

Achieve

6TH
ISSUE

2020

ABWA PERSPECTIVES

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SUCCESSFUL ZOOM PRESENTATIONS

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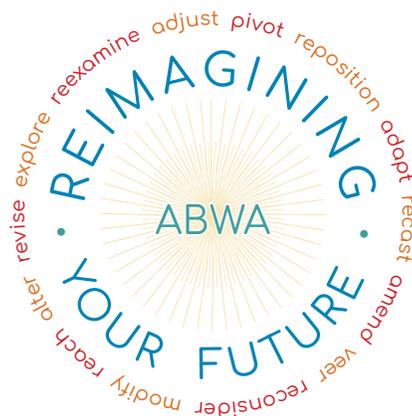
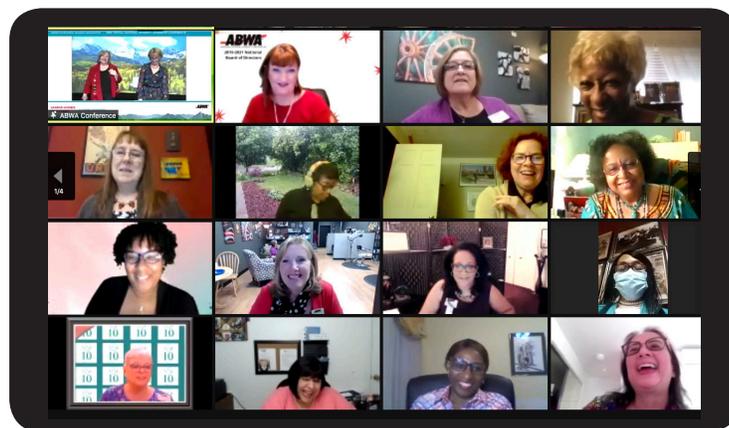
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The Most Underutilized Feature in A SUCCESSFUL ZOOM PRESENTATION IS ...



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.

Thirty million PowerPoint presentations are created each day.

Given our current pandemic environment, many of them are now being delivered via Zoom!

But when giving a presentation using Zoom meetings, what is a critical feature that is often overlooked in the setup of a presentation?

Is it important to . . .

- Double your number of PowerPoint slides from a live presentation, especially for visual learners, because participants no longer have you as the presenter using your entire body to help make the presentation more engaging and interesting?
- Enable two monitors, so you can have separate windows on the screens for PowerPoint, Participants, and Chat?
- Have a monitor appear behind you as the presenter, so that you can have a more attractive, television set-like appearance to your set?
- Choose to display an uncluttered, professional background? (I once viewed a Zoom presentation where the presenter had gray hair. He chose a gray virtual background. I watched as his hair disappeared and reappeared as he moved his head. Needless to say, I didn't pay much attention to what he had to say!)

continued on page 3

GIVE A GIFT... GET A GIFT!

NOW THROUGH JANUARY 15, 2021

ONE MEMBERSHIP EQUALS
A LIFETIME OF OPPORTUNITES!

Every day you meet working women who would benefit from an ABWA membership. Give the gift of a membership to someone you know and we will surprise you with a special **Vera Bradley gift!***

**while supplies last!*

GIVE THE
GIFT
OF ABWA!

To purchase a
"Give-a-Gift" membership,
call 1-800-228-0007
or shop online at
www.abwa.org today!

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

save the date

December 31-January 1

National Office is Closed

January 4

Council Election Reports are Due

January 14

Just in Time Webinar

January 17

Applications for Business Skills Tuition Reimbursement for this year's National Women's Leadership Conference is due.

January 31

If your league chooses to sponsor an Impact Scholarship, funds for each scholarship PLUS eligibility criteria PLUS scholarship processing administrative fee are due to ABWA.



THE MOST UNDERUTILIZED ZOOM FEATURE *continued from page 1*

- Have natural light or ring lights positioned in front of you, so that your face is illuminated properly?
- Buy the latest webcam (which is probably on back order) so that you deliver a crystal-clear image?
- Upgrade your microphone from the one in your laptop or webcam, for a cleaner, richer sound?
- Position yourself on the screen so that you can fill most of the screen and appear more intimate with your audience? (Technology already separates you from your participants, so you don't want to look to be the size of a postage stamp in your setup.)

While all those considerations may be important, they may be more you-focused rather than *participant-focused*. The most underutilized feature for success of a Zoom meeting presentation is... **the Breakout Rooms**.

It may be because Breakout Rooms do not appear with the standard setup of a Zoom meeting. Before your presentation, be sure to enable Breakout Rooms.

Why are Breakout Rooms so important?

It gets back to Presentation Skills 101...

The success of your Zoom presentation depends on how you make the event be *about your participants* and not about you.

While the content that you present is important, the most important factor in the success of any presentation is *how you make a connection with your audience*. Remember that unlike in a physical environment, your competition is now just a click away!

If your virtual presentation is not interesting and engaging, participants can always have it running in the background, while they check email or Instagram in the foreground. If you don't actively engage your participants, you may never know!

That is the beauty of the Breakout Rooms. When you as a presenter utilize Breakout Rooms in your virtual presentation, the participants never know when you might next call on them to join in with you on your presentation.

With one-way communication, and especially with a recorded webinar, they know that they can step away from their screens, possibly for an hour or even longer, and know that there will probably be no repercussions, as you drone on and on.

It may seem to be more *efficient* to use your presentation to simply dump content. But you are probably looking to be more *effective*; participants are more likely to retain information from a presentation that they feel they were a part of.

With Breakout Rooms, participants probably do not want to be embarrassed that everyone else will be talking, laughing, and joining in the fun, and they will be missing out. They will not

want you to know that they were the only one to not accept your invitation to join a Breakout Room.

So strategically place Breakout Room sessions throughout your presentation. Have one early on in the session (resist the temptation to make your presentation be *all about you*). Keep your participants guessing as to when the next Breakout Room session will be!

For a three- or four-hour virtual presentation (which is about the maximum length that most participants can endure a *virtual* presentation), work in two Breakout Room sessions before the break, then one or two after the break.

You don't want to overdo use of this feature, either. Use it just enough to give your participants a mental break from you. (Remember, if you are like me, you as the presenter are just having fun! You know your material, they don't. They are having to think about it. Thinking is hard work, which is why most people don't like to do it.)

What participants crave and miss the most: human interaction

See, many of these people have not seen their other colleagues, possibly in months. Even if it is not their regular associates they are engaging with on the Zoom call, many are just so happy to actually see other adults besides those in their houses, especially during this quarantine.

Since April 2020, I have delivered nearly 100 three- and four-hour virtual presentations. And while I would like to think that I delivered stellar programs, the feature of those programs that gets the most rave reviews from participants is... the Breakout Rooms.

"How do I get participants to turn on their video?"

Another challenge for virtual presenters is to get your audience to turn on their cameras. That is primarily what we presenters miss most about a virtual presentation: seeing the reactions of our participants.

Most of your audience will not want to let you into their lives if they feel disconnected from you. They will cherish that feeling of anonymity. But, if you have a Breakout Room session early on, they probably won't want to be the only participant in the room with their video off. Then they are more likely to leave the camera on for the rest of the presentation, especially if they anticipate another Breakout Room session coming up soon.

So, please consider the use of Breakout Rooms in your Zoom meeting presentations. And, if you need help in this area, I have assisted other speakers, trainers, and associations who have struggled to "pivot" from live to virtual events, and would be happy to help you, at ted@januspresentations.com.

—TED JANUS



ACTUALLY, IT IS YOU

Why Customers Dump You and How to Avoid Risk-Taking Mistakes

DO ANY OF THESE SOUND FAMILIAR?

The lawn service had to go. I used them for over 15 years, and by the last season, my lawn looked terrible. The spring seeding didn't take, nutsedge and wiregrass consumed half the yard, and they just kept spraying chemicals. I wish somebody had just told me the yard needed grub killer, more topsoil, and organic material. I would have done it. In fact, I did – with somebody else.

We offer great deals to new customers. I've got introductory prices, pilot prices, and other discounts I can use. Where things get sticky is retention. Unless a customer leaves, I don't have a lot of flexibility. This place chases them and then begs them to stay when they threaten to leave. No wonder customers aren't happy when I take their calls.

We lost him after 20 years. At the time, I could only describe myself as stunned. I didn't see it coming. In hindsight, I guess I should have, but I didn't. He's now with a new financial advisor who is no better than we are at advising. She lured him away by making him feel important. We blew it. Simple as that.

People responsible for providing customer service know great customers are not a dime a dozen. Yet, every single day, businesses lose people they'd like to keep. What's going on? While the root cause could be anything, usually, these defections stem from a few key mistakes.



MISTAKE ONE: A business assumes longevity equals happy in the relationship.

The truth is more complicated, however. There are a lot of “blah” service marriages out there. Just because someone has stuck around a long time, that does not mean he or she is committed to the service or the service provider. If another business says it can do better, a breakup may be imminent.



importantly, to listen. Smart businesses find creative ways to make check-in meetings work: an energy company offers an annual energy audit to homeowners at no cost, a bank branch schedules time to go over a customer's accounts, listen to his financial goals,

and review new products, or a power-washing company proactively performs an annual spring cleaning assessment and estimate for cleaning. No matter what business you're in, you can probably find a meaningful way to connect. For example, are you in the pizza-selling business? Great. How about a thank-you card at the end of the year. *John, 32 pies in 52 weeks! We thank you and look forward to serving you in the coming year. Enclosed, please find a dough-for-dough gift card. It's our way of saying thanks for choosing us as your pizza partner.*



MITIGATION MOVE: There's a reason people celebrate anniversaries. Do you have an annual check-in meeting with your customers? If not, consider piloting this process with a select group. The purpose of the meeting isn't to sell.

Rather, it's to say thank you, ask questions, and, more

MISTAKE TWO: A business doesn't think like its customers or have their best interest at heart. Anyone who has ever left a business and then received email invitations to come back at a better rate understands this error. If you could have given me phone service at \$14.99 a month, why didn't you say so when it was \$34.99? Get away and goodbye.

MITIGATION MOVE: Give your existing customers your best service, best advice, and best deals. Doing so may hurt your wallet in the short term, but in the long run, it's the right thing to do and a strategy that will build trust and loyalty.



MISTAKE THREE: A business hires people who focus on themselves. For example, your regular food server tells you too much about her life and her problems. At first, you were glad she made conversation. Now you dread hearing about the train wreck that is her situation – especially when you didn't ask. Lately, you'd rather just eat in peace.

MITIGATION MOVE: Live by a customer-first philosophy. The customer is the most important person in the room, not you. No matter how friendly customers are, avoid mistaking conviviality for someone's desire to focus on you. To put it in math terms, try to do no more than 30% of the talking. Instead, spend your time asking good questions and listening to the answers.

MISTAKE FOUR: A business follows a feast-or-famine contact model. For instance, a real estate agent who sold a customer a house five years ago gets in touch for the first time in a long time now that he's learned the customer might be moving. He calls, he texts, he emails, and it's too late. The customer has signed on with an agent she met at her book club.

MITIGATION MOVE: Create a contact schedule that makes sense for the kind of business you're in. Also, look at many industries as you create your plan. For example, your hairdresser may have a technique or two you borrow to use in your sales role in a completely different industry. You don't want to be a pest, and, at the same time, you don't want to be passed over the next time someone needs the types of products and services you provide.



With a little effort, you can avoid new mistakes. And over time, you can mitigate any bad choices you've made previously. Great customers are great customers, and they're going to be somebody's customer. Why not make decisions that will make you the provider of choice?

★★★★★ 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.

ABWA'S CONNECT, LEARN AND GROW OPPORTUNITIES

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ALL COURSES FROM ABWA'S SUMMER SUMMIT SERIES
NOW AVAILABLE IN THE APEX CAMPUS!

[click here to register](#)

APEX COURSES
OFFERED COMPLIMENTARY
NOVEMBER, 2020-APRIL, 2021
(a \$150 value)

THE KAIZEN WAY

~~November 2nd-30th, 2020~~ *offer expired*

Translated the word kaizen means to "change for the better." In The Kaizen Way, you will learn exactly what kaizen is and how it's helping organizations in industries such as manufacturing, office environments, and healthcare reduce costs and increase profits without resorting to massive layoffs.

TRANSFORMING YOUR VALUE STREAMS

December 1st-31st, 2020

In this course you and your entire organization will learn how to transform your value streams using lean tools and principles such as value stream mapping, takt time, Kanban, error proofing, and heijunka/production leveling. During this course you will follow a fictitious bird house manufacturing company as they journey through the process of creating both current and future state value stream maps along with an action plan.

LEADER STANDARD WORK

January 1st-29th, 2021

(Previously offered – in case you missed it). The concept of Leader Standard Work is not new yet so many organizations

struggle with it. During this live seminar, Mike Wroblewski explains what Leader Standard Work is, how to successfully implement it, and most importantly how to maintain it with the powerful Kamishibai audit system.

PRACTICAL PROBLEM SOLVING

February 1st-26th, 2021

This course covers the core concepts of Practical Problem Solving using the PDCA methodology.

The ability to identify and counter root causes is an extremely important skill set for any Lean or Six Sigma practitioner.

WORKPLACE VISUALIZATION

March 1st-31st, 2021

During this course, you will explore what visualization is, and why it's such an important aspect of lean management. Also you will discover how to bring the concept of visuality to the workplace. Finally, this course will visit some real world companies to see how they have successfully leveraged these principles in the offices and shop floors.

CULTURE OF KAIZEN

April 1st-30th, 2021

(Previously offered – in case you missed it). While the tools of continuous improvement are obviously important, one thing is certain. If we, as continuous improvement leaders, fail to respect, effectively motivate, and positively influence those around us, we will never create strong cultures of Kaizen. This course will explore the human side of lean in great detail.

CAREER CONNECTIONS

Made Easy, Free and Confidential

Whether you're looking for a new job or ready to take the next step in your career, we'll help you find the opportunity that you've been looking for.

Post your resume and search for jobs at
<http://careers.abwa.org/>

UPLOAD YOUR RESUME
to ABWA's online Career Connection site

INCREASE YOUR VISIBILITY
with companies across the country

JOB POSTINGS
Check regularly, there may already
be the perfect job listed

FRIENDS & FAMILY
Non-members can also add resumes!



Fisher Investments is proud to sponsor the American Business Women's Association.

Whether you're just getting started in your career, or you're a professional looking for your next opportunity, Fisher is a firm that welcomes motivated women.

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American Business Women's Association members and employees receive a 15% tuition reduction.

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NORTHCENTRAL
UNIVERSITY



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 eight levels of the *Inner Circle Recognition* program. Each level representing a higher number of sponsored new members. This elite group of *Inner Circle* members are recognized in the Achieve Newsletter published six (6) times a year. They are ABWA's unsung heroines.



DELORES FRAZER
Oxon Hill Charter Chapter
Inner Circle
sponsored 11 new members



FELICIA JOHNSON
Birmingham Charter
Chapter
Emerald Star
sponsored 23 new members



KAREN EIDMAN
Space Coast Women
Express Network
Inner Circle
sponsored 11 new members



VELMA LANDERS
Enterprising Women
Networking SF Chapter
Emerald Star
sponsored 25 new members



DAVIDA PRICE
Women Connecting
Women Chapter
Inner Circle
sponsored 12 new members



TRINA NKHAZI
Airport Charter Chapter
Golden Sapphire Star
sponsored 33 new members



CINDY SHEPPARD
Rochester Charter Chapter
Emerald Star
sponsored 22 new members



ERNESTINE JACKSON
Nu-Lite Chapter
Golden Sapphire Star
sponsored 33 new members



GENICE HALL
Columbia Triad Chapter
Emerald Star
sponsored 22 new members



VIDESSA WOODS
Golden Dome Chapter
Garnett Star
sponsored 55 new members

Celebrating Our Member & League Anniversaries for November-January

25
YEARS

CHARLCIE REYNOLDS
Navarro Chapter
Corsicana TX

VANESSA WILLIS
Cities by the Bay
Chapter
Helotes TX

JANICE DISHONG
Lebanon Valley Charter
Chapter
Cornwall, PA

GWENDOLYN
HOPKINS
Cavalier Chapter
Goochland, VA

TERI SAWYER
National Member
Monarch Beach, CA

BOBBIE SIPES
Cities by the Bay
Chapter
South San Francisco,
CA

JUNE DISHMAN
Dunlap Charter
Chapter
Dunlap, TN

PATRICIA LYSSY
National Member
San Antonio, TX

CHRISTINA BRENNAN
Northeast Sunrise
Chapter
Oscoda, MI

CADY HALVORSON
National Member
Boulder, CO

PATTI ANN HOKAMA
Na Kilohana O Wahine
Chapter
Honolulu, HI

VERDIE HENDERSON
Charisma Charter
Chapter
Carrollton, TX

ELIZABETH TENNANT
Territorial Charter
Chapter
Yuma, AZ



30
YEARS

JO ELLEN LITZ
Lebanon Valley
Charter Chapter
Lebanon, PA

JOAN BURCH
Lake Shore Charter
Chapter
Detroit, MI

CLEVELAND CUTLER
Cities By the Bay
Chapter
San Raymon, CA

DIANNE FLETCHER
Shining Star Chapter
Kansas City MO

GEORGIANA POLK
National Member
Fort Pierce, FL

35
YEARS

MARY WATKINS
Furniture Capital
Chapter
High Point, NC

MARIE RUTHARDT
National Member
Hobbs, NM

BETTY LEBLANC
National Member
Bridge City, TX

MARILYN RAGSDALE
National member
Salado, TX

HILDA MCCREADIE
Mo-Kan Chapter
Shawnee, KS

EVELYN FREE
National Member
Williamsport, PA



40
YEARS

RITA TEAL RUPLE
National Member
Huntsville, AL

SHARON ELWELL
National Member
Kailua, HI

45
YEARS

GLADYS BARDEN
National Member
Auburn, AL

CAROLYN
LAWRENCE
Coral Springs
Charter Chapter
Pembroke Pines, FL

MARGARET GUY
Redbud Chapter
Moore, OK

DOROTHY LUTHER
National Member
Orange, TX

JOYCE RUNKLE
Millersburg Charter
Chapter
Halifax, VA

GERALDINE WIEST
Millersburg Charter
Chapter
Halifax VA

JUNE BURKHALTER
National Member
Lexington, SC

SUE NELSEN
National Member
Bloomington, MN

50
YEARS

MELBA MCKNIGHT
Raintree Chapter
New Castle, IN



55
YEARS

ROSE TURNER
Parvenu Bossier
Charter Chapter
Bossier City, LA

BEULAH MASON
National Member
Bay City, MI



DECEMBER LEAGUE ANNIVERSARIES

AUBURN CHARTER CHAPTER
Auburn, AL
celebrating 45 years

MARYLAND CAPITAL CHAPTER
Annapolis, MD
celebrating 50 years

L'ENFANT CHAPTER
Washington, DC
celebrating 55 years

JANUARY 2021 LEAGUE ANNIVERSARIES

OKLAHOMA CITY CHARTER
CHAPTER
Oklahoma City, OK
celebrating 70 years



FRESHEN UP YOUR NEW YEAR WITH SHRIMP PUFFS

Makes 72 rolls

Filling

- 1 pound peeled and deveined shrimp
- 2 egg whites
- 1 tablespoon soy sauce
- 4 scallions, chopped
- 1/4 cup loosely packed cilantro leaves, chopped
- 1 tablespoons ginger, minced
- 2 teaspoons sesame oil
- 1 clove garlic, grated on a microplane grater
- Kosher salt and pepper to taste

2 boxes frozen puff pastry (4 sheets in total)
defrost in the refrigerator overnight

Topping

- 1 egg beaten, for egg wash
- 1/4 cup sesame seeds

Sauce

- 1 cup honey mustard
- 1/4 cup sweet chili sauce
- 2 tbs Sriracha sauce

Combine shrimp, egg, soy sauce, scallions, ginger, cilantro, sesame oil, and garlic in a food processor, or chop ingredients until finely minced and fold together in a medium mixing bowl.

Preheat your oven to 425° F.

Line 2 large baking sheets with parchment paper.

On a lightly floured surface, working with one pastry sheet at a time, cut each pastry sheet into 3 pieces. The puff pastry will be easier to work with right out of the refrigerator.

Brush the edges of each piece of cut pastry with the beaten egg. Spread about 1/4 cup to 1/2 cup of the mixture along the center of each cut pastry. Roll each piece forming a log, pinching the ends together. Cut each log into 6 pieces.

Transfer the rolls to the prepared baking sheets, brush them with the beaten egg and sprinkle with sesame seeds. You will probably need 2 or 3 baking sheets depending on size.

Bake the rolls for 20 to 25 minutes or until golden brown.

While the rolls are baking, prepare the sauce by whisking all the sauce ingredients together in a medium size bowl.

Serve the rolls with the spicy honey mustard.

DEBBIE GOLD is a James Beard Award-winning chef. She is the executive chef at the Tied House in Chicago.



SHOULD I RUN FOR A POSITION ON THE NATIONAL BOARD OF DIRECTORS?

OH,
YES!

While being an active member of the American Business Women's Association for 28 years has helped me in my journey to grow personally and professionally, serving as a District Vice President on the ABWA National Board has really pushed me over the edge. I have found my voice, started a new business, expanded my network, and forged new and meaningful relationships with my board sisters. But, most of all, I have been a part of guiding the future of ABWA and making a difference in the lives of thousands of women.

Let ABWA help shape the leader in you, too!

JUDY TAYLOR,
Charisma Charter Chapter
District II Vice President

Before joining ABWA I felt I had the tools to be a strong leader. After joining ABWA I realized I had so much more to learn and offer. As I grew in ABWA, I grew personally and professionally, realizing I could

make a difference. I met other women in ABWA who had served on the National Board and realized I wanted to the same. The women I met along the way became my friends and mentors. I stepped out and up in my leadership journey. I am a stronger leader in ABWA and in my community. ABWA has made a difference in all areas of my life and career. Ask yourself: Am I ready to serve on the National board? Make a difference in ABWA and in my life? The answer is YES. Ladies, make the move today and join me on a journey you will treasure for a lifetime.

MARY STEPHENSON
Lakeland Downtown Chapter
District I Vice President

Exciting and amazing...
I am serving as District V Vice President after being an ABWA member for only 3 years. Leadership is not about longevity, it is about believing in yourself, supporting the ABWA mission and empowering those you serve...

The best is yet to come!!!

CHERYL BLAIR
Raintree Chapter
District V Vice President



2021 ABWA VIRTUAL REGIONAL CONFERENCES

REGISTER TODAY!

Take advantage of early registration rates and register by Monday, February 1, 2021!

Complete the registration form and mail or fax with your payment information to ABWA National.

ABWA offers you the opportunity to become the leader you have always aspired to be. ABWA's Regional Conference Events are the springboard for you to learn about membership, Best Practices in League Management including, membership growth and retention strategies, and review of the newest resources. The 2019-2021 National Board of Directors/Trustees will present an overview of the Stephen Bufton Memorial Educational Fund (SBMEF) and the do's and don'ts of sponsoring a SBMEF scholarship.

Tentative Agenda for 2021 Regional Conference Events

FRIDAY

9:00 a.m. to 10:15 a.m.	Opening Remarks from District Vice Presidents, Accolades, Recognition, and . . .
10:15 a.m. to 10:30 a.m.	Break
10:30 a.m. to 12:00 p.m.	SBMEF Presentation
12:00 p.m. to 1:00 p.m.	Lunch
1:00 p.m. to 2:00 p.m.	Officer Presentation/Candidate Presentations
2:00 p.m. to 2:15 p.m.	Break
2:15 p.m. to 3:45 p.m.	ABWA Presentation
3:45 p.m. to 4:00 p.m.	Break
4:00 p.m. to 4:30 p.m.	Top Ten Presentations
4:30 p.m. to 5:00 p.m.	Virtual Cocktail Hour

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 Part A
12:30 p.m. to 1:30 p.m.	Lunch
1:30 p.m. to 3:30 p.m.	Professional Development Part B
3:30 p.m.	Wrap-up

EASTERN REGIONAL CONFERENCE

FEBRUARY 12 and 13
(DISTRICTS I and IV)

Event Hostesses

RENÉ STREET, Executive Director
SHARON GODBEE, National President

Presiding Board Members for the Eastern Regional Conference

ANNE O'NEILL, National Secretary-Treasurer
MARY STEPHENSON, District I Vice President
MARY MAUPAI, District IV Vice President

WESTERN REGIONAL CONFERENCE

FEBRUARY 19 and 20
(DISTRICTS II and VI)

Event Hostesses

RENÉ STREET, Executive Director
SHARON GODBEE, National President

Presiding Board Members for the Western Regional Conference

SHARON GODBEE, National President
JUDY TAYLOR, District II Vice President
KERRIE UNDERHILL, District VI Vice President

CENTRAL REGIONAL CONFERENCE

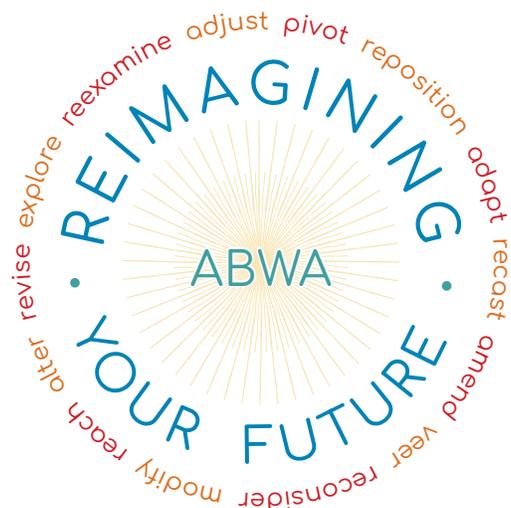
MARCH 5 and 6
(DISTRICTS III and V)

Event Hostesses

RENÉ STREET, Executive Director
SHARON GODBEE, National President

Presiding Board Members for the Central Regional Conference

TRINA NKHAZI, National Vice President
KATHY SCHOOLEY, District III Vice President
CHERYL BLAIR, District V Vice President



EASTERN and WESTERN REGIONAL CONFERENCE KEYNOTE

HOW TO WORK WITH & LEAD PEOPLE NOT LIKE YOU

Diversity in the workforce is a hot topic. Many employers are under pressure to make sure their workforce and employee base is diverse, inclusive and representative of the customers they serve. The most progressive organizations value diversity because they realize that a diverse workforce has positive impact on the bottom line. Such a workforce doesn't just lead to better decisions and solutions and innovation - it has been proven to grow business and profits. And a diverse workforce doesn't just mean employees of different racial and ethnic backgrounds; it can also mean *diversity of thought*.

Kelly's keynote takes the topic of work and leadership to a new place – one that is getting more attention every day!

Presenter: KELLY MCDONALD

Kelly McDonald is considered one of the nation's top experts in marketing, the customer experience and consumer trends. She has been named one of the "Top Ad Agencies in the U.S." by Advertising Age magazine. Her client experience includes brands such as Toyota, Chubb, Kimberly-Clark, Miller-Coors, and Sherwin Williams.

Kelly is the author of three bestselling books on marketing, the customer experience and leadership. Her latest book is *How to Work With & Lead People Not Like You*.

Kelly lives in Denver and in her spare time, she enjoys boxing (yes, boxing) and shopping for high heels.

CENTRAL REGIONAL CONFERENCE KEYNOTE

LEADERSHIP PRESENCE: PERCEPTION VS. RECEPTION IN THE VIRTUAL ENVIRONMENT

Presence is an important quality in organizations and an area that many people focus on in face-to-face business environments. In celebration of Women's History Month, Dr. Sanders will discuss why presence is equally important in a virtual environment and how your presence can influence how you are perceived versus "received" in the workplace. She will also provide you with useful tips to enhance your presence that may lead to untapped opportunities in advancing your career.

Presenter: DR. RANDEE SANDERS

Dr. Sanders is a speaker, professor, and women's career strategist, who has an affinity for empowering women leaders to establish a strong sense of self, develop her voice, and own her power to lead! She has over 15 years of experience in leadership development and organizational engagement. She has a doctorate degree in leadership development and organizational management.

As a speaker, she shares her message with women leaders all across the country through panels, keynotes, and workshops centered on women who lead, executive leadership presence, self-esteem, confidence, and overcoming obstacles.

EASTERN REGIONAL CONFERENCE
PROFESSIONAL DEVELOPMENT SESSIONLEADING YOUR REMOTE TEAM:
STRATEGIES FOR SUCCESS

Remote workers bring powerful synergies as well as considerable challenges, particularly for established organizations and traditional managers who are accustomed to operating by proven standards and procedures. That means, to get the best results, you've got to change your thinking, management approach, and training to fit these unique considerations. In this four-hour session, you will learn strategies for:

- Leading and Coaching Remote Workers
- Performance Management and Accountability
- Building Connections Through Communications
- Establishing Trust Through Communication

WESTERN REGIONAL CONFERENCE
PROFESSIONAL DEVELOPMENT SESSION

HOW TO BE AN EFFECTIVE VIRTUAL TEAM MEMBER

ABWA has embraced the challenges associated with hosting virtual meetings. However, with such a diverse and dynamic membership, there is always room for improvement. In this four-hour session, you will develop a better understanding of how to host an effective virtual meeting, attributes of an effective virtual team, and virtual team communication.

CENTRAL REGIONAL CONFERENCE
PROFESSIONAL DEVELOPMENT SESSION

KNOW AND GROW YOUR VALUE

Women at every level of an organization can contribute to the success of their business and/or their employer by sharing their business acumen in areas such as strategic thinking, operations management, and team building to name a few. However, to be an effective leader, women must also learn to share their voice with courage and conviction.

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

- Speak up and be heard.
- Move from self-consciousness to self-confidence.
- Perform confidently in challenging situations.
- Set limits without making enemies.

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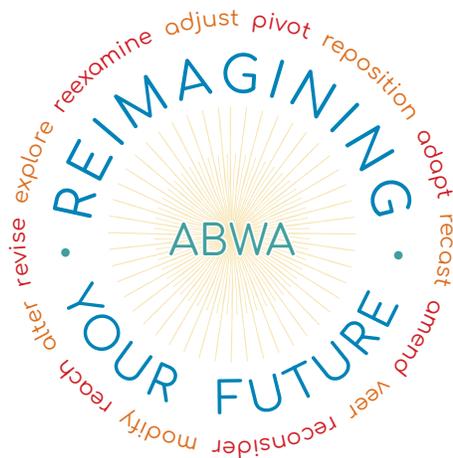
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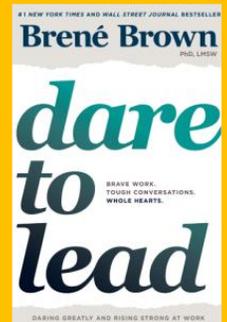
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