

THE CONNECTION

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Newsletter Highlights

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PRESIDENT'S LETTER

By Sandei Kirshen

Ladies and gentlemen,

Good evening and happy New Year! I hope you've all had a fantastic year filled with success, laughter, and just the right amount of chaos to keep things interesting. As we bid farewell to the old year and embrace the new, I couldn't resist the opportunity to share a few reflections and a healthy dose of humor.

Firstly, let's talk about resolutions. We all make them, and some of us even manage to keep them past January. Personally, my resolution is to finally conquer the art of multitasking without accidentally sending embarrassing emails to the wrong recipients. Wish me luck on that one!

In the world of business, we've all faced challenges and triumphs. If 2023 was a rollercoaster, I'm hoping 2024 is more of a smooth and exhilarating ride - with fewer unexpected drops and loops. Let's remember that success is not just about climbing the corporate ladder but also about finding joy in the journey. (Cont. page 3)

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.



GRACE PLACE SCHOOL OUTREACH

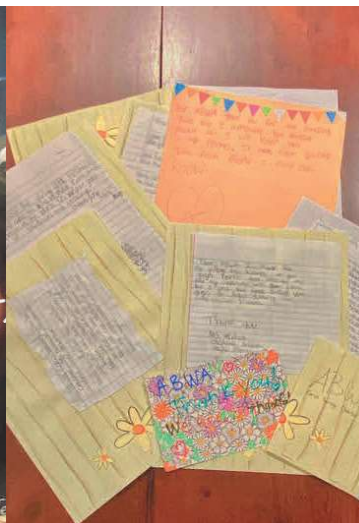
Outreach Committee Chair, Karen Vick

Our chapter brought holiday cheer to the students and teachers of Grace Place School. Stephanie Seberg and Gayle Bramson played Santa and personally delivered the precious gifts on behalf of the chapter. They received lots of hugs and cheers from the grateful students and teachers.

Each of the 10 students was presented with gift cards totaling \$50 each. The hardworking staff were presented with small tokens of appreciation from Stephanie Seberg.

The children have all made special thank-you's for us, and we look forward to sharing them with you at our next meeting!

Thank you for your generosity and love for these special children.



THE CONNECTION

PRESIDENT'S LETTER

By Sandie Kirshen

...Now, let's take a moment to appreciate the power of teamwork. As businesswomen, we know the value of collaboration. It's like having your own personal cheerleading squad – minus the pompoms, but definitely with the occasional coffee run.

So, here's to all the amazing colleagues who have had our backs, put up with our quirks, and laughed through the stressful moments.

Speaking of stress, let's not forget the importance of self-care. It's crucial to take breaks, indulge in a guilty pleasure or two, and remember that a well-deserved spa day can work wonders for the soul – and possibly for that spreadsheet you've been staring at for hours.

As we step into the New Year, let's embrace change with open arms and a sense of humor. After all, laughter is the best stress-reliever, and a well-timed joke can turn even the most challenging situation into a manageable one.

In conclusion, let's make 2024 a year filled with laughter, success, and the wisdom to know when it's time to delegate tasks and enjoy a well-deserved glass of wine. Here's to each and every one of you – strong, ambitious, and ready to conquer whatever the business world throws our way.

Cheers to a fabulous New Year!



THE CONNECTION

American Business Women's Association
CORAL SPRINGS CHARTER CHAPTER



THURSDAY
MAR
7

MEETING
STARTS AT:
6:30 pm

Monthly EVENT

How to Legally and Ethically Get the Government's Help Paying for Long Term Care

Learn how to get Medicaid to Pay for Some or All of Your Long Term Care Expenses – without having to wait five years, without having to sell your house, and without having to go broke first.

Learning Outcomes:

- Medicare, unbeknownst to many, does not pay for long-term care
- The most common myths surrounding Medicaid Planning
- The intersection of Medicaid Planning and Estate Planning

MEET THE SPEAKER Jason Neufeld, Esq



Jason Neufeld, Esq is the managing partner of Elder Needs Law, PLLC, a respected attorney, author, educator (Jason teaches other elder law attorneys) and state-wide leader on the subject of Medicaid Planning.

EVENT REGISTRATION

In-person meeting fee:
\$35 members & \$40 guests
Hybrid option on Zoom - \$15
RSVP at abwa-coral Springs.org



In-Person Meeting Will Be Held At:

Woodmont Country Club
7801 NW 80th Ave
Tamarac, FL 33321

DISCOVER
Your story
IN ABWA

For more information, contact Maria Garcia at
877-216-9908 ext. 732 or visit our website at

www.abwa-coral Springs.org





Sunday, May 4, 2024

FASHION SHOW LUNCHEON

Fashions by Sondro of Ft Lauderdale

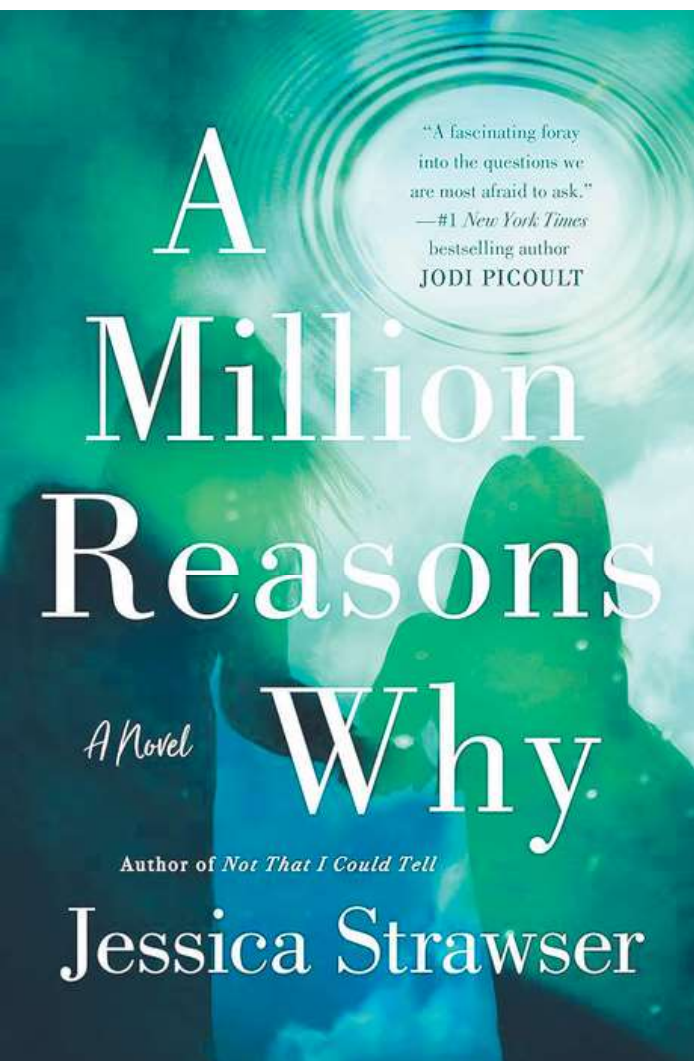
Fashion Show Luncheon, May 4, 2024 @ 11:30-3pm

\$50 pp members, \$55 guests

Tropical Acres, 2500 Griffin Road, Fort Lauderdale

Sponsorships and program ads are available. Raffle items are needed as well for the event gift baskets that will be raffled.

To sponsor, volunteer or attend contact Iris @ 908-403-8761 or Connie @ 954-647-5601.



BOOK CLUB

Next Gathering – 3/26

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 is “A Million Reasons Why.”

It’s about two strangers who are linked by a mail-in DNA test, and as they step into the unfamiliar realm of sisterhood, the roles will reverse in ways no one could have foreseen. Sounds intriguing? Then join us! Contact Debbie Silverman at conspers@aol.com for more information.

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

Tuesday, March 26 – A Million Reasons Why by Jessica Strawser

Tuesday, May 28 – The Dress Makers of Auschwitz by Lucy Adlington

Tuesday, July 30 – The Titanic Sisters by Patricia Falvey



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

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**Cheryl
Schmandt**
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Vice President



Velma Landers
District VI
Vice President



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LOST TIPS

by Debbie Silverman

Get LOST in a conversation! Four Tips to get more of what you want in Business and In Life.

L: Listen more

O: Observe more

S: Stay in the moment (don't think about what you want to say, stay in the moment and listen!)

T: Talk

Remember, you have 2 ears and 1 mouth for a reason – listen more and talk less – and you will get more of what you want and desire in business and in life!

THE CONNECTION

size wise

Closet Coach

How to Avoid Dress Code Stress
and Social Event Anxiety

THE POWER OF CLOTHING ON MINDSET

by Damion Parsons

Clothing isn't just about covering up; it's a powerful tool that can significantly influence our mental and emotional state. The psychology behind what we wear is profound, impacting not only how others perceive us but, more importantly, how we perceive ourselves. If you dress better, you'll feel better.

Self-Expression and Identity:

- **Clothing as Self-Expression:** Our fashion choices are a form of self-expression. They can reflect our mood, personality, and aspirations. When we wear clothes that align with our true selves, we feel more authentic and confident.
- **The Role of Clothing in Shaping Identity:** Over time, what we wear contributes to shaping our identity. A well-curated wardrobe can empower us, boosting self-esteem and personal growth.

Dressing for Mood Enhancement:

- **Color Psychology:** Different colors can evoke various emotions and moods. For instance, blue can induce calmness, while red might enhance feelings of energy and passion.
- **Comfort and Confidence:** Clothing that fits well and feels comfortable can have a reassuring effect, boosting confidence and reducing anxiety.

Read full blog: <https://drp.li/FZJjR>

THE CONNECTION

find unity in COMMUNITY

AMERICAN BUSINESS WOMEN'S ASSOCIATION

1949-2024

ABWA's 75th Year Membership Campaign MARCH 1 - JUNE 30

CELEBRATING UNITY AND EMPOWERMENT

2024 marks the 75th Anniversary of **The American Business Women's Association**, a pioneering force in advancing women's roles in business. This year, we proudly introduce our theme, *"Find Unity in Community,"* highlighting our commitment to fostering collaboration, support, and collective advancement among professional women.

UNITE AND THRIVE: Exclusive Rewards for Championing Membership Growth in Our 'Find Unity in Community' Association

Spread the word about the benefits of joining ABWA and invite others to join our incredible community. We are offering two exclusive rewards when you enroll one or more new members.

LEVEL ONE

RECRUIT ONE NEW MEMBER

Receive a limited-edition, 1-1/8" round Anniversary Pin trimmed with red rhinestones. This pin commemorates ABWA's 75 years as an Association for working women and women business owners, and is a symbol of your contribution to our legacy of *Changing Women's Lives... One Woman at a Time.™*



pin shown larger than actual size

LEVEL TWO

RECRUIT THREE OR MORE NEW MEMBERS

Let all of your worries slip away with a warm bath and rejuvenating products, including bubble bath, white tea bath salts, bath fizzers, and more. You can continue the TLC treatment with refreshing white tea shower gel, body lotion, and body mist. Your ultimate day of relaxation is waiting for you when you recruit three or more new members.





Save the Date for our 1st Quarter Event!



Join us for a morning of networking, education and fellowship with ABWA Tri County, hosted by ABWA Homestead Charter Chapter.

Saturday, March 16, 2023
9:00 AM to 12:00PM

REGISTRATION
Registration begins at 8:30am

**inspiration,
vendors, raffle,
prizes + more...**



find unity in
COMMUNITY
AMERICAN BUSINESS WOMEN'S ASSOCIATION
1949 - 2024

BREAKFAST + MIMOSA BAR

LOCATION Redland Golf & Country Club, 24451 SW 177th Ave. Homestead, Florida



2023-2024

CHAPTER OFFICERS



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itssandei@aol.com



DANI EINSOHN
Vice President
dani@danieinsohncoaching.com



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Treasurer
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SHERRI WILSON
Recording Secretary
sherriwilson67@gmail.com



BARBARA GOBBI
Corresponding Secretary
barbara@barbaragobbi.com

COMMITTEE CHAIRS

- **Auditing Committee:** Carolyn Lawrence
- **Newsletter:** Kathy Gallagher/Damion Parsons
- **Best Practices:** Kathy Gallagher
- **Professional Development:** Nicole Miller
- **Community Service:** Karen Vick
- **Publicity:** Barbara Gobbi
- **Education:** Sherrie Gottesman
- **Recognition:** Stephanie Seberg
- **Fundraising:** Iris Arlan
- **Hospitality:** Deb Roman/Connie Kalish
- **Technology:** Adrienne Worthy
- **Membership:** Maria Garcia
- **Tri-County Council:** Connie Kalish and Iris Arlan
- **Woman of the Year:** Barbara Gobbi



The graphic features a central circular emblem with a sunburst background. Inside the circle, it reads "ABWA CELEBRATING 75 YEARS". To the right, a stylized figure in a blue dress and red high-heeled shoes stands on a winding path that leads through rolling green hills. The path is colored in shades of orange and yellow, suggesting a sunset or sunrise. The entire scene is framed by a thick yellow border.

• S A V E T H E D A T E •
COME HOME TO ABWA!

NATIONAL WOMEN'S LEADERSHIP CONFERENCE	SEPTEMBER 25th-28th • 2024 • Overland Park KANSAS	AMERICAN BUSINESS WOMEN'S ASSOCIATION
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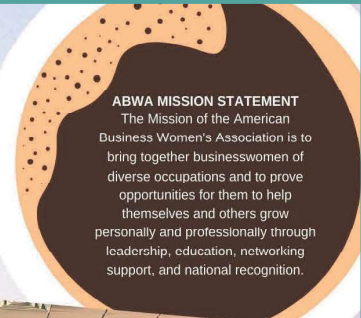


PROMOTE YOUR BUSINESS

BECOME A NEWSLETTERS SPONSOR

Contact **Stephanie Seberg** for more details!

THE CONNECTION



Save the Date for our 1st Quarter Event! *Inspiration!*

Join us for a morning of networking, education and fellowship with ABWA Tri County, hosted by ABWA Homestead Charter Chapter.



SAT, MARCH 16, 2024

8:30am - 12:00pm

\$30 pp.

CHECK PAYABLE TO: ABWA HOMESTEAD (cash//check//CC)

DONATIONS / SPONSORSHIPS ALWAYS WELCOMED!

REGISTRATION

Registration begins at 8:30am

**inspiration,
vendors, raffle,
prizes + more...**



**REGISTER
HERE**

DON'T MISS OUR VENDORS!

BREAKFAST + MIMOSA BAR

RSVP to:
Pat Miller, Tri-County Co-Chair @ 786-566-1194 Ext. 710
Yvette Perez, ABWA Tri-County Delegate @ 786-247-3183



LOCATION Redland Golf & Country Club, 24451 SW 177th Ave. Homestead, Florida
<https://abwatricounty.regfox.com/2024-tri-county-1st-qtr-event>



THE CONNECTION

CORE VALUES

1. **Selfless Leadership** – Be committed to doing the right thing, always.
Be trans-parent 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**

Meeting Info/Registration

www.abwa-coralsprings.org
 Can't attend in person?
 Join us via ZOOM!

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 Guide–lines.

- 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

Damion Parsons, Editor

Coral Springs Charter Chapter
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 @abwa_cs