



DISCOVER  
*Your story*  
IN ABWA

# The Connection

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April 2023 | Vol. 34, Issue 3

## Index

- May Meeting Flyer..... 2
- Superstar Awards..... 3
- Top Ten Candidate..... 3
- Road Rally Recap..... 4-5
- Chapter Photos..... 6
- New Members Info ..... 7
- Networking Socials ..... 8
- Book Club Info ..... 9
- Fashion Show Flyer..... 9
- Regional Conf. Recap .. 10
- Tri-County 2nd Qtr. Info 11
- Committee Descriptions 12
- ABW Day Save the Date 13
- BSTR & APEX Info..... 14
- NWLC Save the Date ... 15
- Officers & Committees.. 16
- 22-23 National Board.... 17
- ABWA's Core Values.... 18
- Proud Code of Conduct 18

### 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.

## From your President...

I hope this message finds you well as we transition into the beautiful spring season. As always, I am humbled to serve as your President and lead this incredible group of women. We have accomplished so much this year, and I am excited to see what the future holds for our chapter.



I would like to start by congratulating Stephanie Seberg for being named an ABWA National Top 10 Candidate! Stephanie has been an integral part of our chapter, helping with the membership committee and planning our orientation socials and is well-deserving of this recognition. We are all proud of her and wish her the best of luck.

April 30th is our Fashion Show fundraiser at Dillard's and it is an opportunity for us to come together and raise money for a good cause while enjoying a fantastic fashion show, raffles, and a delicious lunch. All proceeds from the Fashion Show will go towards supporting our chapter's mission of empowering women through education and networking. By attending this event, you will be helping us make a positive impact on our community while having a great time. I hope to see you all there!

Lastly, I would like to encourage each of you to consider stepping up into a leader

...Cont'd on Page 9

## Next Chapter Meeting—May 4

American Business Women's Association  
CORAL SPRINGS CHARTER CHAPTER



THURSDAY

MAY  
**4**

MEETING  
STARTS AT:  
**6:30 pm**

# Monthly EVENT

## Problem Solving, Decision Making & You!

Avoid the pitfalls of working on the wrong things and the common mistake of ignoring problems until they cause bigger and more impactful problems.

### We will talk about:

1. We are our decisions – and how our decisions impact our personal lives, careers, & businesses.
2. How we make decisions
3. The first 3 steps of the problem-solving model (defining the problem, root cause, and assessing impact)

### Meet The Speaker Irma Parone



Irma Parone is a consultant, best-selling author, and speaker. Her latest 4x award winning book is WINX – The Problem-Solving Model to Win Exponentially with Customers, Employees & Your bottom Line

### EVENT REGISTRATION

*In-person meeting fee:*

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

Hybrid option on Zoom - \$15

**RSVP on Regfox:**

[bit.ly/abwamayevent](https://bit.ly/abwamayevent)



### IN-PERSON MEETING WILL BE HELD AT:

**Woodmont Country Club**

7801 NW 80th Avenue

Tamarac, FL 33321

DISCOVER  
*Your story*  
IN ABWA

For more information, contact Sherrie Gottestman 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

# THE CONNECTION

You are a ...



**April's Super Star  
Kathy Gallagher**



**March's Super Star  
Tricia Click**



**February's Super Star  
Stephanie Seberg**

And our Top Ten Nominee is....Stephanie Seberg!



# THE CONNECTION

## Road Rally was a HIT!

*Contributed by Lori Mauer*

Our 2023 Road Rally was a tremendous success. Thank you Ellen, and your tag-team riding buddy, Andrea, for creating this fun event through our own backyard in Coral Springs and Coconut Creek. We had an amazing turnout and everyone had a great time. There were plenty of raffle prizes, laughs, and lots of fun. Congratulations to the winning teams and prize winners.



**THE WINNING TEAM!!**

Thanks to event organizers  
**Ellen Engel and Lori Mauer.**

**GREAT JOB!**

# THE CONNECTION

April 2023 | Vol. 34, Issue 3

## Rally Wrap-up Lunch at Bar Louie's



## Chapter Photos

### Member Installations



**February**  
**Candy Coleman**



**April**  
**Karen Vick & Andrea Mesa**



Attending Northern Palm Beach Chapter's Annual Fashion Show in March: Rhonda Sternberg, Kathy Gallagher, Deb Roman and Gayle Bramson

Getting ready for a road trip to Homestead for Tri-County's 1st Quarter Event: Kathy Gallagher, Sherrie Gottesman, Deb Roman and Gayle Bramson



# THE CONNECTION

## Meet Our New Members



**Candy Coleman**

**VP Branch Manager, AmTrust Bank**

Candy has been with AmTrust for 28 years and values customer service above all. She describes herself as honest, hardworking, and passionate about helping others. She is energized by the changes coming soon to the bank merger with Flagstar which will include more products and services to offer her clients.

In ABWA, Candy is looking forward to making professional connections, improving her business skills, the taking advantage of the education offered by our organization, and forming friendships. She is anxious to contribute her knowledge, life experience and insight to help others in our chapter. She believes she will be a great mentor for other members as well.

Candy is married to John and has 3 daughters, Casey, Rachel and Hannah. She enjoys sports, music, and reading. She loves to travel and has recently visited Israel. She plans to visit Maine and Colorado next. She is a strong woman of faith and loves nature and family. Welcome, Candy!

*Contributed by Gayle Bramson*



**Nicole Miller**

**Real Estate Broker  
and Senior Real Estate Specialist with Realty 100**

Nicole works primarily with 55 and Older communities. She also helps out the community by being an Affiliate Realtor at Homes for Heroes which is an organization that was formed after the tragic events of 9/11 as a way to say "thank you" to the heroes of our nation. It gives back to our local heroes including Military Personnel, Police/Peace Officers, Firefighters, First Responders, Teachers, and Health Care Workers. This program allows her to give back to local community heroes by giving them discounts and rebates when they sell or buy with her and her team.

Nicole joined ABWA Coral Springs Charter Chapter to make amazing relationships with Business Professionals. The three words that best describe her are that she is passionate, reliable and authentic. In the future she would love to be on a committee utilizing her skills. Nicole shared that she has been on a courageous weight loss journey and has lost 75 pounds and works out regularly going to boot camp. In her free time, she likes to get crafty making stunning, handmade laser engraved wood gifts. She is a foodie and loves her dog Zoey. She has been married to her wonderful husband for 9 years and is a devoted Mom to her 5-year-old son.

Let's welcome Nicole to our ABWA family!

*Contributed by Sherrie Gottesman*

## Membership Networking Socials



What an interesting tour of the FedEx operations in Pompano Beach on March 28! Thanks, Stephanie for giving us an amazing “insider’s view” of package sorting and delivery!

Attending were Roberta Timpson, Stephanie Seberg, Lena Johnson, Gayle Bramson, Connie Kalish, Sherrie Gottesman, Kathy Gallagher, Nadia Folic and Irma Parone.



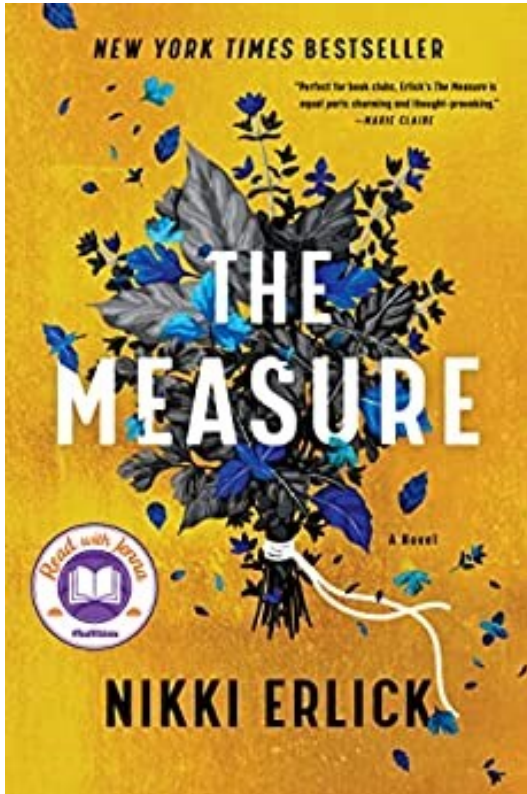
Total Wine hosted our next networking social. Thanks to Pierre for introducing us to some amazing wines that went well with the cheese and crackers. Yum!

Attending were Gayle Bramson, Kathy Gallagher, Barbara Gobbi, Sherrie Gottesman, Lena Johnson, Connie Kalish, Deb Roman, Stephanie Seberg, Roberta Timpson, and guest Daniela.





## Book Club—Next Gathering —5/23



Our Book Club is going strong, and we have been reading some great books. We meet virtually on zoom the 4th Tuesday of every other month. We have already chosen our next three books, and the next one, *The Measure*, is amazing. It is about eight ordinary people, making one extraordinary choice. Sounds intriguing? Then join us! Contact Debbie Silverman at [conspers@aol.com](mailto:conspers@aol.com) for more information.

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

**Tuesday, May 23 - *The Measure*: Nikki Erlick**

**Tuesday, July 25 - *The Book of Gutsy Women*: Chelsea Clinton and Hillary Clinton**

**Tuesday, Sept 26 - *What Might Have Been*: Holly Miller**



**President's Message—Continued from Page 1**  
ship role or joining a committee. We have several committees that are in need of dedicated members to help with planning and executing our events and growing our chapter. As members of this chapter, we all have unique skills and talents that can contribute to our success. Please don't hesitate to reach out to me or any of our board members if you're interested.

Thank you all for your continued support of our chapter. Together, we can achieve great things and make a positive impact.

Barbara Gobbi  
2022-23 Chapter President



## PRE-MOTHER'S DAY FASHION SHOW & brunch

Join ABWA Coral Springs and Dillard's for a fashion, food, and fun event!

Sunday, April 30, 2023

10:30am - 1:00pm

Bring your mothers, daughters, sisters, and friends!

Tickets: \$40 Members | \$45 Guests

Raffle Ticket Sheets - \$20

Silent Auction and 50/50 (bring cash)

RSVP: [abwa-coral Springs.org](http://abwa-coral Springs.org)

100 person limit - RSVP early!

Pay by cash or check at our March or April meeting.

OR online on our website

(payment fees apply)

Additional info:

Barbara (954) 557-6781 or

[barbara@barbaragobbi.com](mailto:barbara@barbaragobbi.com)

8000 W Broward Blvd #150, Plantation, FL 33388



Scan to purchase tickets here!

# THE CONNECTION

## Virtual Regional Conference Recap

*Submitted by: Karen Dees*

One of the keynote speakers was Debra Fine author of “The Fine Art of Small Talk.” Some of the things she discussed were:

Start a conversation even when you think you have nothing to say; adopt listening skills that will make you a better conversationalist; feel more at ease at parties, meetings, job interviews and trade shows; turn every conversation into an opportunity for success; make sure your body language is inviting and natural. These tips will help us make the most of business networking events. And don’t forget to keep eye contact with the person you are talking to or your audience.

We heard from Elizabeth Hambleton on Creative with Canva. Elizabeth showed us how to create our own artwork that would be helpful making fliers and working on our newsletters. We even got to try our own hand at creating our own artwork from a temp plate. This was a fun and interesting activity.

We also heard from Randy Dean, who has written a book called “Taming the Email Beast.” It is amazing the different things you can do in your MS Outlook, Gmail and Google emails. Color code them for each different subject and attach them to different folders. His tips were most beneficial. Randy does have several classes in our APEX Campus under E-mail, Time and Tech Productivity Series, so go check him out!



*Submitted by: Kathy Gallagher*

This Regional Conference was different than any other because it was attended by ALL districts—not just District I and IV, as in the past. This gave us the opportunity to interact with members from across the country during the networking and breakout sessions.

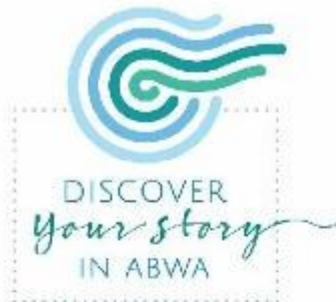
This conference was packed with excellent keynote presentations and professional development sessions. One that stands out for me was Brenda Peyser, co-author of “The No Club—Putting a Stop to Women’s Dead-End Work.” She introduced a new term for me: NPT—Non-Promotable Tasks. These are things you do that no one else wants to do and are time-consuming, yet don’t add value to your career. Evaluate your work/work balance and how you spend your time to identify your NPTs. Make a plan to reduce or eliminate them (maybe do a B+ job on them so someone else will take over!). She even suggested to start our own “NO Club”—share your NPTs with 5-6 others (over a glass of wine is fine!) and help each other remain on task with reducing NPTs.

We got an update on SBMEF, had our District breakout where our DVP Candidates, Sonya Lowe and Quinzetta McCray, wowed us with their campaign speeches. Some of our 2023 Top Ten Business Women gave their speeches, too.

It was a well-spent two days, and, although we missed the in-person hugs, being virtual worked! I encourage you to make plans to attend next spring’s Regional Conference!

## Tri-County Council's 2nd Quarter Event

Join us at the 2<sup>nd</sup> Quarterly Event presented by the Tri County Council



**Hybrid Meeting - Saturday, June 3, 2023**

DoubleTree Hotel

13400 West Sunrise Blvd., Sunrise, FL 33323

Registration & Breakfast starts at 8:30am

Program: 9:00am – 12:00pm

### *Cultivating Your Leadership Story!*

#### **Planting the Seeds of Leadership**

Choose a **Breakout Session** to attend:

*Join leaders from other chapters as experienced officers and committee chairs exchange ideas with incoming chapter leaders and future leaders!*

##### **Your New Leadership Role:**

- President/Vice President
- Secretary
- Treasurer

##### **Learning to Lead thru Committees:**

- Fundraising
- Membership
- Hospitality

#### **Featured Presentations:**

**"Cultivating Effective Leaders"**  
Interactive session led by facilitators:



**Gayle Bramson & Kathy Gallagher**

**"CANVA 1-2-3: Flyers Made Easy!"**  
(Bring Your Laptop!)

Technology session led by:



**Lois Margolin**

#### **Event Cost:**

ABWA Members \$30 (includes a HOT breakfast!) Virtual fee: \$15

Register by May 29<sup>th</sup>

Click here to [Register](#)

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

## Committee Descriptions

The Coral Springs Charter Chapter has many opportunities to become involved, cultivate new friendships, and support other's successes. Read through each committee and sign up for the one that you would like to serve on. You may participate in one OR all committees!

**HOSPITALITY** - Responsible for the venue location, food menu, special arrangements and reservation of Charter meetings and special events. Setup the meeting on line, track food and interact with venue. Check people in at meeting. Prepare a report for the monthly board meeting. Keep track of monthly numbers of attendees and guests. Send food list to the venue each month.

**MEMBERSHIP** - The primary function of this committee is to collaborate with the Vice President in maintaining the strength and vitality of the Chapter by organizing and implementing two membership recruitment campaigns (fall and spring) that will attract new members and/or reactivate former ABWA members. Assign mentors, install new members, organize and do new member training. Order badges.

**FUNDRAISING**- The members of this committee are responsible for identifying and recommending opportunities that generate capital. Once annual projects are approved, the committee shall act to create and implement their revenue generating plan. The committee shall be responsible for monitoring and providing status reports to the Executive Board.

**PROFESSIONAL DEVELOPMENT** - Responsible for delivering business and market relevant programming at each monthly Chapter meeting. They will determine topics that best meet the needs of the members and obtain the Executive Board approval for speaker/topic. This committee manages our speakers and collects all necessary information from the speakers for Hospitality and flyers.

**PUBLICITY** - This committee will develop a plan that increases the visibility of the Chapter's notable initiatives and Chapter/ member accomplishments within the community by writing and sending promotional information to appropriate web, social and media outlets and by providing pictures for Newsletter.

**NEWSLETTER** - The primary function of this committee is to design, write, publish and distribute the Chapter newsletter via email to members, District Vice President and to National. The newsletter should be published quarterly and posted in the Community Connections in the Chapter's Team Library.

**EDUCATION** - The primary function of this committee is to serve as a liaison between the Chapter and the Stephen Bufton Memorial Education Fund (ABWA's educational fund), educating Chapter members with regards to scholarship opportunities, and manage the chapter's contributions and submissions for Outright Grant, Business Skills Tuition Reimbursement or Impact Scholarship, if budgeted.

**Thank you for your support and help to make this an awesome ABWA Chapter!**



Tri-County's ABW Day



Tri-County Council's  
**35th Annual ABW Day  
Celebration**

**September 8-10, 2023**

*Join us in Ft. Lauderdale for a weekend  
of learning, sharing and lots of fun!*



# THE CONNECTION

## Business Skills Tuition Reimbursement

**HURRY! Get \$\$ back for seminars/courses!**

Have you taken a seminar or workshop recently to enhance your career or business skills? Then you may be eligible to get reimbursed for the tuition/registration fee! But you need to HURRY!

Our chapter donated \$1000 last chapter year to the Stephen Bufton Memorial Educational Fund, designating it to be used for our Business Skills Tuition Reimbursement (BSTR). We are eligible to use up to \$700 of that donation to reimburse our members for taking non-degree coursework offered by an accredited, licensed or state-approved U.S. institution. Examples are courses you may need to earn CEU credits to maintain your real estate or CPA license, nursing, desktop publishing courses, etc.

Attached are the details of the BSTR program. Please review and consider if you may be eligible for reimbursement. **BUT ACT FAST! Deadline to submit paperwork is June 1** (and the chapter members must vote to submit your application).

Questions? Contact Kathy (954-599-5687) or at [kathygallagher.abwa@gmail.com](mailto:kathygallagher.abwa@gmail.com).



### APEX COURSE Offered Complimentary in April 2023

#### TOTAL QUALITY MANAGEMENT (TQM)

April 3 - 28th, 2023

Total Quality Management (TQM) is an organization-wide, strategic, customer-focus and team-based approach to continuous improvement. Through the 11 chapters, learn how to develop the knowledge and skills for problem solving and quality improvement as well as how to plan, support, evaluate, and get started with TQM activities.

[click here to register](#)

National Women's Leadership Conference

AMERICAN BUSINESS WOMEN'S ASSOCIATION

NATIONAL WOMEN'S  
LEADERSHIP CONFERENCE

Join us this fall

in Chattanooga, TN

OCTOBER 4-7, 2023

*save the date!*

Changing women's lives. . .  
one woman at a time.™

The 2023 National Women's Leadership Conference will be a celebration of ABWA members and leagues as we recognize accomplishments, learn from key business experts, and become inspired by others around us.

.....

It's not too early to reserve your room at the Chattanooga Marriott. Use ABWA's special [link](#) today!



# THE CONNECTION

## 2022-2023 Chapter Officers

April 2023 | Vol. 34, Issue 3



Barbara Gobbi, President  
barbara@barbaragobbi.com



Sandei Kirshen, Vice President  
itssandei@aol.com



Deb Roman, Corresponding Secretary  
debroman@whitesandbeach.me



Kathy Gallagher, Treasurer  
kathygallagher.abwa@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** Lori Mauer

**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** Sandei Kirshen



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 Holl District IV Vice President



Mary Ceccanese District V Vice President



Velma Landers District VI Vice President



# THE CONNECTION



DISCOVER  
*Your story*  
IN ABWA

## 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

Meeting Info/Registration  
Link on our website:  
[www.abwa-coral Springs.org](http://www.abwa-coral Springs.org)

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

## 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.



*Coral Springs Charter Chapter*

**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](mailto: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**