



INSIDE NOVI OAKS

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

OCTOBER 2011

NOVI, MICHIGAN

VOLUME 22, ISSUE 3

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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
 TreasurerJean 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

2011-2012 NATIONAL EXECUTIVE BOARD

President.....Tina Gandy
 Vice President.....Tina Ackles
 Secretary-TreasurerPatti Vargas
 District V-Vice President Paula Clutter
 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
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president@abwa-novi.org



President's Message

In reviewing our last newsletter, I realized we forgot to report on a very important part of our August meeting. Sandy Schrah, Chair of the Eastern Michigan Council and member of our Novi Oaks chapter did a fabulous job of installing our new officers for 2011-2012 (at left). Using the imagery of the hummingbirds in ABWA's "Share the Past – Build the Future" logo, Sandy installed each officer and detailed her duties. (We also learned a lot!) Many thanks to you, Sandy, for a job well done.

At our September 14th meeting, we initiated new member, Sue Arnold of Sue Arnold Interiors. We actually met Sue in 2009 when she participated in our vendor night, and she has donated to our auction each year since then. Welcome to the chapter, Sue!

Karen Conway, a former member of Novi Oaks who transferred to the Greater Oakland Charter Chapter in Clarkston, was our featured speaker at the September meeting. Her program, "Smart Women Plan Ahead: Your Financial Future," was filled with ways that women can take an active role in improving their own financial futures. This was a very timely presentation given the current economic climate. Just getting a handle on credit card debt alone can make a huge difference down the road. Thank you, Karen for an informative presentation and for continuing to support the efforts of our chapter.

The newly-formed Business Plan Committee met for the first time on August 24, and we have begun the rather extensive work of putting together the chapter's business plan. This plan is part of the requirements for earning the Best Practices Award by July 31 of 2012. Lori Frank, Sandy Schrah, and the executive board members are all working on this project. You can find out more about the business plan process and the Best Practices guidelines by visiting the ABWA website (www.abwa.org) and logging into the ABWA Women's Instructional Network (WIN) website (see more in this newsletter as we track our progress). If you have questions about working with WIN, please let me or Holly Hengstebeck know, and we can assist you. The WIN site is where our chapter can communicate and post documents. There are also many training modules available to help members increase their value as employees and/or job candidates. By completing some of the training modules, members can also earn APEX awards, which are presented at the national conference.

Sandy Schrah and I attended the National Women's Leadership Conference in Irving, Texas, on September 22 – 24. If you have never had the opportunity to attend a Regional Conference (spring) or National Conference (fall), they are truly great experiences. You have the opportunity to meet women from all over the country and hear wonderful speakers and presenters. Next year's Central Regional Conference will be held in Louisville, KY, on April 27-28. The National Women's Leadership Conference will be in Memphis, TN, on October 13-15. Plan ahead to attend one or both of these conferences! The Novi Oaks Charter Chapter contributes to the cost of attending. More to follow in the months to come!

Marcia Green, President

Novi Oaks Charter Chapter's Vision Statement:

"Novi Oaks Charter Chapter provides women a unique opportunity to enrich their lives through relationship building, education, recognition and professional development."

Smart Women Plan Ahead!

At our September meeting, we heard from Karen Conway, a Licensed Insurance Professional and ABWA member. She began her presentation, "Smart Women Plan Ahead: Your Financial Future," by encouraging each of us to consider what we want from our retirement (travel, hobbies, etc.) and to plan with those goals in mind. She reminded us to involve our families in our decisions. Karen shared the common types of tools used for estate planning, such as wills, trusts, medical power of attorney and durable power of attorney. Women have additional considerations with long-term

planning, as we live longer than men (on average.) Elder care can also be part of long-term financial planning, as each generation continues to live longer. Karen shared many of the tools available,

including books and websites that encourage us to take control of our financial future. Paying down debt is a major component of financial health, so Karen introduced a tool to help us decide what debt to pay off first. She introduced many concepts in the David Bach book, "Smart Women Finish Rich," such as the "latte factor" and selecting a financial advisor. The group wrote down their "action items" and also touched on how to organize personal financial information. There was an abundance of information shared, and I think we all left with a deeper commitment to securing our financial future (I know I ordered several books on the subject from Amazon to help me get on track!) If anyone has questions about the material Karen presented, she encourages you to contact her at karenconway.financial@gmail.com.

Holly Hengstebeck, Secretary



Karen Conway reminds members and guests to actively prepare for their financial future!

Eastern Michigan Council of ABWA

Meeting held October 8, 2011

Novi Oaks Charter Chapter members Marcia Green, Bettie Johnson, Margaret Laitala, Sheri Mayer, Sandy Schrah, and Christina Struwe attended the meeting at the Crowne Plaza Hotel in Auburn Hills. Approximately 50 people attended in total.

1. The Council's current officers have agreed to continue in the same roles for the 2012 year. Sandy Schrah, Chair; Kim Hamilton, Vice Chair; Cathy Alderman, Financial Officer; and Claudia Cartwright, Communications Officer.
2. Event Chair, Kim Hamilton, reported that the 2012 District V Luncheon to honor Paula Clutter, our new District V Vice President, will be held on Friday and Saturday, July 13 and 14 at the Troy Marriott on Big Beaver Road just east of I-75. More information will follow at a later date.
3. Sandy Schrah, EMC Chair, led the session on member retention. Ideas for recruiting members and retaining them (from the entire group in attendance and from Diane Nixon, Maia Chapter in Ann Arbor, Debby Schroeder, Suburban Connection Chapter in Sterling Heights, JoAnn Huebner from Greater Oakland Chapter in Auburn Hills, Lisa Montross from ViVon Chapter in Port Huron, Linda Hamilton from Nu-Lite Chapter in Flint, and our own new member, Sheri Mayer:):
 - a. Assign a mentor or work with the sponsors to help new members to ABWA.
 - b. Get new members involved right away.
 - c. Have interesting programs and spotlight new members.
 - d. Build friendships.
 - e. Get members to Council meetings and national events.
 - f. Occasionally have a fun mixer at a meeting so members meet new people.
 - g. Use the Women's Instruction Network (WIN) at www.abwa.org for networking.
 - h. Use scholarship funds for member education.
 - i. Provide member support.
 - j. Create opportunities for business networking.
 - k. Travel together to area events.
 - l. Use LinkedIn for networking and finding jobs.
 - m. Ask people to join the chapter or to volunteer.
 - n. Recognize and acknowledge member growth.
 - o. Provide a welcoming environment.
 - p. Debby Schroeder said, "I finally realized this is not about my business – it's about ME."
 - q. Remember what you were looking for when you joined, and take note of how that has changed.
 - r. Always remember what it is like to be the new person in the room!
4. Chapter Sharing (upcoming events):
 - a. Greater Oakland (Auburn Hills) is holding its annual holiday auction on Sunday, November 13 at 11:30 a.m., at the Crowne Plaza Hotel in Auburn Hills. Tickets are \$25. Contact Karen at 248-877-0293 or Barb at 810-694-6468 for registration information. Deadline is November 5.
 - b. 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 (near 14 Mile & Hoover). Entry fee



Please join ABWA Novi Oaks on Facebook!

is \$3. Vendor opportunities are available. Visit <http://abwasuburban.org> for more details.

- c. ViVon Chapter (Port Huron) will host its annual Make, Bake, or Buy Auction on Saturday, December 3, at 11:00 a.m. at the Elks Lodge in Port Huron. The cost is \$22. Visit www.abwa-vivon.org for more information.
- d. Nu-Lite (Flint) will be selling pecans (they're great!) for \$9 – bags will be available in November and December. Contact Linda Hamilton at hamilton_linda@att.net.
- e. Cass River Charter Chapter (Frankenmuth) is planning its annual Winter Warm-Up in Tustin, MI (Cadillac area) the first weekend in March, 2012 (starts Friday evening and runs until after breakfast on Sunday). Cost will be \$270 per person (includes all lodging and food).
- f. Tipacon (Auburn Hills) is planning a Derby Dinner on May 6, 2012, at the Waterford Sportsman's Club. More details to follow at a later date.

The next EMC meeting will be hosted by the Tipacon Charter Chapter (Auburn Hills) and will be held on Saturday, December 10, 2011, at the Crowne Plaza Hotel on Opdyke Road just north of University Drive. The cost is \$16 and the meeting will start at 9:00 a.m. with networking. Visit www.abwa-EMC.org to view full meeting minutes, for links to participating chapters, and to download fliers for upcoming EMC meetings and events.

Marcia Green, EMC Delegate

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.



Memory Lane With Bettie Archer Johnson

(Bettie is a 44-year member of ABWA. She shared her experiences with Holly Hengstebeck for this series)



HH: Tell us a little bit about how you became involved with ABWA.

BJ: 44 years ago, corporations were encouraging employees to join groups and get involved in community relations. The Tipacon Charter Chapter was working to start a new chapter in Waterford. One of my friends from the telephone company was the chairman of that committee. She knew the company wanted us to join organizations and she asked if she could sponsor me. I became a charter member of the Waterford Charter Chapter on September 13, 1967

HH: What were the Conventions like when you first joined ABWA?

BJ: In the early days, we went to the conventions dressed in hats, gloves and high heels. We walked around huge convention centers and always had sore feet. At a convention in Las Vegas, they put out a 4-foot by 4-foot box full of footies! Our feet hurt so bad, we put the footies on and walked around in them – even outside! What a relief!

We always wore dresses to the Saturday Night Banquet. Packing a formal was always a problem, but we had to be dressed right. Over the years we relaxed and dressed down, just as the business world changed.

HH: What were the speakers like at the Conventions?

BJ: Conventions are always first class. Some of the famous speakers we have heard include Anita Bryant, Helen Thomas, Dr. Joyce Brothers, Deborah Norville, Janet Reno, Jackie Kallen and Joan Kennedy. I met Hilliary Bufton, the founder of ABWA, his wife Ruth and many National Officers. I met so many wonderful ladies, some of whom are still friends, and I have traveled all over the U.S. with ABWA, enjoying seminars, special luncheons, speakers, banquets and very special entertainment.

Tune in next month as Bettie shares her experience working on the 1984 National Convention!

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



Thank you to the following companies who 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
- Detroit Red Wings
- Detroit Tigers
- 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
- Morley Candy
- Nestle Toll House, Novi
- Novi Public Library
- Olga's Kitchen
- Outback Steakhouse
- Park West Gallery
- 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



Shout Outs!

Congratulations to Vivon Chapter in Port Huron, Michigan on their National Award Winning Newsletter!

Congratulations to Kathleen Miller of Maia Chapter in Ann Arbor, Michigan on your Top Ten Award! You are the cream of the crop!

Congratulations to the 2011-2012 National Board! We look forward to a fabulous year!

And finally, welcome, Sheri Mayer and Sue Arnold to our chapter! We are so glad you've joined us!

Apex Awards!

Any members interested in achieving one or more APEX Awards on the "big stage" next year, please contact me. I will work to schedule specific dates and times to complete the modules. Don't miss out on one of the key benefits of ABWA – education and development! Challenge yourself today!

Sandy Schrah, Education Chair (sgsabwa@comcast.net)



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



What's New on WIN?

If you have not logged on to WIN in a while, you are missing out on some great updates! When sending a message, you can now add multiple names to one message! And, if you have an iPhone or iPad, WIN is launching Beta Testing...yes, there will be an APP for that! If you haven't logged on to WIN yet, please do so now – if our chapter obtains five new log-ins this month, we are entered to win a gift card for \$100 in merchandise from the ABWA store!

Novi Oaks / ABWA 2011-2012 Schedule



- * **October 22, 2011:** 7th Annual Autumn Brunch with Auction at the DoubleTree Hotel in Novi
- * **November 6, 2011:** 5th Annual Women's Expo, Suburban Connection Chapter, Sterling Heights
- * **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 The 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 2-4, 2012:** Winter Warm-Up, Cass River Charter Chapter, Frankenmuth
- * **March 14, 2012:** Meeting - Nominating Committee appointed.
- * **April 11, 2012:** Meeting - Nominations presented for the Executive Board positions.
- * **April 26-28, 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.
- * **October 11-13, 2012:** National Women's Leadership Conference, Memphis, TN

Committee Spotlight: Programs

Are you interested in presenting to the chapter? Are you an expert in event planning? Perhaps you are an author who wants to share tips on getting published. Whatever your talent, consider presenting to the chapter – it's a great way to gain valuable speaking experience and exposure! If you (or someone you know) is interested in speaking to the chapter, please see Holly Hengstebeck as soon as possible – we are already booking into Spring of 2012!

HURRY – WE ONLY HAVE A FEW SPOTS LEFT!

AUTUMN BRUNCH WITH AUCTION



**Saturday, October 22, 2011 –
10:00 a.m. – 1:00 p.m.**

**Silent Auction and Live Auction
\$25 per person**

DoubleTree Hotel – Novi, Michigan

All proceeds benefit the chapter's Education and Scholarship Fund

**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

Don't Miss Your Chance to Grow with ABWA This Fall!

Starting now, make a commitment
with ABWA to grow...

- ...your chapter.
- ...your Express Network.
- ...your own networking circle.
- ...your Association.

As a member of the American Business Women's Association (ABWA), you are part of an organization with over 60 years of experience in leadership, diversity, education, and National recognition for businesswomen; an Association that is constantly evolving to meet the needs of today's changing business environment. Visit the Women's Instructional Network (WIN) today to connect with other members from across the country, be one of the first to hear all the news from ABWA National, and explore new features created just for you.

*It's going to be another
great year with ABWA!*



ABWA FALL MEMBER RECRUITMENT CAMPAIGN • SEPTEMBER 1 TO NOVEMBER 30, 2011