



The Connection

Coral Springs Charter Chapter
Coral Springs, FL
*A League of the American Business
Women's Association*

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From Your President...

As we near the end of the ABWA 2019-2020 year, we have much to be thankful for and much to look forward to in the New Year. I am thankful for the support of our current board and membership as we navigated through the ever-changing situation we are faced with, personally



and professionally. We have shifted our focus to supporting each other virtually and by reaching out through good old-fashioned phone calls and email! We have one more chapter meeting before we begin our new 2020-2021 Chapter year and your input and feedback is always welcome. Join us for our Virtual Chapter Retreat on July 18th 9am-12 to help us bring our chapter into the New Year with the same level of professionalism and camaraderie that we are known for locally and nationally.

I am very excited to work with the new board to develop new creative programs and events that will reflect the needs of our membership and community. Thank you to everyone who has stepped up to volunteer as an officer or committee chair. We still have a few open positions, which are critical to keep our momentum going. Everyone has talents and a skill set that will help propel our chapter into the future. If you are able to use your talents to help us as chair of our Professional Development, Community Service, and Social committees, take a deep breath and let anyone on the board know!

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

Mission Statement of the American Business Women's Association

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.

August Meeting—08/06/2020

American Business Women's Association
CORAL SPRINGS CHARTER CHAPTER

THURSDAY
AUG
6

ZOOM MEETING
STARTS AT:
6:30pm



Monthly
MEETING

with keynote speaker:

Lori Mauer
Freelance Writer/Editor

TAG - YOU'RE IT!

How to Turn Heads With Your Introduction!

Who are you and what message do you want to get across to others? You have only a few seconds to make that first impression – learn how to get it right in this interactive workshop. Even if you already have an engaging tagline, learn how to use it to your advantage. Attendees will learn the fundamentals, receive examples of taglines for their type of business, and then go into breakout rooms to create a winning tagline and practice their pitch in small groups before presenting it to everyone.

You'll learn:

- Understanding Your Brand
- Creating Your Tagline
- Perfecting Your Elevator Pitch/Introduction

Changing
Women's Lives
One Woman at a Time

CORAL SPRING
CHARTER CHAPTER

ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION
SOUTHEAST FLORIDA WOMEN'S ALLIANCE

Event Registration

Zoom Meeting Fee:

\$10 members & guests

RSVP on Eventbrite:

www.coral-springs-fl-abwa.eventbrite.com/

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.

For more information about our Chapter, contact Lois Margolin at 877-216-9908 ext. 732 or visit our website at www.coral-springs.abwa.org

Tri-County Council's 2nd Quarterly Event—June 6th

Contributed by Andrea Levenson

More than thirty ABWA members from all over the country joined us at the Tri County 2nd Quarter Meeting to “Rise to the Leadership Challenge”. This meeting was hosted by the Coral Springs Charter Chapter.

We enjoyed presentations from Featured Speakers Marilyn Brown and Lois Margolin helping us learn how to Mentor Rising Stars as well as use Drop Box Technology to transfer information/historical files from one Board to the next.

Our Breakout Facilitators shared their experiences and expertise as they lead Breakout sessions focused on Chapter roles and responsibilities. We enjoyed lively conversations on “How to Start Your Leadership Journey” in sessions led by:

Dorothy Harden (President/VP)
 Andrea Levenson (Secretary)
 Donna Bradshaw (Treasurer)

Sue Miller (Hospitality)
 Stephanie Seberg (Membership)
 Dottie Sillano (Programs)

This was the first time this meeting was facilitated as a virtual event. We’ve received very positive feedback on both the format as well as the content of the program.

Thanks to all of our members who helped make this event a great success!

Virtual Happy Hour—June 17th

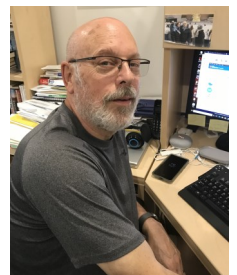
Contributed by Andrea Levenson

Sixteen brave souls, emboldened by their beverage of choice, competed for exciting prizes during our Music Trivia Game at our June Happy Hour.

Our Trivia Game Host, Alan Levenson, challenged the thinking of great minds with questions about music that ranged from oldies to champagne music, with a lot of classic rock thrown in. Our winner - Sherrie Gottesman (with a little help from her hubby, Bruce).

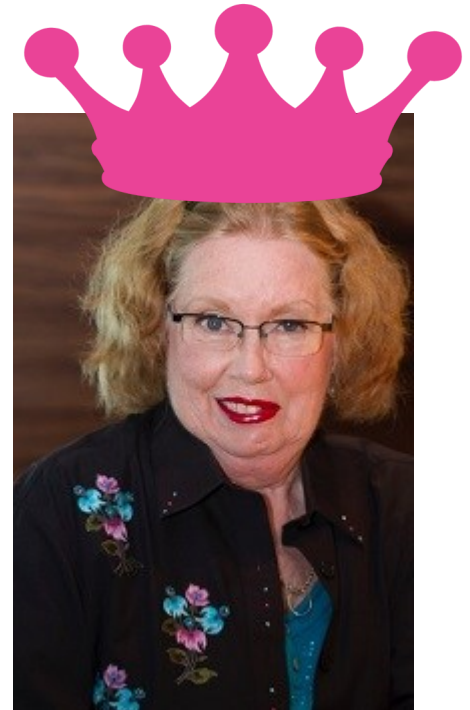
Our consolation prize for the day went to Vivian Balcker. (Thanks to Stephanie Seberg for donating the prize for the winner.)

Everyone had such a good time that we challenged a few members to create/share their passions for a future Trivia Happy Hour. Stay tuned for more details...



Chapter names 2021 Top Ten Nominee

Carolyn Lawrence!!



President's Message

Continued from Page 1

Our new board will be inducted at our August Virtual Chapter meeting. I hope you all will join us to welcome them:

President: Gayle Bramson
Vice-President: Connie Kalish
Secretary: Sue Miller
Treasurer: Kathy Gallagher
Past President: Lois Margolin

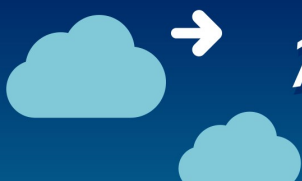
Membership: Stephanie Seberg and Rhonda Sternberg
Fundraising: Andrea Levenson
Hospitality: Sue Miller
Education: Dane Diamantis
Publicity: Barbara Gobbi

Stay safe, everyone!

Gayle Bramson

2019-2020 Chapter President

ABW Day—Save the Date!



Tri-County 2020 ABW Day



VIRTUAL



ELEVATE

Where Women
RISE TO THE CHALLENGE

ABW Day: September 12, 2020
ABW Day Weekend: September 11-12, 2020



SPEAKERS:



SHARON GODBEE, National President
Elevating to Success



TRINA NKHAZI, National Vice President
Rising from Obstacles



ANNE O'NEILL, National Secretary Treasurer
Navigating Detours



MARY STEPHENSON, District I Vice President
District 1 Update



→ **Cost of \$33.00 for Friday Night and Saturday**
Deadline: September 10, 2020

\$5.00
50/50
Raffle Tickets!

Friday Night Networking and Games
After Party: Karaoke Laughter • Candidate Feud • Networking
One on One Chats with Candidates and National Officers
Team Competitions • Smiles • Prizes • Vendor Shopping
...and so much more!



Congratulations! You are a SUPER STAR!!



**July's Super Star
Dottie Sillano**



**June's Super Star
Gayle Bramson**



**May's Super Star
Susan Miller**



New Member Profile



Stacey Lewis

Stacey is the owner of Purge Monsters, a professional organizing company. Her special talent is— of course— Transforming Chaos to Calm. She enjoys organizing, reading, eating, buying stuff on Amazon, and hanging

out with her hubby. She also loves learning new things, cozy blankets and loose-leaf tea.

With AWBA Stacey is “looking forward to developing relationships with other profes-

sional women and participating in the sisterhood that I've heard so much about.” Three words that describe her: curious, organized and compassionate.

Say hi to Stacey and welcome her to the chapter!

Article contributed by Deb Roman



Tea Party Postponed

Note: Postponed until the Fall

Date - TBD

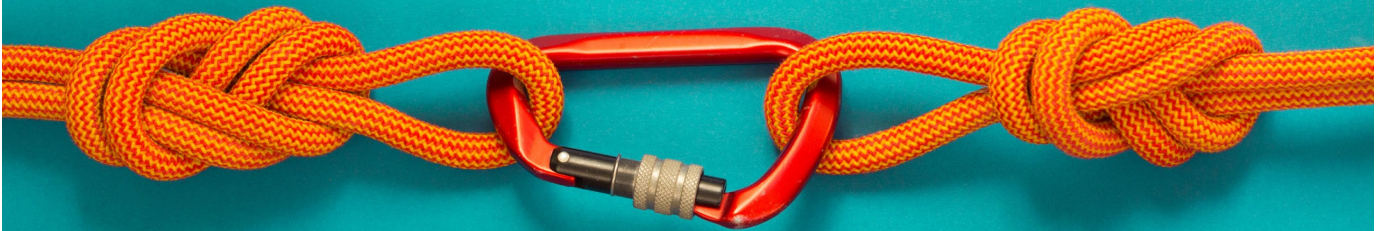
Join us for Tea!

Watch for more info soon!



Summer Summit Series—July 14th & July 21st

RISE TO THE CHALLENGE WITH ABWA'S SUMMER SUMMIT SERIES



PACK UP ON KNOWLEDGE FOR YOUR CLIMB TO SUCCESS! • JULY 14TH •

While climbing up to greater heights in our careers, we're suddenly faced with more obstacles and shifts in our businesses than we had ever anticipated. Instead of failing or falling, we must learn how to pivot and persevere despite the challenges.

Let ABWA help you navigate this journey by taking one, or all, of the insightful, encouraging, and valuable sessions in leadership, marketing, cyber security, and more offered in *ABWA Summer Summit Series*.

Each engaging session will be led by accomplished professionals, inspiring you to build your business to the next level with knowledge, strength and confidence.

Rise to the challenge and climb on!

- **50% of the fees collected will be donated to SBMEF to fund the National President's Scholarship honoring Sharon Godbee in 2021.**
- **There are no refunds on fee based sessions.**

We are excited to announce that Dell Technologies is sponsoring the Summer Summit Series. Be sure to attend the series and learn how Dell is supporting women entrepreneurs and small business owners. In addition, Dell will be awarding a technology package at the end of the Summer Summit Series to an ABWA business owner whose business has been impacted as a result of the 2020 Covid-19 pandemic. Look for a special announcement on how to participate.



Social Media Security and Online Reputation Management

Date: Tuesday, July 14

Time: 6:00-7:00 PM Central Time

Registration Fee: \$10:00 per session

Go to: [ABWA Online Store](#) to purchase
(Registration link will be posted in the team board)

Session Overview

There has never been a better time to build a brand name—and there has never been a worse time to have yours torn down because of bad reviews. Social media encompasses all forms of digital communication and is a fantastic tool for syndicating your brand and getting it in front of your target market, but it's also the voice of the people—and if you tick off the public, hell hath no fury like a Twitterer scorned.

In this presentation, Robert Siciliano will teach you how to:

- **Incorporate the fundamentals of Online Reputation Management**
- **The implications of using social media, for individuals and businesses**
- **How to mitigate the dangers of using these websites**
- **How to cover your footprints when using social media and much more!**



ROBERT SICILIANO, CSP is a security expert and private investigator fiercely committed to informing and educating people so they can protect themselves from violence and crime in their everyday lives.

2019-2020 Chapter Officers



Gayle Bramson, President
sunrise91954@yahoo.com@gmail.com



Rhonda Sternberg, Vice President
sternbergm@bellsouth.net



Andrea Levenson, Secretary
andrea_levenson@yahoo.com



Shannon Palermo, Treasurer
shannon@modernbalancesolutions.com



Deb Roman, Past President
debroman@whitesandbeach.me

2019-2020 Committee Chairs

Auditing Committee TBD

Newsletter Kathy Gallagher

Best Practices Deb Roman

Professional Development Dottie Sillano

Community Service Tamara Bailey, Mindy Schwartz

Publicity Tara Scheing

Education Sherrie Gottesman

Recognition Stephanie Seberg

Fundraising Andrea Levenson, Lori Mauer

Technology Kimberly Rose

Hospitality Susan Miller

Tri-County Council Andrea Levenson, Sherrie Gottesman

Membership Lois Margolin, Stephanie Seberg

Woman of the Year Gayle Bramson

2019-2020 National Board of Directors



National Officers from left to right

TRINA NKHAZI, National Vice President

SHARON GODBEE, National President

ANNE O'NEILL, National Secretary-Treasurer



District Vice Presidents from left to right

District I Vice President, **MARY STEPHENSON**

District II Vice President, **JUDY TAYLOR**

District III Vice President, **KATHY SCHOOLEY**

District IV Vice President, **MARY MAUPAI**

District V Vice President, **CHERYL BLAIR**

District VI Vice President, **KERRIE UNDERHILL**

ABWA's Proud Code of Conduct

- All members will serve as goodwill ambassadors for the American Business Women's Association.
- Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
- Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
- Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
- Members will not use their personal power to advance their personal interests.

ABWA's 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 Fact

Gayle Bramson
Chapter President

Kathy Gallagher, Editor

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Coral Springs Charter Chapter

JOIN US!

Meetings are on the 1st Thursday of the month at Seminole Coconut Creek Casino, Butterfly Room 5550 NW 40th Street,

Visit us online at
www.coral Springs.abwa.org

Like us on Facebook at:
<http://tinyurl.com/ABWA-CS-FBpage>

Follow us on Twitter at: