



# Soaring to New HEIGHTS

Year: 2012

Volume 1

January/February

**Soaring Eagles**  
 Chapter 6495  
 P.O. Box 725  
 Escondido, CA 92033  
[www.abwa-soaringeagles.org](http://www.abwa-soaringeagles.org)

## President's Corner

### HAPPY NEW YEAR SOARING EAGLES!!!



2012 Will be a GREAT Year!

In reflecting on our past accomplishments we can certainly say we made a difference with the following:

- The nomination and election of one of our members as the National Secretary/Treasurer
- Through the dedication and hard work with fundraising we were able to award scholarship monies to students in the local community AND we were able to reimburse some of our members who took advantage of educational opportunities through WIN as well as in the local community.
- Through the efforts of all of our members we were able to send a number of our members to the National Conference.

We are looking to accomplish even more this year!!! Of course one of our goals is to again achieve the Best Practices Award. Another one is to get this chapter learning!! You can all participate in the many classes offered through the WIN program. My challenge to each of you is to "attend" as many classes as you can during the upcoming month, and the winner will be recognized and receive an award. So, who is up for the challenge???

You do know that it is not just your board of directors who will make 2012 a great year – it will take the combined efforts of all the members to make it great. Let's get started.

See you in February.

Sincerely Yours,  
*Shelley Gardner*

Shelley Gardner,  
Chapter President

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ABWA Soaring Eagles Chapter

Presents

## Alicia McLain, Operational Innovations

*Topic: Managing expectations can help reduce conflict and produce high powered business results*

Alicia McLain joins us from Operational Innovations. She is a specialist in operational efficiency for businesses, large and small. She is notably skilled at problem analysis, crafting a vision, communicating it and executing it to a successful completion.

Ms. McLain will teach us B.A.R.T— how managing expectations for yourself and others can help reduce conflict and produce high powered business results. In this presentation you will learn:

- What is BART?
- How mismanagement can lead to conflict
- Understand interpersonal conflict
- How you can use redirection as a tool to produce gain



**Important reminder:** It is very important that each member respond to the Constant Contact e-mail invite you receive for the monthly dinner meetings. At our new location we need an accurate head count to reserve space and have enough food, so you **MUST** RSVP to each meeting by the deadline. In addition, if you RSVP that you will be attending, but are not able to do so, you **MUST** cancel your RSVP by calling at least a day in advance. You can call Shelley Gardner at 760-809-2614, to cancel. In the future we will be charging members the dinner price for failure to cancel an RSVP. This is to make sure we have the proper room and food for everyone. Thank you so much for your cooperation!



## Don't Miss the Meeting!

Thursday, February 2nd, 6:00-9:00

Cocina Del Charro Restaurant in Escondido

890 W. Valley Parkway,  
across from Michaels and Barnes & Noble

Price: \$23.00 Member, \$28.00 Guest-  
Includes dinner

## 50/50 Raffle!

Just \$5.00 gets you 5 chances to win in our great 50/50 raffle! Top prize is cash, and don't miss out on great giveaways from our awesome members! First time visitors— tickets are included!



*Escondido Chamber of Commerce*

*Presents*

*Business After 5 Mixer*

*Where:* Lawrence Welk Resort  
8860 Lawrence Welk Dr  
Escondido, CA 92026

*When:* Thursday, February 9th  
5pm-9pm

*Cost:* \$5.00 members \$10.00 non-member  
Come and join us for refreshments, raffle prizes,  
fun and networking- don't forget to bring lots of  
business cards!

*Questions? Contact the Escondido  
Chamber of Commerce at 760-745-2125*

**Membership Announcement**



**Sarah Gardner**

We are currently at 45 members and growing. Now is when we really need our membership to bring friends and associates to our meetings to share the ABWA experience. We are also planning a member/guest social for the third week in February. Details will be coming shortly. This will be an opportunity to introduce women to our great organization. We also encourage our veteran members to reach out to new members and help them get involved and to get the most out of their ABWA membership. As the 2012 ABWA motto states, "Share the past and build the future." With that in mind, please welcome our newest members, Rosa Ruiz and Sarah Gardner. Rosa is a realtor with Re/Max United in Escondido, and Sarah designs and sells her own gorgeous jewelry pieces. Please be sure to introduce yourself to Rosa and Sarah at the next meeting!



**Rosa Ruiz**



Appreciation of the past, as women and as members of ABWA, keeps us flying forward; carrying the lessons and experience of our past as we seek to define our future together.



**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.



SOARING EAGLES CHAPTER  
AMERICAN BUSINESS WOMEN'S ASSOCIATION  
OFFERS \$2000 IN SPECIAL SCHOLARSHIP

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Escondido, CA- Soaring Eagles Chapter of the American Business Women's Association (ABWA) is funding a special scholarship through the Stephen Bufton Memorial Educational Fund (SBMEF). The field of study is not specified and the scholarship will be awarded in the amount of \$2,000.

Trustees of SBMEF serve as the selection board for this scholarship. Applications must be completed by March 30, 2012 at [www.sbmf.org](http://www.sbmf.org). The first ten (10) completed eligible applications will be forwarded to the Trustees for review. A minimum three (3) eligible applications must be received to make the award. The winner will be notified in May. This one-time scholarship is not renewable. A check will be issued jointly to the educational institution and the recipient. Funds are limited to tuition, books and fees.

In order to be eligible for consideration, candidates must be women who: (1) are citizens of the United States and residents of San Diego County, California; (2) will be college Freshman, Sophomore, Junior, Senior or Graduate level in Aug. 2012; (3) are attending or have been accepted at an accredited U. S. college or university authorized to confer degrees at least at the baccalaureate level or higher; and(4) have achieved a cumulative grade point average (GPA) of 2.5 or better on a 4.0 scale. To apply, interested parties should send name and email address to:

**Soaring Eagles Chapter**

**Suzanne Southwell**

**[suzannesouthwell@sbcglobal.net](mailto:suzannesouthwell@sbcglobal.net)**

Trustees of SBMEF serve as the selection board for this scholarship. Applications must be completed by March 30, 2012 at [www.sbmf.org](http://www.sbmf.org). The first ten (10) completed eligible applications will be forwarded to the Trustees for review. A minimum three (3) eligible applications must be received to make the award. The winner will be notified in May. This one-time scholarship is not renewable. A check will be issued jointly to the educational institution and the recipient. Funds are limited to tuition, books and fees.

### **Background**

Soaring Eagles Chapter of ABWA is part of a national network of businesswomen. Founded in 1949, ABWA is an 11,000 member strong association with chapters and Express Networks nationwide, providing business skills training and networking opportunities for women of diverse occupations to enhance career advancement and personal development. ABWA has dedicated more than half a century to women's education and provided workplace skills and career development training for more than 565,000 members over the years.

SBMEF is a charitable trust and public foundation. It has the same tax status as public schools, churches and community funds. The Fund is listed in the IRS "Cumulative List of Organizations" described in Section 170(c) of the Internal Revenue Code of 1954 – revised Oct. 31, 1974. More information about ABWA can be found at [www.abwa.org](http://www.abwa.org).

ABWA ANNUAL SPRING RECRUITMENT CAMPAIGN • MARCH 1-MAY 30, 2012

# Start a Conversation...

*...about a prestigious, dynamic,  
and innovative organization.*

This spring, make it your goal to invite a prospective member to lunch or coffee and introduce her to ABWA. It's as simple as starting a conversation... with a co-worker, a recent college graduate, a friend, or maybe someone from your church, family, community organizations, or other professional associations. Share your personal ABWA story: all that you've gained from being a member, all of the things you've learned, and all of the connections you've made. Now, think of all the women you know who could benefit by becoming a member of the leading career-building organization for women...and **start a conversation.**

### **Help Your Chapter/Express Network Grow**

Make a commitment today to introduce just one woman to the community of ABWA. As a member, she will become a part of an Association that is constantly evolving to meet the needs of today's changing business environment. As an added bonus, each team who recruits five or more members during the Spring Membership Recruitment Campaign will receive a \$50 ABWA merchandise gift certificate and five membership recruitment packets (*valued at \$25*).

### **Keep the Conversation Going**

The Women's Instructional Network (WIN) provides you with all the tools you need to help with your recruiting efforts. You can also share your recruiting success stories and best recruiting tips with other ABWA members on your Team Board.



## Lets Get This Chapter Learning!

Anne Grimes,  
Member Professional Development Chair



I just completed an awesome training class that taught me how to mentor my agents to become Peak Performers. Sounds like an opportunity for some MPD reimbursement! Our continuing education is so important in our business and our jobs. Make it a goal this year to take some classes to improve your business skills and reap the benefits. Here is a quote I heard today that I thought I would share with you:

“My advice to sales professionals is this: pretend every single person you meet has a sign around their neck that says ‘Make me feel important.’ Not only will you succeed in sales, you’ll succeed in life.” --Mary Kay Ash

So much to learn out there, so little time! So get busy, challenge yourself to become a better you!

Don’t forget I will be bringing some Valentine’s Day See’s to the February meeting. All sales will benefit the Member Professional Development fund.



Ever been to a National Conference, a regional event, or attended a class or seminar that was continuing education for your career? Then what are you waiting for? Contact Anne Grimes, MPD Chair at 619-253-6869 or email [annegrimes@cox.net](mailto:annegrimes@cox.net) to find out how you may qualify for a partial reimbursement.

## Social Media Update

### ABWA Facebook Facelift

We’ve been hard at work updating the ABWA presence on Facebook— including an opportunity for prospective members to apply online. We just know you’re going to “LIKE” it and help other women find their way to ABWA. Simply show your support by clicking the “LIKE” button and a link back to the ABWA National page will be added to your wall.



2012 ABWA REGIONAL CONFERENCES

CARY, N.C. · OKLAHOMA CITY, OK · LOUISVILLE, KY



**You Will Find More to Like Than Ever Before at This Year's Regional Conferences!**

*ABWA sessions presented by Executive Director René Street and the National Board of Directors with featured speaker Kelly McDonald.*



**2011-2012 ABWA National Board of Directors**

*Front row (from l to r): National Secretary-Treasurer Pattie Vargas, National President Tina Gandy, National Vice President Tina Ackles. Back row: District VI Vice President MyChelle Andrews, District V Vice President Paula Clutter, District IV Vice President Eileen Royer, District III Vice President Jennifer Childress, District II Vice President Lorie Burch, and District I Vice President Carolyn Parks.*



*Each regional conference will begin Thursday evening at 6 p.m. followed by two full days of sessions, networking, and recognition. (Additional information, including conference agenda, will be available in the Winter 2011/2012 district newsletters coming in January.)*



The curriculum for each regional conference event is designed to give you more KASH: K-knowledge, A-attitude, S-skills, H-habits. When you have more KASH, you'll be more effective in your role as an ABWA mentor, team leader, or a member of the executive board. Each breakout session will focus

on a specific area of chapter/Express Network management including operations, membership engagement, and membership growth. In addition, we will review your district performance, the 2011 national bylaw amendments, dates to remember, new products and WINnovations, and the benefits of running for national office.

This year, get the KASH you need while you learn:

- The importance and criteria for being a best practices chapter/Express Network
- How to access the tools, materials, and resources that will help you lead your team
- How to use SBMEF programs
- How to sell ABWA to grow membership and influence in your community.

**Register Today for the 2012 Regional Conferences!**

2012 REGIONAL CONFERENCES

## 2012 Western Regional Conference

David Horsewood joins us in Oklahoma City from March 29-31, 2012.



**SEMINAR SPEAKER**

### David Horsewood

A professional speaker and trainer since 1993, David Horsewood relies on this training philosophy: "Be better than you think you can be; do more than you want to do." With hundreds of seminars and thousands of presentations under his belt, Horsewood can deliver feet-on-the-ground relevant solutions for getting better results in almost any situation.



**VOLUNTEER OPPORTUNITIES**

We're looking for 16 members from across both districts to volunteer on-site at the Western Regional Conference. Use this opportunity to learn new skills and practice old ones while working with members in your region. If you're interested in being part of this team, please contact Kerri Craven at [kcraven@abwa.org](mailto:kcraven@abwa.org) or (800) 228-0007 ext. 241.

**FRIDAY SEMINARS**

### How to Avoid Super-embarrassing Grammar and Writing Blunders

It's not always fair, but it's true: Grammar mistakes reflect poorly on your credibility and your professionalism. When you make an error, you're telling the world that you are far less capable than you really are. Clear, effective, grammatically correct communication, on the other hand, is considered a sign of competence and intelligence. Don't take the chance of tarnishing your reputation. Gain the communication confidence you need in a learning environment that's as fun as it is informative!

**COURSE OBJECTIVES:**

- Construct sentences that reflect correct use of grammar
- Apply rules of punctuation to a variety of sentences
- Improve spelling by mastering a few simple rules
- Develop more reliable proofreading skills

### Getting Results Without Direct Authority

An indispensable part of organization change is positive risk-taking. Innovation requires that business owners and employees at all levels have the power to take risks not only in their departments but in the company as a whole as their actions (or inactions) can have widespread impact on customer satisfaction, speed and quality of delivery, and many other vital business factors. People have competing interests and different priorities, and don't always give you the cooperation you need. So how do you build relationships that help you accomplish your goals? You need to communicate with tact and finesse, walking that fine line between confident assertiveness and nagging. Even if you're a "people person," you may be committing some of the cardinal sins of persuasion and influence.

**COURSE OBJECTIVES:**

- Identify your own strengths and weaknesses in your influencing style
- Discover your own leadership style
- Understand the basics of influence and authority
- Use persuasion and influence skills on those above you in the chain of command

*Total of .5 CEUs for Friday Seminars.*

OKLAHOMA CITY, OK

Districts II and VI · March 29-31, 2012

2012 ABWA REGIONAL CONFERENCES

# 2012 ABWA REGIONAL CONFERENCE REGISTRATION FORM

Check One ..... Conference Date ..... Conference Location ..... Districts ..... Early Registration Date

..... March 22-24 ..... Eastern: Cary, N.C. .... Dist. I and IV ..... Feb. 15

..... March 29-31 ..... Western: Oklahoma City, OK ..... Districts II and VI ..... Feb. 22

..... April 26-28 ..... Central: Louisville, KY ..... Districts III and V ..... March 21

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Daytime phone: \_\_\_\_\_

Member No. \_\_\_\_\_ Chapter or Express Network \_\_\_\_\_

First Name Preferred on Member's Badge \_\_\_\_\_



**PAYMENT PLAN: CHECK BOX FOR PAYMENT PLAN.** This form must be received by Jan. 25, 2012; cannot register online. Divide my payments into two parts charging my credit card on Jan. 31 and Feb. 29. **Early registration pricing applies.**

Conference Fee Schedule	Office Use	Early	Regular	Non Member	
Complete Registration (Celebration Breakfast and Recognition Luncheon included.)		\$278*	\$328	\$378	\$
Guest Luncheon (Saturday)		\$45	\$55		\$
				<b>TOTAL</b>	\$

*\*Early and regular rates are available to those ABWA members whose national dues are current.*

Food Allergies (please describe): \_\_\_\_\_

**CANCELLATIONS:** Registrants acknowledge that ABWA will incur expenses as a result of this registration. Therefore, a fee of \$100 will be charged for any cancellation. Two weeks prior to the start of the conference, the **entire registration fee** will be forfeited.

**PAYMENT METHOD**

Check/Money Order (payable to ABWA) Check No. \_\_\_\_\_ Date of Check \_\_\_\_\_

Visa  MasterCard  Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Card Holder Signature \_\_\_\_\_

*Permissions: Holder grants permission to ABWA to use their image or likeness incidental to any live or recorded display or other transmission or projection in whole or in part of the event to which the ticket is issued.*

**MAIL WITH PAYMENT TO:**

ABWA Registration  
11050 Roe Avenue  
Suite 200  
Overland Park, KS 66211

Register online at: [www.abwa.org](http://www.abwa.org)

Or charge by fax: (913) 660-0101

Phone: (800) 228-0007

Questions? Email [kcraven@abwa.org](mailto:kcraven@abwa.org)

## 2012 REGIONAL CONFERENCES

Cary, N.C. · Oklahoma City, OK · Louisville, KY

## Reaching for the APEX: ABWA Members Continue to Aim High



Recently at the 2011 National Women's Leadership Conference, we recognized over 200 women who had completed one or more of the APEX courses located in WIN. These awards recognize members for their personal excellence by successfully completing ABWA offered programs. Once again, we will be recognizing members at the 2012 regional events this spring. Complete the coursework below by February 1, 2012; register for a regional conference; and we'll present your APEX during the awards portion of our program. If you're unable to attend your certificates will be mailed at the completion of the spring events.

**APEX in Personal Marketing Award**  
To qualify for the APEX in Personal Marketing Award, complete one or all of the courses below:

- Resumes that Get Interviews and Interviews that Get Results
- The Joy of Jumping In
- The Joy of Starting Over
- The First Days Off the Job

**APEX in Teaming Award**

To qualify for the APEX in Teaming Award, members must complete the six Team Tools modules listed below. There are two different options. Members may participate in both options.

**Option 1**

1. Team Roles and Responsibilities
2. Team Problem Solving
3. Team Communication Basics
4. Planning for Action
5. Giving and Receiving Feedback
6. Managing Team Performance

**Option 2**

1. Creating a Team Charter
2. Goal Setting and Measuring Results
3. Making Group Decisions
4. Facilitating Team Interactions
5. Managing Team Conflict
6. Creating a Collaborative Team Environment

**Show Your ABWA Spirit!**

**Jewelry Round Compact Mirror**  
Silver-plated case, glitter stones cover with lacquer coating  
Size: 2 1/4" x 3" x 3/8"  
ITEM #7041 ... **\$24.95**

**Business Card Holder**  
This acrylic business card holder is a conversation starter. "Ask me about ABWA" is imprinted on the front.  
ITEM #7043 ... **\$8.95**

**Photo/Mirror Key Tag**  
The photo/mirror key tag is a perfect place to put a picture of loved ones! 1-5/8" w x 1-1/8" h  
ITEM #7044 ... **\$6.95**

**Wave Frame**  
Main surface is brushed metal. Two sides feature a slightly raised polished surface with a wave design. Holds a 3" x 7" photo.  
ITEM #6034 ... **\$11.95**

**Ceramic Mug with Silicone Base**  
Silicone base provides a skid-proof bottom. Silicone base is removable for easy cleaning. Wide square integrated handle for a firm grip. Dishwasher safe in top rack. Microwave safe. Remove silicone base before placing in the dishwasher or microwave. 14oz.  
ITEM #8514 ... **\$9.95**

**Tumbler**  
Double-wall acrylic tumbler, acrylic straw with stopper. BPA Free. 16oz.  
ITEM #8515 ... **\$8.95**

Shop online at [www.abwa.org](http://www.abwa.org) or call 800-228-0007 to order.

# Don't be cruel!

Make plans now to join us for the 2012 National Women's Leadership Conference in Memphis, Tennessee. If you are in business—as an employee, employer, business owner, service provider, consultant, or looking for your next opportunity—this conference is designed to challenge you!

*You can't help falling in love with ABWA at our biggest networking event of the year!*

## NATIONAL WOMEN'S LEADERSHIP CONFERENCE OCTOBER 11-13, 2012 MEMPHIS, TENNESSEE

AT THE MEMPHIS MARRIOTT DOWNTOWN AND MEMPHIS COOK CONVENTION CENTER



**WE CAN'T WAIT TO SEE YOU IN MEMPHIS THIS OCTOBER!**

## ABWA Soaring Eagles 2011-2012 Vision Statement

*The Soaring Eagles are a Best Practices ABWA chapter in North San Diego County. We are the "organization of choice" for businesswomen and entrepreneurs interested in connecting through networking, professional development and career advancement.*

## Save the Date- ABWA Golf Tournament

Come join The Soaring Eagles in our first annual Golf Tournament.

It will be held on March 25, 2012, so save the date. We have an exciting game plan that includes prizes for closest to the pin, longest drive and much more. More importantly all monies raised at the Golf Tournament go directly to our scholarship funds. Anyone interested in helping out, participating and/or having fun, please contact Lisa Durham, our Fundraiser Chair, at 760-798-9692



## Happy Birthday!

### January



Carol Archibald - 2nd  
Ansha Saunders - 6th  
Tracy Foote - 22nd  
Faye Hines - 30th

### February

Sarah Gardner- 3rd  
Heidi Smith - 20th

## January/February ABWA Anniversaries

### January

Lori Schindler - 2 years  
Roxann Randall- 10 years  
Kath Arranz- 1 year  
Frank Gardner- 2 years

### February

Crystal Gillotti- 1 year  
Basanti Shaw- 13 years  
Congrats to you all, we look forward to many more years with you!

## New Members-

Please welcome the newest members to our ABWA Family:

**Rosa Ruiz**  
**Sarah Gardner**

We are so happy to have you join us!

## Soaring Eagles Chapter News

### Soaring Eagles Member gets Married!

On Dec. 30th Allison Denehy and her new Husband, Noel, were married in a beautiful private ceremony on the beach near La Jolla, CA. Please join us in congratulating her and wishing her a wonderful happy marriage!



Photos courtesy Pink Petals Photography

### Wine and Roses Date Set-

Start getting ready, it's coming around again soon- the Wine and Roses Fundraiser has been tentatively set for May 6th, 2012.

### Share your successes at our Monthly Dinner Meeting!-

Got a dollar? Then you can have the floor for one minute at our next dinner meeting to share your story- we would love to hear about what is going great in your life, and you can help us raise money at the same time. Everybody wins! One dollar buys you one minute, but feel free to purchase more time. Exact change only, come prepared!



The ABWA ladies sure know how to have fun! This year's Holiday Party was no exception, with so many of our members and their significant others showing up for our Annual Dinner and Bottle auction. Great food, great friends and plenty of great times were shared by everyone. What other proof do you need that the Soaring Eagles are the best? Check out

these great snapshots taken by our great Photographer, Allison Denehy!



Left: Pattie and Basanti pose by the gorgeous tree.

Bottom Left: The decorations and even the dessert



You can always count on the Queen Mother to help!



Clockwise, from top: Shelley Gardner and Faye Hines, Kath Arranz and her mother, Mary Large and her Daughter Lucy, and Heidi and her fiancée Steven Madrid.



: Left: She really was paying attention. Roxanne was only glued to her phone to keep our Lisa posted with the goings-on as she could not be with us.



Julie presents a certificate of recognition to Patty Vargas for her outstanding achievement in being elected National Secretary/Treasurer! We are sure proud of you Pattie!

**American Business Women's Association**  
**Soaring Eagles Chapter #6495**  
**A Level I Best Practices Chapter**  
**December 1, 2011 General Meeting Minutes**

The Meeting was called to order at 6:30pm by President, Shelley Gardner. The attendees said the ABWA Mission Statement and Pledge of Allegiance. Dinner and self introductions followed. There were 32 attendees: 22 members and 10 guests. Our next meeting, January 5th, 2012, will be at Cocina del Charro.

**Program:** Holiday Party and MPD Bottle Auction Fundraiser.

**Business Meeting:**

**Treasurer's Report** filed for audit.

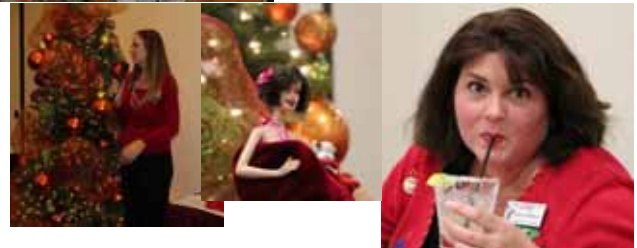
**Meeting Minutes** published in the newsletter.

**Motion:** It was moved by Faye Hines that the Business Meeting for tonight's meeting be cancelled so we can enjoy our holiday affair. It was seconded by Carol Archibald and passed by unanimous vote.

Meeting adjourned at 8:30pm

Minutes submitted by:

Mary M. Large, Recording Secretary



Anne Grimes (below left) continues her tireless efforts promoting our See's Candy Fundraiser.

Below center: Even Abby gets into the spirit!

Below right: Stacey Moffat knows how to have fun!

The bottle auction was a roaring success! Clockwise, from left: Heather does a great job modeling a beautiful fascinator. Thanks to her and Tony Devine for being our great emcee's!

Top right: The wine might have been inexpensive, but the first ever ABWA edition Cookie Nummie is priceless.

Bottom right: Mary Large shows off her winnings. Our chapter raised \$700.00 from the auction.



Spring Membership  
Recruitment Campaign  
March 1-May 30, 2012

## All the Tools You Need to Sponsor, Recruit, and Grow.

If every member of ABWA recruited just one new member this Spring, we'd double the size of the Association in only a few short months. Imagine having twice as many members in your chapter or Express Network, increasing the size of your own networking circle, and doubling the personnel resources of your Association. Women need a strong and vital community like ABWA, then we stay strong—*together*.



This spring, make your recruiting efforts a little easier by first logging into the Women's Instructional Network (WIN). We've created tools, like the membership recruitment brochure, that you can download from the WIN library. All the tools you need to:

- **Sponsor a member**—a colleague or co-worker, someone new to your networking circle, any woman you think would benefit from a membership in ABWA.
- **Recruit a member**—a friend or family member, perhaps someone from your church, community service organization or other professional organizations.
- **Grow your chapter/Express Network**—in the process, you grow your team, your networking circle, and your Association!

Make a commitment today to introduce just one woman to the community of ABWA. As a member, she will become a part of an Association that is constantly evolving to meet the needs of today's changing business environment. Share your favorite issue of *Women In Business* or login to WIN and give her a sneak peek of the latest features. There are hundreds of ways you can show a potential new member the benefits of joining ABWA.

As an added bonus, each team who recruits five or more members during the Spring Membership Recruitment Campaign will receive a \$50 ABWA merchandise gift certificate and five membership recruitment packets (valued at \$25).

American Business Women's Association  
(800) 228-0007 • [www.abwa.org](http://www.abwa.org)

**ABWA**  
AMERICAN BUSINESS WOMEN'S ASSOCIATION

# *inner circle* 100+ Club

ABWA introduces a new level of achievement for the Inner Circle, providing current members with a new way to be recognized, get motivated, and recruit new members to the Association.

As a member of the American Business Women's Association, you are part of an organization with over 60 years of experience in leadership, diversity, education, and National recognition for businesswomen; an Association that is constantly evolving to meet the needs of today's changing business environment.

Through ABWA's Inner Circle program, special recognition and awards are earned by enthusiastic ABWA members who have shown their active desire to see the American Business Women's Association grow. Now there's a new level of the Inner Circle to aspire to—the 100+ Club. To join this elite group of ABWA members, you need to reach  $\geq 100$  level of the Inner Circle; if you've already recruited 100 members, you'll need to recruit just 10 more. In the process, you help grow your team, your chapter/Express Network, your own networking circle, and the Association.

Become a member of the Inner Circle's 100+ Club on or before July 30, 2012, to be recognized on stage at the ABWA National Women's Leadership Conference in Memphis, Tenn. Find out more by logging into WIN at [www.abwa.org](http://www.abwa.org).

## **ABWA Membership Recruitment 2011/12**

Inner Circle 100+ Club  
October 2011-July 30, 2012





Above left: Marlene Montooth with Sarah Gardner, one of our newest members– she is also the daughter of our own Shelley Gardner!

## JANUARY 5TH, 2012 GENERAL MEETING MINUTES



Above : Anne Grimes, Mary Large, and Tracy Foote.

The Meeting was called to order at 6:30pm by President, Shelley Gardner. The attendees said the ABWA Mission Statement and Pledge of Allegiance. Dinner and self introductions followed. There were 27 attendees: 20 members, 6 guests plus the Speaker. Our next meeting, February 2, 2012, will be at Cocina del Charro

**Program:** Stephanie Nivinskus, Marketing and Brand Management (started 7:05pm - 7:50pm)

Stephanie spoke about the importance of a Strategic Marketing Plan and articulating your Vision. She talked about the question, "How do I get paid what I am worth?" She said you need to know why you are better than your competition. A 'brand' brings an emotional connection between you and the customer; it is the experience you deliver. Your marketing strategy is your road map to success and you must remain focused to succeed. Your 'brand' reflects an attitude. It is important to identify your 'consumer groups' that need your product. The product must be: relevant (know ideal customer), trustworthy (deliver on the promise) and unique.



Our speaker, Stephanie Nivinskus speaks with a member during the meeting.

**Business Meeting:**

**Treasurer's Report** filed for audit.

**Meeting Minutes** to be published in the newsletter.

**Membership:** Everyone is encouraged to recruit new members (ongoing).

- Effective today, we are having a Chapter WIN class competition. Looking for the member that takes the most WIN courses from Jan. 6th through February 1st at Noon Pacific Time.
- There will be a meeting at Julie's home on Sat. Jan 7th at 9:00am to stuff envelopes with a recruitment letter and chapter brochure to local businesses that belong to the Escondido Chamber of Commerce.
- Barbara Lebsock will look into contacts from the Vista Chamber of Commerce.

**Fundraising:** Lisa shared that we have sold \$3900 in Scripts and the chapter received \$169 in return. She also shared the dates for two upcoming fundraisers so Save the Date: Sunday, March 25th for a Golf Tournament and Sunday, May 6th for our Wine and Roses auction.

**Mentorship:** NTR

**MPD:** Shelley presented that Pattie Vargas would like to submit to run for another National Office at the 2012 NWLC in Memphis, TN. Faye Hines moved that the Soaring Eagles Chapter agree to support Pattie in her efforts to move forward on the National Board (bid for President), Lisa Durham seconded the motion. The vote was a unanimous 'yes' from the 20 members present. We currently have 44 members on the roster.

**Councils:** IVC Impact Council Tea

**Recognition:**

**Chamber:** The Escondido Chamber Mixer will be held Jan. 12th. Contact Suzanne for more details.

**Fun Stuff:** End of meeting giveaways.

Meeting adjourned at 8:15pm

Minutes submitted by:

Mary M. Large, Recording Secretary



## ABWA Proud Code Of Conduct

- Members will serve as goodwill ambassadors for ABWA.
- Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA’s mission.
- Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
- Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
- Members will not use their personal power to advance their personal interests.
- Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills and by encouraging the professional development of other members.

## SOARING EAGLES BOARD

**PRESIDENT**

Shelley Gardner  
760-809-2614

**VICE PRESIDENT**

Stacey Moffat  
858-204-2677

**VP MEMBERSHIP/HOSPITALITY**

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Sue Puffet 760 822-2242

**VP NEWSLETER**

Derilyn Atkinson  
760-803-1097

**VP FUNDRAISING**

Heidi Smith 760-746-5470  
Lisa Durham 760-798-9692

**SECRETARY RECORDING**

Mary Large  
760-739-0717

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**TREASURER**

Sara Dozier  
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**PROFESSIONAL DEVELOPMENT**

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619-253-6869

**PROGRAMS**

Roxann Randall  
760-471-1306

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714-814-1237

**PUBLICITY & SOCIAL MEDIACHAIR**

Kath Arranz  
760-583-8025

**ROSTER**

Michelle Sullivan  
858-451-9390

**CHAPTER ADVISOR**

Julie Kangas  
760-215-0850

**INLAND VALLEY COUNCIL REPRESENTATIVE**

Marlene Montooth  
760-715-5835

**IMPACT COUNCIL REPRESENTATIVE**

Ansha Saunders  
760-975-8549

**AUDIT COMMITTEE**

Anne Grimes,  
Ansha Saunders,  
Sandra Curtis

**NOMINATING COMMITTEE**

Sue Puffet  
858-486-7917 x58244

**HISTORIAN/BANNER**

Sara Dozier  
858-361-1143

## Standing Rules ABWA

**Soaring Eagles Chapter #6945**

**Revised 02/17/2011**



1. The minutes of our monthly Chapter Meeting and will be published in the newsletter and the monthly Treasurer's Report will be posted in WIN on the Soaring Eagles site each month.
2. The Executive Board may approve expenditures of up to \$200.00 without the approval of the general membership.
3. The Chapter will accept Primary and Secondary members. Secondary members may not hold executive board positions or request reimbursement from the member education fund.
4. Attendees at the monthly Chapter meeting will pay the current dinner charge.
5. There will be a fee of up to \$25.00 to cover bank charges assessed for any returned check. After a second returned check, the member must pay in cash.
6. If a member's National dues lapse, the local Chapter dues will not be refunded and all member privileges will be revoked.
7. The Chapter will send the Chapter President to the ABWA National Women's Leadership Conference. The Chapter will pay the President's early registration for ABWA National Women's Leadership Conference. In addition, transportation and room costs (not to exceed four nights) will be reimbursed up to \$1,250.00. In the event the President is unable to attend, priority will be given as follows: 1) Executive Board member, 2) current Chapter Woman of the Year, 3) current Chapter Top Ten nominee, 4) general membership. See details in MPD Guidelines, No. 2C.
8. Based on available Member Professional Development funds, attending Chapter members will be reimbursed 100% of early registration costs for ABWA National Women's Leadership Conference and/or ABWA Spring Conference and a portion of additional expenses. See details in MPD Guidelines, No. 2C
9. If proceeds are available from Member Professional Development funds, the current Chapter Top Ten Nominee may be reimbursed for the ABWA National Women's Leadership Conference Woman of the Year/Top Ten luncheon cost.
10. If proceeds are available from Member Professional Development funds, the current Soaring Eagles Chapter Woman of the Year may be reimbursed for the ABWA National Women's Leadership Conference Woman of the Year/Top Ten luncheon cost.
11. If proceeds are available from the Scholarship fund, a yearly donation of up to \$1500.00 may be made to the SBMEF.
12. Proceeds from the annual fundraiser are to be split 50/50 between the Scholarship fund and the Member Professional Development fund for the first \$4000. All remaining proceeds will be split 50/50 between the Community Chest fund and the Member Professional Development fund.
13. The Chapter Advisor shall be the immediate past president. If she is unable to serve, the Chapter Advisor will be appointed by the outgoing Executive Board at the end of the term. The Chapter Advisor will not have a vote on the Executive Board.
14. A member of the Executive Board will serve on the Scholarship and Member Professional Development Committees.
15. Any member elected as Chapter Woman of the Year will not be eligible for selection until three terms have passed.
16. After a review of the Standing Rules by the Ad hoc committee, they will be published two times before going to vote by the general membership.
17. The Chapter has adopted the ABWA Proud Code of Conduct. The Code will be published in each edition of the Chapter newsletter.

**Last Revision 7/23/07, 11/12/08, 02/17/11**

**Ad hoc members: Rosi Weisser, Mary Large**



ABWA Soaring Eagles  
 Chapter #6495  
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 Escondido, CA 92033  
 www.abwa-soaringeagles.org



## Events Calendar

### February 2012




Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 Feb. Meeting 6-8:30pm	3	4
5	6	7	8	9	10	11
12	13	14  Valentine's Day!	15	16 Board Meeting 6-8:30pm	17	18
19	20	21  Mardi Gras	22 Ash Wednesday	23	24	25
26	27	28	29	1	2	3



For questions or comments regarding the newsletter contact:

**Derilyn R Atkinson,**  
**ABWA Soaring**  
**Eagles Newsletter**  
**Editor**  
**Designsbyderilyn**  
**@gmail.com**




## Grow with ABWA Today!

Starting now, make a commitment with ABWA to grow...

- ...your chapter.
- ...your Express Network.
- ...your own networking circle.
- ...your Association.

As a member of the American Business Women's Association (ABWA), you are part of an organization with over 60 years of experience in leadership, diversity, education, and National recognition for businesswomen; an Association that is constantly evolving to meet the needs of today's changing business environment. Visit the Women's Instructional Network (WIN) today to connect with other members from across the country, be one of the first to hear all the news from ABWA National, and explore new features created just for you.

*It's going to be another great year!*



A Very Special Thank You to Rosi Weisser for helping edit our Newsletter!