COMMUNICATING SUCCESSFULLY

For Success, Cultivate a Communication Style that Shows You Care

Our workday lives and workplaces are daily exercises in challenging conversations. From feedback and coaching discussions to interchanges with coworkers who can say, “Yes” or “No” to your requests for resources, process changes, budgetary allocations or fresh ideas, there’s no end to the critical communication situations we encounter at work. While there are many tools, techniques, and approaches to use to gain support or get your way, I find that just a few common-sense, authentic communication tactics improve your success and strengthen your credibility as well.

Five Communication Tactics that Show You Care

1. Listen So Hard, It Makes You Sweat

Tom Peters offers in his outstanding book, The Excellence Dividend, “If you’re not exhausted after a conversation, you weren’t listening hard enough.” Tom is right. Nothing is more important than pushing everything out of your mind at the moment and focusing on the person speaking to you. By doing this, you stand a chance of understanding and ultimately building an empathy bridge with the person. Additionally, listening carefully to someone is a sincere form of showing respect. There is no better tool for defusing tension and gaining support than showing someone you genuinely respect them.

When you engage, deliberately stop thinking about what you are going to say or forming your argument in your mind. And while difficult to do, it’s important to shut down your filters and pre-established biases. It doesn’t matter if you don’t like the person or think he’s a jerk because of how he treated you in that team meeting, lock down the voice in your head and concentrate, and you’ll learn a great deal you can use to gain cooperation.

2. Ask Questions that Show You Care

Questions are a powerful leadership and communication tool; however, they can work against you if the other party feels they’re on trial with your inquisitor’s style. Deliver questions with a genuine desire to understand someone’s situation as well as their ideas, fears, and hopes. It’s amazing how showing someone you care about their point-of-view will increase your credibility and gain their cooperation.

3. When the Response Suggests Stress or Fear, Label and Ask

Try, “I have the sense this idea is stressful for you. What’s going on?” or, “I can tell this is something that makes you uncomfortable. How can I help you?”

I encourage people to experiment with labeling and asking approaches and adapt the technique to their specific situation. You might learn that your label was wrong, but you’ll also learn something that will help you move the dialog to the next step.

4. “No” is a Great Response for You to Hear

Early in my career, I worked for a global firm where it was important to understand that “No” was an invitation to continue the discussions. The culture lived by the “3 no’s on the way to yes” philosophy. I learned with some practice to navigate the process and appreciate the early rejection as a sign of progress instead of a barrier. In my new, favorite book on negotiation, Never Split the Difference, by Chris Voss, there’s even a chapter on this concept, titled, “Beware Yes, Master No.”

Your job when facing a “no” or a series of “no’s” is to dig deeper and strive to understand the individual’s situation and why a “No” answer makes sense to them at that moment. I once used this approach in a series of discussions with a senior leader in another unity inside this global giant to gain his approval for unprecedented product sharing.

5. Remember, We Make Decisions on Emotions, Not Logic

Your impeccably developed business case crafted with air-tight logic and backed by practically irrefutable facts doesn’t stand a chance if it strikes a negative emotional chord (Continued on page 8)

IN Inside This Issue:

- President’s Message 3
- State Committee News 4-6
- State Conference News 11-15
- Local Organization News 16-17
- Education Foundation News 22-23
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, 2019
- State conference issue: April 1, 2020
- Summer issue: August 1, 2020

Advertising Rates:

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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.

Florida Business Woman is produced by:
- Sheila Barry-Oliver, Ed.D., Editor
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  Pinellas Park, FL 33782
  727-374-3224
  fbw.editor@gmail.com

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Visit BPW/FL at www.bpwfl.org.

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BPW Members:

It is hard to believe we celebrated our 100th Anniversary more than a month ago. We had our first Board of Directors meeting prior to your receipt of this publication. Your new leadership is dedicated and enthusiastic about a stronger more visible presence for BPW/FL in this 100th year.

We have much to celebrate as we go forward. Our membership is growing, not by leaps and bounds but in small increments. Every member of BPW/FL is important to the continued strength of our mission. We often talk about how we came to be, but we don’t often talk about the rich political place that BPW holds in history. As an example, the establishment of “Status of Women” commissions in the U.S. in 1963 was due largely to BPW efforts. The President recognized BPW’s leading role in securing passage of the Equal Pay Act by giving BPW’s National President the first pen he used when signing the Act into law.

Discussions expanded to include enforcement and strengthening of existing Equal Pay legislation. The Pay Equity Employment Act of 1994 followed by the Equal Pay Act (introduced in 1994) and the Paycheck Fairness Act (introduced in 1997) became BPW’s focus legislation through the ’90s. Then Secretary of Labor Elizabeth Dole and First Lady Barbara Bush addressed BPW’s members at the White House Briefing during the 1990 “Lobby Day” event. Pay equity for women remains a primary BPW/FL public policy issue.

Continuing with BPW’s focus on workplace issues, BPW lobbied Congress for passage of the Family and Medical Leave Act, which finally passed in 1993. Workplace equity issues, including sexual harassment, opportunities for women veterans, work-life balance, health care reform, dependent care, tort reform, increasing the minimum wage, lifetime economic security and pay equity, have been BPW’s targeted issues throughout its history.

As we are entering another presidential election cycle (yes, they all start too early now), I am hopeful that we will remember all that BPW has stood for and fought for throughout its 100 years. I am also hopeful that we will keep the words of both Mary Stewart’s Collect and Theodore Roosevelt’s Man in the Arena in mind as we talk politics with one another and the candidates themselves.

Our BPW/FL standing and special committee chairs are hard at work and welcome your input and involvement. If you have an interest in any of the following committees, please reach out to the committee chair. I promise your involvement is wanted, needed and valued.

Bylaws: Tammy White, BPW/Calusa  
Leadership: Vicki Faulkner, BPW/St. Petersburg-Pinellas  
Membership: Ilja Chapman, BPW/Upper Keys  
Public Policy: Amy Bennett, BPW/Hernando  
Public Relations: Sue Banks, BPW/Gold Coast  
Technology: Sheila Barry-Oliver, BPW/St. Petersburg-Pinellas  
Breast Cancer Fund: Karen Lund, BPW/Hernando  
FBW Editor: Sheila Barry-Oliver, BPW/St. Petersburg-Pinellas  
Nominations: Sue Banks, BPW/Gold Coast  
2020 Conference: Jane Byers, BPW/St. Petersburg-Pinellas  
Audit: Jo Ann Orr, BPW/Marathon  
Tribute: Jo Ann Orr, BPW/Marathon

You can find contact information for all of your leadership team on the next page, on our website under the leadership tab, or in the members-only member directory. If you have not previously registered for a login on our member-only page, please allow up to 72 hours for approval and access.

I look forward to working with all of you as we go forward toward our next 100 years with the first step beginning this year.

We are stronger together.

Jerri
Jerri Evans  
President BPW/FL, 2019-2021  
bpwfl.org  
jerri.bpw.president@gmail.com

“No self respecting woman should wish or work for the success of a party that ignores her sex.”  
~ Susan B. Anthony
## BPW/FL COMMITTEE CHAIRS

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### Ad Hoc Committees

| State Conference  | Jane Byers                     | St. Petersburg-Pinellas| jane@pcpstpete.com          |

### CONTRACT POSITIONS

| Business Manager   | Tiki Bates                     | St. Petersburg-Pinellas| 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](http://www.bpwfl.org).

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## Greetings From Your New State Vice President

Hello BPW/FL Members (& Future Member Readers)

Having been a member of this organization since 1994, it is with the utmost pride that I have been elected to serve representing the state as your new Vice President, especially in this our 100th year since BPW/Florida* was founded! (*back in 1919 we were known by the official name of Business and Professional Women’s Clubs of Florida).

I look forward to working with the rest of the Executive Committee to not only conduct the business of the organization, but especially to work closely in my role as liaison to the standing and special committee chairs of BPW/FL. I also want to focus on getting the word out in our communities throughout the state about what we have done, and can do, for working women. We have a strong history (100 Years Strong!) of helping women personally, professionally and politically, but have somehow gone the way of being a best kept secret!

I hope you will join me, our President Jerri Evans, Membership Chair Ilja Chapman and Public Relations Chair Sue Banks, as well as the rest of the EC and our committee chairs (see the full list printed elsewhere in this issue), in honoring our rich history and our (still) vital role in helping the working women of today and tomorrow in their personal and professional development.

With Best Personal Wishes,

Sheri McCandless

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Dear members of BPW/FL,

As the 2020 BPW/FL Conference Chair, I am excited to share with you the progress we have made so far and what is in store for the upcoming conference.

We are working on a number of sample press releases for specific issues of significance to BPW such as Women’s Equality Day (August 26) and National Business Women’s Week (third full week of October). As the LOs know their publication market the best, these releases will be forwarded to each LO as timely as possible for submission to their own local publications. With the release originating in the local area, there is a greater chance it will be picked up. To implement this, I am requesting that each LO send me an LO contact name and email in order to streamline the information dissemination.

When we ask BPW members throughout the state about their first BPW meeting, they all remember, “They felt Welcomed! They felt Appreciated! They felt Empowered!”

We ask you to help your local BPW organization grow and spread the love with at least one friend or colleague you know. Invite them to the next BPW meeting or event and show them why you joined. Tell them why they should join!

Empowered Women Empower Women!

June 1 started our fiscal year with 362 BPW/FL members. By July 1 we had grown to 378 and continue to grow. Please welcome the new and renewing members since June 1 (see list on next page). Monthly updates to this list will be posted on our website.

Ilja Chapman, 305-998-8348
BPW/FL Membership Committee Chair

Nominations

TAKE THE NEXT STEP

“Some people live for today, some live for the future, some live in the past. I choose to live in the present with an eye on the future.”  

Unknown

One way for you to keep an eye on the future is to start thinking of stepping up your personal development. A great way to expand your skill set is to “learn by doing.” Serving on the BPW/FL Executive Committee (EC) is a great learning experience—the EC is like a mini homeowners association (without the squabbling) or local PTA (without the bake sales). Updated information about each office up for election in 2020 and the eligibility criteria will be on the website soon. You can always contact me directly to discuss options and eligibility criteria.

March 30 is the deadline for submissions, which will then be announced in the conference issue of Florida Business Women (FBW). After that date, your nomination would “come from the floor,” which means your nomination would be announced at state conference. Waiting until after the March 30 deadline means that members would not have an opportunity to meet you at any candidate events prior to nominations and that members would only meet you during the candidates forum. (This information is being provided as some members wished they had had a chance to meet candidates prior to the forum and voting at the 2019 state conference.)

Sue Banks, BPW/FL Nominations Chair

Public Relations

Our goal this year is to enhance the visibility and credibility of BPW throughout the state by working with LO Public Relations Chairs to create a buzz about BPW. For a long time, we have said BPW was the best kept secret. We want to break our silence and let others know we have been here for 100 years and plan on going to infinity and beyond.

We are working on a number of sample press releases for specific issues of significance to BPW such as Women’s Equality Day (August 26) and National Business Women’s Week (third full week of October). As the LOs know their publication market the best, these releases will be forwarded to each LO as timely as possible for submission to their own local publications. With the release originating in the local area, there is a greater chance it will be picked up. To implement this, I am requesting that each LO send me an LO contact name and email in order to streamline the information dissemination.

(Continued on page 6)
We need volunteers to serve on the committee. There are several camera ready items we may wish to develop such as standardized business cards and possibly special ones depicting our 100 years of Women Helping Women and maybe a member bumper sticker (rumor has it that one was created by an LO). If you are interested in getting involved, please contact me at sabanks@earthlink.net.

Sue Banks, BPW/FL Public Relations Chair

Technology

The Technology Committee plans to look at how BPW/FL uses technology and suggest some improvements. The BPW/FL technology scope consists of: the public website, the members-only area of the website, social media (to include Facebook, LinkedIn, Instagram, Twitter and You Tube), the member data base to include dues processing and any other ways that technology might enhance the member experience. Technology supports our membership and public relations efforts, so the chairs of those committees are involved along with members Heather Brown and Sue Soriano. The Technology Task Force that existed for the last two years has been folded into the Technology Committee.

Members, if you are interested in participating on this committee, please contact me at sbo.bpw@gmail.com. If you have suggestions on technology enhancements, please contact me.

There is a wealth of information in the members-only area of the website, but only about one quarter of members have user ids. If you don’t have one, please register to get one. You can do so by going to the website (bpwfl.org), clicking on “Members-only Login” in the upper right-hand corner and then clicking on “Register.” Authorization may take up to 72 hours as each request is confirmed with the member data base to ensure that only members have access. Once you are there, check out what’s available; for example, there’s a member directory of all BPW/FL members. We are working to make the offerings more robust by providing more items that might be useful to our members. If you can suggest some publicly available resource links, use the online form to submit your suggestion; if you can suggest some webinars, please contact me.

Finally, you can help with our social media. Social media only works if there are posts, if the social media is “liked” or followed, and if the information posted is shared. If you are on Facebook, please “like” us and please share any posts to your Facebook page. We follow the LO Facebook pages and share their posts, so that your news gets broadcast to a wider audience. The other social media will become active over the coming year. If you are a whiz on social media and can help out, that would be much appreciated. If so, please contact me.

Sheila Barry-Oliver
BPW/FL Technology Committee Chair

Tribute

I have agreed to serve another year as your Tribute Chair. If you need to report the loss of a BPW/FL member, the form to complete is in the members-only section on the website. You will need to scroll to the bottom of the Resource page to find the form. I would also like to receive a picture if possible. You can mail the picture to me, Jo Ann Orr, 143 N. Bahama Drive, Marathon, FL 33050 or email it to joannorrbpw@gmail.com. You can also reach me by phone at 305-393-1863.

Jo Ann Orr, BPW/FL Tribute Chair

New and Renewing Members (June-July 2019)

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CONGRATULATIONS TO OUR MEMBERS FOR THEIR UPCOMING ROLES IN 2019-2020 BPW/FL

Jerri Evans, President
Kristin Smith, Secretary
Helen Igar, Treasurer
Sheila Barry-Oliver, Technology Chair
Vicki Faulkner, Leadership Chair
Tami Stinns, BPW/FL Education Foundation President

BPW Calusa’s 2nd Annual!
Quarter Auction

VENDORS * FUN * FOOD * LOTS OF RAFFLES!

WHEN
Saturday, October 5th
6:00 pm

WHERE
New Port Richey Elks Club
7202 Congress St., NPR

Tickets are $20 and available online at Eventbrite.com or our Facebook page Business Professional Women of Calusa. Contact Leah Palmateer for more details (727)869-9523 x2240 or lpalmateer@autoclubgroup.saa.com

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MENTORING SUCCESS AT THE LOCAL LEVEL

Two local educators who are passionate about creating new generations of environmental stewards have signed up to be part of a first-ever business mentoring program in the Upper Keys.

Ginette Hughes, CEO of Marine Resources Foundation/Marine Lab, and Ocean Studies Charter School Principal Trisha Woods are the first matches for BPW/Upper Keys’ mentorship program.

Woods reached out to Hughes to partner in the program. “I met Ginette through the BPW luncheons and the Professional Development series and quickly realized that our students frequently visit her at the Marine Lab,” she said.

“The focus of our organizations are aligned and as a new resident of the Keys and principal of Ocean Studies Charter School, I believe that her insight and experiences will help me to grow as a professional and learn about how I can protect our environment and in turn impact the learning of our students,” Woods said.

As for her part, Hughes said she hadn’t considered mentoring until she was approached by Woods. “I hadn’t really thought about it before that, but upon reflection, I decided that it was an excellent opportunity for my own growth and would be helpful to Trisha as well.” Hughes said. “So, I’m glad to share any experience and expertise I have. I’m paying it forward!”

Both women are relatively new members of BPW, which this year is celebrating the 100th anniversary of its founding as both a national and state organization supporting working women.

Hughes joined the local organization in 2017 to “get to know more people, to get more people to know about my organization. I’m working on increasing our community exposure,” she said.

What she likes best about BPW? “The amazing women I’ve met,” Hughes said. “There’s something so empowering about being in a room full of successful, ambitious, confident women!”

Woods joined just last year. “As a newcomer to the community,” she said, “I thought this would be a great way to become more involved in our community, meet new people, and learn from other women.”

Since becoming a member, she said she has learned that “BPW provides an opportunity to network, to grow through the Professional Development programs, and is a support system for women.”

Launched by BPW/Upper Keys in March 2019, the mentorship program brings together people who are interested in building skills, learning best practices, and sharing tools to create mutually beneficial professional relationships, said Jackie Harder, BPW/UK vice president of development.

“One thing that hurts women professionally is the lack of a mentor, a guide, someone who can help them navigate office politics or provide an insider’s view into certain industries or help make connections that will help them grow,” Harder said. “This program is designed to give local women – even if they aren’t BPW members – that extra boost they need to succeed.”

BPW/Upper Keys provides Professional Development workshops as well as scholarships for adult women who want to further their education. The organization hosts its popular Political Forum during election years as well as luncheon programs designed to inform and entertain.

BPW/Upper Keys alternates luncheon meetings with after-hours gatherings. The luncheons take place at 11:30 a.m. the third Wednesday every other month at the Holiday Inn in Key Largo.

The after-hours networking functions are hosted by various businesses at their locations and take place 5:30-7:30 p.m., also the third Wednesday in non-luncheon months.

You will also find more information about the mentoring program on the home page: https://ukcbapwc.wildapricot.org/.

Communicating

(Continued from page 1)

with the individual who holds power to approve or reject it.

I learned this lesson the hard way as an over-eager product manager convinced I had my hands on the pulse of a new market, only to have my business case shot down by a top manager. I learned later this manager had pursued a venture in that very segment earlier in his career, only to have it blow up and cost his firm a great deal of money and him a great deal of embarrassment. Without understanding and working to navigate that emotional reality, my great business case was doomed.

Remember, logic and data don’t sway; emotions carry the day. (OK, I know my future as a poet is not bright! Just focus on the point.)

The Bottom-Line for Now:

Every person you encounter wants to feel like the most important person in the conversation. Life and work are a little easier if you genuinely let them know how interested you are in their thoughts, hopes, concerns, and aspirations. Listen hard, engage with genuine curiosity and pile on the respect and a desire to make their situation better and you’ll be amazed how easily doors to progress open for you at work.

https://artpetty.com/2019/01/20/communication-style-that-shows-you-care/
1977.
Your first real responsibility drooled a lot. Which seems pretty manageable compared to having kids in college and aging parents to care for in 2019.

Do’s and Don’ts When Reaching Out With Technology
- Do consider attending free technology training through organizations like AARP or a local library.
- Do connect with people you know in real life.
- Don’t reveal overly personal or financial information in your profiles. Protect your privacy.
- Don’t believe everything online. If it’s too good to be true, it probably is.
- Do join online groups to meet others with similar interests.
- Don’t stay home all the time. Walking your neighborhood, visiting local cafes and places of worship might open up your circle.
- Don’t forget to think before you post. You shouldn’t share or say anything you wouldn’t in person.
- Do meet online acquaintances in a public place, like a coffee shop or diner.

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Community Engagement Director
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C: 727.742.1757
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www.raymondjames.com/kristin

Many of us may think waiting 'til January 1 to implement financial change is the way to go, but trying to tackle multiple goals at once may just be too much. It makes much more sense to slowly and steadily tackle your financial objectives – so why not start now?

Start Small

Changing habits may not come as easily as you think, especially if your particular financial goal has a built-in deadline, like saving for college. But any step in the right direction counts, so why not make incremental changes toward your goal by setting smaller targets?

If your aim is to invest more in retirement accounts, use any raises or bonuses to increase your automatic retirement contributions. Treat any unexpected money – a tax refund, an inheritance or children finishing college – as an opportunity to bump up your savings, even by 1%. It’s likely you won’t miss that money in your day-to-day life, but could see it pay off if it starts compounding year after year.

Bottom line: Those smaller milestones – and the feeling of accomplishment that comes with achieving them – will make whatever you’re striving for that much more attainable.

One thing at a Time

Habits, including good ones, change over time. Once you figure out your short-, mid- and long-range goals, work with your advisor to set a plan in place to help you achieve what you want in the appropriate time frame. He or she has access to powerful modeling software that can reveal possible outcomes for various situations, including market setbacks, job changes and the possibility of retiring early.

Bottom line: Change one behavior at a time, not your life in one fell swoop.

Get SMART

Perhaps you’ve created SMART goals for your career development. The same concept can apply to financial planning. Financial objectives generally come with a price tag, which may need to be accounted for one time (e.g., vacation) or as an ongoing expense (e.g., tuition), but which usually can be estimated fairly accurately if we account for inflation and build in a margin of error. Most of them also have a time horizon, such as our years to retirement or the ages of our grandkids. All of that can be wrapped up by adding specificity to your goals, making them more concrete and keeping you motivated should you come across any obstacles.

If your goal, for example, is to live debt free, including paying off your cars in five years or less, here’s how you can get SMART with it:

- Specific: We will pay off outstanding debt on three family vehicles.
- Measurable: My husband and I will pay an extra $200 in monthly payments each car.
- Attainable: Yep. Not too outlandish, right?
- Realistic: Can your income support an additional $600 in monthly payments? Do both you and your spouse agree on this plan? Then the answer here is yes.
- Time-limited: Our family will pay off our cars by December 2023.

Bottom line: While SMART goals are achievable, they could also be inspirational. Paying off your cars may not seem exciting, but living debt free or saving toward a vacation may motivate you to persevere.

Share

Talk about your goals with family, friends and your professional advisors. Talking things out with people you trust helps you gain clarity and comfort when it comes to financial decisions. They can offer support when you face challenges, clear obstacles for you and champion your successes.

Bottom line: Support is essential to changing habits for good, and makes the process much easier and social.

Your Personal Benchmark

The progress you should be making toward your unique objectives over time constitutes what can be thought of as a personal benchmark. While many people like to compare their portfolio returns against the S&P 500 index, this may not be the best way to judge how a portfolio is progressing. If you’re well-diversified, it’s unlikely that you have 100% of your wealth tied up in domestic stocks that mirror the index. If your goals include a vacation home and you’re making steady progress toward that, what difference does it really make whether your portfolio is leading or lagging the S&P 500?

Keep in mind, achieving your goals is an ongoing process that takes time. But the best way to measure success is if you have a specific goal in mind and a general time frame to accomplish it. Things can and will happen to knock your plan off track; the key is readjusting as quickly as possible so you can stay focused on what you’re hoping to achieve.

Bottom line: Know what your goal is and what it’ll take to get there. Then measure progress against the goal, not a seemingly arbitrary benchmark.

Start Where You Are

Whether you take on one or 10 new goals, focus on those that have the greatest chance of improving the quality of your personal and financial life – now and in the years to come.

Sources: apa.org; thesimpledollar.com; money.usnews.com; forbes.com https://www.raymondjames.com/pointofview/focus-on-financial-progress-not-financial-perfection
STATE CONFERENCE HIGHLIGHTS

A Quick Synopsis

A total of 69 BPW/FL members representing 12 local organizations and members-at-large plus 18 guests attended the 2019 BPW/FL conference at the Charlotte Harbor Event & Conference Center and Four Points by Sheraton, Punta Gorda, FL. Twenty first timers were among the attendees. The “100 Years Strong” theme resonated all weekend.

State conference began with a board of directors meeting on Thursday. Friday saw a presentation from Pat McKanic, a panel discussion on being the only women in the room, and a keynote speech from Fawn Germer. Friday’s luncheon focused on the Glass Ceiling Award. Saturday focused on the business of the Federation including approving the budget and the public policy platform, adopting numerous bylaws changes, and the election of officers as well as the business of the Education Foundation including approving a budget, adopting bylaws changes, and electing officers and directors. Saturday lunch was the Education Foundation Hawg Calling, which included auctioning off a number of piggy banks. After lunch the awards presentation recognized all the hard work and accomplishments of BPW/FL LOs during the 2018-2019 BPW year. The Council of Presidents met and elected their delegate to the Executive Committee.

During the Saturday banquet, the newly elected officers were installed. Conference sponsors included Duke Energy, Perfect Copy & Print, and Igar; there were also two vendors as well as silent auction baskets to support the Education Foundation.

On Sunday morning, the Board of Directors met to discuss the coming BPW year. The Education Foundation raised a total of $4500 through all its efforts.

Finally, it is important to note that the conference met budget expectations.

2019 Glass Ceiling Recipient Catherine Stempien

Catherine Stempien is Duke Energy’s state president in Florida, serving approximately 1.8 million electric retail customers in central Florida. She is the first woman to serve in this position. Catherine is responsible for the financial performance of Duke Energy’s regulated utility in Florida and for managing state and local regulatory and government relations and community affairs. She is also responsible for advancing the company’s rate and regulatory initiatives.

Prior to assuming her current role in June 2018, Stempien was senior vice president of corporate development, where she had responsibility for Duke Energy’s corporate development activities, including external growth strategy and mergers and acquisitions.

Stempien has more than 25 years of legal and financial experience, predominantly in the energy and telecommunications fields. Before leading the corporate development function, she held numerous positions in the legal department covering virtually all areas of legal services to the company. Before the Duke Energy/Progress Energy merger in 2012, Stempien led the team providing state and local regulatory, litigation and environmental legal services for Duke Energy.

Stempien joined the company in 2003 as an associate general counsel for Cinergy Corp. in Cincinnati. From 1996 to 2002, she was a senior attorney for AT&T Corp. in Basking Ridge, N.J., and AT&T Broadband in Englewood, Colo. She represented AT&T before federal and state trial and appellate courts and in mediations and arbitrations. Prior to her employment with AT&T, Stempien was an associate with Covington & Burling in Washington, D.C., from 1993 to 1996, practicing litigation and environmental law.

Stempien earned a Juris Doctor degree, magna cum laude, from Boston University School of Law and a Bachelor of Arts degree in government from Dartmouth College. She also completed a joint Dartmouth/London School of Economics program in comparative political studies and participated in the Advanced Management Program at Harvard Business School. She is a member of the District of Columbia, Colorado, U.S. Supreme Court, and U.S. Court of Appeals for the 3rd Circuit bars.

Stempien is currently a member of the executive board for Wake Forest University Charlotte Center. She also serves on the board of trustees for Charlotte Country Day School and is chair of the school’s advancement committee. Stempien and her husband, Jim Bolin, have two children.

BPW/FL 2019-20 Public Policy Platform

The proposed 2019-2020 Public Policy Platform was adopted as presented. The platform was printed in the Spring 2019 issue of Florida Business Woman and 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

“Let the generations know that the women in uniform also guaranteed their freedom.”

~ Anne S. (Sosh) Brehm 1LT, USA NC, World War II
AWARDS AT STATE CONFERENCE

Finance
- Budgets & Comparative Financial Statement: Calusa, Hernando, Marathon, St. Petersburg-Pinellas, Tampa Bay
- Most Innovative and Successful Fundraiser: Calusa

Programs
- Barnie Shuhi Education Award: St. Petersburg-Pinellas
- Best Individual Development Program: Englewood-Venice
- Women in Transition Award: St. Petersburg-Pinellas
- Susan B. Anthony Award: St. Petersburg-Pinellas

Membership (as of 5/31/19)
- Anne K. Drozen (greatest retention percentage): Gold Coast
- Mildred Taylor Rhodes (greatest new member percentage): Calusa
- Plus 5: Jackie Skelton, Calusa, Plus 10: Top Recruiter: Gail Whiting, Hernando

Public Policy
- Sacagawea Award (best women’s history month program/event): Hernando
- Giraffe Award (LO that sticks its neck out for pay equity): St. Petersburg-Pinellas
- Hortense K. Wells Trophy (best program in legislation/government): St. Petersburg-Pinellas
- Red Purse Award (best equal pay day program/event): St. Petersburg-Pinellas
- Eagle Award (best focus on 2012-2013 focus issues): St. Petersburg-Pinellas

Public Relations
- LO Newsletter of the Year: Hernando
- Best LO Website of the Year: St. Petersburg-Pinellas
- Best Overall Promotion of the Year: St. Petersburg-Pinellas
- Best LO Promotional Video: Hernando

Executive Committee Awards
- Glass Ceiling Award: Catherine Stempien
- LO of the Year Award (most well-rounded year of programs, community outreach, sound fiscal policies, and effective public relations): St. Petersburg-Pinellas
- Hall of Fame: Irene Adjan, Hernando
- Lifetime Achievement Award: Mary Giddens, Member-at-Large

Remember that you cannot receive an award if you do not submit an entry.
STATE CONFERENCE IN PICTURES

Some First Timers

BPW/Hernando

BPW/St. Petersburg-Pinellas

BPW/Calusa

BPW/Englewood-Venice

BPW/Gold Coast

Past State Presidents

Installation of 2019-2020 BPW/FL Officers
## BPW/FL 2019-2020 BUDGET

### Income

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<th>Description</th>
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<tr>
<td>Conference &amp; Meeting Income</td>
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<td>Lobby Days</td>
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<td>Fall Conference Income</td>
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<td>Technology Upgrade (Fd Bal Transfer)</td>
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### Expenses

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### Florida Business Woman Magazine

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<td>Strategic Planning</td>
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### Administrative Expenses

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<td>Awards and Citations</td>
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<td>Office Supplies</td>
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### Total Expenses

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### Net Income

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GLASS CEILING THOUGHTS

Here are some thoughts that Catherine Stempien shared with the 2019 BPW/FL Annual Conference attendees when she accepted the glass ceiling award.

- Take the opportunity to learn as much as you can—be a student of the business you are in.

- Find a mentor, a sponsor, an advocate—whatever you want to call them. It is virtually impossible to do things on your own, you need a sponsor at work and partnerships at home.

- Push yourself—you can do so much more than you think you can. They say that men apply for a job if they think they are 50% qualified but women won’t apply unless they think they are 110% qualified. I remember one time when I had to prepare for my then CEO a one-page summary of the next job that I felt I needed to take on in order to continue advancing in the company. It doesn’t matter what the role was but it was something that I thought I had to do in order to get the right experience and knowledge in the company. Well fast forward six months and when I actually got the job, I remember that I was in my office, my boss called me about the job, I hung up the phone, closed the door to my office and literally cried, shaking for five minutes. Then I dried my tears, had my secretary get me some brownies (I’m a stress eater) and got to work.

- Finally take the time to support others, especially other women. Not only are you helping them, you are honestly helping yourself.

There was one time when I looked up to a woman in my organization who had a successful career, balancing that with family. However, when the chips were down, she did not encourage or help me become better. In fact, she threatened me and belittled me.

From my perspective, we are all in this together, driving change and building toward our mutual success through conversation, action and performance. We build for each other when we accept that we are not threats to each other’s success.

There’s plenty of room for us all. Collectively we are building a wider ladder for our daughters, granddaughters and each other to climb.

Paraphrasing venture capitalist Heidi Rozen: “The glass ceiling doesn’t apply when we are building our own house.”
BPW/Calusa

BPW/Calusa has had a great few months with the changeover of the board in May, attendance at State Conference, and presentation of scholarships to three deserving women!

In May, we installed Jackie Skelton as our new President, Brandi Geoit as 1st VP, and Gabby Flores as Recording Secretary. The board members who continue for another year are: Lisa Pilat as 2nd VP, Patty Mitchell as Treasurer, and Leah Palmateer as Corresponding Secretary.

At State Conference in June, we had a great time meeting with our BPW sisters from around the state and also were very excited to take home the Mildred Taylor Rhodes Award for highest LO membership increase and most successful fundraiser award for our Annual Masquerade Ball! We can’t wait until next year’s conference right here in our back yard at Saddlebrook in Wesley Chapel!

The best thing that BPW/Calusa has been up to recently is at our July meeting, we presented three awesome women who are furthering their education with scholarships for $1,000 each. Our recipients were: Roxanne Phillip who is attending Keiser University for the Registered Nursing Program, Ana Lamb who is attending Keiser University for her Bachelor of Arts in Legal Studies, and Kayla Kuni who is attending the University of South Florida for her Masters in Business Administration (and who joined us as a student member!). These amazing ladies took a few moments at the meeting to tell us why furthering their education was so important to them and we were all moved to hear about what they had to say.

Coming up in October is our 2nd Annual Quarter Auction Fundraiser, which will be held on Saturday, October 5, 6-9 pm, at the Elks Club in New Port Richey. We will have tons of vendors, food and auction items available! Tickets are only $20 and available through our Facebook event page or on Eventbrite.com. We would love for everyone to join us for some FUNdraising!

BPW/Englewood-Venice

BPW/Englewood-Venice had a very busy spring. The April speaker was Nicole Britton of The Twig Cares, Inc. In May we held our second Best Friend Forever (BFF) dinner, which was well attended and lots of fun. BPW/EV member Katie Malloy entertained the group with her hilarious comedienne/actress performance that resulted in lots of laughter and applause. A local group, The Shark Sisters, a “totally jawsome” trio of lifelong musicians and former career women, who launched their group recently and are already making waves with their music, presented a wonderful performance enjoyed by all.

BPW/EV was very excited and proud that we had reached our goal this year, which was to award four $1,000 Adult Learner Scholarships to deserving single mothers who live in either Sarasota County or Charlotte County. The Scholarship Committee members are Esther Bird, Katie Malloy, Natalie Bloom, Carol Couba and Karin Drury.

The July meeting was used to do a brainstorming session among the members to discuss the future direction and programs BPW/EV is planning for the months ahead.

BPW/Ft. Lauderdale

Our biggest fundraiser, 85th year in a row to host our Easter Sunrise Service on the Fort Lauderdale Beach, was an awesome success! Members and volunteers started the morning at 5AM to set up and prepare for the crowd; and they came. The sunrise was beautiful! The monies we raised went to scholarships, PACE, and other non-profit groups.

Our LO continues to struggle; with that said, we continue to seek out a venue to hold our meetings. Private rooms are hard to find as we will be charged for the room.

In July and August we take a hiatus and then we are back to meeting in September. My message is short; however, as our BPW/FL President Jerri Evans states, “We are stronger together!”

BPW/Gold Coast

Members and Gold Coast friends attended an improv performance by The Trolls (cast members in red or pink Santa hat) of Christmas in July at the Burt Reynolds Institute for Film & Theatre. We turned it into a Party with a Purpose by filing Santa’s “bag” with personal care items for women residents of domestic abuse shelters. The Managing Director of the theatre notified the other attendees and we were able to fill two big boxes to overflowing (the theatre only seats 40!)

With the party over, we will be settling down to business at our August meeting setting our goals for the year. What was an Annual Suit Drive now is in its 26th year and has taken on a year round life.
BPW/St. Petersburg-Pinellas

BPW/St. Petersburg-Pinellas is gearing up for several upcoming events. August 24, Equality Day Tea, which is designated on August 26 as “Women's Equality Day.” The date was selected to commemorate the 1920 passage of the 19th Amendment to the Constitution, granting women the right to vote.

Our signature event is the 2019 Working Women’s Forum, which will be held on Tuesday October 22. Our theme is “Be Your Own Hero: Diversify Your Income to Fulfill Your Dream.” We have two amazing speakers for the forum: Amy Martinez-Monfort and Natalie Connor.

We continue to keep our general luncheon meetings to once a month and our attendance has been up. We encourage our members to help BPW/SPP increase its visibility by liking our Facebook page, sharing the events on their personal Facebook page, and sending invites (via Facebook and emailing) to guests to attend our luncheon meetings/signature events. We also encourage our members to inform us when they promote BPW/SPP. We ask them to email us a picture and a few sentences about where they shared their BPW/SPP experience.

This year’s Executive Committee looks forward to trying new ideas, which hopefully will engage new members.

BPW/Tampa Bay

BPW/Tampa Bay and Tampa Bay BPW Foundation have set the date for our 27th Annual Networking Night and Scholarship Award event on January 16, 2020. This event is our main fundraiser in support of Tampa Bay BPW Foundation’s Scholarship Program and we are excited to continue this tradition of supporting young women throughout the Tampa Bay community. Details about the program will be posted to www.TampaBayBPW.org and www.TampaBayBPWFoundation.org as they become available for those who may want to share the information with their local members.

As we enter our programming for the 2019-2020 year, we are excited to announce that Robyn Spoto, CEO of SpotOn Media, will be speaking at our September 17 luncheon. The event will run from noon to 1 pm at Maggiano’s Little Italy, located at 203 Westshore Plaza in Tampa. Registration for this event is available online at www.TampaBayBPW.org.

We look to expand our event offerings this year as to timing and venue. If you would like to keep up with BPW/Tampa Bay, please reach out to us at BPW-TampaBay@gmail.com to be included in our email listing for future events.

BPW/Upper Keys

Greetings from the Upper Keys serving our community from Key Largo to Islamorada. This year we are all about GROWTH! GROW awareness of our organization, GROW the value of the membership, GROW the number of events, GROW professionally and personally, and most importantly GROW our membership. 100 Years of BPW/Florida has inspired us to GROW our membership to 100 members.

We also are expanding our wings and have taken a seat in several state committees. Gina Boilini, our past president, has taken a seat on the board of the BPW/FL Education Foundation. She also serves the BPW community as chair of the local public policy committee and at state level. Our president, Ilja Chapman, has taken on the responsibility of BPW/FL Membership Committee Chair.

The BPW/Upper Keys board members are proud to serve the local community and to support BPW/Florida where possible.

We meet every 3rd Wednesday of the month and invite all BPW sisters to join us when you are traveling in the keys. www.upperkeysbpw.org. Empowered Women, Empower Women!
Understanding cultural patterns can make or break the deal

By Beth Fisher-Yoshida

If you are an entrepreneur, you negotiate every day. You negotiate sourcing materials, goods and services to keep your business running. These negotiations can take place in a local context or globally, across cultures.

If, for example, you decide to source globally, your negotiation partners will likely be from different cultures and may even speak different languages, adding a layer of complexity to all of your communications and coordination efforts. Indeed, different cultural orientations influence when we negotiate, how we negotiate, and what we negotiate.

Thankfully, there are well-established frameworks for better understanding the cultural dimensions of a negotiation. One of my favorites was developed by author and consultant Richard Gesteland and uses four categories: relationship-focused/deal-focused; formal/informal; rigid-time/fluid-time; expressive/reserved cultures.

Using these dimensions to plan for negotiations can help you feel comfortable with the process.

1. Negotiate from a relationship-focused or deal-focused stance.

In Japanese culture (a relationship-focused culture), your counterpart needs to get to know you, so he or she feels comfortable and can trust you. A handshake, a bow or a look in the eye can help confer a sense of trust and respect. In my years of working in Japan, the unwillingness of certain parties of different orientation to adapt to this negotiation style was the source of many lost deals.

This dimension has everything to do with timing and familiarity. For those negotiating from a relationship focus, you want to spend time getting to know your counterpart to decide whether he or she deserves your trust. On the other hand, a deal-focused orientation is all about getting in, closing the deal, and getting out.

2. Follow formal or informal procedures.

This refers to the level of protocol you need to follow in order to engage in a negotiation. Formal negotiation protocol has a particular process. In cultures that are considered “tight” as per Michele Gelfand, professor of psychology at the University of Maryland, there are strict guidelines about what you can/cannot say publicly, the order of who can speak and when, and which issues are even negotiable. There’s little flexibility. If you are from a “loose” culture with more relaxed procedures, you need to recognize that guidelines you ignore because you feel they are not important, can send the message that you do not respect the negotiation process, and therefore, do not respect the other party.

Becoming acquainted with how the other party wants to negotiate is important. One way is to identify a “cultural informant” who can explain the procedures you are expected to follow in the negotiation. It is a way of gaining insights of basic dos and don’ts when negotiating.

For example, before going to Ghana, I learned that expecting people to speak one at a time is too rigid and can dampen their enthusiasm for the deal. In general, their preference is to show a high level of passion during a negotiation.

3. Adhere to a rigid or fluid sense of time.

Deadlines are non-negotiable for some cultures and mere suggestions for others. This can make or break deals if there is a clash over timing, especially when you have a tightly linked progression of activity flow and one part is delayed.

It is always good to have a back-up plan in case there is a delay. I know some colleagues who have more than one source of who can supply a product or service for what they need so they are assured they will be able to get what they need when they need it. Negotiating these contingencies in advance minimizes the risk from depending on one source.

4. Express yourself in communication or stay reserved.

With expressive cultures you may misjudge the level of commitment because of how emphatic they may be. Or you may underestimate the importance of a particular item in a negotiation because the other party downplays the response.

In the concept of mirroring, you build rapport with others by copying their gestures or tone. You may not need to be as reserved or emphatic as your counterpart, but edging closer than you normally would could be a way to build rapport. One of my colleagues responds better when I outwardly show more enthusiasm than usual in my demeanor. It increases trust and can lead to better quality outcomes.

Think of these four dimensions on a continuum and assess where you’re most comfortable. Determine where you think your counterpart will fall on the spectrum, and decide how much you want to flex in their direction. You want to strike a balance with remaining comfortable and showing good faith as you continue to develop your relationship through negotiations.

Beth Fisher-Yoshida is CEO of Fisher Yoshida International, a consulting firm with clients including organizations in the Fortune 100, private, nonprofit and non-governmental sectors.

https://www.inc.com/beth-fisher-yoshida/cultural-misunderstandings-can-make-or-break-deal-heres-how-to-navigate-around-them.html
When she was Dean of Women at the University of Montana in 1904, Mary Stewart wrote the collect as an inspirational prayer for the day, not for any particular person or group. In 1909 she published it in a nationally known women’s magazine as a “Collect For Club Women” because she felt that women working together with wide interests toward important ends was new, and that a special meditation of their own would give them a sense of unity. The Collect was soon adopted among working women throughout the world.

The first printing of the Collect was an obscure paragraph in a column of club notes in the *Delineator*. Copies were later printed locally. In 1909, Paul Elder and Company, San Francisco, printed it as a wall card, and it has since been printed in many other forms and publications around the world.

Mary Stewart was an early pioneer in the National Federation of Business and Professional Women's Clubs having attended the organization meeting in St. Louis in 1919. She served as the new organization's first Recording Secretary and as National Legislative Chairman for eight years. Mary Stewart, who until 1910 signed the Collect with her pen name, “Mary Stuart”, remained involved in BPW until her death in 1943.

The Collect was officially adopted by National Federation of Business and Professional Women’s Clubs meeting at their second convention in 1920 in St. Paul. It was read into the printed records of the Congress of the United States by Senator Tobey of New Hampshire, at the closing session in 1949.

Keep us, oh God, from pettiness; let us be large in thought, in word, in deed.
Let us be done with fault-finding and leave off self-seeking.
May we put away all pretense and meet each other face to face, without self-pity and without prejudice.
May we never be hasty in judgment and always generous.
Let us take time for all things; make us to grow calm, serene, and gentle.
Teach us to put into action our better impulses, straightforward and unafraid.
Grant that we may realize it is the little things that create differences, that in the big things of life we are at one.
And may we strive to touch and to know the great, common human heart of us all, and
Oh, Lord God, let us forget not to be kind!

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**Tampa Bay BPW Foundation invites you to Save the Date for our**

**27th Annual Networking Night and Scholarship Awards**

Thursday, January 16, 2020
The Tampa Club, 101 East Kennedy, Suite 4200, Tampa, FL 33602
5:30 PM to 8:30 PM

Experience the power of connecting while helping others.
All proceeds from the evening support the Scholarship Program of the Tampa Bay BPW Foundation, a 501(c)3 organization.

Since 1991, the Foundation has awarded more the $145,000 in scholarships to women in the Tampa Bay Community.

*Registration, advertising and sponsorship opportunities are coming soon to*

[www.TampaBayBPWFoundation.org](http://www.TampaBayBPWFoundation.org)
WOMEN’S FIGHT FOR THE RIGHT TO VOTE

When we tell our children about the fight for women’s suffrage in America, we often tell a sanitized version of the story. We talk about letter-writing campaigns, activist conferences, and stirring speeches — and occasionally, we mention defiant suffragists being hauled to jail. But we often shy away from the darker truths about the sacrifices and suffering many suffragists had to endure in the fight for women’s right to vote.

One especially notorious event, the “Night of Terror,” when 33 suffragists from the National Women’s Party, who had been arrested for protesting outside of the White House, were brutally beaten and tortured at the Occoquan Workhouse, a prison in northern Virginia took place on November 14, 1917. For many of the women, the physical and psychological consequences of their harrowing experience would be lifelong. Their stories horrified the nation, galvanizing public support for the Women’s Suffrage Movement and bringing new momentum, which helped pass the 19th Amendment, recognizing women’s right to vote, three years later. The freedom to vote, however, had come at a cost, and that cost was borne in part by these women.

This is just one example of what activists had to sacrifice during the decades-long fight for women’s right to vote. While it is a painful story to tell and to hear, it is crucial that we remember — so that we use our right to vote well, and so that we never allow ourselves to lose ground for which so many women fought so hard.

In the early 1900s, the Women’s Suffrage Movement was at a crossroads. Decades had passed since the Seneca Falls Convention in 1848, at which the Declaration of Sentiments was signed by attendees, declaring that the “inalienable right to the elective franchise” was one of the key rights being denied to women. Many activists felt that the movement had stalled and the suffragists were increasingly split between those who wanted to work incrementally, securing support for women’s suffrage state by state, and others who believed that a constitutional amendment granting women’s suffrage was the only way to push the cause forward.

Into this divide came young activists, many of them inspired by the British suffragettes, who were ready to take more radical steps in their fight for the vote. One of the most famous was Alice Paul, who returned from England in 1910; during her time there, she had joined the militant suffragettes in their protests, and had even been jailed and force fed while on hunger strikes. However, she had also seen the effectiveness of the suffragettes’ tactics in bringing attention to their cause.

Together with her friend and colleague Lucy Burns, Paul was determined to reignite the fight for a constitutional amendment granting women’s suffrage. Their first major event, a suffrage parade held the day before the inauguration of President Woodrow Wilson in 1913, received national attention when spectators in the largely male crowd attacked the marchers. Although over 100 women had to be hospitalized for injuries, the women refused to give up and completed the march. Historians credit the 1913 parade for inspiring a new wave of interest in the Women’s Suffrage Movement, especially among a new generation of activists.

With Paul and her supporters continuing to push for the use of such high-visibility and often controversial tactics, tensions continued to grow between the younger organizers and long-time leaders of the National American Woman Suffrage Association. In 1916, an official split occurred when Paul and Burns broke off to form the National Women’s Party (NWP). The NWP put its full attention on securing the passage of a constitutional amendment, and were willing to use confrontational tactics to bring attention to women’s suffrage.

In January 1917, the NWP took the controversial step of picketing outside the White House — the first time any group had done so. The “Silent Sentinels” held banners and signs that were deliberately intended to provoke. Although initially many people thought of the Silent Sentinels as a joke or a curiosity, public sentiment changed after the U.S. entered World War I in April 1917. “They held Woodrow Wilson up as a pinnacle of democracy abroad but not at home. By June, crowds were getting incensed at what they saw as unpatriotic actions by these women.” At times, onlookers would rip the signs out of the women’s hands and even beat the women picketing, while the police looked on.

After war was declared, the police began arresting the women on the charge of obstructing traffic. Undeterred, the protest continued every day and night, except Sundays, with new women coming to picket when others were sent to prison. Paul was among those arrested, and she was sentenced to a seven-month jail term starting in October. In protest of the horrific conditions at the District Jail, she began a hunger strike, which led the jail authorities to force feed her raw eggs by forcing a tube down her throat twice a day. They also attempted to have Paul committed against her will to a psychiatric hospital; the hospital superintendent, however, refused to admit her, stating that she was sane and “perfectly calm, yet determined.”

The harsh treatment of Paul infuriated her fellow suffragists who continued to (Continued on page 21)
Suffragists

(Continued from page 20)

picket the White House. They demanded that the imprisoned suffragists be considered political prisoners, a distinction that could mean better treatment. Most suffragists were being held at Occoquan, where rats ran freely in and out of unlit cells, the food was infested with maggots, and prisoners were denied counsel. With tensions so high, the suffragists knew that arrests would no doubt continue.

By November, many of the Silent Sentinels had been repeatedly arrested and Occoquan superintendent Whittaker was frustrated. On November 14, he ordered the nearly 40 male guards to “teach the women a lesson.” The guards attacked the 33 women with clubs, brutalizing them and throwing them into cells. According to affidavits taken during a later investigation, women were dragged, choked, pinned, and kicked — and some women received even worse treatment.

After she started a roll call from her cell to check in on her fellow prisoners, Lucy Burns was identified as the group’s ringleader. When she refused the guards’ orders to stop the roll call, they handcuffed her arms to the cell bars above her head, leaving her standing bleeding all night. In solidarity, other women stood holding their arms above their own heads until she was released.

After the Night of Terror, the women refused to eat for three days. As the hunger strike continued, Whittaker began to fear that one of the prisoners would die, leading to even more negative publicity, so he ordered Burns to be removed to another jail, where she too was force fed. Burns ultimately served more jail time than any other American suffragist.

Reflecting on these horrific events years later, Paul observed: “Seems almost unthinkable now, doesn’t it? It was shocking that a government of men could look with such extreme contempt on a movement that was asking nothing except such a simple little thing as the right to vote.”

When the suffragists outside Occoquan learned about the Night of Terror, they were determined to make it public. Attorney Dudley Field Malone resigned his White House post so he could represent the Silent Sentinels in court. Malone also passed on jailhouse letters about the ordeal to the party newsletter, The Suffragist. Once the story broke, it received broad coverage in the media, outraging many readers and contributing to the growing public support of the suffragists’ cause.

Malone’s work in court paid off in late November, when a hearing into the arrests was ordered; on November 27 and 28, all of the suffragists were released from prison. The women spoke widely about their experiences and brought the attention of the world to the struggle for women’s rights in America. The women also appealed their convictions for “unlawful assembly” for “obstructing the sidewalk” in front of the White House and the case went before the D.C. Court of Appeals in January 1918. Although the Night of Terror wasn’t even mentioned during the trial, the three judges nevertheless issued a unanimous decision that every one of the women had been illegally arrested, illegally convicted, and illegally imprisoned.

Following their release from prison, the former detainees joined their fellow activists in their on-going protests at the White House and continued their organizing work calling for a constitutional amendment. In total, the Silent Sentinels picketed six days a week in front of the White House for two and a half years, with nearly 2,000 women participating in the vigil at different times. All of the negative press attention around the suffragists’ arrests and brutal treatment finally drove Wilson to act. In January 1918, Wilson declared that women’s suffrage was urgently needed as a “war measure” and called on Congress to act. The next year, the Senate passed the suffrage amendment, which began a state-by-state fight to secure ratification by state legislatures. At long last, the 19th Amendment -- declaring that “the right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex” -- was adopted on August 18, 1920.

When the amendment was finally ratified, little credit was given to the NWP or to the women who had to suffer such brutal treatment in the pursuit of the right to vote, even though, according to scholar Belinda A. Stillion Southard, “the campaign of the NWP was crucial toward securing the passage of the Nineteenth Amendment.” Following its passage, many of the NWP’s leading activists continued to fight for women’s rights and other social justice causes, including Alice Paul who later co-authored the Equal Rights Amendment (ERA). Others felt they simply had no more to give.

Today, too many people have forgotten — or have never learned — the story of the Night of Terror. The Occoquan Workhouse, which was later renamed the Lorton Reformatory, closed in 2001 but it will soon have a new life as the Lucy Burns Museum so this important history will not be lost. Renovations to the building began in June 2016, and planned exhibits include several in memory of the suffragists and their sacrifices.

https://www.amightygirll.com/blog/?p=16987
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EDUCATION FOUNDATION Board of Directors 2019-2020

Make a difference.
Help women obtain higher education in Florida.
Support the BPW/FL Education Foundation.

Since 1965, the 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!

Donate online at: www.EducationFoundationBPWFL.org
“Like” us at: www.Facebook.com/BPWFLEdFdn

Above: Residents at the BPW House in Tallahassee, in partnership with Southern Scholarship Foundation.

The EDUCATION FOUNDATION of the Florida Federation of Business and Professional Women’s Clubs, Inc.
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.

Greetings, BPW/FL members!

What a great time was had at State Conference, and thanks to all of you who contributed to a successful fundraiser. The monies that we raise support our two brick-and-mortar Scholarship Houses (in Tallahassee and at FAU in Boca Raton) and allow us to continue the mission of supporting women in their quests for higher education. Three of our FAU House residents attended Conference and got to see first-hand what BPW is all about. In fact, they were able to meet a former House resident (president, in fact), who now is an executive with Duke Energy (see picture below).

We’re looking forward to continuing our relationships with them. As of press time, volunteers from the Board are preparing goody bags, which will be sent to the Houses to welcome residents back for the fall semester. We’re also working to create a system to provide mentoring to the Houses – if you’re interested in getting involved, please let us know!

There are also two other scholarship programs that don’t involve brick-and-mortar houses. The Foundation gives scholarships each semester at St. Petersburg College and an annual scholarship to female nursing students attending the University of North Florida. The Z. Ray Ross BPW/FL Nursing Scholarship at UNF has been awarded for 2019-2020 to a 29-year-old mother of a 2-1/2 year old and wife of a Navy rescue swimmer who is deployed typically 9 out of every 12 months. She is studying for a second career in nursing, having been a teacher previously, with a Master’s in Education from University of Massachusetts Amherst. Her expected graduation date is August 2020, and her goal is to be a civilian nurse in a Naval hospital.

At St. Petersburg College, scholarships for the Fall semester have been awarded to three women:

- Dominique Cobb is a single mother of four children returning to college to make a better life for her family. She works full time to support her family and is a junior majoring in Public Policy and Administration.
- Janeté Moran is the first generation in her family to attend college. She is a biology major and preparing for a Bachelor’s Degree in Biomedical Sciences. Her goal is to become a Doctor of Osteopathic Medicine.
- Malthude Presume is a single mother of two children and a first generation college student in the Nursing Program. She works two jobs to support her family and is so proud to be a positive role model for them. She is from Haiti and continues to send money to her parents who still live there. She is a Certified Nursing Assistant with the goal of becoming a Registered Nurse.

We’re hopeful that we might be able to expand those scholarship opportunities statewide in the future, as well. Stay tuned for progress updates on that.

We hope that all BPW members understand that their BPW/FL membership makes them members of the Education Foundation. We hope that all local organizations will educate their members about the extraordinary work that the Education Foundation does on their behalf. And we hope that all members and LOs will help support the Foundation’s efforts – whether financially or by volunteering their time, treasure or talent. There are several committees on which BPW members can serve without being on the board. Get involved in whatever capacity you can – you won’t regret it! We’re proud of our legacy, and hope that all of our members are, too.

Tami Simms, President
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P.S. If you’re on social media, please “like” us at www.facebook.com/ BPWFLEdFdn.
BPW/Florida’s Mission
To achieve equity for all women in the workplace through advocacy, education and information.

BPW Foundation’s Mission
To empower working women to achieve their full potential and to partner with employers to build successful workplaces through education, research, knowledge and policy.