



INSIDE NOVI OAKS

NEWSLETTER FOR THE NOVI OAKS CHARTER CHAPTER OF THE
AMERICAN BUSINESS WOMEN'S ASSOCIATION

SEPTEMBER 2011

NOVI, MICHIGAN

VOLUME 22, ISSUE 2

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NOVI OAKS CHARTER CHAPTER

Chartered: January 29, 1990
Sponsor: Waterford Charter Chapter, MI
Colors: Black and Gold
Flower: White Carnation
Website: www.abwa-novi.org

2011-2012 CHAPTER EXECUTIVE BOARD

President..... Marcia Green
 Vice President.....Christina Struwe
 Treasurer Jean Parent
 Secretary.....Holly Hengstebeck

Top Ten Nominee: Christina Struwe

2011-2012 Woman of the Year: Holly Hengstebeck

2000-2010 Women of the Decade:

Marcia Green and Christina Struwe

2010-2011 NATIONAL EXECUTIVE BOARD

President.....Lynn Drowne
 Vice President.....Tina Gandy
 Secretary-Treasurer Tracy Sweet
 District V-Vice President Judy Torrey
 Executive Director Rene Street

ABWA National Headquarters
 11050 Roe Ave., Suite 200
 Overland Park KS. 66211
 (800) 228-0007 / www.abwa.org

MEETING DETAILS

When: The 2nd Wednesday of each month
Where: The DoubleTree Hotel, Novi, MI
 (42100 Crescent Drive east off Novi Road just south of I-96).
Time: 6:15 p.m. networking, dinner is served at 6:45 p.m.
 Meeting follows.
Cost: \$16.00 via mail or \$17 via PayPal. For reservations,
 visit www.abwa-novi.org.

NEWSLETTER SUBMISSIONS

Newsletter Editor: Holly Hengstebeck
 734-634-8383 or secretary@abwa-novi.org
 Chapter President: Marcia Green 248-330-6315 or
president@abwa-novi.org



President's Message

At our August 10th meeting, we were thrilled to meet our Outright Grant recipient, Elisabeth (Liz) Deller. She was just as excited to meet all of us! Liz is also now a student member of our chapter. See more about Liz later in this newsletter.

We also welcomed another new member, Sheryl (Sheri) Mayer, who was sponsored by Chris Struwe. Sheri works with Chris at

Huntington Bank, and has been an enthusiastic supporter of our chapter's fundraising efforts in the past. She has jumped in with both feet, and is now working diligently on the Autumn Brunch With Auction project.

Throughout the summer, our members have been busy contacting area businesses for contributions to the auction, to be held on Saturday, October 22, from 10:00 a.m. to 1:00 p.m. The auction is our chapter's major fundraiser for scholarships and member professional development (raised \$6,400 in 2010). Auction Committee Co-Chair, Chris Struwe, and committee members, Sheri Mayer, Jean Parent, Holly Hengstebeck, Bettie Johnson, Peggy Aniol, Margaret Laitala and Betty Shultz have all been rounding up great items – including several from new donors this year. If you have not yet recruited your friends and family to attend, remember the ticket price for the auction goes from \$20 to \$25 as of October 1. If you haven't attended before, it is a fun event with many great gift and décor items, which you could win in the raffle, or win with a bid in the silent or live auctions. Coy Dockery will be our auctioneer again this year.

Jean Parent, Sandy Schrah (EMC Chair), and I attended the August 13th meeting of the Eastern Michigan Council of ABWA (EMC). Kim Hamilton, EMC Vice Chair broke down the duties of the different chapter officer positions in ABWA. The discussions were lively, and we learned a lot about the functions of the various roles and the board as a whole.

One very good piece of news is that Novi Oaks Charter Chapter is the front-runner in the EMC Points Project, a contest being conducted from January to October of 2011 by the Council. Points are earned for member participation in Council meetings and events, member attendance at national conferences, basket donations for the DVP luncheon in July, and various other contributions. Any chapter that earns 2,000 points or more will be able to share in \$2,000 that has been set aside by the Council to help members attend national conferences. Toward that end, Novi Oaks already has 2,130 points! Any members who attend the October meeting (see below) will earn our chapter more points.

The next council meeting will be on Saturday, October 8, at the Crowne Plaza Hotel in Auburn Hills (hosted by the Greater Oakland Charter Chapter). Our own Sandy Schrah will present "We've Got You Hooked – Now Stay on the Line" (ways to retain members). For reservations, visit the www.abwa-emc.org website and download the flier (\$16 – meeting runs from 9:00 a.m. to noon). We will be carpooling again for anyone interested in attending, so let me know if you wish to share a ride.

Marcia Green, President

HAPPY BIRTHDAY!

Rachelle Smith

September 13



Happy ABWA Anniversary!

Lori Frank September 8, 2008

Bettie Johnson September 13, 1967

Meet Liz Deller, Grant Recipient!

In January, Novi Oaks voted to offer a \$1500 outright grant to aid a Michigan-based female with her education. Applications were accepted from young women meeting basic criteria, and then a recipient was selected by the Education Committee. At the August meeting, we had the opportunity to meet her and present the check.

Elizabeth (Liz) Deller is 20 years old, and is entering Grand Valley State University this fall as a transfer student from Grand Rapids Community College (GRCC).

As a freshman at GRCC, she played for the women's volleyball team and volunteered as a referee. Liz also helped run volleyball camps hosted at GRCC for high school students.

She was a member of Phi Theta Kappa, which is an academic honor society for community colleges. Liz received her Associates Degree in Arts with the MACRAO stamp, and will now attend Grand Valley.

She has been admitted into the Seidman College of Business and plans to major in International Business and minor in French. In the Fall of 2012, Liz will be participating in the study abroad program at L'Universite Catholique de L'Ouest in Angers, France. When she is not studying or working, she enjoys spending time with friends and family, playing sports such as volleyball or basketball, watching movies, or reading a good book. We are proud to support Liz as she works toward her educational goals. We are also pleased to welcome her as our chapter's first student member of ABWA.

Left-to-right: Jeanette Deller; Marcia Green, President; Liz Deller, grant recipient; Julie Deller



Marketing to a New Audience

At our August meeting, we heard from Natalie Bruno, Vice President of Development and Marketing for the Detroit Chamber Winds and Strings. She recounted the risk she took when she accepted a position at the Detroit Chamber Winds and Strings, explaining the reduced hours and wages. But, she felt it was a calculated risk, as it would give her the opportunity to break into the performing arts industry. Natalie was tasked with growing audiences and most importantly, supporters for the Arts in Detroit. Patrons of the Arts skew significantly older than the median population, leaving a gaping hole in the next generation of art enthusiasts. Natalie began by identifying the current landscape and then describing the goal. She then outlined three key steps: 1) search for great ideas, 2) challenge assumptions and 3) embrace the concept. These steps translate nicely to our chapter's goal of increasing membership as we strive toward Best Practices. As Natalie pointed out when she stated "your best idea can be to bring someone else's idea to fruition," we needn't feel obligated to reinvent the wheel – many great ideas for recruiting members already exist. We should also challenge our assumptions about who would want to join and why – don't let those assumptions limit us! And lastly, we should embrace the concept – we must rally behind our goal and push forward; it's our enthusiasm that resonates with prospective members. Natalie also shared her message on risk: "controlled risk often produces appropriate growth." That gives us permission to try new things and take some chances. Not everything is going to be the next big hit, but if we plan carefully and execute thoughtfully, we should see the results we seek!

Natalie left us with a closing thought on just that: "proper planning prevents poor performance."

Her story of success, moving up the ranks from part-time administrator to Vice President was very inspiring and full of great messages that we can all use as we grow.

Holly Hengstebeck, Secretary 2011-2012



Natalie Bruno explains the steps taken to execute a new marketing effort



Have you "liked" us on Facebook yet?

Eastern Michigan Council of ABWA

Meeting August 13, 2011

Full EMC minutes can be found at www.abwa-EMC.org.

Reporting just a few highlights from that meeting:

1. Chapter newsletter submissions for ABWA national competition/judging must be mailed with the confirmation form to ABWA by January 31, 2012 (instead of taking the newsletters to the ABWA Regional Conference).
2. Kim Hamilton is the Chair of the July 14, 2012 District V Vice President luncheon at the Detroit-Troy Marriott.
3. Kathy Miller, member of the Maia Chapter in Ann Arbor is one of the 2012 Top Ten (visit www.abwa.org).
4. Novi Oaks Charter Chapter is the front-runner in the EMC Points Project with 2,130 points. Others: ViVon (Port Huron) - 1,645; NuLite (Flint) – 1,630; Cass River (Frankenmuth) – 1,380; Suburban Connection (Sterling Heights) – 1,145; Greater Oakland (Auburn Hills) – 940; Maia (Ann Arbor) – 505; Seven Islands (Grand Ledge) – 300.
5. Chapter Sharing (upcoming events):
 - a. Nu-Lite Chapter (Flint) is hosting its annual Prayer Breakfast at Weekdays Restaurant (Torrey Road) in Flint on Saturday, September 17 from 8:30 a.m. to noon. Tickets are \$20. Visit <http://nulitechapter.webs.com> for more information.
 - b. Tipacon Charter Chapter (Auburn Hills) is participating in a fundraiser night at Culver's ButterBurgers & Frozen Custard on Lapeer Road (M-24) @ Dutton Road (north of the Palace) from 5:00 to 9:00 p.m. on Thursday, September 22, 2011. Ten percent of the profits go to the Tipacon Chapter's scholarship / educational fund.
 - c. Greater Oakland (Auburn Hills) is hosting a wine-tasting event on Tuesday, September 27 from 6:00 to 9:00 at Bar Louie in District 6 at the Great Lakes Crossing. Tickets are \$20. Call Barb at 810-694-6468 or Cathleen at 248-613-9144 by September 20.
 - d. Greater Oakland is holding its annual holiday auction on Sunday, November 13 at 11:30 a.m. Tickets are \$25. Set aside the date – more information to follow!
 - e. Suburban Connection (Sterling Heights) is hosting its 5th Annual Women's Expo and silent auction on Sunday, November 6, at the American Polish Century Club on Maple Lane in Sterling Heights. Entry fee is \$3. Vendor opportunities are available. Visit <http://abwasuburban.org> for more details.
 - f. ViVon Chapter (Port Huron) will host its annual Make, Bake, or Buy Auction on Saturday, December 3. More details to follow!

Visit www.abwa-EMC.org to download fliers for upcoming EMC meetings and events.

Marcia Green, EMC Delegate

Novi Oaks has a group on LinkedIn! Please stop by and "join" our group!



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.

ABWA's Mission

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.



Committee Spotlight:

Education / Professional Development

One of the areas that provides the greatest return on investment as a member of ABWA is Professional Development. As many companies have cut their spending for training, we have expanded our offerings and remained supportive of continuous learning. Your 2011-2012 Committee is dedicating their time and effort to ensure you are aware of every opportunity this organization has, as well as local seminars and training.

The expectations from our National organization (as defined in the 2011-2012 Chapter Officer and Committee Guide) are as follows:

The **PROFESSIONAL DEVELOPMENT** Committee is defined as a Standing Committee. The primary function of this committee is to serve as a liaison between the Chapter and the Stephen Bufton Memorial Educational Fund (ABWA's scholarship fund), educating Chapter members with regard to fund

purpose and opportunities. The Professional Development Committee shall:

- Manage the duties related to Chapter Special Scholarships including developing non-discriminatory and legal eligibility requirements and guidelines for any scholarships offered each year.
- Evaluate candidates for SBMEF Grants and Business Skills Tuition Reimbursements and present candidates to Chapter for majority vote
- Report status on initiatives to the Chapter Executive Board.
- Provides end-of-year written summary of activities and accomplishments to the Executive Board for inclusion in the Best Practices notebook.

The team is extremely proud and ready to identify our next candidate for the SBMEF Grant, perhaps provide Business Skills Tuition Reimbursements for chapter members; continue our support for the Betty L. Archer Johnson Annual Scholarship Fund; encourage your use of the training available on WIN and let you know what is going on in our area.

But we do need your help! First, we need you to participate in the training available on WIN and send us information of seminars or training available in our area. Secondly, we need to continue to support our Fund Raising activities so that we can continue to offer the SBMEF grants, offer Scholarships and assist you, our chapter members, with tuition reimbursement. Please spend some time on WIN looking at the courses offered. You will not be disappointed.

Lori Frank, Sandy Schrah, & Rachelle Smith

Thank you to the following companies that have generously donated to the 7th Annual Autumn Brunch With Auction:

- **Advanced Tech Sales**
- **Ah Wok**
- **Alandre' Salon and Day Spa**
- **Always Irish, Livonia**
- **Artisans Jewelers**
- **Bagger Dave's**
- **Bare Escentuals, 12 Oaks Mall**
- **bd's Mongolian Grill**
- **Benito's Pizza**
- **Biggby Coffee**
- **Blondie's Salon & Spa, Livonia**
- **Border Cantina**
- **Boston Market**
- **Brann's Sizzling Steaks & Sports Grille**
- **Buffalo Wild Wings Grill & Bar**
- **California Pizza Kitchen, Livonia**

- **Carrabba's Italian Grill**
- **Charisma Salon**
- **China Café**
- **City of Novi**
- **Clothing Cove, Milford**
- **Comfort Suites of Wixom/Novi**
- **Costco, Novi**
- **Dairy Queen**
- **d.vine Fine Wines**
- **DoubleTree Hotel, Novi**
- **English Gardens**
- **Famous Dave's**
- **Flemming's**
- **Gina Agosta Salon & Spa**
- **Harry J. Will Funeral Home, Livonia**
- **Hooter's**
- **Just Baked Cupcakes**
- **Kim's Gardens**
- **Penn Station**
- **Kroger's**
- **Maria's Italian Bakery, Novi**
- **Mark Ridley's Comedy Castle**
- **Nestle Toll House, Novi**
- **Novi Public Library**
- **Olga's Kitchen**
- **Outback Steakhouse**
- **Penn Station Subs**
- **Pro Sports Zone, Livonia**
- **Read It Again Bookstore**
- **Red Robin**
- **Rojo Mexican Bistro**
- **Salem Hills Golf Course**
- **Salon Agape, Novi**
- **Salon Head West**
- **Sephora, 12 Oaks Mall**
- **Simply Good Kitchen, Birmingham**
- **Starbucks, Novi Road**
- **The Oil Exchange, Novi Road**
- **The Olive Store, Livonia**
- **Tipping Point Theatre**
- **Vintage Wine Shop**

Auction Committee Updates:

As you can see, the Autumn Brunch With Auction will once again feature many wonderful items, from companies in and around Novi. Thank you to everyone that has worked to get us these wonderful donations – it's not too late to join in on the fun! If you need a copy of the solicitation letter, please see Auction Co-Chairs, Chris Struwe and Marcia Green. Donations of new items are always welcome! The Auction Committee will be meeting to assemble baskets at Jean Parent's office on September 24th at 10am. Please have any donations turned in on or before that date. If you are available to help, let Chris or Marcia know!

Tracking Toward Best Practices



We're going to track our progress towards Best Practices for 2011-2012. If you have any questions or suggestions, please let us know!

1. A minimum of 30 primary members in good standing on the roster on July 31, 2012.
2. A minimum of 10 members have completed the Member Interest Survey for 2011-2012.
3. A local league in good standing:
 - ✓ 3a. Submitted a slate of officers for the 2011-2012 award year.
 - ✓ 3b. All Executive Board positions are filled in compliance with bylaws.
 - ✓ 3c. Submitted the \$100 annual administrative fee payment to ABWA National.
- 4a. A copy of Tax Exempt Status in the binder.
- 4b. Taxes filed on or before December 15, 2011
5. Select Chapter Woman of the Year
6. Nominate a Top Ten Business Woman of ABWA and submit application on or before May 15, 2012 to ABWA National.
7. Make a minimum \$10 donation to either the Stephen Bufton Memorial Educational Fund or the ABW Foundation in the 2011-2012 Award Year
- ✓ 8. **WIN:** President/Treasurer has assigned officers and committee chairs in the WIN team roster.
9. Voted on Standing Rules including adapting ABWA's Proud Code of Conduct.
 - 9a. **WIN:** Created a category titled, 2011-2012 Standing Rules and uploaded rules in the WIN team library.
10. **WIN:** Vision Statement is posted on the "header" in their WIN team Board.

✓ 11. **WIN:** Executive Board must successfully complete the *Striving for Best Practices in 2011-2012 Course*.

11a. Certificates of completion must be downloaded and placed in submission binder.

12. Created an annual business plan

12a. **WIN:** Created a category titled, Business Plan and uploaded plan in the WIN library.

13. Scheduled and delivered a minimum of nine professional development programs that are 45 minutes in length AND one of the nine program topics is a WIN overview.

14. **25%** of the organizations **TOTAL OPERATING** budget (including food and beverage) is allocated for the team's curriculum and programming.

15. Sponsors a minimum of **3** members of record to attend nationally sponsored events or the equivalent to \$1,030 (the estimated cost for 2 regional conference registrations and 1 national conference registration.)

15a. At least **1** member of record must be in attendance at the National Women's Leadership Conference otherwise the team is disqualified.

16. Published and distributed a minimum of **6** newsletters to members that display the Association's official ABWA trademarks, Mission Statement, team's Vision Statement, and the Proud Code of Conduct.

✓ 16a. **WIN:** Created a category titled, 2011-2012 Newsletters in the team library and have uploaded the team's newsletters to the library



Your ABWA photographs!

Please send your ABWA pictures to our brand new photo mailbox: abwapictures@gmail.com. We're going to be updating our website and we need pictures!



Novi Oaks/ABWA 2011-2012 Schedule

- * **September 14, 2011:** Meeting – Karen Conway, MBA and Licensed Insurance Professional. “Smart Women Plan Ahead – Your Financial Future.”
- * **September 22-24, 2011:** ABWA National Women’s Leadership Conference, Irving, TX
- * **October 8, 2011:** EMC Meeting – Hosted by Greater Oakland Chapter. Topic: Retention
- * **October 12, 2011:** Meeting – Holly Hengstebeck, MBA. “Walk Like a Woman, Talk Like a Man: Bridging the Communication Gap
- * **October 22, 2011:** 7th Annual Autumn Brunch With Auction at the DoubleTree Hotel in Novi
- * **November 9, 2011:** Meeting – “Get Organized!” by Avery Dennison.
- * **November 13, 2011:** Greater Oakland Charter Chapter Auction, Auburn Hills
- * **December 3, 2011:** Make, Bake or Buy Auction, ViVon Chapter, Port Huron
- * **December 10, 2011:** EMC Meeting – Hosted by Tipacon Charter Chapter
- * **December 14, 2011:** Meeting – Holiday giving opportunity! New children’s pajamas and storybooks for Pajama Program. Nominations presented for Woman of the Year.
- * **January 11, 2012:** Meeting – WIN Cafe
- * **February 8, 2012:** Meeting - Woman of the Year Elections.
- * **March 14, 2012:** Meeting - Nominating Committee appointed.
- * **April 11, 2012:** Meeting - Nominations presented for the Executive Board positions.
- * **April 27-28, 2012:** Central Regional Conference, Louisville, KY
- * **May 9, 2012:** Meeting - Election of Executive Board.
- * **June 13, 2012:** Meeting - Appoint Audit Committee.
- * **July 11, 2012:** Casual picnic meeting. Installation of New Board members.

SET ASIDE THE DATE!

AUTUMN BRUNCH WITH AUCTION



**Saturday, October 22, 2011 –
10:00 a.m. – 1:00 p.m.
Silent Auction – Live Auction –Raffle**

\$25 per person

**\$20 Early Registration before
October 1, 2011**

DoubleTree Hotel – Novi, Michigan

All proceeds benefit the chapter’s Education and Scholarship Fund

Contact us if you would like to host and decorate a table for 8-10 (you don’t need to sell the tickets).

**BUSINESS SPONSORSHIPS AVAILABLE
(full page ad in our souvenir program)**

The DoubleTree Hotel is located at

42100 Crescent Blvd., Novi, MI 48375 – 248-344-8800

For more information about ABWA, visit www.abwa-novi.org,
www.abwa-emc.org, or www.abwa.org.

Questions? Contact Marcia Green at 248-848-3043 or

248-330-6315 or mgreen@plastictrim.net



The Pajama Program provides new pajamas and new books to children in need, many who are waiting and hoping to be adopted. Thousands of the children we serve live in group homes and shelters and are shuffled often between temporary living facilities. Many of them have been abused or abandoned, and have never enjoyed the simple comfort of having a mother or father tuck them in at bedtime and read to them. By providing pajamas and books, we help to create a warm and nurturing bedtime environment for vulnerable youngsters living under difficult circumstances. Since 2001, the Pajama Program has provided more than one million pajamas and books to children in need nationwide.

The Pajama Program depends on the generous support of volunteers, supporters, event hosts, pajama drive sponsors, and of course, donations of cozy new pajamas and new children books.

Please don't forget—the pajamas and books need to be NEW! And please keep the tags on the pajamas.

Thank you so much in advance for supporting the children of the Pajama Program. We know the children will love the Pajamas and Books that you donate!

For more information on National Headquarters, please contact www.pajamaprogram.org. For information on the Michigan Chapter, please contact President Deidre C. Todd at deidre@pajamaprogram.org or 248-788-0169.

Deidre Todd was born and raised in Detroit and resides in West Bloomfield.

Thanks again for helping the children.