIO
1916 WAVERLY PLACE MELBOURNE, FL 32901
WWW.STACISULLIVAN.COM



Staci Sullivan is native to Melbourne, Florida. Growing up in the jewelry business with her family who has been in the community since 1955 has been a joy for her! Staci likens her customers to Gold, sprinkled with precious gems. As a third generation Sullivan, Staci has witnessed all of the hard work her family has poured into the business. As a mom of three, Staci is huge on sentiment

and tradition. With her new jewelry and design studio in Downtown Melbourne, Staci desires to show her children how it's possible to bounce back no matter what life throws at you.

As a community, Staci understands how we've been in a time of transition recently, however she believes it has brought us to a higher level and soul connection. As the

guest of Julie Allen, Staci joined Oceanside Charter at the September 22 meeting, and is excited to meet all the members soon!

Please mark your calendar for Wednesday, November 11 at 6 p.m. as we join Staci for a membership social at her design studio at 1916 Waverly Place in downtown Melbourne.

As a member for two years, Theresa considers her membership as one of her greatest experiences. Theresa is a recent college graduate of Florida Institute of Technology where she majored in Biomedical Engineering. She is currently working as a Clinical Research Coordinator at Florida Pain Institute. Her career goal is to become a Cardiac Clinical Specialist. When she isn't working, Theresa enjoys spending time with her family and friends as well as going to Disney and Universal!

Since joining ABWA in July 2018, Theresa has had the pleasure of participating on the Hospitality team where she greeted and

met all the members of the Chapter. Theresa was honored as a Protégé Award winner in 2019/2020. She takes great pride in earning her award, knowing she was doing what she loves most, helping others.

Theresa's goal for our Chapter is to draw more attention to our organization through social media and in turn gain more members. She is confident that we as a Chapter will be able to accomplish this goal within the next year!



Please welcome new member, Mindy Russitano! Although Mindy visited at several Oceanside dinner meetings during past years, she joined the Chapter at the September 22 dinner meeting. Mindy Russitano's business, called "Tips with Mindy Prints" is located on Etsy. As an artist, graphic designer, illustrator, and surface pattern designer, she makes downloadable, printable, editable stationery and custom signs for baby showers, weddings, home decor and all occasions. Her inspiration includes the botanicals and birds of coastal Florida, as well as places where she has traveled. Visit her site at https://www.etsy.com/shop/TipsWithMindyPrints?pref=shop_sugg.

Since she loves to create, Mindy also has a fabric design shop on Spoonflower.com at https://www.spoonflower.com/profiles/tips_with_mindy.

Mindy has joined the Hospitality Committee and looks forward to meeting all the members of Oceanside Charter!



ABWA EVENT CALENDAR

November 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

November 10

Oceanside Charter Chapter Executive Board Meeting
6:00 p.m.

November 11

Member Social
6:00 p.m. at Staci Sullivan’s Jewelry & Design Studio
1916 Waverly, Melbourne, FL

December 1

Oceanside Charter Chapter Holiday Dinner & Meeting
Networking & Dinner Meeting from 6:00—8:30 p.m.
Eau Gallie Yacht Club, Indian Harbour Beach
Entertainment

December 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

January 12

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 12

Oceanside Charter Chapter Executive Board Meeting
6:00 p.m.

January 26

Oceanside Charter Chapter Meeting
Networking & Dinner Meeting from 6:00—8:30 p.m.
Eau Gallie Yacht Club, Indian Harbour Beach

COMMUNITY EVENTS

November 10



BISK COLLEGE OF BUSINESS AT FLORIDA TECH

COVID Support Webinar - "Connecting with New Customers Through SEO (Search Engine Optimization)" with Keith Nugent from 1—2 p.m. Every day customers search for products and services you offer. Learn how to help them find your business. Learn free tools and simple techniques to improve your online visibility without all the "tech talk". To register:

<https://events.r20.constantcontact.com/register/eventReg?oeidk=a07ehd5ukd09b4804b7&oseq=&c=&ch=>



PRO-AM GOLF TOURNAMENT

FRIDAY
NOV 13, 2020
AM Staggered Start Times

Title Sponsor
i'm lovin' it
The Rodriguez Family

Presenting Sponsors
FPL
Florida Custom Aquatic Services
Building an Aquatic World

November 13



December 14

4 R's of Networking

11:45 AM - 1:00 PM EST; 11:45AM - Lunch & Networking; 12 noon - Seminar Starts.

Learn the critical pathways to successful networking at the Cocoa Beach Regional Chamber of Commerce! Presented by Ralph Golson, Zeeke Payment Solutions. Lunch Sponsored by: HR Office Savers. Location: CBRCC's Merritt Island Office, 400 Fortenberry Road, Merritt Island. There is no cost to attend, but reservations are requested. Please Register Online:

<https://cocoabeachchamber.chambermaster.com/eventregistration/register/58063> or contact (321) 459-2200

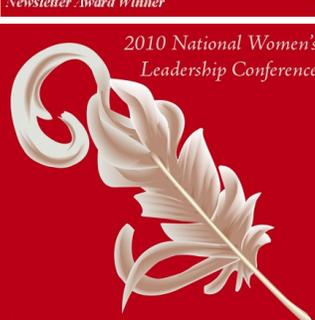
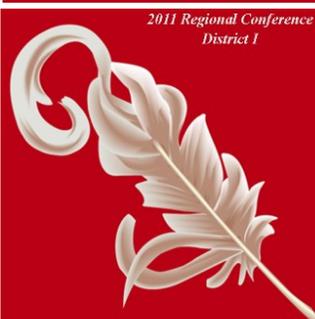


Oceanside Charter Chapter

P.O. Box 360151
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Member:
Cocoa Beach Regional Chamber of Commerce
Melbourne Regional Chamber

Newsletter Editor:
Anita Carbone
acarbone@cfl.rr.com



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

Vision Statement

ABWA Oceanside Charter Chapter is dedicated to empowering local business women to build strong personal and professional relationships in a safe and supportive environment.

**American Business Women's Association
Set of Core Values**

1. Giving Members a Voice
2. Treat People with Dignity (Proud Code of Conduct)
3. Lifelong Learning
4. Focus on Creating Value for Members
5. Achievement
6. Visionary Leadership
7. Focus on the Future
8. Focus on Results
9. Manage by Facts
10. Manage for Innovation

**American Business Women's Association
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 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.