

FLORIDA FEDERATION OF BUSINESS & PROFESSIONAL WOMEN

FALL 2021

FLORIDA BUSINESS WOMAN



Personal & Professional Tips:

WHAT'S IN YOUR STRESS BUCKET?
STEPS TO SUCCESSFUL
CAREER CHANGES

BPW/FL EDUCATION HAPPENINGS

STATE COMMITTEE &
LOCAL ORGANIZATION NEWS

STATE CONFERENCE
HIGHLIGHTS!

Connecting our Future to our Past with Pearls of Wisdom

2021-2022 BPW/FL Officers & Executive Committee

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BPW/FL Calendar of Events (2021-22)

<i>August</i>	11	International Day of the Girl
6	National Sister's Day	18-24 National Business Women's Week
26	Women's Equality Day	
<i>September</i>		<i>November</i>
Hispanic Heritage Month	3	Election Day (VOTE!!!)
17	National Women's Friendship Day	<i>May</i>
		17-20 BPW/FL Annual Conference
<i>October</i>		Saddlebrook Resort
Domestic Violence Awareness Month		Wesley Chapel, FL
Breast Cancer Awareness Month		SAVE THE DATES!!

BPW/FL's Mission
To achieve equity for all women in the workplace through advocacy, education and information.

Florida Business Woman

Florida Business Woman, the official publication of BPW/FL, is published three times annually by the Florida Federation of Business and Professional Women's Clubs, Inc. (BPW/FL. Membership subscription is included in Federation dues.

Upcoming advertising and copy deadlines:

Winter issue	December 1, 2021
State conference issue	April 1, 2022
Summer issue	August 1, 2022

<i>Advertising Rates:</i>	Single issue	Two issues	Three issues
Full Page	\$175	\$315	\$420
Half Page	\$100	\$180	\$240
Back Cover (1/2 p)	\$150	\$270	\$360
Quarter Page	\$50	\$ 90	\$120
Business Card	\$25	\$ 45	\$ 60

The rates quoted are for BPW/FL members. Non-member fees are double the member fees. Color ads will show online but the print issues will be black & white. All copy and ads (with check) should be sent directly to the Editor. Please make checks for ads payable to BPW/FL.

Articles of up to one page will be accepted for consideration to be included on a space available basis. Items to be submitted include: officer and state committee chair reports, calendar entries & press releases, photos & articles about local organization events, and articles related to our mission that would be of interest to BPW members.

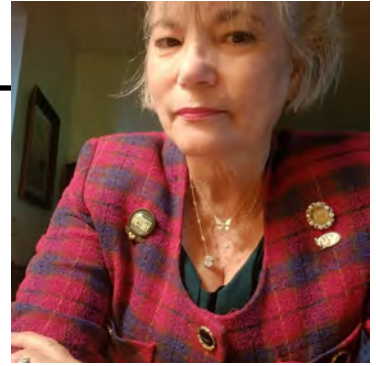
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MESSAGE FROM THE PRESIDENT



BPW Members:

I am so honored to be writing my first President's Message to the Members of BPW/FL for this issue of Florida Business Woman (FBW) as your new State President for 2021-2023. I would like to take this opportunity to thank Immediate Past President Jerri Evans for her time and dedication to the organization over the past two and a half years. I look forward to her continued involvement on our Board of Directors.

I was asked just this week at the inaugural virtual meeting of the members-at-large to share my thoughts about repeating the position of State President (many of you know that I served as BPW/FL's President in 2000-2001). It took me a minute, but I quickly related it to serving as an LO President (or any office in BPW)...we just finish our term having learned how to do the position and then the year is over. Twenty years ago it was that feeling of just learning how to do the job and then having to turn the presidency over to someone else. Because of my passion for BPW, I felt the need to step back into a state leadership role when the opportunity presented itself a couple of years ago. I now have more knowledge about how to do what is required of the State President and our rich history of advocating for and educating working woman, thus my theme of ***"Connecting Our Future to Our Past with Pearls of Wisdom."***

I have already been able to hit the ground running to work with the new

leadership team to start work on not only providing more value to our existing members but building our membership. I want to reach out to today's working women and let them know the role BPW played to help women achieve all the rights we currently enjoy and to help preserve those rights. The BPW leaders and members before us have built a legacy that deserves to live on with the working women of the next century and I believe that BPW/FL is and will be a relevant organization to working women well into the future.

Now that we have a Strategic Plan (the result of six months of gathering feedback from the membership and the 2020-2021 leadership), I and your new leadership team for 2021-2022 are using that input and the recommendations of the consultants to create a better BPW organization to belong to. I want our members to be proud to invite other working women in our local communities and throughout the state to become a part of BPW/FL.

We are coming out of a year of change brought on by the COVID-19 pandemic into a new normal. As I write this message, we were in the midst of returning to some sense of the former normal. Now with the emerging variants and a return to recommendations for masking even for those of us who have been vaccinated, we are again entering uncertain territory. With the end of our Governor's declaration of a State of Emergency due to COVID, we find ourselves with 100+ members who have lapsed and needing

to rebuild and grow our membership. We are strong and adaptable women and I believe we remain a viable and much needed organization for working women. We will weather this next phase of the pandemic.

BPW provides a sisterhood, connecting shared values and concerns for working women and their families. As I and your new leadership team work hard to strengthen these ties and the communication among the members, each BPW local organization and the state leadership, I hope you will seek out and take advantage of the support and strength that we build by working together and supporting each other, through whatever this new BPW year may bring.

You will be hearing from me regularly through the new monthly newsletter from State, but until the next issue of FBW, I extend to each of you my **Best Personal Wishes**,

Sheri

Sheri McCandless
President, BPW/FL, 2021-2023
sheri.m@comcast.net

A promotional graphic for Robyn Winters. On the left is the logo for 'Stand Up Stand Out! INTERNATIONAL' with the tagline 'Training, Coaching, and Professional Speaking'. To the right is a photo of Robyn Winters, a woman with dark hair wearing a red blazer. Below the photo is her name 'ROBYN WINTERS' in large letters, her phone number '(813) 546-1133', and her website 'standupstandoutinc.com'. The name 'Robyn' is written in a large, stylized blue font across the bottom of the photo.

Effective Meeting Management To The World

National Association of Parliamentarians
<http://parliamentarians.org>

Florida State Association of Parliamentarians
www.FLparliamentarian.com

BPW/FL COMMITTEE CHAIRS

COMMITTEE	CHAIR	LO	EMAIL
Audit	—Open—		
Breast Cancer Fund	Dorothy Baudry	Hernando County	dbaudry@aol.com
Budget	—Open—		
Bylaws	Tami Simms	St. Petersburg-Pinellas	tami@simmsteam.com
<i>Florida Business Woman</i>	Sheila Barry-Oliver, Ed.D.	St. Petersburg-Pinellas	fbw.editor@gmail.com
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Nominations	—Open—		
Public Policy	Kristin Smith	St. Petersburg-Pinellas	Kristin.Smith@raymondjames.com
Public Relations	—Open—		
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	Melissa Rogers	Calusa	melissamarierogersconsulting@gmail.com
Leadership Training Task Force	Robyn Winters	Tampa Bay	info@robynwinters.com
	Jackie Harder	Upper Keys	jackie@key-dynamics.com
Virtual LO Task Force	Missy Castillo	Member-at-Large	missycedar102191@gmail.com
CONTRACT POSITIONS			
Business Manager	Tiki Bates	Hernando County	bpwtiki@gmail.com
Website	StudioX		

Please contact the above committee chairs if you would like to help; contact information can be found at www.bpwfl.org.

ARE YOU FEELING THE LOVE?



Early in my career, I worked in a company with an inspiring and passionate CEO. He often said, “If you love what you’re doing, you never have to work again.” Love that concept! Most of us hate work. It’s a four-letter word. Hard work is why I left the family farm. Whenever a job started to feel like work, I quit.

Fortunately, that’s only been a few times in my career. I’ve put years of long hours into my career without really working.

The “father of modern management,” Peter Drucker, said, “your first and foremost job as a leader is to take charge of your own energy and then to help orchestrate the energy of those around you.” If you’re going to be an effective energy leader, then your work can’t be work. You need a job that isn’t a job, it’s a joy. When you love what you’re doing, you never have to go to work again.

Highly effective leaders are in love with the organization, community, or team that they work or live in. Their love is expressed in a deep desire to see that organization, community, or team grow to its full potential. Leaders love the

people they work with enough to contribute to their growth and development.

That doesn’t mean we always like or agree with everyone. As with family, we often don’t get to pick and choose teammates, bosses, and the like. Some of them aren’t people we’d invite to dinner or choose as a friend. However, leaders love their organization’s greater purpose and see its products or services contributing to a bigger world that they love. That love — and desire for growth and development — extends to everyone involved.

If you’re not leading a meaningful life, it’s hard to help others find meaning. If you don’t feel a sense of connection to a bigger purpose, it’s hard to unify others. To impassion others, you need to either find the work you love or learn to love the work you have. If your current job isn’t energizing you so you can energize and lead others, you have four choices:

1. Do nothing but wish for your fairy job mother to magically appear and energize your life;
2. Move out of a leadership role and play to your strengths and passions in other ways such as technical or advisory roles;

3. Figure out what your personal vision, values, and purpose are and transform your current job into your life work;
4. Figure out what your ideal job is and find or create it.

As leadership researcher, author, and professor Warren Bennis once concluded, “*a basic ingredient of leadership is passion — the underlying passion for the promises of life, combined with a very particular passion for a vocation, a profession, a course of action. The leader loves what he or she does and loves doing it.*”

Inspiration, passion, and love. It’s hard to fake what you don’t feel. It’s really tough to impassion others about their work unless you’re impassioned about yours. Creating leadership energy is an inside job.

<https://www.clemmergroup.com/blog/2021/06/30/are-you-feeling-the-love/>

REPORTS FROM THE EXECUTIVE COMMITTEE

Vice President

Greetings from your newly-elected Vice President! Often I wake up and ask myself, "How did I get to be the Vice President for BPW/FL?" Within our membership we have a lot of "veterans" who have served in various leadership positions. I want to share my personal BPW journey with those of you who just joined our organization to hopefully inspire you to start your own journey within this wonderful association.

In December 2014, I entered the house of a long-time BPW/Upper Keys member to join the group's annual Holiday Party. I was welcomed warmly by all who attended and left that night with a tacky ornament I received from a game we played. That is how my BPW journey began.

Gradually, I became more involved with the organization. From being the event greeter, I created and chaired the BPW/Upper Keys membership committee, and then transitioned into the position of Vice President of Membership to being the BPW/Upper Keys President, 2018-

2020. I didn't stop there and in 2019 I was appointed as the BPW/FL Membership Committee Chair and I served on the Executive Committee as the Council of Presidents Delegate in 2020-2021. Today, I am honored and committed to serve the BPW/FL membership in the position of Vice President for 2021-2022.

You, too, could be here, and I highly encourage you to take the leap. My journey within the Business & Professional Women's organization has been transitional, inspiring and rewarding and I am grateful for the experience and for the opportunity. I have grown so much on a personal and professional level and the development certainly comes to mind, but the sisterhood statewide and the support are what truly matter. I would love to see you grow within the organization like I did, and like many others within the organization have grown. Don't hesitate to call me with any questions you may have.

Warm Regards, *Ilja Chapman*
 BPW/FL Vice President 2021-2022
 Ilja.bpwfl@gmail.com, 305-998-8348

Council of Presidents Delegate

Hello everyone. I am excited to be serving as the Council of Presidents Delegate and sitting on the Executive Committee this year. I am the current President of BPW/Upper Keys, serving my second year, and I look forward to learning from and sharing with the Council of Presidents. We have held one meeting and plan to meet on the second Monday of every month at 6:00 PM via Zoom. My goals for the year in this position include giving the LO presidents a safe and comfortable forum to connect and learn from each other, as well as providing training, and sharing important information to and from the EC that will assist and benefit the presidents and their LOs.

Suzi Youngberg

Breast Cancer Fund

I greet you with thoughts of wellness and peace for you, your loved ones, associates and acquaintances. At the June 2021 Conference I was appointed your BPW/FL Breast Cancer Fund Chair. This is an honor and I plan to put my energies into filling the shoes of our immediate past Fund Chair Karen Lund. Thank you Karen for your leadership, mentoring and example of excellence and compassion.

We are in the last week of July as I write this note to you; at this point I have not received any requests for a disbursement of funds. It is good news that in the state of Florida we do not have anyone who is going through testing or treatment for breast cancer. My instinct is that many of us as we hear of someone going through this medical crisis, we forget that we have a way of reaching out. We pray for them, we ask how they are doing, yet there is a way we can help them in a compassionate yet small way by sending them a check for \$250. This money is to be used towards treatment costs, comfort needs or whatever the recipient wishes.

Here is what you can do as a BPW/FL member in good standing (and if the recipient is a Florida resident):

1. Go to the BPW/FL website, members section.
2. Complete the brief application to nominate an individual going through breast cancer treatments or diagnostic testing related to breast cancer.
3. Once the application is reviewed by the BPW/FL Executive Committee and approved,
4. The recipient will be mailed a check for \$250 with a letter from the State President.

Also, on the BPW/FL website under Breast Cancer is a donate button. Anyone can donate to this fund and help BPW/FL fulfill all requests. If your LO has collected funds for the BPW/FL Breast Cancer Fund during this past year, please contact Business Manager Tiki Bates at BPWtiki@gmail.com and she can give you the address to send the check to. Do not hesitate to reach out to me if you have any questions about the fund. Stay safe and be well.

*Dorothy Baudry
Breast Cancer Fund Chair*

Bylaws

Greetings, members! Your Bylaws & Handbook Committee is excited to not have a lot to report in this issue! All kidding aside, you're likely aware that the single proposed bylaws amendment at State Conference was passed. This amendment memorialized a provision from the Emergency Bylaws to allow all meetings at every level of the state to occur electronically if needed.

We're hopeful that all local organizations (LOs) are taking the time to review your LO bylaws and reference the newest version of the Model LO Bylaws, which can be found in the members' section of the BPW/FL website. Most LOs have updating that's needed, and we're glad to help with that.

Several LOs have inquired recently about the ability to extend the maximum terms of their leadership positions, due to challenges in finding new leaders to take on responsibilities. This is definitely allowed, but there are pros and cons to how you approach it. If your LO is considering this, please reach out to see how we can help you navigate the decisions.

We'd love to have more participation on this committee; if you're interested, please let me know. You don't have to be a "policy wonk" to serve – in fact, it's an excellent opportunity to learn more about how good governance can make a huge difference in the success of your organization. I look forward to hearing from you (tami@simmsteam.com).

Tami Simms, BPW/FL Bylaws Committee Chair

Leadership

The BPW/FL Professional Development Task Force members, including Robyn Winters, BPW/Tampa Bay; Vicki Faulkner, BPW/St. Petersburg-Pinellas; and Jackie Harder, BPW/Upper Keys, met twice in July to review the existing Individual Development Program (IDP). During those meetings, Task Force members developed what they considered to be an ideal curriculum, based on input from the 2020 Survey, the Strategic Plan, and other direction received from state leadership. The draft of the Task Force's recommended IDP curriculum,

as well as related process-type topics, were presented to President Sheri McCandless for consideration by the Board of Directors. Watch for updates in the new monthly BPW/FL member email.

Membership

I am excited to be working this year on one of our most critical issues facing our organization. Though we have seen some LOs with membership declining gradually over the last several years and it's been a tough year for our membership overall with the pandemic, I am confident that we are on the right path.

Though I have been a member since 2008, my participation as an LO board member was a decade ago and I belong to BPW/Upper Keys, which I can appreciate has had its ups and downs over the years and is in a renewed period of activity and vibrancy through the efforts and dedication of local leadership despite the lack of population density. My participation in the strategic planning process this past spring has been the catalyst to my further involvement and this effort has also informed the vision for the organization laid out by our President Sheri in the newsletter recently *Connecting Our Future to Our Past*.

We have some interest in starting up new LOs in a few areas of Florida and under the leadership of Melissa Castillo and the state leadership, the members-at-large have started to gather in a virtual LO, which has the potential to grow statewide and also become a vehicle for participation for additional college members statewide.

We are going to look at the value proposition for membership in BPW and supporting efforts such as those of the public policy committee, such as incorporating voting rights and racial equity, which increases our relevance to support women throughout the various stages of their career whether that's those entering the workforce, trying to get back to work after a hiatus, change careers, starting a business, or just getting involved with a community of peers and friends which has always been a strongpoint of LOs. We stand with women and want to include as broad an audience as possible.

BPW/FL COMMITTEE NEWS

To that end, we are looking to build the membership and our connection to each other throughout the state, and we'd like members from a variety of geographies within the state and points in their career — a representation on the committee as varied as our membership — to participate in this committee to grow our membership.

Please contact me at Margie.bpwfl@gmail.com if you are interested in participating in this effort. I look forward to working with you!

Nominations

In 2022, we will elect a BPW/FL President-Elect, Vice President, Secretary, Treasurer (two-year term) and Nominations Chair and a BPW/FL Education Foundation President, Vice President, Secretary and Treasurer. It is not too early to be thinking about whether you or someone in your local organization would be a good fit and would be willing to serve. Read the relevant bylaws (and the BPW/FL Handbook) to learn the requirements and duties of each office. Until we get a Nominations Chair, reach out to any current officer in either BPW/FL or BPW/FL Education Foundation to learn more.

Public Policy

At our recently concluded state conference, the presentation of the proposed Public Policy Platform for the coming year provided one of the more lively debates during the Saturday business session of the conference. Since BPW/FL did not have a Public Policy Chair or Committee working actively in the prior year, the proposed platform that was presented was the same one that was adopted each of the two preceding years. However, this year, debates over the wording of two of our policy planks generated spirited discussion.

For the 5th item of our Platform, regarding the environment, the conference attendees voted to modify the existing wording by adding the word “responsible”, so that it now reads (in part): *We support responsible legislative funding that will ensure the continuation of clear air, water, soil and energy and specific interactions with the environment.*

But the most passionate debate surrounded proposed changes that were brought to the floor regarding our 4th plank, which concerns health care. The debate centered on two separate areas of the wording in this area, and after discussion, the members of BPW/FL present at the conference (and via Zoom) voted to change the wording somewhat. This platform item used to say that BPW/FL supports the expansion of Medicaid in Florida. But the newly adopted language for 2021-2022 now states that we support *the expansion of affordable health care*. The rationale was that there may be other viable ways to improve access to health care services for the women of Florida other than through Medicaid expansion, so the new wording will allow for a wider interpretation.

The other, most intensely debated change to the health care plank was defeated. BPW/FL has a long history of explicitly stating in our Public Policy Platforms that we support legislation that ensures reproductive choice and full access to all reproductive health education and services. There were thoughtful and passionate arguments from those who wanted to change this wording, by removing the phrase “reproductive choice”, as well as from those who wished to defend a strong stance on this subject. Those who wished to change the existing wording cited an effort to be more inclusive, appeal to a broader audience, and to be less controversial as reasons for making a change. Those opposed to changing the existing wording maintained that the wording communicated a strong stance that has been held by BPW as a part of our core platform values for many years, and that access to these services can have a huge impact on lower-income working women and their families. Review of some of the BPW/FL archives has shown that this portion of the Public Policy Platform has existed in its current format since at least 2007. After much thoughtful debate, the motion to change this portion of the platform did not pass.

But our Public Policy Platform was, and will continue to be, a living, evolving document, and we expect significant proposals for possible changes to our existing platform at next year's state conference, particularly since this year

there will be both a Public Policy Chair, Kristin Smith of BPW/St. Petersburg-Pinellas, and an active committee. BPW/FL bylaws limit the Public Policy Committee to a chair and three members, but there are plans in the works to make sure that all members of BPW/FL have a voice in shaping next year's proposed platform. In the coming year, the Public Policy Committee intends to include discussions of voting rights and access, and support of anti-racism legislation, to see if these items can be added to BPW/Florida's Public Policy Platform for 2022-2023, as per a motion made at conference by a member of BPW/North Sarasota. If you would like to have your voice be part of the discussion, please consider joining the ‘advisory group’ for the BPW/Florida Public Policy Committee. Contact me at Kristin.smith@raymondjames.com if you are interested in receiving communication from the Public Policy Committee, where we will ask for input from BPW/Florida members from around the state.

*Kristin Smith,
BPW/FL Public Policy Committee Chair*

State Conference

Jackie Skelton and Melissa Rogers, 2022 State Conference Co-Chairs, are hard at work for you, our BPW members, working on 2022 Conference. It will be held again at Saddlebrook, which is a lovely resort. We met with them on August 7 to go over our needs, etc.

For those of you who attended conference either in person or via Zoom, we are mindful of the responses to the post-state conference survey. There will be a hospitality room, and we thank BPW/Hernando for offering to take care of the room. We are going to work on having us all closer together, and hopefully that can be achieved. Vice President Ilja Chapman and Business Manager Tiki Bates are “The Fun Committee,” so good things are coming, to be sure.

We personally think our Annual State Conference is an important event each year, as we are spread all over Florida and this provides a great opportunity for us all to meet and engage. It also gives us the opportunity to see how State oper-

(Continued on page 18)

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WHAT'S IN YOUR STRESS BUCKET?

Imagine that perfect day, the one where everything seems to go right. What emotions do you experience on these days? Energy, happiness, contentment, peacefulness, calmness – these are all positive of course. How easy is it for the tides to turn and one thing can push you over the edge into negative emotions feeling stressed and overwhelmed?

Now let's imagine a bad day, the one where everything seems to go wrong. What emotions do you experience on these days? Fatigue, irritation, disappointment, nervousness, dread – these are all negative of course. Could it be just as easy to turn a bad day into a good day? Could we learn to turn the tides and end the day better than most of it went? Do we have the power and control to do that for ourselves? Let's face it, bad days can lead into bad weeks, bad months and bad years; it's time for us to take control over how stress may be affecting our lives.

The dictionary defines stress as a physical, mental or emotional factor that causes bodily or mental tension. The fact is we all experience stress on a regular basis. Did you realize that there are two forms of stress? Let me explain them for you.

We will start with **eustress**. **Eustress** is a form of stress having a beneficial effect on health, motivation, performance and well-being.

- Eustress:**
- Is positive
 - Causes excitement and contentment
 - Energizes us and can improve our performance
 - Is generally short-term
 - Is believed to be within our coping capabilities (we perceive it as something we can handle)

Now we will move on to **distress**. **Distress** is the type of stress we are referring to when we say stress. It is a form of stress with negative implications.

- Distress:**
- Is negative and feels unpleasant
 - Causes anxiety and concern
 - Depletes our energy and decreases our overall performance

- Can be either short-term or long-term
- Can lead to physical illness, mental fatigue and becoming emotionally depleted
- Is believed to be outside our coping capabilities (we perceive it as something we can't handle)

Eustress provides energy that is proportionate to what is needed in the circumstance, while distress delivers an excessive or unusable amount of energy. One is perceived as something we can handle, the other we perceive as something we can't handle. A person's perception of the stressor draws a vital line on how likely they are to direct the energy in ways that will help them work towards a solution. How we manage our stress is the critical question.

Let's do an exercise. Find a spot that is uninterrupted and set a timer for five minutes, now think about everything that has stressed you recently. Ask yourself the question "what has stressed me recently?"; don't overthink it, let the thoughts flow through you onto the paper. Create your list in the box below.

Your list may be short, or your list may be long. The size of the list doesn't matter, learning to manage stress is what is important. You may want to acquire a "stress bucket" to put your stressors in on a regular basis. Now let's discuss how to manage the things in your "stress bucket."



Three Tools to Manage Stress

1. **Shift your thinking** – we often want to get everything right and this can add to our feelings of stress. If we take the pressure off ourselves and accept imperfections in ourselves and others, we can open our minds to new ways of thinking and learn from shortcomings.
2. **Take time to reflect** – after a strong stress response our brain is rewiring itself to imprint the experience. If we

offer ourselves time to reflect, we will begin to learn ways that help us cope better if we are open to learning.

3. **Know your recharge preferences** – the best way to relieve stress is by getting out of "work mode" into "relaxed mode". I am going to show you how to do just this.

- Know it
- Plan it
- Do it

First, know what helps you get into a "relaxed mode." I call these "recharge preferences." What recharges and refreshes you best? As you identify these things you can plan for them and make them a priority in your life. For example, I know that one of my recharge preferences is boating, fishing and swimming, so I make it a priority to plan a time during the month to experience this. When I return, I am recharged, refreshed and have a renewed mindset.

Let's create your list. I have provided ten questions to help you identify your "recharge preferences".

1. Music – What songs lift me?
2. Experiences – What experiences rejuvenate me?
3. Friends – What people encourage me, who do I enjoy being with?
4. Recreation – What activities revive me?
5. Soul – What spiritual exercises strengthen me?
6. Hopes – What dreams inspire me?
7. Giftedness – What gifts, talents and hobbies activate me?
8. Home – What family members are important to me?
9. Memories – What recollections make me smile?
10. Books – What books empower and inspire me?

Keep working on your list, it's a progressive process. Once you know your "recharge preferences," you will need to move on to "plan it" and "do it" putting action into the process. I would enjoy hearing what is on your list, so I provide my contact information below.

(Continued on page 15)



Business and Professional Women / St. Petersburg-Pinellas

Join Us during National Business Women's Week October 18-22 for

The Great Reset

our 2021 Working Women's Forum

Check for updates by visiting our newly relaunched website at www.BPWStPetePinellas.org

and then sign up for **Touch Base Tuesday**

for weekly information on all the activities of our local organization working toward equity for all women in the workplace.

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Business & Professional Women of Calusa's fundraiser provides Scholarships for Pasco County Women returning to school and other local community-based organizations.

BPW/Calusa's 3rd Annual

Quarter Auction

VENDORS * FUN * FOOD * LOTS OF RAFFLES!

WHEN
Friday, November 5th
6:00 pm

WHERE
To Be Determined

Ticket details are still being worked out. Your ticket includes dinner and a bidding paddle. Bring rolls of quarters and bid on lots of great items for as little as 25 cents, 50 cents or a dollar!
Vendor opportunities available. Contact Jackie Skelton for more details 727-277-6110.

In the meantime, we meet monthly on the fourth Wednesday from 6-8 pm at Rose's Bistro, New Port Richey.



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FIVE STEPS TO A SUCCESSFUL CAREER CHANGE

There may come a time when you decide to change careers. When you do, you can use this five-step method to smooth the transition process.

Step 1: Take a Personal Inventory

Changing careers requires self-reflection. Consider the pros and cons of your current and past jobs. What did you like? What do you never want to do again? What values are truly important to you? For example, do you want the freedom to be an entrepreneur? Perhaps you want to give back through nonprofit work. Do you like leading and managing people? Values are compelling motivators that strongly contribute to job satisfaction. Let yours guide you.

Step 2: Complete a Skills Assessment

What skills do you (A) do the best, (B) like the most, and (C) have that are currently in demand? These are your most marketable and motivating skills. How do you identify your skills? Start by analyzing your résumé (e.g., Career Summary, Areas of Expertise, and Accomplishments). Then look at the Skills section of your LinkedIn profile - which ones did you list? Check out previous performance reviews. Place a job title into Indeed or LinkedIn and note the

skills that are required. Do you have them? Do you want to acquire them? These are important questions to answer.

Step 3: Brainstorm Careers

Changing careers is a great time to ask people you know (friends, colleagues, family members) what careers they can think of for you. You may not agree with all of them, but every idea has value. You can hold brainstorming sessions (wine and cheese pair well with brainstorming!). You can also engage the services of a career coach, a professional who is knowledgeable about career transitions and is up-to-date on work and industry trends.

Step 4: Mobilize Your Network

Connecting with your network is very important when you're considering a career change. Why? Because the people you know have information and contacts who can help to fill in some of the blanks. Start with people you know well and be prepared with a list of questions to ask about potential career options. For example, "Describe a typical day in the life of someone who does this type of work." Or "What additional skills, training, or certifications will I need to be viewed as a viable candidate?"

Conduct informational meetings with colleagues, friends, and people in your network to learn about other types of work, companies, or industries that interest you, and then determine if you could match the essential qualifications. Speak with people who have recently transitioned their careers and get advice and feedback. What made them successful? What roadblocks did they face?

Step 5: Develop an Action Plan

Once you've completed Steps 1 - 4, it's time to move forward into your future. Take action by defining new career goals and setting mini-milestones. You could ask someone to be your accountability partner to keep you focused and on target. Start a simple spreadsheet to track contacts and information.

Changing careers can be an exhilarating and rewarding time in your life. Use these five transition-smoothing steps to be on your way to an exciting new career!

*Robyn Winters, M.A.,
President, Stand Up, Stand Out!
International
Career Strategist/Executive Coach/
Trainer
BPW/Tampa Bay*

FIRST TIME ATTENDEE'S VIEW OF CONFERENCE

I was pleased to be a first-time attendee for this year's Business and Professional Women's Conference held at Saddlebrook Resort in Wesley Chapel, Florida. The registration process was user-friendly. I appreciated the hybrid option, which I chose. Thank you to Sheila Barry-Oliver for securing the technology and overseeing that it ran smoothly for the entire conference.

On the first day, I attended virtually. I was able to view the opening and the breakout sessions. I found the

speakers to be dynamic and enlightening. I thoroughly enjoyed Lorraine Lane's talk on conflict, and I was able to pick up a few great pointers on handling conflict. The second day I was able to attend in person for the entire day. Again, I thought that the setup was good, the flow of the meeting was great; it was so lovely of Mayor Jane Castor to record a special message just for us. As a first-time attendee, it was interesting to witness and be a part of the business meeting. Overall, Jerri Evans and this year's committee did an out-

standing job in light of the obstacles and restrictions of COVID.

I am looking forward to another great year with my LO (BPW/Calusa) and hopefully visiting many LOs across Florida. In addition, I am excited to have been asked, and I am looking forward to serving as co-chair for the 2022 conference to be held at Saddlebrook Resort, Wesley Chapel. I hope to see you all next year.

Melissa Rogers, BPW/Calusa

ANNUAL MEETING HIGHLIGHTS

A Quick Synopsis

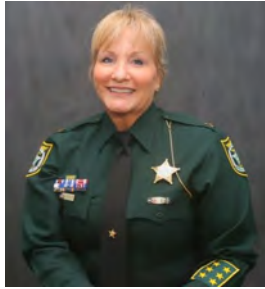
A total of 79 BPW/FL members and guests representing 11 local organizations and members-at-large attended the 2021 BPW/FL Annual Conference either in person or via Zoom on June 17-20. Ten first time attendees were present.

State conference began with a 2020-2021 Board of Directors meeting on Thursday. Friday was a day of education with six BPW/FL leadership workshops (BPW History, Smart Talk: How Leaders Communicate, Crucial Communication, Navigating the Rules, How to Read a Budget) and Creating Future Leaders), five educational workshops (Conflict Resolution, Confidence Building, Gender & Racial Equality, Women in Transition and Finding the Truth in News). Speakers included Lorraine Lane, Shiohan Olivero, Renee Baker, Mercy Ameyaw and Caryn Baird. The BPW Leadership workshops were all led by BPW members (Jerri Evans, Robyn Winters, Charlotte Edwards, Mary Giddens, and Sue Banks). A keynote presentation by Steve Hopper focused on The Ability to Influence Others. All education sessions were taped and the videos can be found on the BPW/FL website in the members only area under "Webinars."

Saturday focused on the business of the Federation including approving the budget and the public policy platform, adopting one bylaws change, and the election of officers as well as the business of the Education Foundation including approving a budget, adopting one bylaws change, and electing officers. The awards presentation recognized all the hard work and accomplishments of BPW/FL LOs during the 2020-2021 BPW year. The Council of Presidents Delegate to the Executive Committee was announced. After all the business was completed, the Education Foundation held its annual Hawg Callin as well as a very creative "spin the wheel" fundraiser; A total of \$4,084 was raised. Finally the newly elected BPW/FL officers were installed.

On Sunday morning, The 2021-2022 Board of Directors met to discuss the coming BPW year.

2021 Glass Ceiling Recipient Capt. Lee Ann Holroyd



Inspector General; Commander of Professional Standards, School Security and the Key West International Airport and Internal Affairs

Lee Ann Holroyd is a perfect example of a local woman who made good. In this tourist-based community where most everyone comes from somewhere else, Capt. Holroyd is what is called a Conch – someone who grew up in the Florida Keys and graduated from Coral Shores High School.

For more than 37 years, she has served the public and law enforcement community. Capt. Holroyd started with the Monroe County Sheriff's Office (MCSO) in 1983 in a temporary staff support role. She quickly was offered a permanent spot as an assistant to the Criminal Investigations unit. After attending Basic Law Enforcement Academy, Capt. Holroyd was assigned to the Upper Keys as a deputy sheriff. Two years later, she was promoted to sergeant. She joined the newly created School Resource Officer Program in the Keys and was asked to be the supervisor for the unit for the entire county. Eventually, she spent more than 10 years commanding a federal narcotics task force focusing on the location and seizure of laundered narcotics proceeds. These investigations took her all over Europe in order to return seized assets to benefit the community she serves.

She holds many "firsts" with the Sheriff's Office. She is the only female law enforcement captain as well as the first female detective lieutenant and Special Operations commander. Capt. Holroyd is the highest-ranking woman in the Sheriff's Office and the only woman on the command staff. Today, she wears many hats: inspector general, and commander of Professional Standards, school security and the Key West International Airport; head of Internal Affairs.

She holds a bachelor's degree in criminal justice administration and a master's in criminology and criminal justice from University of Cincinnati. A BPW member since 2012, Capt. Holroyd is active in the community and serves on the boards of Chi Sigma Chapter of Beta Sigma Phi, Christina's Courage Rape Crisis Center, Monroe Association of ReMarkable Citizens and Monroe County Stars of Hope Foundation.

Other achievements: BPW/Upper Keys Woman of the Year, 2015; first female police diver for MCSO; Graduate of the FBI National Academy; Polygrapher.



BPW/FL 2021-2022 Public Policy Platform

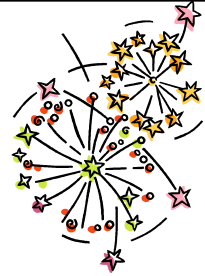
The proposed 2021-2022 Public Policy Platform was adopted as amended. The adopted platform can be found on the BPW/FL website (<https://bpwfl.org/advocacy/>). Its five issues are:

- Item 1: Equality for All
- Item 2: Economic Equity, Opportunity and Self-Sufficiency
- Item 3: Safe Workplace
- Item 4: Health Care
- Item 5: Environment

ANNUAL AWARDS

- Leadership: **BPW/Englewood-Venice** and **BPW/Upper Keys**
- Membership +5:
 - ◊ **Morina Chmielak (BPW/Englewood-Venice)**
 - ◊ **Suzi Youngberg (BPW/Upper Keys)**
- Membership Management:
 - ◊ 21-39 members: **BPW/Englewood-Venice**
 - ◊ 40+ members: **BPW/Upper Keys**
- Finance: **BPW/Marathon**
- Public Policy: **BPW/Upper Keys**
- Public Relations: **BPW/Englewood-Venice** and **BPW/Upper Keys**
- Technology: **BPW/Upper Keys**
- LO of the Year: **BPW/Upper Keys**

BPW 2021-2022 Annual Awards
 Start preparing now to submit for the annual awards competition. Award criteria are at www.bpwfl.org, members only section, under the "membership" category.



Remember that you cannot receive an award if you do not submit an entry.

STATE CONFERENCE IN PICTURES



BPW/Englewood-Venice and BPW/Upper Keys with Sue Banks



BPW/Marathon with President Jerri Evans



Thank you, President Jerri Evans



Tribute Table

MORE PICTURES



BPW/Upper Keys Members



First Time Attendees



Full room of an actively engaged audience.



BPW/North Sarasota Members

Past State Presidents (L-R): (F) Carole Tolomeo, Suzanne Dalton, (R) Alizza Punzalan-Randle, Zelda Ladan, Sheri McCandless, Mary Giddens, Sue Banks, Tami Simms and Sheila Barry-Oliver



BPW/FL 2021-2022 BUDGET

Income		Vice President	500
Conference & Meeting Income		Secretary	250
Annual Planning Meeting	1,200	Treasurer	250
Lobby Days	1,500	Council of Presidents Delegate	250
Fall Conference Income	2,000	Parliamentarian	250
State Conference Income	15,000	Executive Committee Meetings	0
Conference Revenue from Reserves	5,000	Total Executive Committee Expenses	3,000
Total State Conference Revenue	20,000	Florida Business Woman Magazine	
Total Conference Income	24,700	Publication & Mailing	2,800
Dues		Standing Committees	
Member at Large (9 @ \$90)	720	Bylaws	175
Member of Local (325 @ \$65)	21,125	Leadership	175
Student of Local (5 @ \$26)	130	Membership	175
Student at Large (2 @ \$35)	70	Public Policy	175
Dues Assistance	2,895	Public Relations	175
Dues Assistance	(2,895)	Technology	175
Total Dues	22,045	Total Standing Committees	1,050
FL Bus. Woman Advertising	1,600	Special Committees	
Website Ads	1,000	Audit	0
Interest Income	1,000	Breast Cancer/Wellness	50
Technology Upgrade (Fd Bal Transfer)	1,000	Budget	0
Lobbyist Fund Transfer	2,000	Strategic Planning	100
Appropriation of Prior Year Funds	5,000	Tribute	0
Total Income	<u>\$60,245</u>	Total Special Committees	150
Expenses		Administrative Expenses	
Conference & Meeting Expenses		Annual Corporate Filing Fee	61
Annual Planning Meeting	1,200	Awards and Citations	100
Lobby Days	1,500	BPW/FL Web Site & Maintenance	1,500
Fall Conference Expenses	2,000	Liability Insurance	770
State Conference Expenses	20,000	Marketing & Advertising	2,000
Total Conference & Meeting Expenses	24,700	Office Supplies	100
Contract Personnel		Postage	150
Business Manager		Quickbooks Online	840
Contract	8,000	Bank Service Charges	900
Expenses	325	Contingency	4,609
Total Business Manager	8,325	Technology Upgrade	1,900
Web Services	2,500	Total Administrative Expenses	13,220
Total Contract Personnel	10,825	Legislative Research (from restricted fund)	2,000
Executive Committee Expenses		Funded LO Financial Assistance	2,500
President	1,500	Total Expenses	<u>\$60,245</u>
President-Elect	-	Net Income	\$0

STRESS *(Continued from page 9)*

As we wrap things up remember to shift your thinking, take time to reflect and practice your recharge preferences.

I hope this has been helpful to you. For more information on the **Stress Solutions Program**, which identifies ten key life categories and how to make effective adjustments, you can reach me by phone at 352-584-2135 or by email at Charlotte@YourTrainingSolutions.com.

*Charlotte Edwards
BPW/Hernando
Business Consultant & Life Coach
"I help you get better at what you do!"*

LOCAL ORGANIZATION

BPW/Calusa

Well we have all had a time of it over the past 18 months and although things are beginning to come back, it is certainly not the normal we all knew. Life changes and then when you think you have a handle on it, it changes again and presents new challenges for us all to deal with. It keeps us all alive and going though.

BPW/Calusa did not see a lot of activity although the Board met to discuss programs and issues we were facing and going to face going forward. We changed our meeting day and time, and now it is the fourth Wednesday of the month at Rose's Bistro 6-8pm. In a time when working women face so many challenges and employers have staff away during lunch time for longer than just lunch, we made the decision to try something else. So far, so good.

We have a special speaker most meetings and this has proven to be very beneficial to the group as a whole. When you read this, we would have already had our "pen night" membership drive, so we will see how that goes. We are having our Quarter Auction on November 5 this year and looking forward to being back in the community raising money for our scholarships. This particular evening is fun, lighthearted, not too much work for volunteers and reaps great rewards.

Just to let you know, I am Conference Co-Chair for the 2022 BPW Conference being held again at Saddlebrook, Wesley Chapel. This year's conference was great especially as we really did not know how any of it would go due to Covid restrictions, etc. I would like to impress upon everyone how important it is to attend conference. You get to meet your counterparts from all over Florida, form friendships and build relationships, which is so imperative to us all.

I have a great board again this year and would like to recognize Leah Palmateer, who is our newsletter spotlight for July. Leah is very involved and has been for some years now and I certainly rely upon her. She is Membership Chair this year, but does so much more. Kim McCrum is our Treasurer and has a wealth of knowledge in that role. Melis-

sa Rogers is our VP and in charge of speakers and the newsletter; we welcome her on board. James Bailey is our website person. Patricia Mitchell is our social person and assists where necessary. We are in need of a Secretary, but for now we are moving along.

Until the next time I speak or see you, god bless, be safe and be kind.

Jackie Skelton, President

BPW/Englewood-Venice

BPW/Englewood-Venice continues to grow at a record speed. Our LO reached 100% growth from June 2020-June 2021 thanks to the hard work and dedication of the Board, Committee Chairs and members. The PR Chair Karin Drury consistently submits articles to the local newspapers for publication, which affords us continued coverage each month. We continue to do outreach programs in our communities on a quarterly basis. Our latest outreach in July was to benefit students in need by providing school supplies and backpacks. The members of BPW/Englewood-Venice are always generous with their time and resources, which is appreciated by the recipients.

The monthly dinner meetings continue to attract many guests, due in part to the speakers, which the Program Chair Esther Bird carefully selects. We have heard from the CEO of the Girl Scouts of Gulfcoast, FL, along with the President and CEO of the Women's Resource Center. A representative from Selah Freedom shared with our group the horrors of human trafficking.

A Women's Workshop, "Pearls of Wisdom," is scheduled for September 11. Chair Esther Bird has confirmed wonderful speakers for this popular event. The annual Wine Tasting fundraising event is scheduled for November 12. This event is always a sell out and is the top fundraising event for our LO.

BPW/Englewood-Venice is proud to have been able to award four adult learners with scholarships this year. Our hard work and determination paid off because the members of our LO weren't going to let anything stop them from achieving their goals!

BPW/Ft. Lauderdale

Things are looking a lot brighter for BPW/Fort Lauderdale! We are on summer hiatus for July and August. Come September we will be in a new venue and will be meeting face to face with the members. We must have positive thoughts during this COVID-19 pandemic; we must simply smile more, have a positive re-framing and continue building resiliency.



Our membership is seven at this time. Several inquiries have come forth and, hopefully, will become a part of our sisterhood. As President Sheri noted in her July Newsletter, several task forces have been put in to place to assist BPW/FL to move forward in our mission of advocacy, education, and information to achieve equity for all women in the workplace.

During my reign as president of BPW/Fort Lauderdale, I will continue to be excited in helping BPW continue to be an organization that I can assist in "Women helping Women!"
President Sheri - "Connecting our future to our past with pearls of wisdom."
Carole J. Tolomeo, President
cjtolomeo@aol.com, 954-648-6876

BPW/Hernando

2021 started off to be an exciting busy year for BPW Hernando. We welcomed speakers on topics of Human Trafficking and Women's Health. We have welcomed many new members and have issued multiple newsletters. Many members were able to attend conference and get a better understanding of how BPW Florida functions.



(LO) NEWS

Our upcoming meetings will provide a look at our LO from getting to know members to understanding the different programs from the State. We look forward our upcoming Breast Cancer fundraiser in October.

BPW/North Sarasota

BPW/North Sarasota is geared up for the new BPW year and looks forward to continuing to impact the lives of working women in our community. But first, let's reflect on the last few months of the 2020-2021 BPW year.

In April, our program was presented by Issues Management Chair Wendy White, who gave a heartfelt presentation on the significance of the Collect and the effect it should have on our lives. Wendy talked about its meaning and how the words of the Collect are so powerful.

We finalized our Double Good popcorn "virtual" fundraiser, a unique and easy way to raise funds for our LO. Our "pop up store", as it was called, opened on May 12 and closed four days later on May 16. We raised nearly \$3,500 in less than a week, of which the club received 1/2 of the proceeds! We plan another virtual pop up store this club year. We also held our election of officers for the 2021-2022 BPW year.



Officers installed at our May meeting by past president Glenda Williams are Deanna Manigo, president; Wendy White, first vice president; Norrece Wright, second vice president; Melanie Lavender, secretary and Valerie Reeves, treasurer. We look forward to a successful year. In May, we awarded three scholarships to graduating high school seniors, Shaniya Lane, Janyla Woodie and Janasia Johnson, to help them further their educational goals.

In June, four North Sarasota members attended State Conference at Saddlebrook Resort at Wesley Chapel: Deanna Manigo, Gwen Sermon, Cynthia Howard and Glenda Williams. State conference is a great time to re-connect with our BPW sisters, be energized by great speakers, and attend leadership workshops. We returned from State Conference and held our planning meeting for the 2021-2022 BPW year. We planned our calendar of events and selected our committee chairs and hostesses for the year. Past BPW/FL Parliamentarian Mary Giddens gave a presentation to members on parliamentary procedures. The mini-workshop was very enlightening.

We look forward to a new year in BPW embracing our new theme: "Connecting our Future to our Past, with Pearls of Wisdom."

BPW/St. Petersburg-Pinellas

BPW/SPP has been very active for the past four months. We remained active during the pandemic, finding ways to engage virtually and that excitement and moment continued this year as we ushered in a new leadership team in April. We all enjoyed getting back to what felt like 'normal' activity, having in-person monthly luncheons and other in-person engagements. In April, we welcomed a new Executive Committee led by President Michele Cavallo and other officers with rich BPW history and longevity.

We established some early goals, to bring back some of our long-standing traditions like the Equality Day celebration and Working Woman's Forum. The momentum continued into May where we held a Strategic Planning meeting. Many good ideas were shared from a wide variety of members. We saw the emergence of a passionate Diversity & Inclusion Chair, a Membership Chair who set some lofty goals and a Programs Chair who was innovative with interesting suggestions of speakers for our monthly luncheons. The excitement was palpable, and we knew it was going to be a great year! We also had the opportunity in May to celebrate members for their previous year leadership; awards went to Helen Igar, Amy Dinovo and Heather Graeme.



In June many of us enjoyed the BPW State Conference. It was great to be with our BPW sisters from around the state. In June we also started a new Membership Committee suggestion, an evening Member Meet Up. Member Meet Up is designed for members and guests and occurs once a month at various locations throughout the county. Casual and fun, our Member Meet Ups have become very popular. We also had a wonderful speaker from the Florida Orchestra. In July we welcomed a Marine Fisheries Biologist and she shared how the field is male dominated and the challenges with that but also talked mostly about water quality, which was top of mind with the current red tide issues in our area.

Planning is well underway for the August Equality Day celebration. We look forward to putting a modern twist on the celebration. Once a 'tea' now will be wine and charcuterie! Momentum is good, the LO is thriving, and we are so very thankful!

BPW/Upper Keys

In April, BPW/Upper Keys began meeting in person again. We held a great sunset toast on the beach at Baker's Cay Resort, Key Largo. Everyone was so happy to be back together after so long. Then in May, it was time to install the new Board of Directors and award our Adult Scholarships. We had an evening gathering at Whale Harbor Restaurant with nearly 50 attendees.

The new Board members are: President-Suzi Youngberg, VP/Hospitality-Brittany Parker, VP/Professional Development-Gina Boilini, VP/Membership-Mary Houston, Secretary-Jill Kuehnert, Treasurer-Victoria Leonard, Director 1-Patricia Milian, Director 2-Bev Newman. They are already hard at work

(Continued on page 20)

BPW/FL STRATEGIC PLAN UPDATE

In early June a copy of the Strategic Plan was emailed to every member from BPW/FL. **The Report can also be found in the Member Resource Section of the state website at bpwfl.org.** Strategic planning and preparation of the final report was done by the consulting team of **Charlotte Edwards and Melissa Rogers of Training Solutions by Charlotte Edwards, LLC.** Charlotte has been a member of BPW/Hernando for over two years now and currently serves as their President-Elect. Melissa is a member of BPW/Calusa, serves as their LO Newsletter Editor and is currently the 2022 State Conference Co-Chair.

The comprehensive final report resulted from almost six months of information gathering by the consulting team. The process consisted of weekly meetings with Focus Groups that were composed of the Strategic Planning Task Force members as well as BPW members from around the state, meetings with the state executive leaders and the Board of Directors, a survey, and three town hall style meetings with BPW/FL members. The Strategic Plan was adopted by the conference body at the 2021 Annual Membership Meeting in mid-June.

This report was definitely not put on a shelf! Your State President and new leadership team have already begun implementing some of the goals and recommendations contained within the report (see following page for goals priori-

ty matrix):

- **A Task Force has been appointed to research the possibility of creating a Statewide Virtual LO.** Member-at-Large Missy Castillo was appointed to chair the Task Force and at the initial Task Force meeting held in late June, it was determined that a virtual meeting of the Members-at-Large (MALs) should be held and from there determine if a structured organization with governance documents similar to other Local Organizations is needed. The MALs held their inaugural virtual meeting by Zoom on the evening of July 27. It was well attended and monthly meetings have been scheduled.
- **A Task Force has been appointed to review the modules contained with the Leadership and Individual Development Training programs.** A task force was formed with **Robyn Winters**, a member of BPW/Tampa Bay and former BPW/FL Leadership Chair, **President of Stand Up, Stand Out! International, Inc.**, a business coach and training consultant; **Jackie Harder**, a member of BPW/Upper Keys, **Owner of Key Dynamics**, a coaching and consulting company, and BPW/FL Individual Development Training Program graduate; and **Vicki Faulkner**, member of BPW/St. Petersburg-Pinellas and **Immediate Past Leadership Chair**, as its members. The task force met a couple of times during July, reviewed current training

modules and the results of last year's survey of the BPW/FL Membership sent out by the Leadership Committee, and issued a report with recommendations for updated training modules for professional development training that is being reviewed by the Executive Committee before being brought to the Board of Directors.

- **The State Standing Committees have been revitalized** with the appointment of chairs who are excited and passionate about their committees and are being overseen and supported by BPW/FL Vice President Ilja Chapman.
- **A monthly Newsletter from BPW/FL has been created and will be emailed monthly to the membership to increase communications from the state organization.** The first newsletter was emailed to the membership in mid-July.
- **The state magazine, FLORIDA BUSINESS WOMAN (FBW), has been given a fresh new look** with newly designed front and back covers.
- **A statewide virtual membership engagement event** is planned for BPW/FL members to learn about and celebrate Equality Day on August 26.
- **Leadership Training Workshops** are being scheduled for Fall and Spring.

Watch for further updates of plans and goals being implemented from this most valuable and useful tool!

(Continued from page 7)

ates and be part of that. We will provide more details as they become available.

*Jackie Skelton and Melissa Rogers
2022 State Conference Co-Chairs*

Technology

The Technology Committee consists of Sheila Barry-Oliver, Chair, Jill Kuehnert (BPW/Upper Keys), Lori Shube (BPW/St. Petersburg-Pinellas) and Suzi Youngberg (BPW/Upper Keys). Our goal is to maximize the use of technology in support of our mission at the state and local levels. We seek to expand BPW/FL's reach through social media, energize our website with relevant cur-

rent content, support the new BPW/FL monthly newsletters (the first one was delivered in July), work with the BPW/FL Leadership Task Force in the delivery of new material, enable the efforts of the Membership Committee and the Virtual LO Task Force, and support the LOs however we can, e.g., creating a webpage for LOs that do not have a website (check out the state conference webinars!). We plan to update our member processing so that it is easier for both the LOs and the state business manager, as well as to collect additional demographic and occupational data about our members to support our diversity, equity and inclusion efforts.

*Sheila Barry-Oliver
BPW/FL Technology Committee Chair*

Tribute

I am happy to continue to chair the Tribute Committee. This committee was established to keep the members informed of the BPW members that we have lost during the year with a tribute table at State Conference.

During the course of the year if you need to report to me, you can send your information to me at joannorrbpw@gmail.com. The Tribute form can be found on the BPWFL.org website in the members only section. I would also like to receive a picture in jpg format. You can contact me at 305-393-1863.

Jo Ann Orr, BPW/FL Tribute Chair

BPW/FL GOALS PRIORITY MATRIX

Focus Area	Low Effort High Impact	Low Effort Low Impact	High Effort High Impact	High Effort Low Impact
	QUICK WINS DO FIRST	WAIT CONSIDER SOON	MAJOR PROJECTS	INVESTIGATE
Membership Value, Offerings, and Cost	1. Provide Members with a summary of BPW membership dues, benefits and values. 2. Create a method for members to share their expertise and business focus. 3. Share educational resources.			1. Consider implementation of mentor/mentee program.
Generational Age and Diversity Considerations	ALL GOALS FOR GENERATIONAL AND DIVERSITY CONSIDERATIONS WERE INCORPORATED UNDER OTHER FOCUS AREAS			
Leadership Development	1. Re-energize BPW/FL "Standing Committees".		1. Evaluate and consider updating current recorded leadership development programs. 2. Create LO leadership training programs.	
Mission Statement	1. Educate LOs on the mission statement and how to implement it in their programs.			1. Consider updating the mission statement.
Organizational Changes			1. Create a marketing committee and marketing plan. 2. Create a Yearly Organization Plan with monthly meeting topics focused on BPW programs. 3. Provide needed support to LOs.	
NFBPWC			1. Continue to investigate the benefits of affiliating with the NFBPWC for future consideration.	
Communication	1. Establish effective communication with membership.	1. Update the <i>Florida Business Woman</i> magazine look.		
Technology	1. Provide marketing materials for LOs.	1. Inform LOs of the option to hold hybrid meetings and the option to use BPW/FL Zoom account.	1. Launch a new fully virtual LO.	1. Provide additional technology seminars on "how to" topics. 2. Evaluate ways to increase the number of registered users on the BPW/FL website.

"Never say never, for if you live long enough, chances are you will not be able to abide by its restrictions. Never is a long, undependable time, and life is too full of rich possibilities to have restrictions placed upon it."

~ Gloria Swanson



planning events with interesting, relevant speakers and programs. Our standing committees have formed, are chaired, and have begun meeting: Membership Committee Chair-Lynda Weinstein, Marketing Committee Chair-Jill Kuehnert, Public Policy Chair-Emma Haydocy, Scholarship Committee Chair-Jennifer Cappadona.

In June, it was another social hour at Whale Harbor; then in July we were

back to normal with a luncheon at Baker's Cay Resort. It was our first luncheon since January 2020! Once again we had almost 50 in attendance, both members and guests. Two guests have already become members, with commitments from three more! On the first Wednesday of every month, we are still coming together virtually for "Connect Over Coffee." It's a great way to start the day!

We were proud to have good representation at the State Conference in June. Six members attended the entire conference; we had one who zoomed in, and one who came to receive the Glass Ceiling Award! Our member Lee Ann Holroyd, Captain with the Monroe County Sheriff Department, was presented with that award and was joined by her family for the award ceremony. BPW/Upper Keys also won in many award categories including LO of the Year!


We are so pleased that several of our members accepted positions of leadership with BPW/FL. Immediate Past President Ilja Chapman was elected Vice President. Current President Suzi Youngberg was elected Council of Presidents Delegate. Margie Smith was appointed Chair of the Membership Committee. Board Secretary Jill Kuehnert joined the Technology Committee (Suzi will also be serving on the Technology Committee for a second year.) VP/Professional Development Gina Boilini serves as Secretary for the Education Foundation. And, Jackie Harder is working on a Leadership Task Force.

It will be a busy Fall for us, with our Adult Scholarship application period opening August 1, and nominations for Woman and Business of the Year starting soon. We are excited for the momentum and growth of our LO this year.

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To see a map of where all the BPW/FL local organizations are and to learn about their meeting dates/times/locations, visit <https://www.bpwfl.org/membership/local-organizations/>.



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AN EASY MONTHLY CHECKLIST FOR SMALL BUSINESSES



Owning and operating a business is the job that never ends. Even when you spend every waking hour attending to your business's needs, you may still be left with items on your to-do list.

While every business has its own unique challenges and responsibilities, there are a handful of minor tasks every business owner should do to keep their business running strong. This monthly checklist will help you assess the complete health of your business. After going through each of the items outlined below, you should have a strong understanding of what your business is doing well and what can be improved.

1. Look over your finances – Take stock of all your outstanding and expected invoices, expenses, bills, payroll, and taxes. You can do this on your own but if you feel like you're losing grasp of your finances, it's a sign you need the help of a professional.

Review account statements from suppliers – It's good practice to review itemized bills to make sure the charges are correct. You never want to give away money you don't owe.

- 2. Analyze your sales data** – Compare your monthly sales to the same months in previous years to understand how your business is performing. And also evaluate your year-to-date sales to see how you are progressing toward your goals.
- 3. Monitor your inventory** – Setup a process to review your inventory, including stock level storage.
- 4. Keep your data safe** – Cloud applications are great because they're accessible from any computer or mobile device with an internet connection. But you should back-up the data you're storing in the cloud onto a desktop hard drive on a monthly-basis.
- 5. Talk to your advisors** – Whether it's your bookkeeper, accountant, investors, or a small business group, make sure you regularly check-in with the people who play an important role in your business.

You can use this list each month to quickly check-in on the areas of your business that can be easy to overlook.

From donnareade.com

5 ESTATE PLANNING TIPS FOR THE INFORMATION AGE

Online transactions are here to stay, so it's more important than ever to include your digital footprint when making or updating an estate plan. Here are five tips to consider:



1) Create a list of bill payments

As more people switch to paying bills online, executors cannot simply collect mail and go through paper files to identify services to cancel. Create a list of any utilities, memberships, subscriptions, or other online expenses so your designee can pay final bills and close accounts.

2) Don't forget banking and brokerage accounts

It is also becoming more popular to bank online and manage brokerage accounts

electronically. Without a list of institutions and account numbers, these assets could easily be overlooked.

3) Update retirement plans and life insurance policies

Many life insurance and retirement accounts now send quarterly statements by email, so be sure your executor can access those if needed. This is also a good time to review your named beneficiaries, as those provided when the account was opened five, 10, or even 20 years ago may no longer be part of your life. Regularly reviewing this information guarantees that these assets benefit the individuals and charities most important to you now.

4) Plug into treasury notes, t-bills, and bonds online

The U.S. Department of the Treasury continues to move toward paperless service. The U.S. Treasury stopped selling paper bonds on Dec. 31, 2011, and now issues them only electronically. Account statements and IRS forms are available

only through an individual's online "TreasuryDirect" account. Keep a list of these electronic bonds, treasury notes, and bills with your will to ensure that these assets are not forgotten.

5) Secure access to computers, smart phones, email, and social media

People of all ages regularly post photos to Facebook, network with colleagues on LinkedIn, or store countless files in "the cloud." And nearly everyone has a computer, tablet, or smartphone. You may use passwords to protect these devices and online accounts, but without documentation, it will be difficult for family or friends to download treasured family photos, cancel social media accounts, or access files. Keep and regularly update a list now so these digital assets are not lost forever. (*Bonus: It helps when you forget a password too!*)

http://www.bc.edu/alumni/support/how_to_give/legacy_giving/bookmarks/2014/the_digital_estate.html

This little piggy (bank)... helps women obtain higher education.

Since 1965, the BPW/FL Education Foundation has helped women attend colleges and universities by defraying the costs of housing, first through brick and mortar housing on campuses and now also through housing scholarships. We need YOUR help to keep the legacy going forward for generations of Florida women to come!



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NEWS FROM THE EDUCATION FOUNDATION

The Education Foundation of the Florida Foundation of Business and Professional Women's Clubs, Inc. (aka EFFFBPWC, Inc. and/or the BPW/FL Education Foundation), a 501(c)(3) tax-exempt non-profit organization, was established in 1965 by the members of BPW/FL. Its purpose is to provide housing opportunities for female college students at state college and university campuses across the state of Florida.



**BPW/FL
Education
Foundation**

Greetings, BPW/FL members!

As we embark upon a new BPW year, the Education Foundation Board of Directors is excited about the energy and enthusiasm afoot. We wish to thank all of the members and the LOs that participated in Hawg Callin' at State Conference – we were floored by the support and the contributions to the Foundation in a year in which we did not expect it. Donations from LO's and members at Hawg Callin' were \$2,409 and the Spin the Piggy Wheel game raised \$1,675 for a total of \$4,084 raised at State Conference.

Scholarship House News

Our two brick-and-mortar Scholarship Houses will be back in session for the Fall semester just as you're reading this. We'll be sending goody bags to welcome them back, and we look forward to reconnecting with the young ladies who live and learn there. We'll let you know more about this year's liaisons and residents soon. At this moment, neither house is allowing in-person visits, but we'll let you know when that changes in case you want to plan a visit in Tallahassee or at Florida Atlantic University in Boca Raton.

the University of North Florida, which is administered through the Florida Nurses Association.

DOES YOUR LO GIVE DIRECT SCHOLARSHIPS? We'd like to create a list that people can reference of all the local scholarships that are available around the state. Further, we'd like to explore the opportunities to create new direct scholarships that can fill in the geographic spaces where there aren't existing resources. Please let us know what you're doing!

Mentoring Opportunities

Don't forget about our program to pair BPW members as mentors with the residents of the Scholarship Houses. Visit the web site at <https://www.bpwfl.org/mentoring-program/> to find out more and to sign up! Even between semesters, the young ladies welcome your support to help them navigate their studies and plan for their futures.

Your Board of Directors is grateful for the support of members and LOs statewide. This is YOUR Foundation, and we are proud of the work that we do that impacts the lives of women seeking higher education.

Tami Simms, President
BPW/FL Education Foundation
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Cell 727-743-6262

P.S. If you're on social media, please "like" our Facebook page at www.facebook.com/BPWFLedFdn



One of the most significant outcomes of the Conference was the approval to create a permanent endowment with our partners at the Southern Scholarship Foundation for capital improvement and maintenance at the Tallahassee BPW House. As of press time, we are inking the agreement and arranging for the funds to be transmitted. We're most pleased to have this mechanism for support of that house.

Direct Scholarship Updates

We've just reviewed the applications for the Fall semester for St. Petersburg College (SPC) and have recommended three awards of \$3,000 each to the SPC Foundation, which administers our Housing Scholarship there. We'll look forward to any new applicants for the Z. Ray Ross BPW/FL Nursing Housing Scholarship available to female nursing students at



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BPW/Florida's Mission

*To achieve equity for all women in the workplace
through advocacy, education and information.*

