

Achieve

ABWA PERSPECTIVES

ISSUE

1

2022

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Exceptional Leaders Have Clarity

How to Sort Your Thoughts

(estimated read time - 5 minutes)

Most leaders believe they make good decisions. They believe they already have clarity about their situation. Protecting the status quo is the norm. Then something significant happens: their financials show losses, revenues stall, clients leave, good employees take better jobs elsewhere. All executives and board of directors share a desire to resolve the situation when they are in the middle of a complicated or difficult situation.

But exceptional leaders are unique. They demonstrate a willingness to gain real clarity about what is going on inside and outside their organization. They want a depth of information to understand the truth about what is right and wrong with the strategies they are implementing. They want to identify the factors impacting their ability to be successful. They take control by looking for ways to innovate their organizations to solve their problems, to meet the evolving needs of their customers and to improve their market position. They take the time to SORT their thoughts to gain the clarity they need for success.

continued on page 3



TOWARDS TOMORROW

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

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.



Connect with ABWA Online. *Anytime. Anywhere!*

- **Login:** *There's something new to explore in Community Connections—visit your team board or stop by for an online chat!*
- **Request to Join the [Facebook ABWA Members Group](#)**
- **Become a friend of Executive Director René Street on Facebook:**
www.facebook.com/rene.street
- **District Facebook pages**

Important deadlines and events
your league won't want to miss!

dates to remember

January 31

Opportunity to sponsor an Impact Scholarship ends. All funds, eligibility criteria, etc. are due to ABWA National.

February 6

Business Skills Tuition Reimbursement for 2021 NWLC due

February

Select your league's Top Ten Nominee and Woman of the Year

March- May

2022 Spring Membership Recruitment Campaign

March

Women's History Month

March

League Nominating Committee selection

March 1

Final day to submit nominations for the National Board of Directors and National Officer candidate forms due.

April 2

Equal Pay Day

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SKEWED VIEWPOINT

Most leaders believe they are already doing the right things. They believe their products and services already meet valuable needs for their customers. What they don't realize is their view has been skewed by changes that have gone on around them. New competitors to the market may have significantly altered their historical market position, but they were so certain they were doing a good job they do not realize how much their market has changed.

Whereas, exceptional leaders understand staying close to your market is crucial to long-term success. Markets change over time. They want to understand how their market is changing and why. They determine what they need to do to meet evolving market needs. They want to understand what they need to do to compete effectively with new competitors to retain or enhance their market position. They are constantly assessing customer expectations and if their needs may be shifting beyond what they now offer. Their focus is on the future and moving forward with true success. They move on.

OVERCOMING OBSTACLES

Sometimes leaders freeze when confronted with the need to take real action. They are so paralyzed by the fear of making a mistake that they make no decision at all. They wait until the situation is dire and then react by putting out the inconsequential fires. By focusing on the wrong things, they ignore the main fire that rages all around them. Their inability to address the real issues before there is a complete crisis results in chaos. They blame others. Their people don't trust them. Their boards lose confidence. They lead without clarity and they can do great harm to their organizations.

Exceptional leaders look for more than a superficial answer.

Whereas, exceptional leaders expect their situations will change and they have the discipline to continually look forward and assess what changes may affect them. They are always on the lookout for ways to innovate and revitalize their products, services, and organizations. They look for new ways to grow, evolve, and succeed. They understand periodic strategic corrections are a necessity to overall long-term success.

RIGHT INFORMATION

Most leaders believe they already have enough information. They apply the same set of assumptions to their decision making that have historically worked for them. They use the same data sources they have always used. They rely on the opinions of underperforming staff to explain the challenges they face rather than engage in the proper due diligence to find out the underlying causes for their organizational difficulties. They fail to understand the significance of how changes in external market forces can impact consumer expectations or their long-term survival.

Whereas, exceptional leaders look for more than a superficial answer. They don't stop looking at the first 10 answers that pull up in their Google search. They look for the pearls of wisdom buried deep in the data and they are not afraid to find advisors who will help them find the truth and interpret it. Getting the right information for real decision-making is hard work. They know that it requires a significant effort to re-consider every current assumption and look for changes in the trends and patterns of the data. Doing that without a biased view is even harder. They are willing to invest the time and money to bring in a fresh and different point of view to discover the truth.

THE TRUTH

Most leaders believe they already have a complete understanding of what is going on. Yet the fundamental reason for a lack of clarity at the top is usually because no one tells them the whole truth. Employees tell their leaders what they think they "want" to hear. People are penalized for telling the truth. Cultural paradigms cause employees to withhold candid feedback because they don't want to displease another with bad news. Worse, some leaders are not able to listen to a divergent perspective. As a result, these leaders lose control of the situation and lose their ability to implement corrective actions before things go completely haywire.

Whereas, exceptional leaders understand clarity begins with a real desire to see the truth of the situation. Truth gives you information. Information gives you insight.

continued on page 4

EXCEPTIONAL LEADERS *continued from page 3*

Insight gives you clarity to set the right priorities and focus your people on the most critical activities designed to create success. These leaders find it refreshing to have someone around who will tell them what they don't necessarily want to hear, but that they already suspect is true. They use objective advisors to get to the truth and to help them work through the issues to create real and lasting improvements that move their organizational success forward.

FINAL THOUGHTS

Getting clarity can be frightening. Clarity about your problems and challenges can scare your board and staff. It can be humbling to realize that critical strategies you previously implemented are now the cause of the problems now facing

your organization. Yet when you have clarity, it becomes much easier to prioritize what needs to be done to resolve the issue or improve it.

Exceptional leaders understand clarity begins with a real desire to see the truth of the situation.

JILL J. JOHNSON, MBA, President and Founder of Johnson Consulting Services, is a management consultant, accomplished speaker, award-winning author, and Business Hall of Fame inductee. She helps clients make critical business decisions and develop plans for turnarounds or growth. Her consulting work has impacted over \$4 billion worth of decisions. She has a proven track record of dealing with complex business issues and getting results. For more information, visit www.jcs-usa.com.



Together

TOWARDS TOMORROW

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION



2022 ANNUAL THEME items are available for download from the National Resources.

Login to Community Connections at www.abwa.org

Annual Theme Slogan: **Together Towards Tomorrow**
Annual Theme Icon: **Butterfly**

- Updated Index of National Resources (**download this document first**)
- Annual Theme Logos in 3 different formats (note description of logo includes RGB formula and font style)
- Annual Theme PowerPoint template
- Annual Theme Facebook Canvas (4 versions)
- Annual Theme Zoom Backgrounds (4 versions)
- Annual Theme Newsletter Template/ABWA logo (2 versions)
- Annual Theme Newsletter Template/EN logo (2 versions)
- Annual Theme Program Flyer/ABWA Logo
- Annual Theme Program Flyer/EN logo



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Amy Henry

Strategic Partnership Account Executive
Dell | Small Business

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Neha Nair

Regional Sales Associate, Fisher Investments

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TO FIND YOUR FIT.**

CELEBRATING OUR MEMBER & LEAGUE ANNIVERSARIES

25 YEARS

MARGUERITE ARN
Heartland Chapter
Oklahoma City, OK

LINDA JOHNSON
Orange Charter Chapter
Orange, CA

35 YEARS

YOLANDA ARREY
National Member
Santa Fe, NM

40 YEARS

CAROLYN BERRY
National Member
Kansas City, MO

50 YEARS

ANNE BROWN
Golden Dome
Chapter Atlanta, GA

FEBRUARY LEAGUE ANNIVERSARY

JAX RIVER CITY CHAPTER
Jacksonville, FL
celebrating 10 years

RECOGNITION OF ABWA'S INNER CIRCLE MEMBERS

Recruiting new members has always been an important aspect of maintaining the growth and sustainability of the American Business Women's Association (ABWA). Introduced in the early 50s, ABWA's *Inner Circle Recognition* program recognizes members who are committed to sponsoring new members into ABWA. There are nine levels of the *Inner Circle Recognition* program. Each level represents a higher number of sponsored new members.



LISA DUTE
Lakeside Leaders of
ABWA Chapter
Inner Circle
sponsored 11 new members



LINDSEY CHAPMAN
Innovative Women in
Business Chapter
Inner Circle
sponsored 12 new members



ANN MOORE-HILL
Women Growing Together
Express Network
Inner Circle
sponsored 11 new members

ANCHORS, SIGNPOSTS, ECHOES, and LOOPS

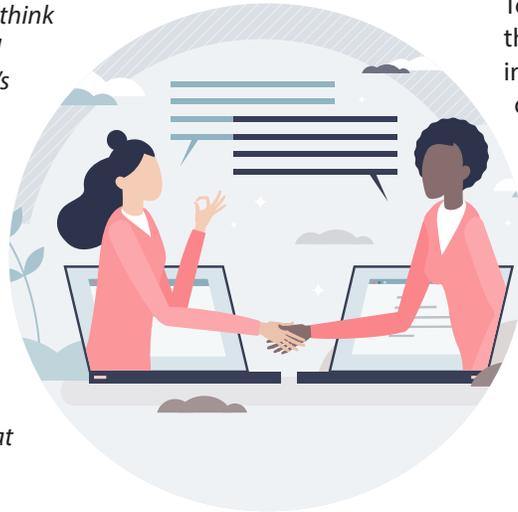
Four Essential Tools to Make Messages Stickier

(estimated read time - 4 minutes)

"They're with me, I just know it, at least I think they're with me, okay maybe not. Oh no! They're gone. Well, thank goodness that's over!"

"I addressed this issue thirty minutes ago. How did they forget so soon? They have minds like colanders – easy in and easy out. Frustrating!"

"He seemed surprised when I called on him. It's his area of expertise. He kind of recovered, but imagine what would have happened if he hadn't known the topic. Frankly, it wasn't a great moment for either of us."



Too often, trainers, facilitators, and speakers think people are with them and retaining information, but in truth, they've misheard, drawn incorrect conclusions, taken mental vacations to the Bahamas, or worse.

Fortunately, fixing those problems isn't as tough as it may initially seem. When used consistently, anchors, signposts, echoes, and loops can help improve the clarity and stickiness of a message. These four devices help people find, hear instructions or key messages more than once, and recall earlier messages.

ANCHORS



Anchors ground people and tell them where they are in a presentation. Anchors include such tools as agendas, navigation slides, page number references, and instructions to focus attention on something specific, for example, a line on a spreadsheet.

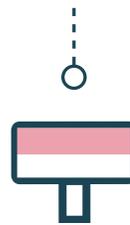
"We have five topics to discuss today. We will begin with an update from marketing. John, the stage is yours."

"We're looking at the table on the top of page 23. Let me draw your eyes to the second line."

"We're moving to part three on our agenda, the annual budget. We're on slide 34."

When a training class, meeting, or presentation goes virtual, anchors become more important. With a virtual audience, the question usually isn't will people get distracted, it's when. Solid use of anchors can help those who have checked out check back in with greater ease.

SIGNPOSTS



"Mark, what do you think about that?"
Cricket. *"Mark, are you with us? Mark?"*

Poor Mark. If he'd known a question was coming his way, chances are he'd be alert and ready to answer. The facilitator could have used a signpost and solved this problem before it happened. Signposts are clues about what's coming.

"Mark, I'm going to talk to the numbers on this next slide, and then I'd like you to weigh in." When people know they're next on deck, they're better focused more likely to say something of value.

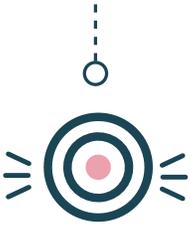
Answer stacking is another way to signpost. For example, *"I see three hands. Let's hear from Keisha, Charles, and then Eduardo."* With an established order in place, the likelihood that people will talk over each other declines significantly.

In addition to using signposts to warn people and stack answers, you should signpost when people need to do something now to be successful later. *"I'm going to call out a few places where you'll want to take some notes as I talk through this next slide. You'll need them when we break into small group discussions."* Anyone who has ever facilitated a room full of confused people attempting group work knows how much fun that isn't. Careful signposting can reduce the problem or even eliminate it.

continued on page 9

continued from page 8

ECHOES



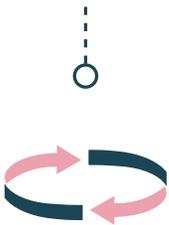
Echoes are another chance to hear a message.

You can echo using the same channel or a different one. You can repeat important sentences verbally. You might also have a slide or two that echoes what you've said. For example, an instruction slide you show after you've explained an activity can go a long way toward ensuring people understand a task.

If you're working virtually, you can use the chat to echo. When you ask a question, do so verbally, and then type it in the chat. Typing the question gives you something to do while you are waiting for responses. The typed question also gives people another chance to process what you've asked.

Guided notes are another way to create echoes. *"You might want to make a note of this next point..."* Even if they're not regular note takers, most people will take notes if you make room for note taking and suggest what they should write.

LOOPS



While echoes reinforce what's communicated in the short term, loops call back to earlier points. Loops remind people about what they've heard, seen, or learned. A few loops through the same content can dramatically reinforce its stickiness.

"As Bob pointed out earlier, we don't have an aggressive risk appetite for this project."

"Let's revisit what Cara shared this morning and confirm we're still on the same page."

"We've reviewed the turnover numbers, we've identified some root causes, now it's time to map out a plan and a timeline for addressing the problem."

When used in conjunction with anchors, loops help keep people on the same page.

Whether you're speaking at a conference, running a workshop, or conducting a meeting, anchors, signposts, echoes, and loops will go a long way toward improving the mechanics and stickiness of the experience. At first, use these devices deliberately. Over time, they will become second nature.

KATE ZABRISKIE is the president of Business Training Works, Inc., a Maryland-based talent development firm. She and her team help businesses establish customer service strategies and train their people to live up to what's promised. For more information, visit www.businesstrainingworks.com.

AMERICAN BUSINESS WOMEN'S ASSOCIATION
CHANGING WOMEN'S LIVES. . . ONE WOMAN AT A TIME.®



ONE MEMBERSHIP, A LIFETIME OF POSSIBILITIES

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TO ADVANCE YOUR CAREER

JOIN US!



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in accidental death and dismemberment
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secure your family's financial future today.

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¹This product may not be available to residents of all states. Benefits reduce by 30% at age 70. Insurance is underwritten by Federal Insurance Company, a Chubb company. For California Residents: Insurance product offered by Franklin Madison Insurance Services LLC. Underwritten by Federal Insurance Company. The coverage described in this literature may not be available in all jurisdictions. This literature is descriptive only. Actual coverage is subject to the language of the policy. Exclusions and limitations apply. Chubb, PO Box 1600, Whitehouse Station, NJ 08889.



ABWA's 2022 Spring Membership Campaign MARCH 1 – MAY 31

Together

TOWARDS TOMORROW

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

SHARE YOUR ABWA STORY!

You've already experienced the numerous ways that you can connect, learn and grow as a member in the American Business Women's Association. Now is the time to share your ABWA success story with friends, neighbors and business colleagues so they too, will join together towards tomorrow in the American Business Women's Association.

WHY ENCOURAGE OTHERS TO JOIN ABWA? THE REASONS ARE ENDLESS!

Collaborate with peers.

Develop leadership abilities.

Learn new skills!

Engage your team!

Increase your network circle!





LEVEL ONE

WHEN YOU RECRUIT
ONE NEW MEMBER

You will receive this charming Butterfly Bag Charm to add a dazzling touch to any handbag. This rose gold charm clip features a blue butterfly charm, and one circle charm engraved with ABWA's annual theme, *Together Towards Tomorrow*.

LEVEL TWO

WHEN YOU RECRUIT
TWO NEW MEMBERS

Your new favorite accessory, the Black Braided Leather Heart Bracelet. This bracelet is stylish yet understated with a black leather braid that lays comfortably on the wrist, an intricately designed clasp, one charm that is engraved with ABWA's annual theme, *Together Towards Tomorrow* on one side and ABWA on the other.

LEVEL THREE

WHEN YOU RECRUIT
THREE NEW MEMBERS

You will receive this Vera Bradley organizer for managing all of your ABWA activities. Contains one padded sleeve, one zip pocket, two slip pockets, two mesh pockets, three card slips, one ID window, four pen slips and a pen loop. Zip closure fits up to a 10" tablet.

Catapult your career!

Support women in the workplace.

Connect, learn and grow!



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with the
American Business Women's Association

EMAIL, TIME, AND TECH PRODUCTIVITY SERIES



Randy Dean-The E-mail Sanity Expert®

Randy Dean, is best known for his dynamic session on effective e-mail management, Taming the E-mail Beast. ABWA will offer Randy's most popular courses for members at a 50% discount.

- *Taming the Email Beast for Outlook Users*
- *Taming the Email Beast for G-mail Users*
- *Time Management in the "Cloud"*
- *From Distracted to Productive, Finding Your Focus in Today's Increasingly Interrupted World*
- *Google Keep, Google Drive, Google Shortcuts*
- *Getting More from Working Virtual*
- *Managing and Leading Great Staff and Team Meetings*
- *Ending Office Clutter and Information Overload*
- *Optimizing Your Microsoft Outlook*
- *OneNote, One Drive & Microsoft Teams*

New Member Corner

We want to welcome you, our first year member, to the ABWA sisterhood. We are glad you are here.

In this issue of Achieve, we want to focus on ABWA's mission statement. A statement that guides our strategic direction and initiatives.

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.

One initiative that is valued by many is ABWA's Regional Conferences, hosted annually in the early spring. These events are created to provide members with opportunities to network nationally and grow professionally and personally.

There are three events in all, each lasting two full-days, beginning on Friday morning, and ending Saturday late afternoon.

The professional development curriculum for each event will focus on soft skill development

because soft skills (e.g., critical thinking, public speaking, team work, digital literacy and leadership) are desirable in all professions. And according to a recent study published by Pew Research, "The growing demand for workers more proficient in social, fundamental, managerial and analytical skills has translated into more rapidly growing wages in high-skill jobs" for both women and men.

So if you are interested in getting ahead in your career, your business, and your bank account, consider registering for one or all three of ABWA's Regional Conference events. An overview of each conference is provided on pages 14-15.

We hope we see you there!

ABWA National Team

P.S. If you have an area that you would like us to address in future issues as it relates to new members, please send your requests to ABWA at webmail@abwa.org



ABWA'S CONNECT, LEARN AND GROW OPPORTUNITIES

APEX COURSES

GEMBA WALK ESSENTIALS

January 3rd-31st, 2022

From factory floors, to offices and other kinds of facilities, Gemba walks allow the managers, supervisors and executive leaders to personally observe the place where the work is being done and open their eyes to what's really happening in their organization. Through the 6 modules of this course, Gemba Academy Co-Founder Ron Pereira breaks down everything you need to know before, during and after the stages of a Gemba walk.

PROCESS CONFIRMATION

February 1st-28th, 2022

Process Confirmation is a systematic way to check that standards and control points for critical processes are being followed. It's a simple, visual and time-based activity, which involves going to where the work is actually being done and confirming that it's being done according to the agreed standard. During the 7 modules, learn how the brief, structured and informal audit of our operational standards often lead to productive discussions about sustaining or furthering improvements.

[click here to register](#)



TOWARDS TOMORROW

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

2022 ABWA VIRTUAL REGIONAL CONFERENCES

REGISTER TODAY!

Complete the registration form and mail (or fax) with your credit card payment to ABWA National.

Learn great tips and strategies to help you become the leader you've always aspired to be. Join us for ABWA's Regional Conferences and connect, learn and grow virtually!

EASTERN REGIONAL CONFERENCE (EST)

FEBRUARY 25 and 26
(DISTRICTS I and IV)

Event Hostesses

RENÉ STREET, *Executive Director*

Presiding Board Members for the Eastern Regional Conference

CHERYL BLAIR, *National Secretary-Treasurer*
RACHELLE JAMERSON-HOLMES, *District I Vice President*
JOYCE WRIGHT, *District IV Vice President*

WESTERN REGIONAL CONFERENCE (PST)

MARCH 4 and 5
(DISTRICTS II and VI)

Event Hostesses

RENÉ STREET, *Executive Director*

Presiding Board Members for the Western Regional Conference

TRINA NKHAZI, *National President*
TRACY MORGAN, *District II Vice President*
KERRIE UNDERHILL, *District VI Vice President*

CENTRAL REGIONAL CONFERENCE (CST)

MARCH 11 and 12
(DISTRICTS III and V)

Event Hostesses

RENÉ STREET, *Executive Director*

Presiding Board Members for the Central Regional Conference

MARY STEPHENSON, *National Vice President*
JANELLE BURLIN, *District III Vice President*
GAIL FRAHM, *District V Vice President*

Tentative Agenda for 2022 Regional Conference Events

FRIDAY

- 9:00 a.m. to 10:15 a.m. Opening Remarks from District Vice Presidents And Presiding Officer, Accolades, and Recognition
- 10:15 a.m. to 10:30 a.m. Break
- 10:30 a.m. to 11:30 a.m. Meet and Greet the Candidates for the 2022-2023 National Board of Directors
- 11:30 a.m. to 12:30 p.m. Lunch
- 12:30 p.m. to 2:30 p.m. Professional Development Session A
- 2:30 p.m. to 2:45 p.m. Break
- 2:45 p.m. to 4:00 p.m. An Overview of the Stephen Bufton Memorial Educational Fund
- 4:00 p.m. to 5:00 p.m. American Business Woman/Top Ten Business Women, Class of 2022: Presentations and Q&A
- 5:00 p.m. to 5:30 p.m. Networking

SATURDAY

- 9:00 a.m. to 10:15 a.m. Welcome and Keynote
- 10:15 a.m. to 10:30 a.m. Break
- 10:30 a.m. to 12:30 p.m. Professional Development Session B: Part 1
- 12:30 p.m. to 1:30 p.m. Lunch
- 1:30 p.m. to 3:30 p.m. Professional Development Session B: Part 2
- 3:30 p.m.-4:00 p.m. Closing Remarks



ALLISON JACKSON

Keynote presenter for all three Conferences

Allison Jackson is the founder of Allison Jackson Fitness, where she helps high-performing women get lean and healthy without crazy gimmicks or stress so they can lose weight and feel good in their own skin. She is a certified nutrition coach, personal trainer, yoga instructor, and Pro Masters figure competitor. Allison is also a professional wellness speaker for women's retreats, trade organizations, and corporate groups. In addition to offering 1:1 and group coaching, she is also the host of the Fit to Lead podcast and author of the book Flab to Fab in 8 Weeks. Learn more about Allison at www.allisonjacksonfitness.com.

**[click](#) for free downloadable giveaway!*



EASTERN

Eastern Regional Conference Topic:

5 SIMPLE WAYS TO FOCUS ON YOUR WELLNESS

Keeping our physical body healthy and happy is just one of the many challenges we face to be physically energized and improve our mindset. This session highlights how to prioritize and take control of your wellness. You'll get tips and tricks on how to practice healthy habits and behaviors, including how to eat healthier by planning ahead, ways to get more movement into your day, and what it takes to create and maintain a positive mindset. This interactive session includes helping participants to identify which areas of their wellness may need attention and create a game plan to address those issues.

Professional Development Session

EFFECTIVE AND EMPOWERING DELEGATION SKILLS

Delegating tasks is an important part of management and leadership but you may feel uneasy to pass on an assignment without feeling the need to micromanage the project because you are concerned she will make a mistake that will hurt your reputation and/or the company's performance. In this session, you'll learn how to balance your workload, and delegate assignments.



WESTERN

Western Regional Conference Topic:
HOW TO JUMPSTART YOUR METABOLISM

Taking control of your well-being starts with your metabolism. If you're ready to prioritize your wellness and get your metabolism stoked, join this important masterclass where you'll learn: what constitutes a "healthy metabolism," how to ensure you are feeling your best, the impact of aging and hormones on your metabolism, and the role of mindfulness when it comes to your health. All participants will get a Jumpstart Your Metabolism Blueprint and walk through the actionable steps to take control of your health once and for all.

Professional Development Session
DATA-DRIVEN ANALYTICS FOR BEGINNERS

Trusting your gut to make good business decisions just doesn't cut it anymore. Analytics is the driving force for improved decision making and higher ROI (return on investment). You'll leave this session understanding the fundamentals of effective business analytics, where it can be applied, and strategies and tools you can employ to achieve greater returns on your company's investments.



CENTRAL

Central Regional Conference Topic:
BUILDING RESILIENCY THROUGH MINDFULNESS, MEDITATION & MINDSET

As we continue to work virtually and juggle multiple responsibilities, this wellness session is designed to help show you how to maintain resiliency and manage stress. You'll get practical and actionable ways to focus on self-care and well-being through mindfulness, meditation and mindset. Participants will walk through mindfulness exercises and participate in a short meditation.

Professional Development Session
AN INTROVERT'S GUIDE TO GREAT LEADERSHIP

Extroverts are often easier to read than introverts. They think out loud, and don't hesitate to share their ideas. In this session, you'll learn how to use and leverage your reflective and thoughtful tendencies so your voice can be shared, heard and valued.



Virtual Regional Conference, Registration Form -2022



Select Your Conference:

Conference Date	Districts	Regular Fee Cutoff Date
<input type="checkbox"/> February 25-26	Eastern	Dist. I and IV
<input type="checkbox"/> March 4-5	Western	Dist. II and VI
<input type="checkbox"/> March 11-12	Central	Dist. III and V

Name		Email
Street		City
State	Zip	Daytime Phone

First Time Attendee

CONFERENCE FEES	Regular*	Late*	Total
Full Registration	\$290	\$315	\$ _____
Please select any additional conferences you would like to attend for the additional fees listed:			
<input type="checkbox"/> Eastern	\$ 40	\$ 50	\$ _____
<input type="checkbox"/> Western	\$ 40	\$ 50	\$ _____
<input type="checkbox"/> Central	\$ 40	\$ 50	\$ _____
		Total	\$ _____

***ABWA members must be current with national dues.**

ATTENTION:

Cancellation Policy

- For *any* cancellation, the *entire* registration fee will be forfeited. However, you have the option of transferring your registration to another ABWA member.
- For mailing purposes, registrations must be received two weeks prior to any conference.

I acknowledge that I have read and understand the cancellation policy.

Mail with payment to:

ABWA Registration
P.O. Box 4757
Overland Park, KS 66204-0757

Register online at www.abwa.org

or charge by Phone at (800) 228-0007
or Fax to (913) 660-0101

PAYMENT METHOD:

Credit Card, Check or Money Order (payable to ABWA)

Check No. _____

Visa

MasterCard

Discover

Card Number _____ Exp. Date _____ Security Code _____

Card Holder Signature _____

Permissions: Registrant grants permission to ABWA to utilize 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 participant is registered.