



American Business Women's Association

Houston Area Council

October 2010 Vol. 15 Issue 4

HAC Mission Statement:

To promote involvement among participating Chapters and Express Networks, and to provide opportunities for combined activities to enhance our membership, to publicize ABWA and to promote education within our community.

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*Houston Area Council of
ABWA website
www.abwahouston.org*



HAC July 22nd Meeting

Donna Fisher
"Conscious Language"
see page 6

HAC Professional Enrichment Series

Continues in 2011



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.

Rose Mesecher ~ Newsletter Editor ~ winterrose30@yahoo.com ~ (979) 571-0175
Shirley Woodard ~ Newsletter Co-Editor
P.O. Box 4112, Bryan, Texas 77805

Message from the Chair.....

This is my final letter as your Chair of the Houston Area Council. It was an honor to serve you this year. One of my goals was to help you all connect, network and communicate. I hope some of the meetings and events that we sponsored enabled you to do that as well as helped you "Discover the Powerful Advantages of ABWA".

Since we are entering a time of Thanksgiving, I would like to say a special "thank you" to my board members (Beverly Turek, Gaylyn DeVine, Tana Schmedt and Debbie Holladay) whose ideas, collaboration and organization skills were invaluable to me this year. I would also like to say "thank you" to my committee chairs. Without these ladies, little would have been accomplished. This is your Council and I encourage you to get involved. Join a committee or run for a board position.

I am proud and happy to announce that two of the National Top Ten Business Women are from the Houston Area. Please join me in congratulating Bonnie Lognion, Ph.D. of the Humble Artesian Chapter and Marilyn Nelson from the Fort Bend Chapter for winning this great honor. We wish you the best as you compete for the coveted title of ABWA Business Woman of the Year.

In a few weeks (October 28th) many ABWA members will be heading to Chattanooga for the ABWA National Women's Leadership Conference. Elections for the National Board of Directors will be held during the Conference. Please help me wish the best of luck to Tina Gandy who is running for National Vice President and Louise Grasse who is running for District II Vice President. **Bonnie, Marilyn, Tina and Louise, we are so proud of you!**

Please make sure to attend the meeting on Wednesday, November 3rd. This will be a very important meeting, as we will be electing officers for the 2011 term.

Your candidates include:

Debbie Holladay for Chair (from the Leading Women's Express Network)
Katherine Ebel for Chair-Elect (from the Tomball Chapter)
Gaylyn DeVine as Vice President (from the South East Express Network)
Susan Olson as Communications Officer (from the South East Express Network)
Kitty Tennison as Financial Officer (from the Katy Charter Chapter).

In addition, our HAC Christmas Party will be held Friday, December 3rd at the Sheraton Four Points. Please mark your calendar now for this fun event. Spouses and significant others are welcome.

In ABWA friendship,

Ellen Caldwell-Ng
Chair, Houston Area Council



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Winning the Race.....

Remember the story of the race between the turtle and the rabbit. Everyone thought the rabbit would win, but in the end the turtle did. Why?

because she kept going. Consistency is the turtle in our races to achieve the goals we have in life. When we go after something we often think the big sprint is what is going to take us over the finish line to success.

Often half way, or a quarter way, or even right after we set out on our track to success we run out of steam.

What happened? We saw where we were headed clearly, had a good plan to get there? We were dedicated and serious about what we wanted to achieve.

What went wrong? Generally we have so many things going on in our lives; deadlines, obligations to ourselves, our families, and our careers, that adding something else can really tip the scale in our throwing in the towel or even giving up on our own dreams, goals and desires.

Consistency is the turtle; taking little steps as she ambles along toward the finish line. She just keeps taking one small step at a time, not giving up, until ultimately she crosses the finish line first. A person might start out being really sincere and zealous about losing forty pounds, going back to school or starting a new project. They dedicate themselves. They are serious about achieving their goal and fully intend to go the distance. The rabbit of "get it done" will initially get up every morning before work or spend time working on their goal before work at six o'clock in the morning or work late. Come the end of a week or two they find themselves hitting the snooze alarm three times to stay in bed a little longer, or going home on time two days in a row; deciding to slow things down a bit. Finally a few weeks later they find themselves abandoning their plan altogether because it just seems too hard to fit in to everything else on their plate.

What does us in a lot of times is not that our goals are not doable, achievable, or that we don't have the resources or the ability to have, do what we want. It's because we stop short because we took too big a bite out of the project to begin with, and then could not keep up the pace. The rabbit started out strong, but didn't have enough stamina with everything else on her plate to keep it going and cross the finish line first.

Even though it seems slow in the beginning, the way to ultimately achieve our goals is to take little bites along the way until we cross the finish line. We might want exercise everyday for an hour before work, or take three courses after work to achieve a career goal and get it behind us. But if we really want to win the race and will be committed to exercise for ten minutes three times a week or take a weekend refresher course instead it might actually be the way to get us all the way over the finish line. We would be doing something that we would actually do that keeps us going to get where we want to go.

Slowly, but surely the turtle makes it along the track and crosses the finish line ahead of the rabbit. In things that matter to us, that don't seem to be getting done let's be like the turtle and win the race with consistency. Let's keep taking one step at a time until we can look back and see we too have won the race, achieved our goal and can shout "I did it, I really did." We can all win; we can all cross the finish line first.

Sarah Klein-Tower
Vice President
ABWA Galleria
www.possibilitiesgroup.com

Upcoming Event.....

American Business Women's Association Cy-Fair Express Network (CYFEN)

Event: Cy-Fair Express Network Monthly Networking Luncheon
When: November 18, 2010
Time: 11:30 am – 1:00 pm
Where: Houston National Golf Club
16500 Houston National Blvd
Houston, TX 77095

Networking and Business Luncheon

Cy-Fair Express Network invites you to their monthly meeting and luncheon. Join us for an exciting personal enrichment session with Mark Miller of Sandler Training, a visit with the ABWA District II VP, Tina Gandy, and much more. Bring plenty of business cards for networking. Please make reservations by November 12 to Darlene Hajduk @ president-elect@cyfen.org or 713-939-9730. More information @ www.cyfen.org.

Our mission 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.

Identity Theft

Are you concerned about your identity and/or personal information being compromised?

If so, protect yourself and help the W.I.N.G.S. Chapter of American Business Women's Association [ABWA] at the same time at our 3rd annual Shred Day.

Bring your documents [personal or business] to the Four Points by Sheraton Hotel north side parking lot on Saturday morning, October 23, 2010, between the hours of 9 and noon. For the minimum donation of \$10.00, you will have someone remove the material from your car, you will receive a Certificate of Destruction, you can watch your material material being shredded and all from the comfort of your vehicle. Staples and/or paperclips do not need to be removed from your documents.

See additional information below, feel free to contact either Susan or myself with any questions.

Thank you for your support!

Grace E. Pary
2010-2011 President W.I.N.G.S. Chapter ABWA
Jordan Essentials ~ bath ~ body ~ spa

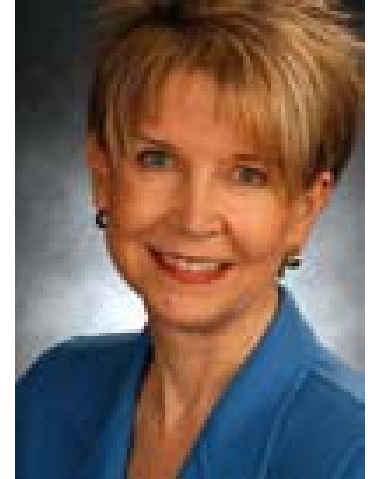
Upcoming Speaker.....

HAC November 3rd Speaker

Donna Fisher

Donna Fisher is an award winning certified speaking professional. She delivers solid, down-to-earth ways for people to live and work smarter. Her presentations introduce you to the vital people skills and effective communications tools that will help you learn the essentials of connecting, networking and creating opportunities.

Donna is an international author of 5 books translated in 6 languages. Donna books provide practical information to enhance everyone's quality of life.



Leading with Vision – The bridge Builder

An old man, going a lone highway,
Came, at the evening, cold and gray,
To a chasm, vast, and deep, and wide,
Through which was flowing a sullen tide.

The old man crossed in the twilight dim;
The sullen stream had no fear for him;
But he turned, when safe on the other side,
And built a bridge to span the tide.

"Old man," said a fellow pilgrim, near,
"You are wasting strength with building here;
Your journey will end with the ending day;
You never again will pass this way;
You've crossed the chasm, deep and wide-
Why build you this bridge at the evening tide?"
The builder lifted his old gray head:
"Good friend, in the path I have come," he said,

"There followeth after me today,
A youth, whose feet must pass this way.
This chasm, that has been naught to me,
To that fair-haired youth may a pitfall be.
He, too, must cross in the twilight dim;
Good friend, I am building this bridge for him."

~Will Allen Dromgoole

Submitted by..... Debbie Holladay

San Jacinto Nuts

San Jacinto Chapter
Houston, Texas
Chartered in 1960

Dear ABWA Members & Friends:

Ideal gifts for friends, family and business associates!

The [San Jacinto Chapter](#) of the [America Business Women's Association](#) is once again offering Terri Lynn premium nuts as a fundraiser. A current brochure is enclosed for your ease in selecting the items you need for this year's holiday season. Some of the items in the brochure are in stock and some are by Special Order only. Please contact the San Jacinto Chapter for more information.

Terri Lynn was established in 1936 and they guarantee that their products are the freshest you can buy. Satisfaction guaranteed --- if you are displeased you may return the product for replacement.

Proceeds benefit the Education and Scholarship Fund for the chapter. For more information please contact the San Jacinto Chapter.

Thank you for your support.

San Jacinto Chapter
www.abwa-sanjacinto.org
abwasjc@yahoo.com
832-248-8943
713-461-8884 fax#

Thank You Vendors.....

HAC Christmas in July 2010

Donna Groce ~ Arbonne International

Stacy Price ~ Cookie Lee

Mickie Juarez ~ Custom Jewelry by Mickie

Debra Lee Williams ~ deBrali Designs

Jan Forrester ~ J D Designs

Catherine James ~ Jordan Essentials

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Rose Mesecher ctaclass@yahoo.com

Galleria Chapter Online.....

American Business Women's Association Galleria Chapter

The ABWA-Galleria Chapter has expanded its online presence. We now have a place on [Meetup.com](https://www.meetup.com/ABWA-Galleria-Chapter) that allows us to expand our reach to women that are looking for networking opportunities, that may not otherwise know about us. Please join us on line to hear about meet ups, cocktail hours, meetings and to expand your networking base. We can be found at www.meetup.com/ABWA-Galleria-Chapter.

Also, our Vice President, Sarah Klein-Tower, sends a notice to the Houston Chronicle monthly. The Chronicle places a notice of our monthly meetings the Sunday before. These activities seem to be generating a buzz, as we had Eleven (11!) guests and Two new members this month!! Please feel free to join us on the 2nd Tuesday of the month at these interesting and rewarding monthly meetings at Maggiano's on Post Oak Blvd.

Thanks so much,

Sunday Witte
Principal
Very Witte Projects, Inc.
President: ABWA Galleria Chapter

ABWA Code of Conduct

Ethical dilemmas occur as a result of values in conflict. It is important that the values of the American Business Women's Association are communicated to all members, and so chapter leaders are asked not only to communicate but also to embrace, support, reinforce and uphold ABWA's Proud Code of Conduct.

ABWA's Proud Code of Conduct was developed as a means of guiding all members in making ethical decisions. The broad statements of the code of conduct that are listed below are not expected to cover all conduct for all situations, however. This is why the Proud Code of Conduct was created as a living and fluid code.

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.

Advertise with Houston Area Council.....

Sponsorship Levels

Platinum Level Donation \$500 or more

- Company ad on Council website with link to sponsor's website for one year with a one minute rotation
- Color ad in the quarterly Council newsletter for one year
- Company name under the Platinum Level area on quarterly meeting agenda placemats for one year
- A certificate of appreciation presented at appreciation dinner

Gold Level Donation \$250

- Company ad on Council website with link to sponsor's website for one year with a 30-second rotation
- Color ad in the quarterly Council newsletter for one year
- Company name under the Gold Level area on quarterly meeting agenda placemats for one year
- A certificate of appreciation presented at appreciation dinner

Silver Level Donation \$100

- Company ad on Council website with link to sponsor's website for one year with a 15-second rotation
- Business Card size ad in the quarterly Council newsletter for one year
- Company name under Silver Level area on quarterly meeting agenda placemats for one year
- A certificate of appreciation presented at appreciation dinner

Council Friend Donation \$25

- Name placed on Houston Area Council website for one year

Newsletter Only Donation \$40

- One eighth page color ad in the quarterly Council newsletter for one year
- A certificate of appreciation presented at appreciation dinner

For more details or to secure your ad space, simply email Rose Mesecher at winterrose30@yahoo.com. You will receive an advertising contract, and once your advertisement and payment are received (*send payment to the HAC address at P.O. Box 4112, Bryan, TX 77805*), your ad will be posted/printed in the next newsletter and on our website.



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San Jacinto Chapter

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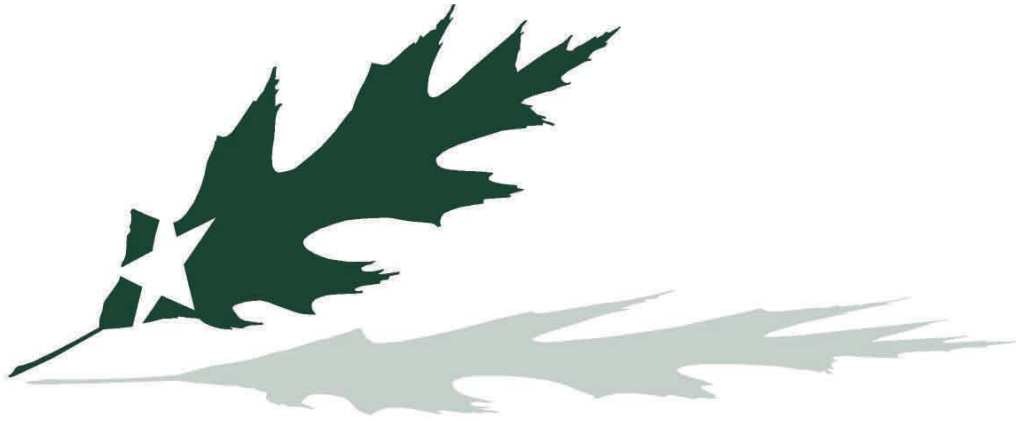
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Gaylyn DeVine
HHPW Woman of Excellence 2007
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What I Learned from Central Texas Conference.....

I signed up for the class Fitness for Business Women, taught by Erin Vargo, because I really would like balance in my daily life as a business owner, wife and mother.

Here are some practical tips that we learned that can be of use to you in real everyday life:

Offer and Eat Healthy Snacks-fresh fruits, nuts
Offer Pedometers and have a contest to see who walks the most
You should walk daily for 30 consecutive minutes OR 10 minutes 3 times a day
Do stretches daily; Tai Chi is great for this
Good Blood Pressure is an average of 115/75
Focus on Heart Health, not your actual weight
Write down your food intake-accountability is crucial to maintaining or losing weight
Diet makes a difference, even if you do not have time to exercise every day, watch your diet
Rest that rejuvenates- you need 8 hours of uninterrupted sleep every night

Avoid rude awakenings-no loud alarm clocks, gentle awakenings help your mood.

Detoxify your environment-get rid of the negative people and thoughts in your day-they are counterproductive to your success
Caffeine is a mood interrupter so you should not drink it after 2PM

You should change your pillow every 18 months

Start a gratitude journal, it will help you track all the people and events you are grateful for and is easily gone back to when you are having a rough day or you feel like things are not going your way

If you would like more healthy information you can visit: sbwi.org or contact a local nutritionalist or personal trainer to meet your individual or company goals.

Submitted by:
Gaylyn R. DeVine, CEO
TLS Graphics, Inc.

My First Conference Experience.....

My first time attending a conference was a great learning experience. Being able to connect to women not only from the Houston area, but from the Dallas area and Louisiana as well, provided for a very diverse group of women. You have the chance of meeting new friends along with reconnecting with some you have not seen in a while. All of this is going on while there are sessions on a number of important topics for business women and, of course, *shopping!* What more could a girl ask for?

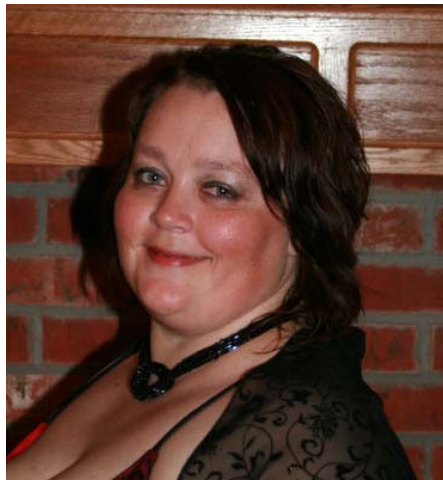
Even though this was a regional conference held in Killeen, I am really glad I got the chance to attend it. I learned so much in just one day that it was well worth the time. Each session held brought you something new, even if you knew what the topic was. I know the three that I attended; Marketing with Social Media, Fitness for Business Women and Finding Your Creativity were very informative. I am familiar with social media, but I was able to pick up a couple of pointers that I did not know, and I am now able to share those pointers with others. This is one of the best things of learning something new about a topic you

already know. It is impossible to know everything about a particular subject; even if you pick up one or two things, then you have expanded on your own personal or professional growth. Perhaps even both!

Fitness for Business Women, I would have to say, was one of my favorites of the day.

Erin Vargo was a very energetic and inspiring speaker. She spoke to us as equals and made everything down to earth and reasonable. Some key points she brought up are:

- Walk 30 minutes daily (if necessary break into three 10 minute sessions)



- Recruit a friend, if you don't do it together call each other (accountability)
- Write down your goals, when you achieve them mark it down
- If you don't reach a certain goal modify it so you can

These are all very simple things that each of us can do. Things that will help each and every one of us improve our health, stress levels and confidence. Start yours today!

The most important thing I think I learned through all of this is to —Believe in the Impossible!!! Imagine what you could accomplish doing that. The possibilities are endless and I challenge each of you to do this even if it is a small goal. Accomplish your goal and see how you feel. Perhaps, then, you will even begin to believe in the impossible yourself.

Rose Mesecher

Twenty Favorites for Women.....

Favorite recent bestsellers to feminist classics...read on to find out other women in business recommend.

Principle Centered Leadership by Stephen R. Covey

The Tipping Point by Malcolm Gladwell

Outliers: The Story of Success by Malcolm Gladwell

The 10 Laws of Enduring Success by Maria Bartiromo

Rework by Jason Fried and David Heinemeier Hansson

Leading from the Front: No Excuse Leadership Tactics for Women by Angie Morgan and Courtney Lynch

The Four-Hour Work Week by Tim Ferriss

A Whole New Mind by Daniel Pink

The E-Myth by Michael Gerber

Your Million Dollar Dream by Tamara Monosoff

Bird by Bird by Anne Lamott

On My Own Two Feet: A Modern Girl's Guide to Personal Finance by Manisha Thakor and Sharon Kedar

Games Mother Never Taught You by Betty Lehan Harragan

Half the Sky by Nicholas D. Kristof and Sheryl WuDunn

Creating Money by Sanaya Roman and Duane Packer

Defy Gravity by Rebel Brown

How We Lead Matters by Marilyn Carlson Nelson

Wishcraft by Barbara Sher and Annie Gottlieb

Nice Girls Don't Get The Corner Office by Lois Frankel, Ph.D

Submitted by Geanna Kincannon



Minutes.....

ABWA OF HOUSTON AREA COUNCIL QUARTERLY MEETING MINUTES July 22, 2010

The meeting was called to order by Chair, Ellen Caldwell-Ng. @ 6:10 p.m. at Sheraton Four Points, Houston, Texas.

Program: District II Vice President & National Vice President Nominee – Tina Gandy
District II Vice President Candidates – Louise Grasse & Tina Ackles

Vendors who purchased tables for Christmas in July promoted their businesses.

Business Meeting:

Old Business:

Roll Call by Tana Schmedt determined there was a quorum.

April Minutes submitted by Tana Schmedt approved as submitted.

Treasurer's Report: Presented by Debbie Holladay were approved and filed for audit.

Women of Honor Luncheon Update – review by Ellen Caldwell-Ng

ABWA Information and Networking Event – review by Ellen Caldwell-Ng
\$550.00 raised
\$10.00 entry fee for 38 guests = \$380.00
25% of proceeds went to the Galleria
Chapter who in turn, donated to the Council.

New Business:

Nominations Committee Chair Mary Jane Brock will be joined by (3) volunteers:

Grace Pary, Jo Moore, Katherine Ebel
Elections to be held November 3, 2010

Achievement Award presented by Gaylyn DeVine:

Tomball Charter Chapter – May Business Associate Event

Campaign Funds were presented to Louise Grasse and Tina Gandy by Ellen Caldwell-Ng.

Announcements:

National Conference Update presented by Tina Gandy.

October Quarterly meeting moved to November 3, 2010 to accommodate National Conference.

Professional Enrichment Series #3 – Thursday September 23rd Speaker will be Darla Powell Phillips "Pilot to Co-Pilot: Navigating the Art of Communication". There will be one more drawing for \$125.00 to attend National Conference.

Christmas party is Friday December 3, 2010.

Chapters & Networks requested to get their current rosters to Jo Moore.

Chapters & Networks requested to get their President and Delegates list to Tana Schmedt.

Chapters & Networks reminded to use Activities Table and Networking Table provided by the Council at quarterly meetings.

Door Prizes & 50/50 raffle.

National Conference recipients of drawing for \$125.00 is Gina Kincannon with Ann Oliphint as alternate.

Members are invited to August 28 Mini Conference with Tina Ackles. \$40.00 fee.

Katy Women's Conference is on September 23, 2010 – 7 speakers / choose 3 tracks. \$50.00 fee.

Women of Excellence 1st Anniversary celebration Monday August 27th – formal at the Hilton.

Benediction led by Louise Grasse.

Meeting was adjourned at 8:15 p.m.

Respectfully Submitted,

Tana Schmedt
Communications Officer

Upcoming Events.....



You Are Invited!!! Save the Date!!!



To the ABWA Houston Area Council Christmas Party!!

Bring your spouse or a friend and come for a night of dinner and dancing. No meeting – just fun!



Friday, December 3rd

6:00p.m. - 10:00 PM

at

Four Points by Sheraton
10655 Katy Freeway (at Beltway 8)
Houston, TX 77024



Bring an unwrapped, new toy for The Bridge Over Troubled Waters.

Holiday or Cocktail Attire

An official E-vite will be coming in November!
If you have questions please contact Ellen Caldwell-Ng
at Chair@ABWAHouston.org



**2nd Annual Fall Social
MASQUE & Mingle**

**Messina Hof Winery
Murder Mystery**



Friday, November 5, 2010

*Get your wristbands now!!!
\$30 per person*

**Come one and all
begins at 6 p.m.**

Contact Teri Adamson @ (979) 280-0907
or tadamson@helmsbriscoe.com
or Nathalie Farinola @
nsofarinola@yahoo.com



National Conference Purse-inality.....

Flaunt Your Purse-inality Commitment Form

- ✓ Purpose of the auction is to generate funds to benefit the ABW Foundation to help business women continue growing through the Women's Instructional Network and district and national conferences.
- ✓ Purse can be any size, shape or color. Contents must have a value of at least \$100 and may be filled with gift certificates, merchandise, business supplies or items from your area of the country. (**No food items** please, but beverages can be accepted) Be imaginative and even name your purse.
- ✓ This commitment form must be sent to one of the following committee leads by **September 15, 2010. (Please complete the form in its entirety)**

Connie Ingle
341 Funston Ave.
Lawrence, KS 66044-1441
inglec@sunflower.com

Paula Pirozzi
4690 Baldrick Street
Boca Raton, FL 33428
paula.pirozzi@yahoo.com

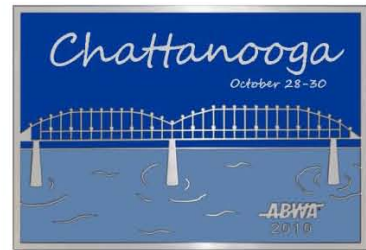
Purse Submitted by*: _____

***Chapters, Networks, Councils and even individuals are encouraged to participate**

Name of Purse: _____

Value of Contents: _____

Contents: _____



I will bring the purse to the conference

(Please take to the Auction booth in the Expo Center Thursday morning before 10:00am or as soon as you arrive at the Conference)

I will ship the purse in advance
(Must be received by Sept. 30)

Ship To:
American Business Women's Association
Attention: Betty Burns
9100 Ward Parkway
Kansas City, MO 64114

***Note:** If shipping to ABWA please include a copy of this form on top of the purse and write the name of the purse on the outside of the box.

This completed form is our commitment to participate in the auction at the 2010 ABWA National Women's Leadership Conference, October 28-30.

Authorized Signature