



DISCOVER
Your story
IN ABWA

The Connection

Published by Coral Springs Charter Chapter
Coral Springs, FL

July 2023 | Vol. 34, Issue 4

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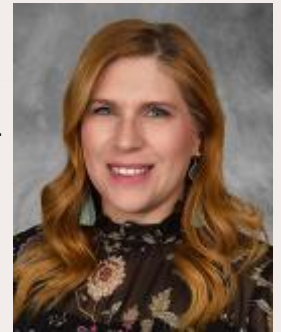
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Mission Statement of the American Business Women's Association

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...

Reflecting on a Year of Triumph and Togetherness



As we mark the end of another incredible year for ABWA Coral Springs Charter Chapter, it's a golden opportunity to express deep gratitude to every person who has played an integral part in making this year a significant and fruitful one.

Firstly, we want to extend a heartfelt thank you to all the wonderful and dynamic members of our chapter, both old and new. Each one of you has contributed unique strengths, thoughts, and perspectives, fostering a vibrant environment of growth and collaboration.

Our Fashion Show Fundraising event was nothing short of a "runway" success, blending style with substance while promoting our chapter's cause. And let's not forget our Wandering Road Rally! So much fun! Your active participation and involvement not only made it a grand success, but also underscored the power of unity and team spirit. The funds raised have become instrumental in supporting our ongoing projects and initiatives, propelling us even closer to achieving our goals.

Special gratitude goes to our dedicated Officers. Your unwavering support and guidance have been the backbone of our endeavors. Your strategic insights and passion for women's leadership development have shaped the path for our collective and individual success. Through your service, you have been an inspiration and role model to us all.

...Cont'd on Page 9

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Next Chapter Meeting—August 3rd

American Business Women's Association
CORAL SPRINGS CHARTER CHAPTER



Monthly EVENT

Marketing Mastery

Join us for a fun, interactive, and informative panel discussion that will give you actionable marketing strategies that will grow your business!

In this panel discussion we will learn:

- Relationship Marketing: Building a business that works for you
- Get Found Online: Use Search Engine Optimization and Google Profiles
- Social Media Mastery: Get the latest information on what WORKS on social media!

MEET THE PANELISTS



Nicole Miller is an accomplished Real Estate Broker Associate who has successfully built her business around fostering strong relationships.



Karen Vick brings clarity and results to your marketing and helps you focus on the things that matter most so that you can build a successful business.



Barbara Gobbi has been a marketing and branding strategist for the past 30 years and helps business owners discover their perfect customer and the best ways to reach them.

EVENT REGISTRATION

In-person meeting fee:

\$35 members & \$40 guests

Hybrid option on Zoom - \$15

RSVP on Regfox:

<https://bit.ly/abwacsaugust>



In-Person Meeting Will Be Held At:

Woodmont Country Club

7801 NW 80th Ave

Tamarac, FL 33321

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For more information, contact Sherrie Gottestman at

877-216-9908 ext. 732 or visit our website at

www.abwa-coral Springs.org

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AMERICAN BUSINESS WOMEN'S ASSOCIATION
CORAL SPRING CHARTER CHAPTER

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You are a ...



**May's Super Star
Deb Roman**



**June's Super Star
Dani Einsohn**

And our Woman of the Year is...Barbara Gobbi!

From Sandei Kirshen's WOY presentation:

As we gather here tonight to celebrate our ABWA's Woman of the Year, I want to start by expressing our deepest gratitude for her hard work and dedication to our club, not to mention that she has definitely been an inspiration to us all. Now, I have to admit when I first met her, it seemed to me that she had taken on almost all of the responsibilities of both the President and the Vice President of our chapter. Her commanding presence and incredible work ethic stood out like a fly in a glass of milk, but as I got to know her, I quickly realized that she possessed a great sense of humor and willingness to share her knowledge with me when I was elected to the office of vice president.

We are all aware that her keen sense of humor, mixed with her business acumen, and her exceptional parenting skills have made her a well-rounded woman in all facets of modern life. She has been a true leader, putting the needs of the chapter in the forefront, and has worked tirelessly in aiding us in achieving our common goals. I believe I speak for all of us when I say she is our Woman of the Year.

We have accomplished a great deal under her leadership. We have expanded our membership, hosted several successful events, and made a positive impact in our community.

If you haven't already guessed who I am speaking of, which I would find surprising, let's give a large, heartfelt welcome and thank you to, ABWA Coral Springs Woman of the Year, **Barbara Gobbi!**



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A Fashionable Morning of SUCCESS!

Our annual Fashion Show Fundraiser held at Dillard's was a HUGE success! Our Sunday brunch was alive with runway glitz and business chatter, and exceeded all expectations!

From chic vacation wear to dazzling evening wear, our volunteer models, all esteemed ABWA members, showcased a diversity of styles by numerous designers. This fashion show not only displayed a range of trends, but also reflected the unique character and spirit of the multifaceted women we proudly represent.

I am thrilled to announce that the fashion show was a grand success and netted our highest revenue to date. The proceeds will fuel our initiatives designed to foster growth and empowerment for businesswomen via education, mentoring, and networking.

A sincere thank you to Dillard's, our sponsors, volunteers, and attendees for making this event an astounding success!

Contributed by Barbara Gobbi



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Fashion Show was a "Runway" Hit!



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More Fashion Show Photos



Meet Our New Members



Dani Einsohn
Dani Einsohn Coaching

Dani's life is brimming with diverse interests that match her dynamic personality. An avid traveler, she enjoys exploring the world with her husband. But Dani's zest for life doesn't stop at travel. She is a lover of the arts, including music and theater, and finds great joy in the literary world through her love of reading. Her interests further extend into the culinary arts, where she loves to cook, bake, and pair her creations with a delightful array of wines.

In her own words, Dani describes herself as an "enthusiastic, empathetic, and doer." These traits reflect in her commitment to her profession and hobbies, as well as her interaction with her family. Dani is a doting grandmother who loves playing with her grandchildren, always inspiring them with her vivacity and wisdom.

One of Dani's most notable talents lies in leadership development, an area where she excels and aims to make significant contributions. As an empowerment coach, she has helped countless women realize their potential and take control of their futures.

"I am excited to be an active member and look forward to serving the chapter however I can," Dani says. Eager to foster relationships within the chapter, she also expresses her hopes of "making a new group of friends who I can learn from and who can learn from me in a motivating and supportive relationship."

Dani's enthusiasm and depth of experience are sure to be assets to our organization.

Welcome aboard, Dani. We are thrilled to embark on this journey with you, and we look forward to seeing the positive impact that your empowerment coaching and leadership development skills will have on our organization.

Contributed by Barbara Gobbi

More New Members



Andrea Mesa

Private Mentor and Executive Coach, AM/PM

Andrea provides executive coaching services with a holistic approach, focusing on emotional obstacles impacting personal and professional performances. She is especially good at unveiling and healing trauma, building infrastructures for new programs, training trainers, and is a soul crafter. Andrea started a new position with Lennar Home Builders as their Corporate Facilitator. She envisions being their Corporate Coach for the whole company in the not-so-distant future!

She heard about ABWA through a co-worker of her partner. He told Andrea, "You need to call Anne O'Neill about this great women's organization!" After connecting with Anne, she was convinced she needed ABWA and joined right then! Although Andrea lives in Miami, she hopes to adjust her work schedule so she can meet with us in-person most of the time. She is looking for great connections, wants to gather wisdom from wonderful women, and gathering knowledge on leadership.

Besides work and executive coaching, Andrea loves to read and cook, as well as studying yoga nutrition and spirituality. In addition to being energetic and always smiling, Andrea is passionate about everything and is a creative soul. Please welcome Andrea!

Contributed by Kathy Gallagher



Karen Vick

Chief Guide of Guiding Brands

Karen Vick is the Chief Guide of Guiding Brands, a digital marketing agency. Karen enjoys helping new and existing business owners alike who struggle to gain new customers because they lack the expertise to market their companies.

Karen's passion for her career in web design and marketing started when managing a Toys R Us store in Coral Springs, FL. One of her employees shared his fascinating design course projects while he was a student of The Art Institute of Fort Lauderdale. That meeting created a fire in Karen to make art and design her career. A few years later, Karen earned her degree from there as well. She gained years of web design experience working with PuroClean, GL Homes and Kaplan University.

Guiding Brands continued growth and success stems from Karen's drive and desire to educate her clients. Having her son join her company paved the way for Karen to have the time to create her recent Podcast, The Guiding Brands Podcast. Each episode offers very practical tips, strategies and insights from both Karen and her interviewed guests.

On the weekends, you will find Karen playing field hockey, a game she loved to learn while attending an all-girls high school in Jamaica. The youngest of 9 children, Karen also enjoys reading and most recently growing thriving plants. Traveling more is in her bucket list to do as well as grow the group she co-founded, Jamaican Women of Florida.

Karen hopes to bring value and support to all ABWA members. She appreciates ABWA as it provides the social interaction she needs with other professionals and newly found friends. Loyal, strong and persistent are 3 words that describe Karen. I would add friendly, and a driving passion to help others to succeed and reach their goals.

Ladies, please welcome Karen Vick to our group!

Contributed by Stephanie Seberg

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Membership Networking Socials



Thanks to all who attended our first in person Happy Hour at Coppola's. Great food, wine and most of all great conversations amongst friends. The \$5 drinks and appetizers kept us going well past the end of Happy Hour!

Right side of table: Gayle Bramson, Amy Lange (guest of Iris), Iris Arlan, Dani Einsohn, and Sherrie Gottesman

Left: Susan Kaytes, Steph Seberg, Lena Johnson



See these beautiful beverages? They were yummy, as were the delicious appetizers!

Be sure to mark your calendars for the NEXT happy hour—last Thursday of the month, 5:30pm to 7pm—at Coppola's!



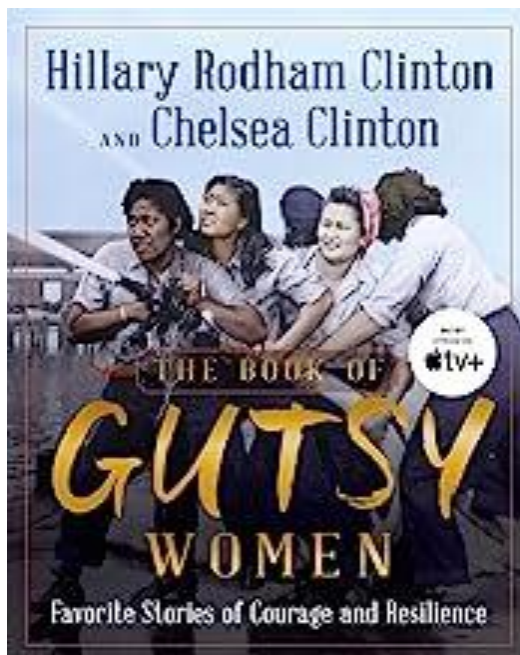
Right side of table: Sherrie Gottesman, guest Christina Palomino, Roberta Timpson, Gayle Bramson, Iris Arlan, Amy Lange (guest of Iris), and Deb Roman

Left: Shari Warner and Trisha Hines (guests invited by Maria Garcia), Steph Seberg, Rhonda Sternberg and Kathy Gallagher

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Book Club—Next Gathering —7/25



Do you love reading, but never know what good book to choose? Then join our book club! We meet virtually on Zoom the 4th Tuesday of every other month. Our next book is, “The Book of Gutsy Women: Favorite Stories of Courage and Resilience.” Dani Einsohn will be facilitating the discussion of this book. To join in, email her at dani@danieinsohncoaching.com to get the Zoom link.

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

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

We extend our sincerest appreciation to everyone who has supported us in various ways - from those who attend our meetings and events, to those who volunteer their time, talents, and resources. Your support has not only helped us navigate the challenges but also turned them into stepping stones for greater achievements.

As we close this chapter and embark on a new journey in the coming year, we carry with us the memories of a year filled with progress and camaraderie. We look forward to building upon our shared successes, continuing to grow, learn, and inspire.

Thank you for your part in our journey. Here's to another wonderful year of the ABWA Coral Springs Charter Chapter!

Barbara Gobbi
2022-23 Chapter President

Chapter Retreat —7/23 ALL MEMBERS INVITED!

ATTENTION!
ATTENTION!
ATTENTION!



We will be having our yearly Retreat on Sunday, July 23, 2023 from 10am to 1pm. We would love for everyone to attend, bring a covered brunch dish, lots of your knowledge, questions, support and most of all your positive outlook and be ready to have a fun time.

Please RSVP to: itssandei@aol.com by 7/21.

When: Sunday, July 23rd at 10am -1pm

Where: Barbara Gobbi's home
5125 NW 85th Road
Coral Springs, FL 33067



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Chapter Photos



May Speaker,
Irma Parone



Congratulations to the New Executive Board for 2023-2024!

Sherri Wilson—Recording Secretary

Stephanie Seberg—Treasurer

Barbara Gobbi—Corresponding Secretary

Sandei Kirshen—President

Dani Einsohn—Vice President



July Meeting at Sette Mezzo Restaurant

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Tri-County Council's 2nd Quarter Event

On June 3rd Tri-County Council held its 2nd Qtr event at the Doubletree Hilton Hotel in Sunrise. The theme of our event was “Cultivating Your Leadership Story” and our team did a great job providing information and training to bring our members to the next level of leadership. The first breakout sessions provided an opportunity to discuss and brainstorm topics such as officer roles, fundraising, hospitality, and membership ideas to prepare each chapter for the new year.

Our interactive session “Cultivating Effective Leaders” led by **Gayle Bramson** and **Kathy Gallagher** was fun and informative. We learned the wrong way and then the right way to handle tricky scenarios that arise in all chapters.

Finally, our resident tech expert, **Lois Margolin**, taught us how to maximize the Canva app to make flyers and social media posts. We couldn't wait to go home to try it out.

Thank you to all of our vendors: **Connie Kalish** with Connie's Cake Pops, **Les Margolin** with D&L Marketplace, **Rhonda Sternberg** with 31 bags, **Carlee Vazquez** with Florida National Parks Association, **Sherrie Gottesman** with Ruby Ribbon, and **Loretta Remy** with Monat products. Many thanks also to **Adrienne Worthy** for setting up our hybrid technology.

Contributed by Gayle Bramson



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Tri-County's ABW Day

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TRI-COUNTY 2023 ABW DAY

Mirror, Mirror on the Wall... Reflections of Powerful Women

SEPTEMBER 9, 2023

Registration 8:00am | Event 9:00am-2:30pm

Lunch Included!



Early Bird Registration \$65 through August 25th | After August 25th \$75



**KEYNOTE
SPEAKER**
Cheryl Blair
Natl. President



**DISTRICT 1
UPDATE**
Genice Hall
Dist. I Vice President

WORKSHOPS:



Rachelle
Jamerson-Holmes
Natl. Vice President



Joyce Wright
Natl. Secretary
Treasurer



Scan Here
to
*REGISTER

Location:
Embassy Suites
1100 SE 17th St.
Ft. Lauderdale, FL
33316

Directions:
[Google](#), [Bing](#),
[MapQuest](#)



Scan Here
to
**BOOK

Register for the Entire Weekend for \$120.00

Friday Night Dinner | Hospitality Laughter | One on One Conversations
with Candidates and National Officers | Smiles | Saturday Night Pizza Party
Networking | Free Transportation to and from FLL Airport
Goody Bags | Vendors | Meet New Friends
Saturday and Sunday Breakfast | Friday and Saturday Happy Hour
... and so much more!

***Register:** <https://tinyurl.com/TriCounty-ABWDay-2023>

****Book Your Room @ Embassy Suites:** tinyurl.com/2023ABWDay-Rooms

Questions? Contact Registration @ 877.216.9908 Ext. 202 (ABW Day Room)
or Email: kathygallagher.abwa@gmail.com

ABW DAY: SEPTEMBER 9, 2023 • ABW DAY WEEKEND: SEPTEMBER 8-10, 2023

National Women's Leadership Conference

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AMERICAN BUSINESS WOMEN'S ASSOCIATION

NATIONAL WOMEN'S
LEADERSHIP CONFERENCE
OCTOBER 4-7, 2023
Chattanooga, TN

ABWA

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2022-2023 Chapter Officers

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Barbara Gobbi, President
barbara@barbaragobbi.com



Sande 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



**Rochelle
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 Ceconese
District V
Vice President



Velma Londers
District VI
Vice President





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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

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.



AMERICAN BUSINESS WOMEN'S ASSOCIATION

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

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
Like us on Facebook at:
<http://tinyurl.com/ABWA-CS-FBpage>
Follow us on Twitter at:
[@abwa_cs](https://twitter.com/abwa_cs)