



DISCOVER
Your story
IN ABWA

The Connection

Published by Coral Springs Charter Chapter
Coral Springs, FL

November 2023 | Vol. 35, Issue 1

Index

- ABW Day Recap..... 2-3
- Holiday Party Flyer..... 4
- Superstar Awards..... 5
- 2024 Top Ten 5
- Chapter Photos..... 6-7
- New Member Info 7
- Networking Socials 8
- Book Club Info 9
- Save the Date—NWLC... 9
- NWLC Recap..... 10-12
- Fall Membership Flyer .. 13
- Officers & Committees.. 14
- 23-24 National Board.... 15
- ABWA’s Core Values.... 16
- Proud Code of Conduct 16

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...



Welcome, fellow ABWA members and guests. Here we are, about to celebrate the earth’s 4.5 billionth revolution around the sun. This past year has brought an almost 20% increase in our membership, we have elected new officers, our book club continues to thrive, we have updated our new member orientation process, we have had wine tastings and happy hours...which highlights one of our primary interests, and a number of other events that have increased the awareness and purpose of our organization.

None of this would have been possible without the help and ideas put forth by our membership. In line with that, I would like to thank all of you for making the transition from one president to another a seamless and smooth process. I am proud to serve ABWA. Our organization continues to grow and find new ways to aid our members and our local community, and that will be a continual process.

At the National Conference, in Chattanooga in September, our chapter was the winner of the “Best Practices” award, which is awarded to the chapters that exemplify the core values and intentions of the ABWA. As stated in the ABWA charter, “Our core values are the foundation for which the American Business Women’s Association (ABWA) was founded on in 1949. They’re reflective of the ethos of the ABWA culture and have been integral to creating an enduring and supportive community for generations of women in the workplace. In case some of you are not aware as to what the “Best Practices” award is given for:

- Having sponsored members to attend nationally sponsored events.
- Creating an annual business plan and budget.
- Scheduled and delivered a minimum of nine professional development programs (business and market relevant) that are 45 minutes in length to members (and guests) at local meetings.

...Cont’d on Page 9

THE CONNECTION

November 2023 | Vol. 35, Issue 1

Tri-County's ABW Day Celebration



Our ABW Day celebration keeps getting better and better. “Mirror, Mirror on the Wall...Reflections of Powerful Women” was the perfect theme for us. Every attendee portrayed the image of strength and how joining together we are even MORE powerful! **Joyce Wright** inspired us with her ABWA story. **Rachelle Jamerson-Holmes** demonstrated how to “Bring Your Vision to Light.” And National President **Cheryl Blair** shared how to “Overcome the Imposter Syndrome” and when you look in the mirror, LOVE what you see and R-E-F-L-E-C-T on YOU!



We welcomed National and District officers and candidates. We heard from the DVP candidates and wished them luck at the National Women's Leadership Conference in October.



THE CONNECTION

More ABW Day FUN!

Congratulations to **Dottie Smith**, our Council Woman of the Year, and **Carolyn Lawrence** who was honored as the 2023 Lifetime Achievement Award recipient even though she couldn't attend. Well deserved!

The entire weekend celebrated all that ABWA stands for: providing opportunities for us to help ourselves grow personally and professionally all while having FUN. What a WIN-WIN for everyone! Thank you to all of the committee members who made the entire weekend a success.



Holiday Party—Monday, December 11

Get your BLING on and come to our annual holiday party! Use the QR code below to get to the reservation page. Guests are most welcome, so bring your spouse, significant other, friends, relatives—the more the merrier! We will have a FUN gift exchange (suggested \$20 value), so join in if you choose. Make your plans NOW while you are thinking of it!



HOLIDAY *Party!*

December | **11** | At 6:30pm

Members - \$40 | Guests - \$45

Sette Mezzo

6370 N State Rd 7, Coconut Creek, FL 33073

Bring a new, unwrapped gift
for a child age 13-17
to be donated to:



REGISTER
HERE!



THE CONNECTION

You are a ...



**October's Super Star
Stephanie Seberg**



**September's Super Star
Iris Arlan**



**August's Super Star
Barbara Gobbi**

Our own Stephanie Seberg named a 2024 Top Ten Business Woman!



Stephanie Seberg is a graduate of Barnard College and is employed as a Critical Systems Support Manager with a company we all know and appreciate, FedEx Ground for the Southern Region. With her team, she developed an on-demand training program for employees to help them understand and master Critical System Support (CSS) processes that are vital to the success of daily operations.

We are SO proud of you, Steph!



THE CONNECTION

November 2023 | Vol. 35, Issue 1

Chapter Photos



Officer Installation at August Meeting
Kathy did a “Discover Your Story” Installation. Congrats to Stephanie, Sherri, Barbara, Dani and Sandei.



New Member Installation at August Meeting
Amy Lance and Rosemary Guilfoyle with Membership Chair Maria Garcia



August Panel on Marketing
Nicole Miller, Barbara Gobbi, Karen Vick



Making connections at August meeting



New Member Installation at November Meeting: In person are Damion Parsons, Maria Garcia (Membership Chair) and Elisha Santana; Crystal Dees and Dawn Bacon are via Zoom (with Karen Dees looking on).



DISCOVER
Your story
IN ABWA

THE CONNECTION

Meet One of our Newest Members



Damion Parsons
Founder and CEO of Size Wise™ Closet Coach
Creative Consultant in UI/UX

Have you met Damion yet? If not, WHERE have you been? Damion is such an outgoing person and truly listens to each person he meets. He started Size Wise™ Closet Coach, which is a closet coaching service that helps you embrace your confidence and discover clothes that fits your unique body and every changing lifestyle.

He is also a Creative Consultant in UI/UX, and truly believes in the power of creative thinking to transform the world. By weaving together design and technology, we can connect people in ways they never imagined possible.

Now, when he's not busy changing lives through fashion and design, you can find Damion indulging in some of his favorite hobbies. He's a voracious reader, a longboard enthusiast, a running addict, and an illustrator extraordinaire. And let's not forget that he hails from the beautiful island of Jamaica!

Why did Damion join our group? He loves the way ABWA's mission aligns in helping women achieve their professional goals. He hopes to gain valuable networking opportunities and professional development from his ABWA membership.

Three words that describe Damion: driven, adaptable, and dedicated. Yeah mon!

Contributed by Kathy Gallagher



October 22 New Member Orientation
Nicole, Sandei, Gayle, Maria, Robin, Kathy, Stephanie, Sherri and Damion

More Chapter Photos



We're not ready for the LPGA, but we had fun at Monster Golf on Nov. 7th. Honing our putting skills are Rhonda, Kathy, Gayle, Sherrie, Stephanie & Rosemary.



Tri-County Council 2024 Officer Installation
Ever heard of a "Bath Bomb" Installation Ceremony? We hadn't either, but Lois Margolin pulled it off with lots of humor! Congrats to Chair Gayle Bramson, Vice Chair Pat Miller, Communications officer Deb Roman and Financial Officer Loretta Remy.

THE CONNECTION

November 2023 | Vol. 35, Issue 1

Membership Networking Socials



Great appetizers, drinks and most of all great conversations amongst friends were enjoyed by all at our monthly Happy Hours at Coppola's Bistro Ristorante in Coral Springs.



July 27



August 31



Sept. 28



Oct. 26



What a great afternoon enjoying some wonderful wines at the Total Wine tasting room! We got to sample delicious whites and reds from several wine regions in Italy. Don't miss the next one!

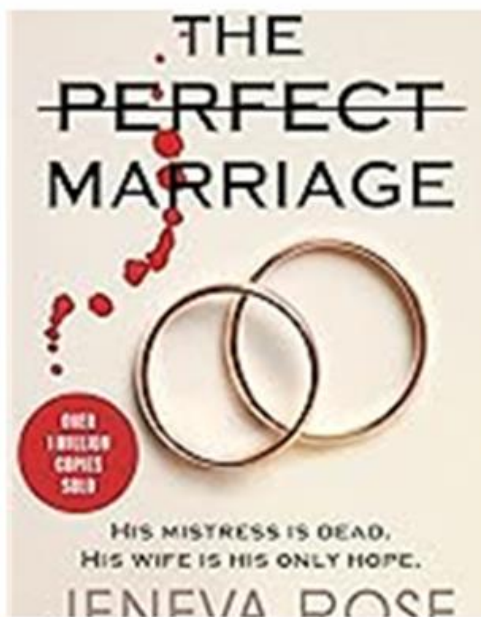


Oct. 21

THE CONNECTION

November 2023 | Vol. 35, Issue 1

Book Club—Next Gathering —11/28



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 Perfect Marriage" by Jeneva Rose. Debbie Silverman will be facilitating the discussion of this book. To join in, email her at debbie@consumer-perspective.com to get the Zoom link.

We will be selecting our next set of books soon, so let Debbie know if you have a suggestion!

Tuesday, Nov. 28 - The Perfect Marriage: Jeneva Rose

SAVE THE DATE—National Conference Sept. 25-28, 2024

President's Message—Continued from Page 1

- Published and distributed a minimum of four newsletters to members that included the Association's official trademarks, Mission and Vision Statements, and Proud Code of Conduct and Core Values.
- Filed a tax return.

The new year will bring more opportunities for us to shine. We will present a number of speakers, have our annual holiday party, a number of themed social gatherings, the next National Conference in Kansas City, and of course, everyone's favorite...a number of wine tastings. If any of you have any ideas in regard to related events, please feel free to present your ideas to the board. We are all a part of this [organization](#) and your individual ideas are invaluable to our success.

I wish to thank you all, once again, for your enduring support and sharing of your knowledge in order to make our chapter as good as it can possibly be.

Sandei Kirshen
2023-24 Chapter President



• SAVE THE DATE •
COME HOME TO ABWA!

NATIONAL
WOMEN'S
LEADERSHIP
CONFERENCE

SEPTEMBER
25th-28th

• 2024 •
Overland Park
KANSAS

AMERICAN
BUSINESS
WOMEN'S
ASSOCIATION

THE CONNECTION

National Conference Recap



On stage to receive our Level II Best Practices Award!



From Sandei Kirshen -

After attending this year's ABWA National Conference in Chattanooga, TN I came away with a number of positive thoughts and reflections. First and foremost, I realized the incredible camaraderie between not only my own chapter members, but the entire organization. It was refreshing to see the willingness to help each other in times where that has become a rarity.

I also had my awareness level raised in respect to how ABWA proceeds toward its goals and the knowledge that is inherent in the officers and members of the organization. Other attributes of our members were evident at the gathering, such as keen senses of humor, an awareness of the world around us, and the recognition bestowed upon each other for work well done. It was a more than positive experience for myself and I was appreciative for the opportunity to attend.



From Rhonda Sternberg -

I had the opportunity to attend my very first National Women's Leadership Conference (NWLC) this year. As the "runner up" winner of the registration fee given at Tri-County's ABW Day, it was a no brainer to attend. Most of my tax work was completed, the dog sitter was able to care for my fur baby so off I went to Chattanooga.

NWLC has something for everyone; amazing keynote addresses, educational sessions to enhance your business, you can even attend courses from KU School of Business. For me, it was all about meeting and connecting with women from around the country, the district, and even in our Tri County area. Not to mention supporting our very own Steph Seberg who was a Top Ten finalist.

I had a wonderful time and am looking forward to attending the 75th celebration next year in Kansas City.



THE CONNECTION

November 2023 | Vol. 35, Issue 1

More NWLC Articles/Photos

From Damion Parsons -

I attended the 74th National ABWA event in the beautiful Scenic City of Chattanooga, TN!



It was an incredible experience meeting new members from chapters all across the US. The value of the American Business Women's Association truly shone through. Their mission to bring together businesswomen of diverse occupations and provide opportunities for personal and professional growth is truly commendable.

From leadership, education, to networking support and national recognition, ABWA is changing women's lives... one woman at a time.



If you're looking to advance your career or start a new business, consider joining ABWA. It's the place to be for working women and women business owners who want to learn, connect, and grow.



From Karen Dees -

For me the NWLC started September 27 at the Pre-Conference Warm-Up Zoom meeting. The speaker was Debra Fine. Debra is a keynote speaker and trainer, bestselling author ("The Fine Art of Small Talk"). She shared the dos and don'ts of small talk when you are at meetings or gatherings. Beforehand, know who is attending, and come prepared with questions. At the meeting, look for someone standing alone who might be glad to chat. Then find out their interest or what brought them to the gathering. Don't do all the talking, don't get too personal, and don't criticize.

At conference, Carrie Morey, founder and owner of "Hot Little Biscuit," was an interesting keynote speaker. She talked about how she got started and some of the hardships she encountered. But through her persistence and hard work she pulled through the ups and downs. And we all got to sample her biscuits – delicious!

(cont'd on next page)

From Stephanie Seberg -

Experiencing Convention as a Top Ten Finalist was absolutely extraordinary! Every member who attended was so welcoming. Attending as a Top Ten Finalist was over the top! I received numerous congratulation cards and gifts from newly made friends. Imagine having a room of 325 sisters and friends from all across the country and everyone is smiling and congratulating you on your achievement. The seminars, award sessions and the opportunity to meet so many like-minded professionals was a phenomenal opportunity for me. Kansas City, here I come!!

I plan on attending for as many years as I am physically able to do so. The experience was extraordinary!



THE CONNECTION

November 2023 | Vol. 35, Issue 1

But wait...there's more NWLC FUN!

From Karen (cont'd)

I brought my niece along with me. Crystal could not believe how everyone spoke to each other and gave hugs whether we knew each other or not. She met President Cheryl Blair and fell in love with her hair style because it was so much like her own. We ran into Anne O'Neill and together we talked with Crystal about joining ABWA - she signed up right then and there! Crystal said we made her feel so welcomed.

Looking forward to our **75th** Anniversary in Overland Park, Kansas!



From Kathy Gallagher -

For me, the best part of attending the National Women's Leadership Conference is seeing so many familiar faces (long-time friends from across the country) and meeting first-timers. I think there were over 50 people that had never attended before – our chapter had 4 of them! I enjoyed sitting with new people each day and getting to know what they like about ABWA.

Keynotes and seminar speakers were spot on. Morgan Wider, author of "The Worthy Wardrobe," showed us how to "step up our style" by: 1) accepting your perfection, 2) showing up for your purpose, and 3) doing some intentional investing in your wardrobe – we are worthy! Elizabeth Hambleton talked about how to integrate storytelling into your marketing and social media channels. Don't be the HERO of your story, be the GUIDE.

How exciting it was to attend the Top Ten Business Women breakfast and hear the fascinating stories of the ten amazing women selected as 2024 Top Ten. And, just like a proud momma, I had tears in my eyes hearing our own Stephanie Seberg tell her story! She was AWESOME!

Of course, the highlight was walking across the stage to accept the Best Practices Level II award. Sandei, Rhonda, Stephanie, Damion, Karen and I looked snappy in our navy outfits, don't you think? It was worth the hard work we all put in to get this recognition. Next year Level I for sure!

Who knew Chattanooga, TN would be such an interesting place for conference? Start saving your \$\$ to attend in 2024 for our 75th anniversary celebration – September 25-28 in Overland Park, KS!



Fall Membership Campaign ENDS Nov. 30th



DISCOVER
Your story
IN ABWA

ABWA's 2023 Fall Membership Campaign SEPT. 1 – NOV. 30

Share your ABWA success stories with friends, neighbors and business colleagues so they can discover their own story in the American Business Women's Association.

In appreciation for sponsoring new members during the Fall Membership Recruitment Campaign we're offering these lovely gifts from Vera Bradley (*while supplies last*).

LEVEL 1

When you recruit
ONE NEW MEMBER

You will receive a
RFID* Riley Compact
Wallet in Recycled
Cotton

*protection for credit
and debit cards



LEVEL 2

When you recruit
THREE OR MORE
NEW MEMBERS

You will receive
a crossbody bag,
featuring a food-
safe lining and
secure zip closure.



THE CONNECTION

2023-2024 Chapter Officers

November 2023 | Vol. 35, Issue 1



Sandei Kirshen, President
itssandei@aol.com



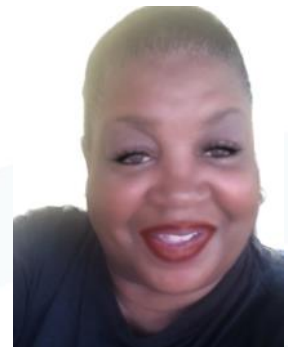
Dani Einsohn, Vice President
dani@danieinsohncoaching.com



Barbara Gobbi, Corresponding Secretary
barbara@barbaragobbi.com



Stephanie Seberg, Treasurer
stephslemongrass@gmail.com



Sherri Wilson, Recording Secretary
sherriwilson67@gmail.com

2023-2024 Committee Chairs

Auditing Committee Carolyn Lawrence

Best Practices Kathy Gallagher

Community Service Karen Vick

Education Sherrie Gottesman

Fundraising Iris Arlan

Hospitality Deb Roman/Connie Kalish

Membership Maria Garcia

Newsletter Kathy Gallagher/Damion Parsons

Professional Development Nicole Miller

Publicity Barbara Gobbi

Recognition Stephanie Seberg

Social TBD

Technology Adrienne Worthy

Tri-County Council Gayle Bramson, Kathy Gallagher

Woman of the Year Barbara Gobbi

2023-2024 National Board of Directors



Congratulations!

2023-2024 National Board of Directors of the American Business Women's Association

National Officers



**Rachelle
Jamerson-Holmes**
National President



Anne O'Neill
National Vice President



Genice Hall-Fowler
National Secretary-Treasurer

District Vice Presidents



Sonya Lowe
District I
Vice President



Kim Stengel
District II
Vice President



**Debra
Weilbacher**
District III
Vice President



**Barbara
Pedersen**
District IV
Vice President



**Cheryl
Schmandt**
District V
Vice President



Velma Landers
District VI
Vice President





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

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

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 actions, personal beliefs or convictions to alienate sponsors, members, or prospective members 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.

Sandei Kirshen
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

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)