



**ABWA Sunset Chapter
District I
Sarasota, FL**

**A Chapter of the
American Business
Women's Association**

Celebrating 69 Years

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**The Sunset Chapter meets
the third Thursday of every
month!**

**The venue for October is:
Bravo Coastal Bar & Grill
3501 S. Tamiami Trail**

**Email Debin Alderman at
Debin.safeleegreen@comcast.net
Tuesday before the meeting to
reserve your spot.**

The Sunsetter

February 2019

PRESIDENT'S MESSAGE

Happy Valentine's to my ABWA Sisters!

"People with goals succeed because they know where they are going."
Earl Nightingale

Can you believe we have put January to bed and tucking in the corners of February? It does seem the older I get, the faster the time flies by. Are you a happy camper? Do you have goals? Do you know where you are going? This message might be just the push to help you analyze your personal goals. I think staying focused is the hardest part of daily living as we do let so much stuff trip up our day. I know I do. So besides Cleaning out cabinets it is a good time to clean out the Past, Pack up the Present and Prepare for a better future. Enjoy your day, week, and month and remember it is always a good day to smile and have a bit of fun along the way.

It's suggested you need to regularly analyze your goals and dreams, so you can stay on course or make needed adjustments to succeed and achieve your idea of happiness. Whether your work makes you happy or simply helps you to achieve happiness, it's the feeling you are making progress that keeps you going. Staying focused on becoming successful helps you to achieve success. Unfortunately, there can be an awful lot of distractions along the way. Unforeseen circumstances can often delay us on our life's journey.

Family responsibilities end up demanding more time than we had planned, financial bumps can use more resources than we had hoped, or perhaps our changing health redirects our energies in ways we could not have foreseen. While these circumstances are beyond our control, the manner in which we react to them is not. James Allen plainly tells us "having conceived of his purpose, a man should mentally mark out a straight pathway to its achievement, looking neither to the right or to the left, but straight." Maybe "forward" is a better word, since driving "straight" on a curved path will bring obvious negative consequences! But we can't just put on blinders - maybe we can't help but take a quick glance around us when the unexpected lurks just off the path. But it's important not to linger too long and stray from the mapped plan. It's too easy to get distracted on the way to our dreams, to take a "detour" when we see a bump in the road. Don't let anyone still YOUR dreams."

If you've taken a side-road on the way to your Nirvana, refill your tank, take another look at the map, and begin navigating your way back towards your goals. Try to use whatever you've picked up during your detour and incorporate that into your dream. "It is not the strongest of the species that survive, or the most intelligent, but the one most responsive to change."

Constantly remind yourself of Charles Swindoll's advice: "The past is over...forget it. The future holds hope...reach for it." Make GREAT rest of the month! Enjoy the moment. The most reliable path to success is a simple one that anyone who chooses to do so can follow. Dream big dreams and take small steps, one after another after another until you're there.

See you Thursday!
Julie Soderquist, President

Committee Responsibilities

Have you wondered what each of the committees is responsible for in our chapter—your wait is over. The new ABWA year is here. Take a look at each of the committees to see where your talents lie. Get involved within a committee.

Program Committee - Lynn Schneider / Janet Bognar—Determines program topics that are business/market relevant. Attempts to schedule programming that would attract non-members during membership campaign periods. Provides topic/speaker info to newsletter chair. Introduces guest speaker at chapter meeting. Maintains compliance with chapter's operating budget.

Newsletter Committee - Julie Soderquist—Publishes the chapter newsletter and distributes it to membership. Emails one copy to District VP and one to ABWA National. Maintains compliance with chapter's operating budget.

Professional Development: Irene Chen - Aims at encouraging members to grow professionally and guide deserving candidates to scholarship awards funded by our chapter. Each year, our chapter contributes our fundraising monies to the Stephen Bufton Memorial Educational Fund (SBMEF) for various scholarship awards, in particular, the Impact Scholarships and Outright Grants. The Professional Committee meets a couple times a year and/or communicate via phone or emails to work on the following:

- Promote the program to potential applicants
- Determine the number and amounts of the awards for the annual Impact Scholarships
- Select the one applicant to represent our chapter for the annual Outright Grant
- Assist and follow-up on applicants to help them with the application process, if needed.

Committee may also work on the Business Skill Reimbursement Program for current members to aid in their career development.

Sunshine Committee: Francine LoCraсто—Sends cards to members for birthdays, illnesses, or deaths in the family and flowers when needed. Maintains compliance with chapter's operating budget.

Social Committee: Plans several events throughout the year to be held outside of the regular Chapter meeting.

Membership Committee: Membership: Barbara Kiracofe—Promotes membership growth. Coordinates membership campaign events. Maintains chapter membership strength by retaining existing members and the addition of new members. Assists in keeping the chapter roster up to date and reports any changes to the National office.

Fund Raising Committee (Ways & Means): Lynn Luken / Marian Hancock—Plans fund raising projects as a means of supporting the chapter's annual goals. Presents its recommendations for all fund raising projects to the chapter for a majority vote. Maintains compliance with the chapter's operating budget.

Banquet Committee: Debin Alderman / Jeanne Hardman / Toni Mailloux—Plans the Chapter monthly dinner menu with the hotel and emails out to membership for reservation. Checks members and quests in at the meeting along with the monies.

Publicity Committee: Sends promotional information covering national, chapter, and member achievements and chapter activities to all appropriate media. Lists of files information about the chapter with sources for potential member contact in the community, such as local chambers of commerce or public libraries, and Social Media.

Sunset Chapter Standing Rules

1. Any member who makes a dinner reservation for herself or a guest and does not cancel by Wednesday noon prior to the monthly meeting, will be responsible for the cost of the dinner and will be billed by the Treasurer. If a member or a member's guest check does not clear for payment, the member is responsible for reimbursing the chapter for both payment for dinner and any bank charges that may be incurred.
2. In order for members to be considered present and eligible to vote at a monthly meeting, they must be registered and have paid for dinner.
3. The Chapter President will receive 100% compensation toward registration and transportation costs to attend an ABWA District Conference or ABWA's National Women's Leadership Conference. She will be expected to represent the Chapter at all Conference activities and receive any awards the Chapter may earn.
4. The Chapter will elect a Woman of the Year each year. The person elected will receive 100% compensation toward registration and transportation to attend the Nat'l Women's Leadership Conference. The same will apply for a chapter Top 10 Nominee.
5. The Chapter will budget **\$5,000.00 toward registration and hotel expenses** and will be distributed among all primary members attending an ABWA District Conference or Nat'l Leadership Conference.
6. In order for a member to be nominated for President, she must have served a minimum of one year on an ABWA executive board.
7. Other than normal operating expenses, the Executive Board will approve bills up to \$100 without the approval of the membership.
8. Each Committee Chairperson will prepare a notebook of activities of the current year which will be passed along to the succeeding chair.
9. Any activity that would involve the Chapter's support must be presented to the Executive Board through the appropriate committee chair, before being submitted to the full membership.
10. In case of illness or accident of a member, birth, or death of the immediate family, Sunset Chapter will send a suitable acknowledgment to that chapter member.
11. The Sunset Chapter will disperse with the business portion of the regular monthly meeting in the month the Business Associate Event is held.
12. The Sunset Chapter will abide by ABWA's Code of Conduct.
13. Tax return should be filed by the Outgoing President, incoming President and incoming Treasurer once books have been audited.
14. The Chapter welcomes all visitors. After attending four (4) meetings a visitor must join ABWA National Organization, and, subsequently, the Sunset Chapter.

ABWA's Code of Conduct

1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. 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 SUNSET
CHAPTER

Phone 941.320.2344
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February 2019

Invocation

Lord, in the quiet of this evening hour,
We come to Thee for wisdom and for power;
To view Thy world through only love-filled eyes;
To grow in understanding; to be wise,
And sure to see Thy guiding light; and thus
To know each other as Thou knowest us. Amen.

Benediction

O Guiding Spirit, Guardian of our days,
Be with us as we go our separate ways,
Help us to feel those thoughts that lift and bless,
To know a closer bond of friendliness,
To see thy beauty, always, every day
Translated into living, this we pay. Amen.

ABWA Mission Statement

The mission of the American Business Women's Association is to bring together business women of diverse backgrounds and to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

February Birthdays

Birthdays are more than the odometer of our lives. Albert Einstein said, "As I grow older, the identification with the here and now is slowly lost. One feels dissolved and merged into nature. It makes me feel happy. The greatest experience we can have is the mysterious." Is there any greater mystery—or greater opportunity—than what lies ahead?

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|------------------|-------------|--------------|-------------|
| Barbara Kiracofe | February 12 | Sally Reeder | February 21 |
| Lynn Luken | February 28 | | |

February Anniversaries

Lynn Luken

Calendars are Selling—Are You Doing Your Part

ABWA Sunset Chapter Pick 3 Calendars are selling! If you do not already have yours, plan to pick them up at this meeting. Remember: This is the one and only Fundraising Project for the year! It is up to all of us to make this a success so we can continue to honor scholarships and keep Irene Chen busy. If you have monies to turn in bring it to the meeting—if the calendar is sold but details not turned into Marian Hancock it does not count as SOLD! Numbers are called daily—have you been watching?

Changing Women's Lives...One Woman at a Time

Mark Your Calendar for the Upcoming Activities

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|-------------|-------|---|
| February 21 | 6:00p | Sunset Chapter Meeting—Bravo Coastal |
| March 21 | 6:00p | Sunset Chapter Meeting—Bravo Coastal |
| March 28—30 | | Eastern Regional Conference Safety Harbor, Florida |
| April 18 | 6:00p | Sunset Chapter Meeting—Bravo Coastal |
| May 16 | 6:00p | Business Associates Event—TDB |

Guest Speakers: Alice Rothbauer/Rebecca Tasetano

Alice Rothbauer is a Mary Kay Independent Sales Director, with over 20 years of experience in the beauty industry. Her passion is to be an example of excellence in everything she does while sharing self-care strategies and support for women to become the best version of themselves. A new resident of Florida, Alice has created visibility and impact through leadership in SWAT, Toastmasters and BNI.

Rebecca Tasetano is a Movement Maker who empowers her clients to communicate their truth with clarity and confidence. A nationally recognized dancer and speaker, Rebecca's mission is to embolden her clients to shine while sharing their story with the world.

Alice is the Vice President of Membership and Rebecca the Vice President of Education for the Toastmaster Sarasota Speakers Exchange.

Description:

She speaks.

She prepares her presentation in advance.

She creates confidence with attention to her appearance.

She uses her space to draw attention.

She speaks with clarity and power.

She is you.

February Dinner Choices:

The February meeting will be held at Bravo Coastal Grill at Southgate Mall on the 21st at 6pm. \$25.00 as usual. Please respond with your choice to Debin Alderman by Tuesday, the 19th via email at debin.safeleegreen@comcast.net.

Please note: Salad included with dinner. Choices are:

Chicken Milanese

Pasta Carbonara

Vegetarian Surprise – Chef's choice

Sunset Chapter Vision

Enrich lives and empower ABWA members through business skills, development and leadership opportunities at the local and national level, as well as assist individuals in pursuing dreams of higher education through scholarships generated by an annual fundraising events.



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Sunset Chapter January Meeting Minutes

The January meeting of the Sunset Chapter was called to order at 6:30 by Julie Soderquist, President. The Invocation & Pledge of Allegiance followed. Julie welcomed members and guests. Julie asked everyone to turn off their phones to minimize interruptions during the meeting. The question asked of all members as they introduced themselves was to tell us what their New Years' resolution were.

SPEAKER: Lynn Schneider introduced our speaker Darla O'Brien. Darla is a member of the ABWA Sunset Chapter and a Certified Exercise Physiologist.. She has owned her own business, Designer Fitness, in the Sarasota area for 30 years. Her studio is on the corner of Osprey and Bay Street.

Darla told us that there are 4 things to remember about fitness. They are:

Consistency Moderation Fun Posture

Less exercise done correctly is better than more exercise done with incorrect form. She said that our Nervous, Skeletal, and Muscular systems all work together. Our spine should line up. Exercise is movement Keep moving. There is a difference between being fit and being balanced. Focus on posture builds body awareness. It all begins with perfect posture whether you are standing or sitting. You should build on related Sequences. It's not as much about working out but it is about being balanced.

9 STEPS OF GOOD POSTURE

Puppet on a String

Hang up your abdominals

Chest lifted

Shoulders back

Head on straight

Dime pinched

Knees soft

Zipper zipped

Feet relaxed

BUSINESS MEETING

MINUTES: The minutes of the November meeting were printed in the January Sunsetter.

There were no minutes in December as no meeting was held. A motion was made by Barbara Kiracofe to approve the minutes as written and seconded by Marian Hancock. The minutes were approved as presented.

TREASURERS REPORT: There was no December Treasurers report. There was no activity in December. The bank statements were all checked and in order. The treasurers report was filed for audit.

OLD BUSINESS

AUDIT: Marian and Jeannie did an audit on the books. Report will be filed.

ABWA Sunset Website: Diane was able to get onto our website and make corrections with our webmaster, Jennifer Skeens. Jennifer is offering us a one time rate of \$500 a year to do all of the maintenance and uploading that we send to her to put up on the website.

Diane Jenkins made a motion to have Jen do and Toni Mailloux approved it. Diane thought WordPress was a bit complex and thought it would be better for Jennifer to do it. Per Julie, Jennifer is easy to work with and reach. We will need people to send her information and pictures etc. It is up to the members to send this information to her. Debin Alderman wondered how we should market our group. Diane suggested we improve our standing on Google and our key words. Information to include on our website are social gatherings, fundraisers, the Sunsetter, speakers, pictures, Scholarships, Information on how to reach anyone on our committees. We spoke about Marketing and how we could use Pinterest, Facebook, and LinkedIn to attract younger women. We should include more information about classes on line or at local schools. Our meetings should be listed earlier. It was mentioned that we could find mentors in the area that could help women in business. They could be retired business people that live in the area. Darla gave us 3 gift certificates to raffle tonight. We should take pictures and have that sent to Jen to put on our website. We should add ABWA Sunset website to our own Facebook page. We need to get the information to Julie earlier so that we can get this information out earlier.

It is up to us to get the information to Julie and then to Jen, our webmaster. Motion to accept \$500 to pay for Jennifer to maintain our website for 1 year was made by Marian Hancock and seconded by Diane Jenkins.

CHRISTMAS PARTY: The turnout was great for the Christmas party which was attended by member of the ABWA Ringling and Sunset chapters. *Aboriginal Women's Help* The party was held on December 18th at 6:30pm at a restaurant called "Even" which is the old Holiday Inn at Lakewood Ranch. This meeting/party was open to spouses, friends, or partners. Many unwrapped toys were brought to support Toys for Tots.

CHRISTMAS TROLLEY: The weather was bad on the night of the trolley but it was a great social for us. The driver was funny and knowledgeable. We went past many houses with wonderful Christmas lights and decorations. It was fun and will probably be added to our social calendar again in December this year.

NEW BUSINESS:

FUNDRAISER - CALENDARS: Did anyone bring in any money for their calendars? Julie apologized for the small print. We have to sell the calendars to make money for scholarships. The money turned in tonight or by the end of January will include numbers drawn in January. If it is sold in February it will start in February. Payment is made to the winners by the 15th of the following month. Please make sure people know if they get a check from ABWA it is a good check and it should be cashed. Members should sell as many calendars as possible to make this fundraiser a success.

SCHOLARSHIPS: Irene, our Scholarship chairman, has been out of town. Lynn Luken shared the following information with us about scholarships. By the end of January we need to get our money to Nat'l for the amount of the Scholarships that we would like to award. We looked at the treasures report to see how many we could afford. Julie suggested that we make a motion to: A - Give Scholarships this year. And B - How many should we award?. Marian made a motion to decide these things. Debin seconded. We have given 4 in the past. National sets the guidelines on the dollar amount to be given for each scholarship which is \$2000 per scholarship. We reviewed our budget for the year. A motion was made by Francine Locasto to give 2 scholarships for \$2000 each. It was seconded by Diane Jenkins. It was voted on by Sunset Chapter members and it was passed.

WINE TASTING FUNDRAISER FOR RINGLING CHAPTER: Marcia Savage spoke to us about the wine tasting fundraiser for the Ringling Chapter. February 2, a wine tasting will be at the home of Jane Icely's home. Wine tasting will be from 4-6. There will be a social from 6-8. It will be a good networking opportunity. Cost is \$10 a person and bring an hors d'ouvres to share. There will probably be a 50/50 drawing also. A percentage of the wine purchased will go to the Ringling Chapter. Must RSVP with Jane. Can carpool.

SPRING CONFERENCE: How many got their Women in Business magazine? You can make early reservations and pay as you go. Spring Conference is March 28 -30 in Safety Harbor. Women going should consider car-pooling and sharing rooms. Cost is \$300+ for registration and your hotel.

VISITOR INTRODUCED: Lynn Schneider introduced her guest, Donna Spencer, a Realtor and was president of the Sunrise Chapter.

WOMENS EMPOWERMENT SEMINAR: It was a very informative meeting. A continental breakfast and lunch were provided. There were speakers and breakout sessions. Some of the topics that were presented were Alzheimer's research, finances, investments, health, feng shui, and aging gracefully. It was free and educational.

The 50/50 drawing numbers were called. Barbara Kiracofe was the winner. Darla Obrien owner of Designer Fitness, donated 3 gift certificates to be included in the drawing. The 3 winners were Marianne Hancock, Julie Soderquist, and Toni Mailloux. Pictures were taken of the winners for the website.

The meeting was adjourned at 8:35pm. There were 15 people in attendance.

Respectfully Submitted by Carole Rodgers, Recording Secretary

Sunset Chapter Woman of the Year—Barbara Kiracofe

Each year the Sunset Chapter recognizes our outstanding members. One very special recognition is our Chapter Woman of the Year. This prestigious award is selected and voted on by the members of the Sunset Chapter. The nominations are not known to the recipients which makes this extra special. The upcoming ABWA year (2018—2019) Barbara Kiracofe will represent the Sunset Chapter as our Woman of the Year. Barbara, after 53 years as an active member of ABWA you truly exemplify ABWA's profile of Chapter Woman of the Year. Congratulations!