

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



ABWA Greenspoint

Houston, Texas

December, 2010

President's Message

Inside this issue:



I would like to take this time to thank everyone who is a member or supports ABWA Greenspoint. I am grateful to the new board that will be working with me throughout the upcoming year to provide a strong backbone to our amazing organization. Kathi Farinacci is returning to the board and filling some big shoes as our new treasurer. Tammy Sanford is stepping up to provide support and inspiration as our Vice President, and Cathy Messina is the master multi-tasker taking on many vital roles as our new secretary. We have several amazing women rounding out our officer committee, including Kim Parker as Membership Chair, Kathy Henderson as Programs Chair, Margaret Eyster and Treena Dockery will be co-chairs for heading up our Fundraising/BAE

event, Debbie Berry will continue to help with our monthly raffle, Kim McCully will carry on her award-winning role as our Newsletter chair, Judy Hoya has agreed to be our Professional Development Chair again, and Natalie Langford is new to our chapter and will be our new Publicity Chair. Marilyn Sander will be the Membership Communication chair for the year. Please join me in the many thanks that we owe these women for leading us in the upcoming year.

I first came to a meeting at ABWA's Greenspoint Chapter because I was told it was one of the friendliest and supportive group of women that one will ever find. (Thank you, Germaine!) I attended my first meeting by myself and was immediately welcomed into the group in what could have been a socially awkward situation as a newbie to the group. I believe that through our membership drive and sharing our stories of why belong to our Greenspoint Chapter, we will be able to spread the word and grow our chapter in the upcoming year. We are our best examples for explaining why it is that we dedicate our time & lives to be a part of this chapter.

I know we all have many different roles that we play in life as women. We all know that taking on the role of volunteer and advocate for our group is one of many hats we all choose to wear in our daily lives. It is a team effort. The officers are here to help facilitate and keep us on track throughout the year, but every member plays a vital part of our chapter. We are all a strong group of respected professionals, and I am proud to represent the voices of the phenomenal women that belong to the Greenspoint Chapter of ABWA. Thank you for your support throughout the upcoming year!

Many thanks,
Tracey Kearny
President

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Our next monthly Luncheon is Wednesday, December 15th at The Greenspoint Club 11:15 a.m. Networking 11:30 Lunch and annual Holiday Gift Exchange Bring a wrapped gift with a \$15 value

\$25 for Members \$30 for Guests

Call or email Cathy Messina for reservations: 832-601-4310 cathy_messina@administaff.com Guests are always welcome

American Business Women's Association Mission Statement

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.

Chapter Officers 2010-2011

President

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Treasurer

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Membership

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281-841-3470
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Newsletter & Web Site

Kim McCully
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If you would like to volunteer to assist on any of these committees, contact the Chapter officers or Chair persons. This is a great way to grow in your membership of ABWA and the chapter will benefit from your service.

FHPW Women of Excellence Gala

By Kathi Farinacci

This year was the first time I have attended the WOE Gala. Ladies – plan to go next year!!! What an awesome event. You have a chance to dress up, enjoy a wonderful meal (I even ate a flower!), and last, but not least, hear about the accomplishments of some very awesome women!

Annise Parker, Houston's esteemed Mayor, kicked off the event. I would estimate there were over 400 women there...and a few men! To quote Beth Caplan, 2010 Federation of Houston Professional Women President, "This annual celebration provides an opportunity for each of our member organizations to honor one of their outstanding women for her service to their organization, to her profession, and to our community".

Thirty-five women were honored but the one who stood out for me was Judy Hoya from our chapter. Judy was absolutely beautiful and so gracious. Judy has done much within our community and the Aldine School District. She is currently our Professional Development Chair and held the position last year as well. Congratulations to you again Judy!!! Most deserved!

I hope next year you will consider attending this event. You will be glad you did!

(Editor's note: watch for information in this newsletter about next year's gala. It is the 30th anniversary of the Federation so it will be quite a celebration! - KM)



ABWA National News

Marilyn Sander was elected to the 2011—2013 ABWA Ambassador Steering Committee for District II. Each district has one representative serving on this committee. Marilyn will serve for two years beginning in 2011 and will work closely with the District II Vice President Tina Ackles and Casey Coven, Chair of the Committee.. This committee serves the association and communicates with ABWA Ambassadors. Congratulations, Marilyn, on being elected!

Save the Dates: The 2011 Western Regional Conference will be held in Santa Fe, NM **April 29-30, 2011**. The 2011 National Women's Leadership Conference will be in Irving, TX **Sept. 22-24, 2011**.

Chapter Photos



Past President Kim Parker welcomed the 2010 Board members at the August meeting



Treasurer Kathi Farinacci welcomes new member Keisha Beasley in November.

ABWA 2010 National Conference Report

By Marilyn Sander

2010 Woman of the Year

2011-2013 ABWA Ambassador
Steering Committee

2005 ABWA National Top Ten
Woman of the Year



ABWA National Conference in Chattanooga TN was awesome. This conference met our expectations and the area around Chattanooga and the Tennessee River was so beautiful with the fall colors.

The theme of the conference, "**Leading with Vision**", was emphasized in everyway including using the Kaleidoscope as a logo for the conference and gift to Casey Coven, our past National President. I attended Carolyn Elman's retirement luncheon and heard her retirement speech which was wonderful. She mentioned how much her ABWA friendships meant to her and her interest in spending time now to better the lives of children. Her family was present, including her grand daughter, as a surprise to her. Her husband, and her two sons and their wives were present.

Robin Crow was our Friday morning Keynote speaker. He drove down the road from Nashville where his recording studio, Dark Horse Recording, is located. He stressed using your imagination in his message "Evolve or Die." Businesses must be in a position to be in constant change, embrace innovations, and be able to adapt. He showed a video of building Dark Horse Recording studio, a very imaginative place, where artists such as Tim McGraw and Faith Hill record. He emphasized going over and above to service your client as it is this over and above they remember. We also enjoyed Wayne Lee entertaining us with hypnosis of several ABWA members. His theme was "Live with Laughter". Our Saturday evening entertainment was "The Four Bitchin' Babes."

They played guitars and piano and sang songs with words for us midlife Babes.

Elections were held on Friday for the 2010-2011 National Board. After a runoff for National Secretary-Treasurer, the following were elected:

- Lynn Drowne- National President
- Tina Gandy- National Vice President
- Tracy Sweet- National Secretary – Treasurer
- Tina Ackles- Vice President, District II

My favorite part of convention is the Top 10 Recognition luncheon and the speeches from the 2011 Top Tens. This year the presentations were emotional with circumstances that have happened and how people are going on with courage. The American Business Woman of 2011 is Carolyn Parker and her speech was centered on the theme "It is Okay to Ask for Help" and how by her asking for help she had changed her life. Several from her Atlanta chapter and her family came to the luncheon to support her.

I attended the ABWA KBU MBA Essentials and took the following courses:

Strategic Marketing Development from Jan Fitchett and Strategic Planning and Leadership for Strategic Change from Tom Jindra. Both facilitators are faculty members of the University of Kansas School of Business. We were in groups in the

marketing development session discussing and brainstorming about our customer's needs, why customers buy from us, targeting customers and target market characteristics. I really benefited from my group discussions.

The Strategic Planning session was about business value creation and core strategic processes. We discussed the institutional framework and architectural design of organization. People work in organizational environments and environment is where management should spend their time addressing change, entrepreneurial discovery and process innovation. In today's business climate, clients look for companies that have the capabilities to deliver. Companies must have a competitive advantage. Core competences are a source of competitive advantage. Companies must have two systems in place: , a communications system and a measurement system. We discussed several strategic planning models. There are strategies and initiatives that are required to achieve a firm's objectives. Each should have its own plan for completion. This includes having the right people in the right position. It is important to have a customer scorecard to measure, monitor and report progress. A review process must be in place.

Leadership for strategic change requires an understanding of market based business framework. At the heart of every business culture is the vision and values. Organizations

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Women's Instructional Network

Are you on WIN?

By now you've heard us talk about the WIN network at most meetings. New things are posted each week from national representatives as well as other Greenspoint members.

Recent updates include the addition of the ABWA Greenspoint Vision Statement, and a fun course called Massie's Big Adventure. This course teaches members how to navigate through their own personal documents library, as well as check course progress, print transcripts and certificates upon completion. And there are many courses on WIN that you can take that are absolutely free! Some great business related courses include "Resumes That Get Interviews" and an Interviewing Tutorial.

Others include topics on managing team conflict, goal setting and team problem solving. These are all available and many give you Profession Unit credits. Check out WIN today!



National Conference (Continued from page 4)

must be tight and focused around their objectives and values. They must be loose but disciplined in actions and contributions. When change is needed remember the Five 'S's': Structure, Systems, Skills, Style and Symbols. Remember all learning is not immediately actionable.

I had a chance to do some sight seeing in the area before our flight back to Houston. The Tennessee River Valley is so beautiful. I toured Ruby Falls and Lookout Mountain.

Overall, it was a great conference.



Greenspoint chapter of ABWA meets the third Wednesday of each month

At the Greenspoint Club, 16925 Northchase Drive, Houston, TX 77060

Contact Cathy Messina (email: cathy_messina@administaff.com)
for reservations. Members: \$25.00; Guests: \$30.00

Greenspoint Chapter of ABWA Vision Statement

To provide a fun, supportive and nurturing environment to help our professional members grow and prosper through networking, continuing education, recognition and leadership opportunities in Greenspoint and the Greater Houston area.

ABWA's Proud 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.

Greenspoint Chapter of the American Business Women's Association

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Visit our web site for HAC and FHPW events

www.abwa-greenspoint.org

Look for ABWA Greenspoint on FaceBook and LinkedIn