



TOWARDS TOMORROW

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

### INSIDE THIS ISSUE

- Tri-County 4th Qtr Event . 2
- Superstar Awards ..... 3
- Chapter photos ..... 4
- Thank You Letter ..... 5
- Tri-County ABW Day .. 6-7
- Save the Dates ..... 7
- Book Club Info ..... 8
- APEX Course Info ..... 8
- Meeting Sponsorship ..... 9
- Holiday Party Flyer ..... 10
- January Meeting Flyer .. 11
- NWLC Recap & pics 12-13
- Fall Mbrship Drive.... 14-15
- 22-23 National Board.... 16
- Officers & Committees.. 17
- ABWA's Core Values.... 18
- Proud Code of Conduct 18

### ABWA's 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.

## The Connection

Published by Coral Springs Charter Chapter  
Coral Springs, FL

### From your President...



Wow, time sure does fly! It seems like just yesterday we started our new ABWA year, and here we are...4 months in!

Our chapter celebrated an amazing ABW Day weekend with our ABWA sisters from all over the country! It was a fantastic weekend of learning, sharing, bonding, and friendships. What a great way to kick off the new year!

We've found a new home at Woodmont Country Club, and although there were a few hiccups initially, the response to the new venue has been great. This new location is so centrally located and we hope to attract more women who live a little further south. What do you think of Woodmont? Let me know!

In September, Kathy Gallagher, Karen Dees, and I traveled to Denver, Colorado for the ABWA National Women's Leadership Conference. This was my first time attending national and what a week it was! We elected a new board of directors, new district vice presidents, watched the crowning of the American Business Woman of the year, attended MBA level classes, and heard from great speakers. But most importantly, we picked up our award for Best Practices Level II! Congratulations to Connie Kalish and her team for earning this award! Look for more trip recap later in this newsletter.

Our chapter held a great Fall Membership Campaign at Gayle Bramson's home and we welcomed four new members; Nicole Miller, Dani Einsohn, Candy Coleman, and Suzy Kaytes.

...Continued on Page 9

# Tri-County 4th Quarter Event—11/19/22

Register NOW! Click here to RSVP on Regfox: [Register here!](#)

Cost is \$25 (includes breakfast) and chapter reimburses for members in good standing.

Want to carpool? Contact Gayle or Kathy.

**2022 TRI-COUNTY  
4th QUARTER EVENT**

**ABWA**  
AMERICAN BUSINESS WOMEN'S ASSOCIATION  
Tri-County Council

*Save the Date!*

**SATURDAY, NOVEMBER 19, 2022**

**SPEAKERS:**

**TESSIE WATTS**  
Topic: “Your Next Five Moves:  
Mastering the Moves that Lead to Sustainable Growth and Impact

**CINDY SCHMITT**  
DISTRICT 1 AMBASSADOR STEERING COMMITTEE CO-REP  
Theme: “Leading and Growing with Impact in the New Year

**9:00 am - 12:00 noon**  
Hilton Garden Inn 1675 Palm Beach Lakes Blvd, West Palm Beach, FL 33401



*Together*  
**TOWARDS TOMORROW**  
THE AMERICAN BUSINESS WOMEN'S ASSOCIATION  
**ABWA 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.



**Event Link**

**REGISTER + PAY**

<https://abwatricounty.regfox.com/2022-tri-county-4th-qtr-event>

You are a ...



**November's Super Star  
Gayle Bramson**



**October's Super Star  
Tricia Click**



**September's Super Star  
Adrienne Worthy**



**August's Super Star  
Iris Arlan**

## Chapter Photos



November new member installation: (l to r) President Barbara Gobbi, new members Dani Einsohn and Nicole Miller, and Membership Co-chair Sherrie Gottesman



October meeting attendees with speaker Cindy Brief and Past National President Dr. Sonja Ogletree Satani (Zoom attendee Lori Mauer not shown)



August board installation: (l to r) Treasurer A’Kera Brown, Recording Secretary Gayle Bramson, Corresponding Secretary Deb Roman, Vice President Rhonda Hay, President Barbara Gobbi, and “Chocolate Installer” Lois Margolin

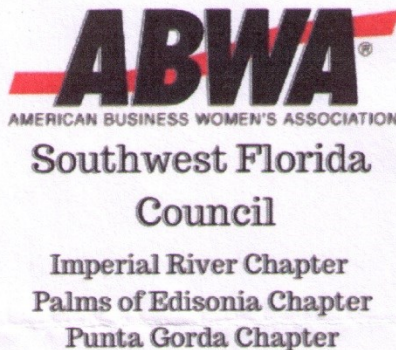


September Financial Panelists: Lois Margolin, Rhonda Sternberg, Tricia Click, Maria Garcia, Randee Abramson, with President Barbara Gobbi

## Thank You Note from our Southwest FL Sisters

I really appreciate all of our ABWA sisters (from Coral Springs, Tri-County Council, and a few from outside FL) who contributed to our Hurricane Ian Relief Fund. I was able to purchase \$1400 worth of gift cards and sent them to our ABWA sisters in the Fort Myers area. The letter below shows their deep gratitude—THIS is what our ABWA sisterhood can do!

Kathy



Dear ABWA Family,

Thank you so much for the outpour of concern, love, and generosity you have given to your ABWA family in Southwest Florida. Hurricane Ian was a devastating hurricane that affected many of your ABWA Sisters lives dramatically. Several lost everything and many are home homeless living with family, friends or in hotels. Your generosity will help them to rebuild their lives as we slowly rebuild our community and homes.

We are so proud to be in an organization of amazing caring women and men who have their sisters backs when there is a crisis or when we need a helping hand or prayer. Thank you so much for the shower of gift cards and your support, love, and prayers. It means so much to us all. You all are amazing!

Love & ABWA Hugs,

The Southwest Florida Council

Imperial River Chapter

Punta Gorda Chapter

Palms of Edisonia Chapter

# Tri-County Council's ABW Day Celebration Recap



Tri-County Council Woman of the Year—Gayle Bramson

Our ABW Day definitely lived up to expectations. “Reunited for a Brighter tomorrow” showed us how much we have needed to see our ABWA sisters in person. We were together in friendship, together in learning, together in networking, and together for the future of ABWA. The entire weekend celebrated all that ABWA stands for: providing opportunities for us to help ourselves, and grow personally and professionally. We learned from the best of the best, celebrated, and recommitted to the future of our Chapters, Council and National.



Tri-County's Lifetime Achievement Award Recipient—Pat Miller

We learned how “Today’s Dreams are Tomorrow’s Future” from Cheryl Blair. We also learned how to pivot when our National VP Mary Stephenson was unable to join us for her presentation. Cheryl Blair stepped up as all of our sisters do. She took over and with Lois Margolin’s help, we found out “Who Holds the Key” personally, professionally, and within our chapters.

We welcomed National and District officers and candidates. We heard from the DVP candidates and wished them all luck at National Leadership Conference in September.



National Board members in attendance: Kerrie Underhill, Rachelle Jamerson Holmes, Trina Nkhazi, Cheryl Blair and Gail Frahm



Our Tri-County Council worked together to provide an outstanding experience for new and returning members and guests. Thank you to all of the committee members who made the entire weekend a success.



## More ABW Day FUN!



ABW Day Co-Chairs Gayle Bramson & Kathy Gallagher

## Mark Your Calendars for These Events!



**Road Rally**—Weekend of **Feb. 25-26**  
(will be either on Saturday or Sunday—  
stay tuned!)

**Fashion Show** —Sunday, **April 30,**  
**2023** (Location will be announced soon!)



## Book Club—Next Gathering 11/22/22!



### November Book Club

"Lady Clementine"

Book Club Meeting  
November 22nd  
7pm

Our Book Club is going into our second year, and we have been reading some great books. Going forward, we are meeting virtually on zoom the 4th Tuesday of every other month. We have already chosen our next three books, and the next one, Lady Clementine, is amazing. It is all about Winston Churchill's wife, and if you do not know her story, join us. Contact Lori Mauer at [lorimauer.abwa@gmail.com](mailto:lorimauer.abwa@gmail.com) for more information.

Here are our next three books and the dates we will be discussing them:

- Nov 22: Lady Clementine: Marie Benedict**
- Jan 24: You Are A Badass: Jen Sincero**
- Mar 21: The Keeper of Lost Things: Ruth Hogan**

## Free APEX Courses—Register by end of each month!



**GEMBA WALK WORKSHOP**  
November 1st - 30th, 2022

*\*This course is a next step to our previous course Gemba Walk Essentials.*

The best way to truly understand processes and identify potential areas of improvement is to observe the action up close. During the 22 modules, we join author, speaker and consultant Michael Bremer for an onsite gemba walk workshop at Freetech Plastics in Fremont, California. Watch and listen as Michael explains the ideal questions, behaviors and overall strategies that go into a respectful, effective gemba walk.

**DAY IN THE LIFE OF A LEAN SUPERVISOR**  
December 1st - December 31st, 2022

Go further into the topic of lean daily accountability with these supplementary videos. Through the 21 modules, see these processes in action and hear from lean leaders on how their own implementations have been handled.



Log in to [MYAPEXCAMPUS.ORG](http://MYAPEXCAMPUS.ORG) to register!



## Promote Your Business as a Meeting Sponsor!

### November Meeting Sponsor: Lori Mauer, Tupperware Consultant

Lori Mauer is a freelance writer, editor, and Tupperware consultant. This month, she brought "Not Your Mother's Tupperware" for you to see, touch, and buy some of the exciting new and beloved "old" products Tupperware has to offer. You can find Lori on Facebook at <https://www.facebook.com/lorimauertupperware/>. Her website can be found at: <https://my.tupperware.com/lorimauer/>

**Lori Mauer**  
Tupperware Consultant

954-778-2336

lomau6@aol.com

<https://lorimauer.my.tupperware.com/>  
<https://www.facebook.com/lorimauertupperware>

**Tupperware**



*Would you like to promote your business at a chapter meeting?*

**SPONSORSHIP COST: \$75 per meeting \***

**Next available date is January 4, 2023**

**\*Includes:** Dinner for one company representative, five minutes of presentation time, sponsor listing in program, sponsor announcement included in e-mail to members, opportunity to distribute printed materials or samples at meeting, opportunity to have an exhibit space during networking session prior to meeting, and one free ad in the next edition of The Connection, the chapter e-newsletter.

To arrange meeting sponsorship, contact Treasurer A'Kera Brown at (877) 216-9908 ext. 733 or email [akerabrown@gmail.com](mailto:akerabrown@gmail.com).

## President's Letter (cont'd from Page 1)

But we're not done yet! We have some fun events coming up, so mark your calendars!

December 5th - Holiday Party at Sette Mezzo

February - Road Rally

April - Fashion Show

And don't forget about our bi-monthly book club!

As you can see, so much has happened in this short time. Thank you to all the members who stepped up and stepped in to help move our chapter "Together Toward Tomorrow!"

With warmest regards,

Barbara Gobbi  
2022—2023 Chapter President



**TOWARDS TOMORROW**

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

 Holiday Party— 12/5/22!

A decorative border of gold polka dots runs vertically down the left side of the page. Several gold polka dots are scattered across the top and right sides of the page, framing the central text.

# Holiday Party

DECEMBER 5, 2022 | 6:30-8:30 PM

BRING ONE OR TWO GIFTS AND GUESTS AS WELL TO ENJOY THE HOLIDAY IN THE ABWA WAY. A GIFT FOR YOU AND A GIFT FOR ME A FANTASTIC CELEBRATION IT WILL BE!

- BRING AN UNWRAPPED GIFT TO SUPPORT A LOCAL TOY DRIVE
- BRING A WRAPPED GIFT IF YOU WANT TO PARTICIPATE IN THE WHITE ELEPHANT GIFT EXCHANGE (\$20 MAX, NO JOKE GIFTS PLEASE)

COME JOIN US FOR A NIGHT OF FOOD AND FUN!

SETTE MEZZO  
6370 N STATE RD 7, COCONUT CREEK, FL 33073  
REGISTER AT [WWW.ABWA-CORALSPRINGS.ORG](http://WWW.ABWA-CORALSPRINGS.ORG)  
\$35 MEMBERS | \$40 GUESTS

## Next Chapter Meeting—January 5, 2023



**American Business Women's Association**  
CORAL SPRINGS CHARTER CHAPTER

# Monthly MEETING



## Thinking Outside of the Box to Stay Relevant

“Thinking outside of the box” might sound cliché, but it’s imperative for business people to embrace. Come discuss how to stay relevant in your industries and never do the “same ole-same ole’ again!

### We will talk about:

- Stay focused on providing value - determine the why, the what-for and the who-for
- Embrace different - throw out the "same old-same old"
- The power of partnership - understand the importance of relationships and inviting others in

### GUEST SPEAKER



**Melinda Twillie-Bryant**  
Business Development Director  
Friedman Elder Law Department

Melinda Twillie-Bryant is an experienced business development and marketing professional and currently serves as Business Development Director for Friedman Elder Law Department, led by Heidi Friedman, a board-certified elder law attorney.

### EVENT REGISTRATION:

*In-person meeting fee:*

**\$35 members & \$40 guests**

*Hybrid option now available: \$15*

**RSVP on Eventbrite:**

[www.coral-springs-fl-abwa.eventbrite.com](http://www.coral-springs-fl-abwa.eventbrite.com)

IN-PERSON MEETING WILL BE HELD AT:

**Woodmont Country Club**

7801 NW 80th Avenue

Tamarac, FL, 33321

Together

TOWARDS TOMORROW  
THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

For more information, contact Sherrie Gottesman at  
**877-216-9908 ext. 732** or visit our website at  
[www.abwa-coral-springs.org](http://www.abwa-coral-springs.org)

**ABWA**  
AMERICAN BUSINESS WOMEN'S ASSOCIATION  
CORAL SPRING CHARTER CHAPTER

# National Women’s Leadership Conference—Recap



Colorado bound!



With newly elected National President Cheryl Blair



With our new National Vice President Rachelle Jamerson Holmes



With 2021 National President Trina Nkhazi

From Barbara Gobbi—

This September I attended ABWA National Women’s Leadership Conference in Denver, Colorado. Being my first time at national, I didn’t know exactly what to expect. And I was blown away! I had so many takeaways from the conference, the first being the amazing speakers. Although they were all fantastic, filmmaker Sarah Moshman spoke about how she uses her gift of capturing stories in documentary films to show the strength and resiliency of women. Her latest film, *Losing Sight of Shore*, highlights the journey of 4 women who row in a boat from San Francisco to Australia. Although theirs was a physical challenge, it reminds us that everyone has a Pacific to cross. We purchased a copy of the film and hope to have an ABWA movie night to show this film.

My second big benefit that I brought home with me was the classes that I took. I chose a pathway on personal branding, not realizing that it was an MBA essentials business course on messaging and bias reduction from the University of Kansas! It was mind blowing! Ladies, we have such a fantastic resource of classes in our APEX Campus and at NWLC. Take advantage of these!

Lastly were the friendships that were forged at the conference. To be able to rub elbows with our national leaders and sisters from all over the country, was truly priceless and an experience I won’t soon forget. Make your plans now to attend next year’s NWLC!

From Kathy Gallagher –

If I’m counting correctly, this was my 18<sup>th</sup> National Conference and it did not disappoint! The excitement of seeing each other in person again (last two conferences were virtual) was contagious. Hugs - and even tears - were commonplace. Although it was a smaller group, it gave everyone a better chance to meet the first timers, catch up on our friends’ lives, reminisce on old times, and miss those that weren’t with us. I can’t tell you how many people asked me where my “travelling buddy” (Lois) was – she was definitely there in spirit! 😊

Keynotes and seminar speakers were top shelf, as expected. I enjoyed hearing Tracy LaTourrette (Lieutenant Colonel and Top Gun Fighter Pilot) inspire us to take a deep breath, fire up and call FIGHT’S ON! Sarah Moshman blew us away with her “The Empowerment Project” film which shines a light on extraordinary women across the U.S. I can’t wait to watch her DVD of “Losing Sight of Shore” which chronicles four exceptional women who rowed a boat across the Pacific – come watch it with us!

One of my sessions was led by Lourie Durnell who focused on “Developing Your Visual IQ – How Visualizing  
(Cont’d on next page)

## Next Chapter Meeting—January 5, 2023



From Karen Dees -

I flew to Denver on September 6<sup>th</sup>, and UBER'd to the hotel in Westminster, CO. Then the fun began: Keynote speakers; classes; voting on national officers; 2023 American Business Woman of ABWA announced - Amber Clark; Best Practices in League Management Awards - congratulations Coral Springs for Level II; and member recognition.

One of our keynote speakers was Tracy LaTourrette, who spoke on "Top Gun Leaders – Top Gun Life." Tracy is retired Lieutenant Colonel and an Air Force Academy grad with a coveted appointment from President Bush - Colorado's First Lady Fighter. "People need to have the mindset of a fighter pilot. You need to be able to learn from your mistakes and never give up. Have the ability to leave your problems behind and focus on the task at hand."

Below are points to use in your everyday life or job whether you are just starting or moving up the ladder. Flight-plan your mission:

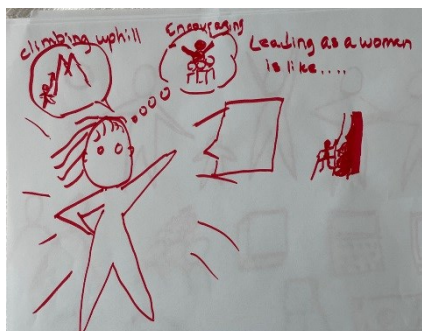
- Whose dream are you chasing?
- What ladder are you on?
- When do you plan to hit your goals?
- Where are you going?
- How will you define your success?
- Why do you want this so bad?

Another point Tracy made is, "Keep your eyes on task!" Stand tall when addressing someone - this is a power pose. Shows them you know what you are doing and talking about.

It was so good to be able to meet in person again. I'm definitely looking forward to next year!

From Kathy (cont'd)

Makes You Smarter." She showed us how to use graphics, sticky notes and idea mapping to transform group productivity (and we took pen to paper – who knew we could actually draw? ... or not!).



Of course, the highlight was walking across the stage to accept the Best Practices award. Barbara, Karen and I looked sharp in our black dresses and silver shawls, don't you think? Start saving your \$\$ to attend in 2023 – we don't know when or where yet, but BE READY!

Guess who's doing the "Electric Slide?"



## Fall Membership Campaign on NOW!



### SHARE YOUR ABWA STORY!

You've already experienced the numerous ways that you can connect, learn and grow as a member in the American Business Women's Association. Now is the time to share your ABWA success story with friends, neighbors and business colleagues so they too, will join together towards tomorrow in the American Business Women's Association.

### WHY ENCOURAGE OTHERS TO JOIN ABWA? THE REASONS ARE ENDLESS!

Collaborate with peers.

Develop leadership abilities.

Increase your network circle!

Learn new skills!

Engage your team!



## ABWA's 2022 Fall Membership Campaign SEPT. 1 – NOV. 30

### GET STARTED TODAY!

1. Set a membership recruitment goal of 1, 2, 3 or more new members.
2. Download the membership brochure and application from the National Resources and take them with you wherever you go!
3. Make a list of prospective members who would benefit from membership in ABWA.
4. Send your prospective members invites to your monthly Chapter/Express Network meeting.
5. Ask the prospective member to join and if they say "yes", assist them in the application process.
6. And when you recruit one, two or three new members, you will receive some fun (and valuable) gifts! (*while supplies last*)

## Recruit New Members—Get Cool Stuff!



### ABWA's 2022 Fall Membership Campaign

SEPT. 1 – NOV. 30

You've already experienced the numerous ways that you can connect, learn and grow as a member in the American Business Women's Association. Now is the time to share your ABWA success story with friends, neighbors and business colleagues so they too, will join together towards tomorrow in the American Business Women's Association.



#### LEVEL ONE

WHEN YOU RECRUIT ONE NEW MEMBER

Keep drained batteries at bay with this clever charging pad that easily energizes your tech devices. It's sure to add a sleek and stylish touch to your space. 3.5" w x 3.5" h with 39" USB cord included.

Compatible with Apple, Samsung, etc.



#### LEVEL TWO

WHEN YOU RECRUIT TWO NEW MEMBERS

A Perfect Pairing!  
Your morning cup of coffee or tea just got a brilliant upgrade. This stainless steel mug carries up to 18 ounces of your favorite drink. 4.0" w x 8.75" h

*Plus!* Keep your head-to-toe look classic and cohesive with these striking socks in a wardrobe-friendly pattern.

Fits US women's size 5-10



#### LEVEL THREE

WHEN YOU RECRUIT THREE NEW MEMBERS

Morning cups of coffee, afternoon naps, nights curled up on the couch — this cozy solid fleece throw blanket becomes a 24/7 favorite!  
50" w x 80" h



When you recruit 3 or more new members you will be entered into a drawing for the **Fall Membership Bonus Incentive** including a

weekender travel bag, travel neck pillow, and ear bud holder in Citrus paisley valued over \$150!



# 2022-2023 National Board of Directors

# Congratulations!



## 2022-2023 National Board of Directors of the American Business Women's Association

### National Officers



**Cheryl Blair**  
National President



**Rachelle  
Jamerson-Holmes**  
National Vice President



**Joyce Wright**  
National Secretary-Treasurer

### District Vice Presidents



**Genice Hall**  
District I  
Vice President



**Dr. Kello Price**  
District II  
Vice President



**Kathy McBride**  
District III  
Vice President



**Juanita Hall**  
District IV  
Vice President



**Mary Ceccanese**  
District V  
Vice President



**Velma Londers**  
District VI  
Vice President





## 2022-2023 Chapter Officers



Barbara Gobbi, President  
barbara@barbaragobbi.com



Rhonda Hey, Vice President  
rhondahabwa@gmail.com



Deb Roman, Corresponding Secretary  
debroman@whitesandbeach.me



A'Kera Brown, Treasurer  
akerabrown@gmail.com



Gayle Bramson, Recording Secretary  
sunrise91954@yahoo.com

## 2022-2023 Committee Chairs

**Auditing Committee** TBD

**Best Practices** Kathy Gallagher

**Community Service** TBD

**Education** TBD

**Fundraising** Iris Arlan

**Hospitality** Gayle Bramson

**Membership** Maria Garcia, Sherrie Gottesman

**Newsletter** Kathy Gallagher

**Professional Development** Tricia Click

**Publicity** Barbara Gobbi

**Recognition** Stephanie Seberg

**Technology** Adrienne Worthy

**Tri-County Council** Gayle Bramson, Kathy Gallagher

**Woman of the Year** Cherise Irons

# NEW! Core Values and Proud Code of Conduct

## ABWA's Core Values

1. Selfless Leadership – Be committed to doing the right thing, always. Be transparent in your actions even when no one is looking!
2. Building Community – Be committed to creating sustainable ABWA communities where women can connect, learn, and grow together.
3. Value and Seek Diversity – Be committed to recruiting new members from diverse cultures, ages, work industries and experiences.
4. Manage for Innovation and Excellence – Be committed to original thinking and delivering excellence in everything you do.
5. Lifelong Learning – Be committed to enhancing your own business knowledge, skills, and acumen. Be unafraid to make mistakes, iterate, err and try again.
6. Focus on Facts and Own Results – Be committed to using “data” to drive your decisions and actions and be accountable for your performance, good and bad.
7. Choose to Make a Difference – Be committed to unlocking a member’s potential and inspiring/motivating her to become the best version of herself.
8. Celebrate – Be committed to celebrating members’ achievements.

## JOIN US

Meetings are on the 1st Thursday of the month at

Woodmont Country Club  
7801 NW 80th Ave  
Tamarac, FL

Networking 6:15pm  
Dinner & Program 6:30pm

Can't attend in person?  
Join us via ZOOM!

**Barbara Gobbi**

**Chapter President**

**Kathy Gallagher, Editor**

**Coral Springs Charter Chapter**

**PO Box 9385**

**Coral Springs, FL 33075**

**Phone: 877-216-9908 ext. 730**

**Email:**

**kathygallagher.abwa@gmail.com**

## ABWA's Proud Code of Conduct

- As an ABWA member, I will serve as a goodwill Ambassador for the American Business Women's Association.
- As an ABWA member, I will adhere to the Association's Bylaws and comply with the Association's Brand Guidelines.
- As an ABWA member, I will not use my personal power or influence to advance my own interests.
- As an ABWA member, I will not allow my personal beliefs or convictions to alienate other members, prospective members, and sponsors at any level of the ABWA organization (local, regional or national).
- As an ABWA member, I will always treat member colleagues, the ABWA National Team, guests, speakers, vendors and sponsors with dignity and respect.



Visit us online at

[www.abwa-coral springs.org](http://www.abwa-coral springs.org)

Like us on Facebook at:

<http://tinyurl.com/ABWA-CS-FBpage>

Follow us on Twitter at:

@abwa\_cs