

American Business Women's Association

HTU www.abwa-soaringeagles.org TUH

On Eagle's Wings

2004 Spring Conference Newsletter Award Winner!

Soaring Eagles Chapter 6495

Escondido, California

Special Edition!
November, 2005



Special News! ABWA Women's Leadership Conference Edition

Unleash the Leader in You!

This was the theme of the 2005 ABWA Women's Leadership Conference held in Grapevine, Texas, on November 9-13! It was a great opportunity to network with ABWA women from all over the country, as well as enjoy professional development, learning the latest leadership techniques! In addition, we were treated to two excellent keynote speakers, **Mary Lou Quinlan** and **Mark Sanborn**.

The conference was open to all members and non-members alike who wanted to take advantage of this exciting opportunity. Events included entertainment on Saturday night by a great band, Dreamer, as well as wonderful vendor expos. All ABWA members with a complete registration were eligible to vote at the annual national conference, providing a terrific opportunity to have a direct say in the election of the ABWA national board of directors – specifically, the national president, the national vice president, the national secretary-treasurer and our district VI Vice President.

The purpose of this Special Edition newsletter is to bring the conference experience to all the Soaring Eagles – to share the impressions and thoughts of those who attended. It is also designed to ignite your enthusiasm in the **2006 Conference**, where we are a sponsoring chapter.



Your Conference Representatives proudly displaying our Southern California Spirit!
L to R Mary Large, Pattie Vargas, Carol Archibald, Julie Kangas, Roxann Randall, Rosi Weisser, Marlene Montooth



Soaring Eagles picture used in Grapevine to advertise the 2006 Convention.

Did you know... that our President, Rosi Weisser, can tie a knot in a cherry stem with her tongue? Hmmmm....
What does that mean?

Reflections on the Conference Experience

Those who were able to attend the conference are so appreciative to the Chapter for the opportunity. To encourage attendance, in 2004 we began setting aside additional member education funds so that more Chapter members could go. To share the experience with all Soaring Eagles, here are their thoughts and reflections on the experience.

Rosi Weisser

Being a fairly new member of ABWA (2 years) and having never been to a national event, I didn't know what to expect. I was "inspired" and "energized." ABWA has so many awesome women, young and old alike, who have something to say and something to teach. It was surprising and delightful to see so many of our older members (who, by the way, have paved the road for us for so many years) in attendance. They were a hoot to be around and to talk to.

The keynote speakers and workshops were so beneficial. The highlight for me was keynote speaker Mark Sanborn. His "Fred Factor" was truly inspiring. Being able to spend a long weekend with dynamic men and women and do some educational and motivational classes for myself was well worth the time and effort.

This is only the second time that individual member voting for National Officers has been done. First of all, it's powerful to know that you have a voice in who will lead this great organization. And second, it was awesome to see so many women running for National office. There was real campaigning and a real election. Not everyone could win, and those highly qualified women who didn't see one of their dreams turn into reality showed grace, strength of character, and support for the new board.

The entertainment on Saturday evening was delightful and just that special touch for us older "boomers." But the big highlight for me was our Chapter pizza party in Mary and Carol's room one evening. Those of us who had never been to conference



had so many things swimming around in our heads in just one day that it was good to download. It was great to have the experience of our



own Marlene Montooth and Pam Tancordo from Impact Council to help give us insights and history (even in our somewhat altered states). To get to know your own Chapter members better and cement friendships is truly priceless.

It's amazing what one woman can do alone, but in a group you're powerful and anything goes. Everyone knew who the Soaring

Eagles were with our gold Mickey Mouse ears to go along with our very purple suits. We could have made a fortune selling those hats!

The key to pulling off any good conference is that when anything goes wrong, it is transparent to the attendees and known only to the few organizers involved. Although we were critiquing certain aspects as one of the sponsoring chapters for the 2006 National Conference, the entire event was so worthwhile. It's something every woman in ABWA should experience for herself.



Interesting note: Marlene was "late" getting to the pizza party in Mary and Carol's room. *Supposedly*, she went to the wrong room. When we asked her if the people in the room were ABWA ladies, she smiled mysteriously and said, "What do you think took me so long?" Well.... she was in her pajamas

Roxann Randall

The Leadership Conf. was a wonderful event that I think each member of ABWA should try to experience! It was a time to get to know my chapter members better and create a more personal relationship with them. I also met people from other chapters; women from Charlotte, N.C., Yuma, AZ, Colorado Springs, CO and many other places in



New friends from Texas

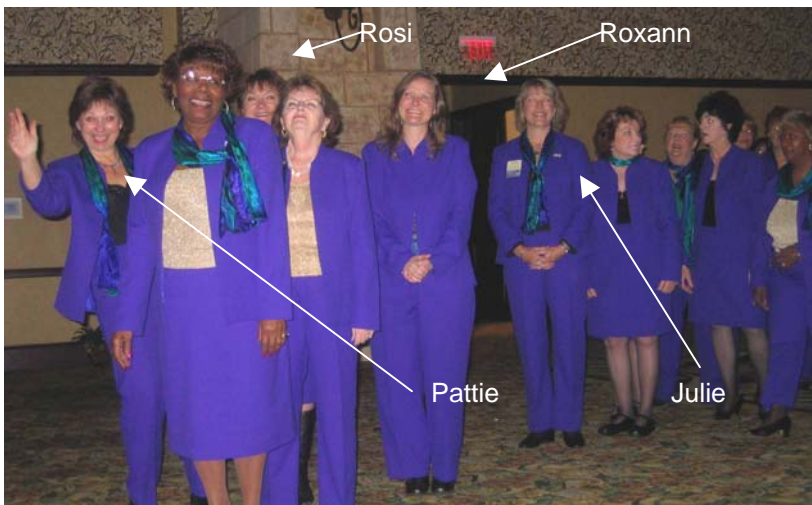


Officer installation

the United States. The speakers were entertaining, extremely knowledgeable and motivating. The Saturday night event was very exciting; there was the

officer installation, dinner and a live band. We even made a trip up to the stage as part of advertising the 2006 Convention! It made you proud to be a businesswoman today. What a blast! Since our chapter is so supportive and wants members to expand their horizons, I really hope that more members try to make it to one of these superb events. It was well worth it!

2006 Convention Supporters dancing to "Lovely Days"



Lining up to go on stage – look at all that purple!

Overheard: "I like to mingle with you guys – I don't have to put a smile on my face and act false!" – Carol Archibald

2005-2006 National Officers

For more information about each of the officers, visit abwa.org

National President: *The national president's role is to preside at the meetings of the National Board of Directors and the Annual Meeting, as well as to give notice of the National Member Meeting. She also supervises the business affairs conducted by the National Board of Directors on behalf of the Association, acts as a trustee for the Stephen Bufton Memorial Educational Fund, speaks at spring conferences, national conferences, and chapter events.*



President
Shirley Myrick
Detroit, MI
Motor City Charter Chapter
(Downtown Detroit Express Network)

National Vice President: *The duties of the national vice president include supporting the national president, speaking at spring conferences, national conferences and chapter, Express Network and council events, bringing the Association national recognition and serving as a member of the National Board of Directors and trustee of the Stephen Bufton Memorial Educational Fund.*



Vice President
Sandie Jones
Blair, NE
Nebraska's 1st Express Network
(Expanding Horizons Chapter)

National Secretary-Treasurer: *The duties of the national secretary-treasurer include coordinating official correspondence and records of the board, giving notice of the Annual Meeting, speaking at spring conferences, national conferences, chapter, Express Network and council events and serving as a member of the National Board of Directors and trustee of the Stephen Bufton Memorial Educational Fund.*



Secretary – Treasurer
Robin Necci
Asheboro, N.C.
Mid Day Professionals Chapter

District VI Vice President: *The District VI vice president serves Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.*



Elise Balgley
Milpitas, CA
Pathfinder Chapter

Carol Archibald

What a wonderful time I had at the 2005 National Leadership Conference in Grapevine, Texas! I attended three seminars: "Creating the Buzz: Marketing on a Bird Seed Budget"; "Success Strategies: Understanding How Your Presence and Your Message Impact Your Future" and "Talk is Cheap Until..." All three were interesting and I walked away with new and some revisited information.

With "Bird Seed Budget" I was reminded of the four criteria for a service to be successfully marketed: 1) the service is easy for your customer to buy into, 2) the technology is simple, 3) the service is remarkable, and 4) the benefit of the service is obvious.

"Talk is Cheap, Until..." reminded me how we communicate with our body language as much as with the words we use. The session made the point: "You have two ears and one mouth, use them proportionately!" Loved it!

"Success Strategies" also brought up verbal and nonverbal tips. The speaker, Carl Nuson, also spoke about the handshake and how important it is. "Your handshake says a lot about you. A firm handshake (without pumping or clutching) shows confidence, warmth, openness, and sincerity. A weak, limp handshake indicates just the opposite. A bone-crusher handshake tells people you're a dominating, insensitive type." M. Kay duPont, Author of *Business Etiquette and Professionalism*

I also went to several keynote addresses, but I believe I enjoyed Carole Keeton Strayhorn the most. Given that she is running for Governor of Texas, the speech was political, but she was funny, smart and well spoken. Despite all her achievements: first Mayor of Austin, first woman in history elected Texas Comptroller, etc., her priorities were similar to mine. She said the top priority in her life was her grandchildren and then the Governorship. Yeah! I can really get into that.



They do everything "golden" in Texas!

I had a lots of time with Julie, Roxann, Mary, Marleen, Rosi and Pattie, both as a group and individually and got to know each one better and, if possible, love and admire them more.



Soaring Eagles enjoying dinner in a real Texas Steakhouse!

Thank you for giving me the opportunity to attend the 2005 ABWA Leadership Conference.

Did You Know?

That Mary Large and Carol Archibald can turn a simple cocktail lounge into a full meal by convincing the waiter to keep bringing more olives and cherries?

That there are lots of great colors that you can pair with a bright purple suit to make it look less Barney-like?

Marlene Montooth

Having been a member of ABWA for 23 years I must say the meal presentations were the most delicious and unusual I have ever experienced at either a Spring Conference or National Convention.

The voting process was computerized and my first time to individual voting when everyone had the opportunity to vote in place of the old delegate process. The importance of voting the second time for a run-off and the narrow margin of winning is sometimes governed by people who didn't vote in the run-off. Members who attend should feel an obligation to fulfill this part of the voting process.



Mary, Rosi, and a new friend work the 2006 Convention Booth

I really enjoyed keynote speaker Mark Sanford. What an upbeat presentation that held everyone's interest. I'm sure everyone felt they could have listened to this speaker for another hour.

The Texas ladies were so very helpful and friendly and went over and beyond their usual duties. The entertainment was superb.

We participated with the other 100 representatives from the 2006 Conference in Anaheim in the purple suits and custom scarves.

Everyone across the U.S. knows Soaring Eagles Chapter - we wore Gold Mickey Mouse 50th anniversary "ears" to advertise the 2006 conference. We all periodically participated in manning the 2006 booth for additional exposure.

Renewing friendships and meeting new friends is a big part of conventions. It was particularly enjoyable to get to know our own chapter members better during several relaxed gatherings. Overall the entire conference was a very enjoyable experience.

Julie Kangas

My first ABWA National Conference was a fun and exciting experience. The caliber of speakers was excellent, from the national president and other officers, to the keynote presenters and breakout session speakers. I was impressed by the general sessions, the presentation of candidates for national office, and the awards presentations. The closing session was an especially memorable event. I was amazed to experience so much camaraderie among so large a group of women, and was touched to see the pride of each member in their own local chapter. My overall impression was a mix between a large political party convention and a major beauty pageant.

A few things I plan to suggest to the 2006 Convention Committee include better handling of the expo center, more signage to promote the 2007 Convention, and more information at the newcomers' orientation session. In addition, we need to consider the trouble and expense of the participants' shipping large baskets home if they are successful in the opportunity drawings – maybe gift cards or other ideas would work better. In addition to the District VI meeting, some more casual social gatherings during the conference would be very enjoyable. As a sponsoring chapter, the Soaring Eagles will have the opportunity to have a voice in making our conference the best it can be!



Soaring Eagles talking North County strategy

Pattie Vargas

Even though I've been an ABWA member since 2002, this was my first National Convention. I found the experience to be amazingly positive – by the end of the first day I had taken so many notes and had so many thoughts and ideas buzzing around in my head, I could hardly sort them out. We spent a great deal of time brain-storming on new ideas for growing the chapter and becoming more in tune with the ABWA message!

I found each of the speakers to be inspiring and motivating – from our outgoing National President, Jeanie Banks, to the professional keynote speakers, to our ABWA CEO Carolyn Elman, who reminded us that “Together We're Better”. She is so right, Soaring Eagles. Together, we **ARE** better. I believe in this organization and I was proud to be a part of it, as I saw the diverse group of women who came together under a common banner, dedicated to seeing the Mission of ABWA fulfilled.



California girls wanna be cowgirls, ya'll!

I came away from the experience convinced that the Soaring Eagles have a message for the women of North County: Come and be a part of the greatest women's organization in existence today – an organization that is dedicated to challenging women to be the very best they can be – and that reaches out into the community to spread that message to **women of every age**. Our scholarship programs provide a golden opportunity to make a real difference in the lives of women and our membership education programs provide growth opportunities for our own members. Roxann and I enjoyed some in-depth discussions about what was possible as we take our scholarship efforts to the next level. I am excited about what we will experience in the coming months.

Ladies – this is it. If you've been on the fence, get off. If you've been disappointed in the direction of the chapter in the past, get involved. **Together We're Better**. I believe it and I hope you do, too!



**Working For You
ABWA Soaring Eagles**

Chapter Officers

President Rosi Weisser 760-489-9234	Vice President Pattie Vargas 760-489-1069	1st VP, Membership Sandra Curtis 760-738-7546	2nd VP, Newsletter Pattie Vargas 760-489-1069
3rd VP, Fund- Raising Stacey Moffat 760-489-1995	Recording Secretary Shelley Gardner 760-945-6842	Corresponding Secretary Suzanne Southwell 760-737-7640	Treasurer Carol Archibald 760-591-9768

Committee Chairpersons

Chapter Advisor Mary Large 760-739-0717	Program Julie Kangas 760-489-5545	Member Education Anne Grimes 619-253-6869	Scholarship Roxann Randall 760-471-1306
Publicity Open			



2006 Conference Information
"It's Going To Be Lovely Days!"

Planning Meeting:

The next meeting is January 14th in Anaheim. You do not want to miss this so come along! There is still time to sign up for a committee and get involved. Make the Soaring Eagles stand out!

Suits:

There is still time to purchase the official purple suit for the 2006 Convention. The suits are \$98 for 2 pieces, or \$130 for 3 pieces (pants, skirt and jacket). Please contact Barbara Brushere at bbushere@earthlink.net to order.

Websites:

For more information on the 2006 Convention, go to www.anaheim2006.org. Advertising and Chapter pictures can be viewed at <http://www.threedivas.com/abwa2006/TT>.

Advertising

Advertising opportunities are available for both merchants and chapter members. Information on both of these choices will be on the networking table at the meeting on January 5th. Be sure to take some fliers and begin talking to corporate sponsors or consider advertising your business!





Soaring Eagles Chapter 6495
American Business Women's Association
Pattie Vargas, Editor
PO Box 725
Escondido, Ca. 92033

Our next meeting is December 1, 2005.
Call Pattie Vargas at (760)489-1069 for reservations.



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.