



The Rising Tide
July 2014

OCEANSIDE CHARTER CHAPTER

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MESSAGE FROM THE PRESIDENT



Laura Chiesman, President

Mission: Member Value!

How's that for the 2014-2015 Oceanside Charter Chapter theme?

Oceanside has had a busy summer so far, with much more to come! I hope you take the time to read this message so that you are up to date on all the latest! So much happens in ABWA and it is our mission to make sure that everyone receives the maximum benefit from their national and local memberships.

How will your incoming Executive Board and committee leadership pursue this mission? Please see part of the plan below.

- Ensure that all members know about, and feel supported and welcome to attend, local, regional and national ABWA events;
- Increase networking, socializing and business learning opportunities for all Oceanside members;
- Help everyone get signed on to our National website, the

Women's Instructional Network (WIN) to experience the resources available there: courses in business and marketing skills; interview and resume writing courses; and news and information about conferences and other activities. If you have never signed on to WIN, request a password today by visiting: <http://www.abwa.org/pages/contact-us>

We are already moving forward on our Mission!

- Annual planning meeting – Earlier this month you all were invited to participate in planning the coming year. We had a fabulous meeting and new ideas are bubbling! Thank you to Theresa Basing, Anita Carbone, Sheryl Glore, Sheena Heitzman, Sue Tyson-Parker, Marty Ward and Rebecca Whiddon for bringing your energy, commitment and innovative ideas to our Chapter! Oceanside is on track for continued growth and improvement!
- The Member Interest Survey is up and running on WIN! This is your opportunity to let both the local and national boards know why you joined ABWA and what you want to get from your membership. If you haven't completed the survey, please take 15 minutes to do so.
- Committee formation and development – Thank you to all of you who completed the sign-up sheets in June. Committee leadership and participation provide opportunities

for interaction, information sharing, community building, thought leadership, empowerment and networking with your chapter and local business people.

Keep up with all the action in our chapter by attending meetings, visiting our website at www.abwaoceanside.com, and our Facebook page, ABWA - Oceanside Charter Chapter.

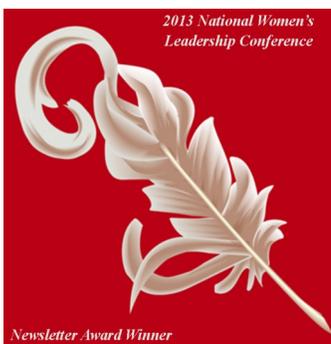
Speaking of meetings, in June we were inspired by Marty Ward's presentation about how to improve our business and enjoy our lives! We also installed this dynamic woman as the newest Oceanside member. Welcome Marty! Please mark your calendars for the July 22 dinner meeting. Our speaker, Monica Wofford is the author of the highly acclaimed *Contagious Leadership*, and *Make Difficult People Disappear*, in addition to numerous other books and learning tools.

Also coming up is the FIT Women's Business Center's IMPACT Business & Leadership Summit on August 8 from 8:00 a.m. to 3:00 p.m. at the Rialto Hilton. Oceanside and Space Coast Women Express Network are proud to co-sponsor this event, and we have two admission tickets available for members. We will raffle these tickets at our July dinner meeting!

Please contact me anytime at LauraChiesman@gmail.com with your questions, ideas and suggestions, or just to chat!

Thank you, to each and every one of you for all that you bring to our Chapter!

~ Laura Chiesman



Newsletter Award Winner

JULY FEATURED SPEAKER



Monica Wofford

Make Difficult People Disappear: How Emotional Intelligence Will Help You Eliminate Conflict

We all have at least one person we wish we could make disappear...without getting into trouble! It's not magic. It's proven methods to communicate, mediate, and resolve stressful misunderstandings, happily ever after, and no one gets fired or mired in continuous conflict.

Monica's presentation will make you laugh at how you engage difficult people and fuel their fire, but more importantly, it will equip you with the ability to no longer perceive them as difficult, no longer spend time treating them with difficulty, and no longer fill your days with the drama that ensues when arguments erupt at the office.

Monica Wofford began her speaking career 25 years ago giving her first keynote speech at the age of 18 to more than 8,000 fellow students. She has been a leader and manager for more than 20 years and has professionally trained others to be better leaders since 1996. Her Orlando based

training firm, Contagious Companies, was founded on the premise that leadership is not something you are born with, but can be developed. Her client list includes organizations such as Microsoft, Estee Lauder, the FAA, and SeaWorld.

The author of the highly acclaimed *Contagious Leadership*, and *Make Difficult People Disappear*, in addition to numerous other books and learning tools, Monica has engaged audiences in all fifty United States and seventeen countries. Monica earned her MBA in 2003 and has since earned the honor of Certified Speaking Professional. Winner of numerous accolades and honors, Director on the National Speaker's Association Board of Directors, and one of 215 women in the world to hold the Certified Speaking Professional designation, Monica Wofford engages, informs, entertains, educates and transforms leaders!

SAVE THE DATE!

ABWA NATIONAL WOMEN'S LEADERSHIP CONFERENCE

OCT. 30—NOV. 1, 2014

OVERLAND PARK, KANSAS

REGISTER TODAY!
WWW.ABWA.ORG

The national conference provides a venue for you to learn and grow as a professional—from graduate level courses designed to enhance your management skills to motivational speakers who'll help you take a new look at yourself!



This year's keynote speakers include Jenna Bush Hager, author and contributing correspondent on NBC's "Today" show; Consuelo Castillo Kickbusch, founder of Educational Achievement Services; Nina Godiwala, CEO of Mindworks; and Dr. Donna Hicks, co-host with Archbishop Desmond Tutu on the BBC's "Facing the Truth."

CHAPTER COMMITTEE REPORTS

Newsletter

The Oceanside Charter Chapter Newsletter, *The Rising Tide* is published on our website at www.abwaoceanside.com and on the Oceanside Charter Chapter ABWA WIN Team Board at www.abwa.org.

Please send newsletter submissions to acarbone@cfl.rr.com by the second Wednesday of the month. Let us know about you!

Membership

Congratulations to Sheryl Gore our June recipient of the *Making a Difference Award*!

Congratulations and welcome to new member, Beth Langenderfer!

Congratulations to Sue Parker on being one of the members of the first graduating class of *Women as 21st Century Leaders* sponsored by Park University.

We send our heartfelt condolences to Lola Mitchell. Lola's husband, Joe passed away on June 30, 2014.

As part of our ongoing commitment into the coming year, please take a few minutes to complete the 2014/2015 Member Interest Survey now available online in WIN. Your participation will assist Laura and the Executive Board in planning their objectives and programs for the upcoming year.

Notice to Members

The Chapter will vote to adopt the ABWA Proud Code of Conduct, and approve the 2014/2015 Standing Rules and 2014/2015 Budget at the August 26, 2014 meeting.



July Birthdays

Heather Guandolo—July 1

July Anniversaries

Barbara Cheney—8 years

Seeta Begui—3 years

Marlene Johnson—2 years

Tina Klump—3 years

Beth Rosenbloom—8 years

Susan Seybold—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, if you have photos or information for our Facebook page.



We're on the web!

www.abwaoceanside.com



2013 - 2014 EXECUTIVE BOARD

President

Laura Chiesman
laurachiesman@gmail.com
321 506-8274

Vice President

Sue Parker
suejtyson@aol.com
321 749-4684

Secretary

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

Treasurer

Theresa Bassing
theresabassing.abwa@gmail.com
321 626-4853

2013 - 2014 COMMITTEE CHAIRS

Best Practices

Sheryl Gore: sglore@cfl.rr.com

Education/Scholarship

Anita Carbone: acarbone@cfl.rr.com

Fundraising/Advertising

Theresa Bassing: theresabassing.abwa@gmail.com

Hospitality

Barbara Cheney: beejaycheney@yahoo.com

Membership

Anita Carbone: acarbone@cfl.rr.com

Newsletter

Anita Carbone: acarbone@cfl.rr.com

Professional Development:

Sue Parker: suejtyson@aol.com

Publicity

Anita Carbone: acarbone@cfl.rr.com



Florida Institute of Technology

Women's Business Center

PRESENTS

GROWING Entrepreneurial LEADERS & THINKERS

IMPACT

BUSINESS & LEADERSHIP SUMMIT



9:15A.M.

Michelle Royal - Opening Speaker

Michelle S. Royal is a visual strategist and innovation consultant. She holds a Master of Business Innovation (MBI) from the Deusto Business School in Bilbao, Spain in partnership with Cambridge University in the UK, where she also serves as a teaching fellow of visual business intelligence and innovation. She also holds a Master of Arts in Art Therapy from the School of the Art Institute of Chicago, and a Certificate in Innovation from Enterprise Development Group.



10:45-11:45 A.M.

Wise Women Panel

Michelle Naberhaus, Law Office of Michelle L. Naberhaus; Mary Spio, President/CEO of Next Galaxy Media; Shawna Vercher, Executive Director of My America. The moderator is Leslie Hielema, Florida Institute of Technology



The Confidence Gap—Is it real or is it hype?

This session will focus on authentic conversation among a panel of diverse women addressing the issues of: Does a confidence gap exist? If so, what is the root cause? How do we move beyond traditional networking and referrals to establish purposeful and meaningful connections in our businesses and careers?



1:15P.M.

Sarah Lewis - Keynote Speaker

Where do new innovations and new ideas spring from? Sarah Lewis offers a new understanding of what enables creative endeavors and drives iconic, transformational change on both a personal and an organizational level. Smart, uplifting, and counter intuitive, her keynote will help change the way you think about creativity, innovation, and mastery. Sarah appears on Oprah's "Power List," served on President Obama's Arts Policy Committee, has been profiled in Vogue, and is a faculty member at Yale's School of Art. She has held positions at the Tate Modern and the Museum of Modern Art in New York.

AUGUST 8, 2014

**8:00 a.m.—3:00 p.m.
Melbourne Hilton Rialto**

ABWA EVENT CALENDAR

July 19

Tri-County Council Meeting

9:00 a.m. at the Heron Bay Golf Club, Coral Springs

July 22

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: Monica Wofford

August 12

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

August 16

Tri-County Council Meeting

9:00 a.m. at the Heron Bay Golf Club, Coral Springs

August 23

Florida's First Coast Area Council 32nd Annual ABW Day

Forum from 10:00–11:30 a.m. at The Homewood Suites, St Johns Town Center, Jacksonville; Luncheon Noon to 3:00 p.m. at Maggiano's, St. Johns Town Center. Cost is \$25. Contact Carolyn Guerrin at (904) 261-8356 or email cguerrin@bellsouth.net.

August 26

Oceanside Charter Chapter Dinner Meeting

Networking at 6:00 p.m. & Dinner at 6:30 p.m.
Eau Gallie Yacht Club, Indian Harbour Beach

September 9

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 9

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

September 13

Tri-County Council ABW Day Celebration

9:00 a.m. at the Embassy Suites, 17th Street Causeway, Fort Lauderdale

September 23

Oceanside Charter Chapter Dinner Meeting

Networking at 6:00 p.m. & Dinner at 6:30 p.m.
Eau Gallie Yacht Club, Indian Harbour Beach

COMMUNITY EVENTS

July 24



Florida Institute of Technology

Women's Business Center

NEW BUSINESS ORIENTATION from 9:00 to 10:30 a.m. Interested in starting a small business? This no-cost orientation seminar will give you an overview of how the WBC helps you get started with the process of owning your own business. Learn about the WBC's services, including business education, consultations, and networking opportunities. A helpful manual of information filled with business planning outlines, references, and tools will be provided. Register online at <https://register.fit.edu/>.

SBA's Elements of a Business Plan from 1:30 to 3:00 p.m. at the Florida Tech Commons 340, WBC Training Room. No cost; registration is required. 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! Register online at <https://register.fit.edu/>.

July 29

Being Social Media Savvy from 9:00 a.m. to 12:00 p.m. at the Florida Tech Commons 340, WBC Training Room. Cost: \$45, registration is required. Learn how to use social media networks to engage customers, bring visitors to your Website and increase sales. This course will cover the four most popular social media networks which include Facebook, Twitter, YouTube and LinkedIn and how to use them to get results. Register online at <https://register.fit.edu/>.

August 8



IMPACT

BUSINESS & LEADERSHIP SUMMIT

From 8:00 a.m. to 3:00 p.m. at the Melbourne Hilton Rialto. Early registration \$75 (until July 11); regular registration \$85; includes lunch. For more information and to register, please visit: http://wbc.fit.edu/events/impact_summit.php

**Oceanside Charter Chapter
July 22, 2014
Meeting Agenda**

Networking

Call to Order & Welcome:

July Birthdays
July Anniversaries

Pledge of Allegiance

Invocation

Introductions

Establish Quorum

Approval of Minutes

Treasurer's Report—Checking account balance at June 30, 2014 is \$1,599.19.

Committee Reports:

Best Practices: Sheryl Glore
Fundraising: Theresa Bassing
Hospitality: Barbara Cheney
Membership: Anita Carbone
Newsletter: Anita Carbone
Professional Development: Sue Parker

New Business:

Making a Difference Award

Guest Speaker: Monica Wofford

Announcements:

Impact Business & Leadership Summit, August 8, 2014, at the Melbourne Hilton Rialto
Tri-County Council Monthly Meeting, August 16, 2014 at the Heron Bay Golf Club, Coral Springs
Florida's First Coast Area Council 32nd Annual ABW Day, August 23, 2014 at The Homewood Suites, St Johns Town Center, Jacksonville.

Benediction

Adjournment

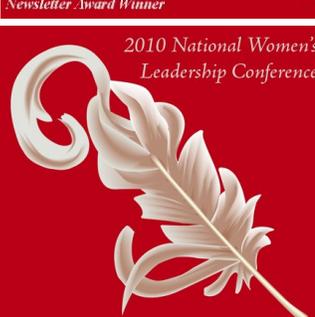
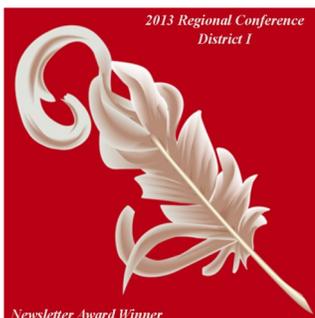


Oceanside Charter Chapter

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

Member:
Cocoa Beach Regional Chamber of Commerce
Melbourne Regional Chamber

Newsletter Editor
Anita Carbone
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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.com

Vision Statement

ABWA Oceanside Charter Chapter is dedicated to enhancing the lives of local women. Strong personal relationships between Chapter members and the safe environment provided for members to grow and develop are our cornerstones. The focus on leadership, learning and community involvement, establish our Chapter as the premier women's business organization in Brevard County.

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.