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Soaring Eagles

3 Reasons why setting New Year's Resolutions is important

It's hard to believe that Christmas is over already! We'll be the first to hold up our hands and say that yes, we absolutely overindulged this Christmas, but now it's time to focus on the year ahead! And what better way than to set ourselves some New Year's resolutions?

How to go about setting your New Year's Resolutions? Think about What do you want to achieve? What do you want to end the year feeling proud of? If you're guilty of setting resolutions that you don't stick to, making promises to yourself that you forget about all too quickly, here are 3 reasons why setting them and keeping them are so important! (Remember them when you feel like giving in!)

It will help you become who you want to be

Want to be the person who can sign up for a marathon and look forward to completing – and be smiling when you cross the finish line too? Then it's important that you set yourself a New Year's resolution to help you become that person. Setting yourself a resolution is a good way to help you reflect on what's important to you, clear your mind and focus on who you want to become.

It can provide stability

We don't know what our plans are for next weekend, let alone what they will be in five year's time. Yet actually, having some idea of where you want to be can help you make the right decisions in life. Make a New Year's resolution for 2019, just a small one, and you can use it to help guide you along the right path when you're struggling to make a decision.

It can drive you

How many times have you thought to yourself, "I won't drink Monday – Friday!", and then found yourself sharing a bottle of Merlot with Gabby from Accounting on a Tuesday evening? Yep, we're right there with you. Just think, if you set yourself the goal to not drink on a weekday for a month – or even two months! – at the same time that everybody else is setting their personal goals, you'll have the support and encouragement of everyone around you to help drive you to achieve yours!

What will your New Year's Resolution be?

Source info: <https://www.invisibra.co.uk/new-years-resolutions/>



UPCOMING EVENTS

**Next General Meetings are on
Thursdays at OSF from 6-8:15pm**

- **February 7th**
- **March 7th**
- **April 4th**

Member Spotlights



September:
Julie Albers of
doTERRA Essential Oils



October:
Mary Van Fossen of
Sunrider



November:
JoAnn Schaub of
Schaub Insurance

Julie Albers of doTERRA Essential Oils

1. Why did you join ABWA?

I "tested" ABWA out a couple times and really loved the warm welcome I received. As I learned more about ABWA and all that they offer to members I realized it was different than most networking groups and it was something that I never knew I was looking for! I'm surrounded by Women helping Women in any way they can.

2. Tell us about your business.

Many people are looking for more natural and alternative forms of health care, self-care, products, and that's where I step in and assist. I educate people on safe essential oil use. I assist people on getting Certified Pure Therapeutic Grade essential oils in their home or business. With Essential Oils you can support your whole self.

3. Where do your clients come from?

Everywhere and Everyone. Everyone can benefit from Essential oils either in their personal life or at their business with their clients.

4. How can ABWA members help you grow your business?

Referrals! If you or someone you know is looking for other options, let's talk and see if it's a fit for you or them. Have a business that your looking to change the atmosphere or offer more to your clients? Let's talk and see if it's a fit for you.

5. Tell us a secret or something about yourself people would be surprised to learn about you.

I used to be very against Essential oils. Not that I didn't like them, but 10 years ago I was approached by a co-worker to try essential oils and I kept telling her No, thank you that I didn't have time for this "Hippie stuff" and seriously who has time for all this "nature stuff" anyway. I was approached again 4 years later and again said I didn't have room for them in my life ... Fast forward to 4.5 years ago and now you would have never guessed that I was so anti-essential oils. We never go a day without our essential oils!

Mary Van Fossen of Sunrider Products

1. Why did you join ABWA?

In March 2002 I joined the Soaring Eagles Chapter. My mother was an ABWA member in Orange County since 1987 so I've been around the organization 30 years.

2. Tell us about your business.

I am retired from AT&T but now promoted good health to all through Sunrider products. These products are all plant based whole foods to nourish the body at the cellular level. Sunrider has been around for over 35 years and is sold in over 40 countries around the world.

3. Where do your clients come from?

Everywhere. Everyone can eat Sunrider products regardless of their level of illness. It is about nourishing the body to heal itself. The Philosophy of Regeneration: Feed your body what it needs and your body has the ability to heal itself.

4. How can ABWA members help you grow your business?

Members can visit my website, www.healthybymary.com and ask me about Sunrider products at www.sunrider.com if interested in concentrated nutritious products.

5. Tell us a secret or something about yourself people would be surprised to learn about you.

I am still a Chargers fan (they will always be the San Diego Chargers to me).

JoAnn Schaub of Schaub Insurance Agency

1. Why did you join ABWA?

I love the idea of women in business supporting other women in business. Women lifting each other up in networking. Specifically, I joined ABWA because of quality of people in the group, and the meeting location proximity to my home and office.

2. Tell us about your business.

I own and operate an independent insurance agency. I help clients find the best insurance solutions for their budget and needs. Being an independent agent, means I am not tied to any one carrier like a Farmers, State Farm, or Allstate. My primary focus is on commercial lines coverages for small to medium sized businesses, but I can write coverage for individuals and large businesses, too. Some of the coverages I write is general liability, property, workers compensation, professional liability, commercial auto, bonds, personal home, and renters and auto. I love working with people to educate them on how insurance is a tool to protect valuable assets.

3. Where do your clients come from?

My clients come to me from referrals, networking, partnering with health insurance agencies, accountants, bookkeepers, along with good ol' fashion prospecting.

4. How can ABWA members help you grow your business?

I believe ABWA will help me grow my business through connections with other women in business along with professional and educational development.

5. Tell us a secret or something about yourself people would be surprised to learn about you.

Sign language was my first language. My sign language has gotten rusty over the years, but it was my first language.

ABWA Western Regionals

JOIN US IN RENO, NEVADA ON APRIL 4-6



FEATURED SEMINAR

Digital Marketing Bootcamp

Today's ever-changing digital world presents new opportunities and challenges for businesses (and Association's) who want to learn how to effectively target your current and future customers. Building a strong online presence is vital in boosting your business profile. With PPC, SEO, email, social marketing, re-targeting and Google Analytics, it may be overwhelming. And, with so many options available, it can be difficult to determine what will be the most effective approach for your business. Take away concrete tips on raising your company's on-line presence (or even your league's).

In this 6-hour session, you will learn how to:

- **CREATE** an effective digital marketing strategy.
- **USE** online tools to increase productivity.
- **AUDIT** your current marketing strategies.
- **USE** techniques that will engage mobile users effectively.

This session is valued at .6 CEUs

About the Presenter, Ted Janus

As the author of two books, on social media marketing,

Ted has proven he knows how to make the seemingly complex look simple.

Link to conference PDF: <https://drive.google.com/file/d/1gw5ngUELmf3cWQH5F3r9j0QsoZBwltka/view>

The Proud Code of Conduct

The Proud Code of Conduct was developed as a means of guiding all members in making ethical decisions. The broad statements of the code of conduct that are listed below are not expected to cover all conduct for all situations. This is why the Proud Code of Conduct was created as a living and fluid code.

- All members will serve as goodwill ambassadors for the American Business Women's Association.
- 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, Express Network and Council 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.

ABWA Core Values

1. Giving Members a voice
2. Treat People with dignity (Proud Code of Conduct)
3. Lifelong learning
4. Focus on creating value for members
5. Achievement
6. Visionary leadership
7. Focus on the future
8. Focus on results
9. Manage by fact
10. Management for innovation



<http://www.abwa-soaringeagles.org/>

MISSION STATEMENT

THE MISSION OF THE AMERICAN BUSINESS WOMEN'S ASSOCIATION IS TO BRING TOGETHER BUSINESS WOMEN 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.