



**The Rising Tide**  
May—July 2023

## OCEANSIDE CHARTER CHAPTER

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## MESSAGE FROM THE PRESIDENT



**Tenille Perry**

Greetings Oceanside Charter Chapter! It is hard to believe that this is the last quarterly newsletter of my presidency. The past two years have been incredible getting to know all of you and having the opportunity to lead our Chapter to many achievements. This was made possible by so many of you! My heart is filled with gratitude to each and every one of the Board and Committee members as all of our combined talent and efforts have brought us to where we are today.

Please join me in welcoming our newest members: Sharon David, Diana Miskow, Mary Young, Lesley Brindley, Erica Rodrigues, Heidi Kuchenbacker, Ashley Caswell and Maria Waddell. We are so very humbled that you have chosen to be a part of our ABWA Oceanside community! I hope that you all benefit from your membership as much as I have. I foresee continued growth and success over the upcoming years.

As time inevitably moves us along, changes are upon us. While we have moved our meeting venue from the Eau Gallie Yacht Club to Hotel Melby, that does not change the absolutely wonderful dynamics of our meetings and great speakers we have on

the calendar. At our May 23 meeting, Keith Winsten will address business development in Brevard, particularly the proposed world-class aquarium and conservation center at Port Canaveral and its economic impact to our community. In June, we welcome 'Bug Bite Thing' Founder, Kelley Higney to hear her story on pitching her product at farmers' markets to pitching the Sharks! July's featured speaker, Mary Owens will present the topic: "Build Your Business by Building Relationships." Please remember to register no later than noon on the Thursday prior to our meeting dates to secure your spot!

Thank you to our April meeting sponsors: Kim Torres of Torres Mediation, and The Matthew Erik Academy. We look forward to hearing from meeting sponsors, Christine Burnette of BVIP Entertainment, LLC, and Shari Tabat, Owner of Space Coast Home Watch & Concierge Services at our May meeting.

Thank you to our monthly Ladies' Night Out hosts: Staci Sullivan and Sierra Majors (April); Tammy Gibbs and Jen Lee (March); and Cindy Grossman and Kristen Heath of Skinergy (February). These evenings have been fun and well attended!

While I soon step back from my presidency, I look forward to supporting your new Board, Committees and Chapter members. While it is a little sad for me to say goodbye as your President, I am ecstatic to still be engaged to support you all in your growth and ABWA journeys. Members, this is your opportunity to be heard! We encourage you to tell us your ABWA success stories. Please send your stories to Patricia Worrow at pawor-row@bellsouth.net for posting in our social media outlets and inclusion in our next newsletter and Best Practices binder.

Lastly, I would like to wrap up by again, giving my utmost appreciation for the Oceanside Charter Chapter Board, Committee Chairs and our members. Without you, we would not be an award-winning Chapter. A 'thank you' will never be enough to truly convey my appreciation to you all. Good luck and best wishes to the new upcoming Board! I am confident that you will receive the same support and achieve the same level of success from our members that I have enjoyed over the past two years.

~Tenille Perry

## JUNE FEATURED SPEAKER



Kelley Higney

How does a successful and powerful woman navigate work, employee relationships, and life in general? An accomplished leader and entrepreneur, Kelly Higney will share her story and experiences in achieving success.

Kelley Higney is the founder and CEO of "Bug Bite Thing," the chemical-free, reusable insect bite relief suction tool that is Amazon's

### How 'Bug Bite Thing' Founder, Kelley Higney went from pitching her product at farmers' markets to pitching the Sharks!

#1 selling insect bite treatment, with over 75,000 reviews. Kelley is a member of Fast Company Executive Board and Forbes Business Council, the recipient of many awards and was named "Female Entrepreneur of the Year" by the 2021 Stevie Awards for Women in Business.

Growing up in San Diego, California with both her mother and grandmother as entrepreneurs, Kelley was helping out with the family business, A.C. Kerman Inc., an international brokerage firm for the fishing and outdoor product industry. Whether it was attending trade shows in Las Vegas as a family regularly, or answering the phone at the office, Kelley was always working and learning.

In 2013, Kelley's family relocated to South Florida, where they were unprepared for the mosquitos. Kelley's six-month-old daughter was constantly suffering from severe reactions to the bites. Determined to find a natural alternative to the available remedies on

the market, Kelley began conducting research and discovered an unfamiliar product that uses suction to remove the irritant. In 2017, she secured exclusive distribution rights to the product and branded it "Bug Bite Thing."

The company gained national recognition in October 2019 when Kelley and her mother, Ellen McAlister, appeared on ABC's hit show, "Shark Tank." All the Sharks were biting with offers to invest in the business, but it was Lori Greiner's "Golden Ticket" offer that secured the partnership. In April 2021, Kelley and her mother returned to "Shark Tank," where they shared details on the company's transformation into a multi-million dollar enterprise.

Kelley is active within the South Florida business community, where she resides with her husband, Richard, and their daughters, Leah and Lilly.

## 2023 WOMAN OF THE YEAR & 2024 TOP TEN NOMINEE

Congratulations to Patricia Worrow, 2023 Woman of the Year and Oceanside Charter Chapter 2024 Top Ten Nominee!

Patricia is a Senior Staff Accountant for TwinVee PowerCats, LLC., which designs manufactures and markets recreational and commercial power catamaran boats. A native Floridian, Patricia loves to help organizations evaluate, integrate, launch, and optimize software utilization. Patricia has amassed a diverse roster of experiences and has spent most of her career in the healthcare industry, initially gaining experience in hands-on patient care and advocacy working in an SNF as a C.N.A.

Her advocacy ethic has been fueled by her own personal health struggles while learning to navigate the healthcare industry and by advocating for herself to receive quality health care.

This passion led her to work in "Case Management" with high-risk pregnant teens and infants in small rural communities, developing access to services and other unattainable resources through community-based grant-writing projects. Patricia has also led several

large-scale organizations with their integration and new software implementation projects. Her eagerness is an inner desire to work smarter, not harder. Patricia was most successful partnering with TBC Corporation and Trintech to leverage the software RECONNET beyond its original intended capabilities to create automated processes for the department which resulted in a 2-day reduction in month-end close processes while also reducing the Treasury department headcount by 64%. During the last two years, Patricia has taken a multi-location homecare company with many varied lines of business (MCO, Lead Agency, LTC/Private) from 100% paper invoicing to EVV & Electronic.

Patricia is a mother of one, grandmother to one, and a proud two-time cancer survivor who enjoys music, painting, mentoring, and teaching others how to leverage or learn skills to aid in difficult mental health situations and awareness.

Patricia joined Oceanside Charter Chapter in February 2021 and immediately volunteered to fill the vacancy of Secretary on the Executive Board for the remainder of

2020/2021. In addition, Patricia has completed numerous APEX courses and is a recipient of the Protégé Award.



Patricia Worrow

## CHAPTER COMMITTEE REPORTS

### Membership

Welcome new members: Sharon David, Diana Miskow, Mary Young, Lesley Brindley, Erica Rodrigues, Heidi Kuchenbacker, Ashley Caswell and Maria Waddell. We will be hosting a New Member Orientation/Social Hour prior to the June 27, 2023 meeting.

### Fundraising/Sponsorship

Thank you to our April meeting sponsors: Kim Torres of Torres Mediation, and The Matthew Erik Academy.

Thank you to our May meeting sponsors: Christine Burnette of BVIP Entertainment, LLC, and Shari Tabat, Owner of Space Coast Home Watch & Concierge Services

Interested in becoming a meeting sponsor and showcasing your business? Contact Fundraising/Sponsorship Chair, Patricia Worror at paworror@bellsouth.net.

Please consider showcasing your business at our monthly meetings. Raffle prize donations are always appreciated.

### Gold Level Sponsor



Celebrating 25 years behind us and before us.



### May, June & July Birthdays

Catherine Wright—May 6  
Cindy Grossman—May 8  
Kathy Sorrell—May 14  
Kim Coluccio—May 15  
Staci Sullivan—May 15  
Patricia Rosenthal—May 16  
Lesley Brindley—May 19  
Liz Eskildsen—May 28  
Christina Glore—June 2  
Julie Allen—June 6  
Erica Rodrigues—June 23  
Kim Torres—June 23  
Annjeannette Mitchell—June 29  
Lana McCormick—July 2  
Leslie Thomas—July 6  
Victoria Hahn—July 17  
Maria Santiago—July 25



### Publicity

Chapter monthly meeting information is published on our website at [www.abwaoceanside.com](http://www.abwaoceanside.com) and in the online Community Calendar of the Cocoa Beach Regional Chamber of Commerce, Melbourne Regional Chamber of Commerce and the Palm Bay Chamber websites. Please email Patricia Worror at paworror@bellsouth.net with photos or news for Facebook and Instagram.



### We're on the web!

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



ABWA—Oceanside Charter Chapter

## 2022—2023 EXECUTIVE BOARD

### President

Tenille Perry  
tenillep76@gmail.com

### Vice President

Patricia Worror  
paworror@bellsouth.net

### Secretary

Kayla Bigerton  
kbigerton@gmail.com

### Treasurer

Shari Tabat  
noplacelikehomerealtor@gmail.com

### Advisor

Laura Chiesman  
laurachiesman@gmail.com

## 2022—2023 COMMITTEE CO-CHAIRS

### Audit

Anita Carbone: acarbone@cfl.rr.com

### Awards

Patricia Worror: paworror@bellsouth.net

### Best Practices

Sheryl Glore: sglore@cfl.rr.com

Kayla Bigerton: kbigerton@gmail.com

### Education

Anita Carbone: acarbone@cfl.rr.com

### Fundraising/Sponsorship

Tenille Perry: tenillep76@gmail.com

Patricia Worror: paworror@bellsouth.net

### Hospitality

Kristen Snyder: kristensnyder@att.net

Lana McCormick: lmcc@live.com

### Membership

Anita Carbone: acarbone@cfl.rr.com

Cindy Grossman: cindyeve5@aol.com

Kristen Heath: kristen.heath24@gmail.com

### Professional Development

Julie Allen: julieallenfla@gmail.com

Kayla Bigerton: kbigerton@gmail.com

Kim Torres: kim@torresmediation.com

### Publicity

Anita Carbone: acarbone@cfl.rr.com

### Social Media

Patricia Worror: paworror@bellsouth.net



## 2023 SCHOLARSHIP RECIPIENT



Diana Adams

In her life, Diana has found a love of public service and strives to make a difference in her community in as many meaningful ways as possible. This also meant following an academic path that would develop her institutional knowledge and enhance her leadership abilities in terms of service. She is currently pursuing a Doctorate in Public Administration with a concentration in Public Sector Management at Valdosta State University.

Her doctoral dissertation research is focused on a program evaluation for Family Promise of Brevard and conducting a statistical analysis on the data they've collected from their program while serving homeless

families in order to improve the current program and celebrate key success points that break the cycle of homelessness.

In her doctorate program, Diana has a 4.0 GPA and is on track to graduate with the highest honors. Throughout her academic journey for both her Masters and Doctoral degrees, she has received the "Who's Who in Education" recognition, Honor Award each semester, and is a member of the Phi Kappa Phi honor society.

With a heart for community service and being raised by a single mother who was a role model for giving back to the community, Diana is always looking for opportunities to serve. Most of her extracurricular activities involve volunteering in Brevard County, including coordinating with Children's Hunger Project and Junior Achievement to pack meals for hungry children on weekends and teach financial literacy skills to students. She has also created the Galactic Fundraiser with her Rock Paper Simple (RPS) team, which raised over \$20,000 for 'You're the Key' addressing family homelessness, earned RPS a Gold Angel Award, given to a business that makes significant community impact. As Secretary (2 years) and Treasurer (1 year) of the Space Coast Field of Dreams board, as well as co-founder of the Canine Companions East Coast Chapter, Diana advocates for people with disabilities and accessibility needs within our community.

Her work experience began after she grad-

uated from Pennsylvania State University as a Schreyer Honors Scholar when she became an elementary teacher. During her seven years as an educator, she not only impacted her students' lives, but also earned various awards for her creativity and commitment to her students and their education, including being selected as the Elementary Social Studies Teacher of the Year for the state of Florida. While she loved teaching, she decided to transition out of the classroom and now serves as Executive Director of Brevard Heart Foundation, a local healthcare nonprofit reaching underserved populations in Brevard through healthcare initiatives and investing in the next generation of healthcare professionals through annual scholarship programs.

Diana and her husband own a small business and while her husband handles most of the day-to-day activities, Diana manages the nonprofit and small business grants, and secures volunteer opportunities for her team. In her newest role, she serves on the City Council for West Melbourne. She enjoys advocating for positive policy changes as an active member of the Florida and Space Coast League of Cities, where she serves on the Transportation and Intergovernmental Relations Committee and also recently volunteered to serve in the additional leadership role of Scholarship Chair. Diana greatly enjoys the unique challenges each of these roles brings to the table and appreciates the aspect of community service evident in each of them.

## 2023 MAKING A DIFFERENCE AWARD

Congratulations to Angela Neal, Oceanside Charter Chapter 2023 'Making a Difference' award recipient! Angela serves as the Director of Special Projects for the Economic Development Commission of Florida's Space Coast. In this position, she manages Mission Space Coast, the Space Coast community branding initiative and the Certified Production Technician Program (CPT).

Skilled in project and program management, as well as talent attraction and retention, Angela has worked with private, government, and non-governmental organizations (NGOs) across the U.S. and internationally. Her work with the U.S. Chamber of Commerce saw her manage 22 geographically dispersed working groups comprised of businesses, NGOs, and government entities aimed to tackle military community un- and underemployment through legislative and hiring efforts, as well as professional development for job seekers and employers.

She firmly believes in giving back to the community through volunteerism. Angela is the founding member of the Hiring Our Heroes Space Coast Military Spouse Professional Network (MSPN) as well as member of Rockledge Rotary, Space Coast Project Management Institute, and LEAD Brevard Alumni Engagement Committee.

Angela has a Master of Business Administration (MBA) from the University of Maryland Global Campus and Bachelor's degree in Psychology from the University of Houston-Clear Lake and holds the project management professional (PMP) certification. Angela, her husband, and children happily welcomed the Space Coast as their home for a second time following military orders in Okinawa, Japan. They intend to retire on the Space Coast and make it their "forever home." She is excited about the opportunity to bring the community together through Mission Space Coast to create a unified community brand to

further leverage the power of the Space Coast to internal and external partners.



Angela Neal

## ABWA EVENT CALENDAR

### May 9

Oceanside Charter Chapter Executive Board Meeting at 6:00PM

### May 9

Space Coast Women Express Network Meeting  
Networking & Lunch from 11:00AM to 1:00PM  
Grand Manor, Melbourne

### May 23

Oceanside Charter Chapter Networking & Dinner Meeting  
6:00—8:30PM, Hotel Melby Downtown Melbourne  
Guest Speaker: D. Keith Winsten  
Topic: "Brevard Business Development"

### June 13

Oceanside Charter Chapter Executive Board Meeting at 6:00PM

### June 13

Space Coast Women Express Network Meeting  
Networking & Lunch from 11:00AM to 1:00PM  
Grand Manor, Melbourne

### June 27

Oceanside Charter Chapter Networking & Dinner Meeting  
6:00—8:30PM, Hotel Melby Downtown Melbourne  
Guest Speaker: Kelley Higney  
Topic: "How 'Bug Bite Thing' Founder, Kelley Higney went from pitching her product at farmers' markets to pitching the Sharks!"

### July 11

Oceanside Charter Chapter Executive Board Meeting at 6:00PM

### July 11

Space Coast Women Express Network Meeting  
Networking & Lunch from 11:00AM to 1:00PM  
Grand Manor, Melbourne

### July 25

Oceanside Charter Chapter Networking & Dinner Meeting  
6:00—8:30PM, Hotel Melby Downtown Melbourne  
Guest Speaker: Mary Owens  
Topic: "Build Your Business by Building Relationships."

## COMMUNITY EVENTS

### May 3



JOIN US FOR AN EVENING OF  
NETWORKING IN THE

# GILDED AGE

WEDNESDAY FRIENDSDAY: BUSINESS UNPLUGGED

Chamber partners, get ready to step back in time! Join us in creating a truly memorable event by becoming a Table Top Vendor or Food or Beverage Sponsor.

  

Wednesday, May 3, 2023 | 5:30-7:30 PM  
City of Cocoa Civic Center  
430 Delanny Ave, Cocoa, FL

### May 6



**LEARN HOW TO  
START & FUND  
YOUR BUSINESS**

WORKSHOPS / NETWORKING  
LUNCHEON

**MAY 6TH - 10AM-1PM**

**COST: \$10 CARIBBEAN LUNCH INCLUDED**

BCASCA  
2174 HARRIS AVE NE, PALM BAY

**WORKSHOPS**

- SIMPLE STEPS TO STARTING A BUSINESS
- FUNDING OPTIONS AVAILABLE

Including information on the SSBCI  
Florida State Small Business Credit Initiative



 [REGISTER NOW](#)

  



**Oceanside Charter Chapter**

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Cocoa Beach Regional Chamber of Commerce  
Melbourne Regional Chamber  
Greater Palm Bay Chamber

Newsletter Editor:  
Anita Carbone  
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**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 the premier business women's organization dedicated to recognizing, supporting and empowering motivated, local women to build strong personal and professional relationships in a high energy, inclusive 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.