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Soaring Eagles

ABWA News!

Happy New Year!!

The start of the New Year and New Decade means it's a good time to have a quick refresher on the outline of our meetings, and make sure you note the **NEW MEETING LOCATION!**

At ABWA, we welcome you no matter which stage of business you are in, and we are not "classification" based. We support your professional journey, and are looking to grow with you!

Our meeting format typically is:

Networking begins at 6:00 pm

Dinner begins at 6:30 pm

Meeting and Featured Speaker runs from about 7:15 pm – 8:15 pm

Meeting adjourns at 8:15 pm

NEW LOCATION!!

Starting in February, our new meeting location will be at:

ESCONDIDO CHAMBER OF COMMERCE

720 N. Broadway

Escondido, CA 92025

Please make sure you make a note and come to the right place!!



UPCOMING EVENTS

General Meetings are on the **FIRST Thursday** at the **Escondido Chamber of Commerce** from **6-8:15pm**

- January 2nd – General Meeting
- February 6th – General Meeting
- March 5th – General Meeting

Member Spotlight



October:
Julie Albers
doTERRA Essential Oils



November:
Debbi Stanley
The Non-Profit Success

Julie Albers – 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 love to read Dear Abby. I have been reading Dear Abby for about 21 years now. It is my afternoon break.

Debbi Stanley – The Non-Profit Success Group

1. Why did you join ABWA?

Stacey had raved about ABWA for years and then Becca became so active I had to. I was between jobs and keeping myself busy but then I really decided to embrace my entrepreneurial side and sticking with ABWA made perfect sense.

2. Tell us about your business.

In March the Giving USA report came out and reported that 79% of first-time donors do not give a second gift to the organization. There are a lot of reasons for this but the main one is a simply misunderstanding of how to speak to existing “clients” or donors vs. prospective donors. For the past eight years, I have created customer success teams for technology firms (mostly serving the nonprofit sector). The goal of the Nonprofit Success Group is to help nonprofits be more successful in their mission by deploying a new business methodology – the Donor Success Model. We are focused on: Donor retention and stewardship strategies. Technology and process improvement. Staff retention and leadership training

3. Where do your clients come from?

We work with nonprofits of all sizes all over the country. Our ideal customer would be a nonprofit with revenues between \$1M and \$10M with no existing donor retention strategy.

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

We host monthly webinars and are also planning a series of regional seminars. Three ways to help: Referrals – either direct or simply share an email so we can invite them to one of our workshops. Venue to host local workshops. Prayer – advice - guidance

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

I am a native San Diegan. My father was Navy and we bought the seventh house in Scripps Ranch. I went to first grade in someone’s garage before Scripps Ranch Elementary school was built!

MEMBER NEWS AND UPDATES!!

Let’s congratulate **CITADEL PENN** on the birth of her daughter last month!!! Welcome, baby!!

Welcome new member, **SHEKINAH LOWE**, on joining ABWA!!

UPCOMING SPEAKERS:

Our **February** meeting will feature **MALIA MASON**, and she’ll be discussing cyber security for small businesses! **MALIA** is an experienced cyber security engineer and the co-founder and CEO of Integrum, a cyber security consulting firm focusing on security compliance for small businesses and non-profit organizations. She is also the current president and co-founder of the Women in Cybersecurity (WiCyS) SoCal Affiliate. Malia served on active duty in the Navy for 4 years where she was a lead computer technician. She is an active member of ISSA, ISACA, OWASP, IAPP, AnitaB.org and the Women’s Society of Cyberjutsu. A champion for women and minorities in technology, she serves on the advisory board for Long Beach Community College and mentors students in various community colleges around Los Angeles. She has mentored girls in middle school and high school at several cybersecurity camps and events. Malia believes that the pipeline of women in the industry is integral to its success.

ABWA Soaring Eagles

NEW LOCATION ALERT!

**Our February Meeting will be at:
Escondido Chamber of Commerce**

720 N. Broadway
Escondido, CA 92025



FEATURED ARTICLE

From **ACHIEVE**

Build Robust Customer Relationships By Taking a Proactive Approach

Proactively building robust and trusting relationships with your customers provides opportunities to become their top advisor and go-to vendor. Anticipating potential customer service challenges will help develop a framework for resolving these issues in a manner that protects your customer relationships.

- Focus on solving problems, not just making a transaction
- Operate on a “No Surprises” basis with clients
- More personal and consistent one-to-one relationships are a must in achieving your mutual goals

**Have you reviewed the effectiveness of your approach to customer
relationship management recently?**

READ MORE [HERE](#).

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.

