Are you a compassionate leader?
[Compassion requires action]

A television appeal to help refugees literally brought me to tears of compassion. The ad also prompted me to ask, “Do my tears make me a compassionate person?”

Thinking deeply about it, I came to realize that my tears are worthless if I fail to move beyond sympathy to empathy and into action. People caught in the vortex of a country’s power and greed don’t need my tears. Children starving or without parents won’t survive on my tears. The working single mother struggling to spend time with her child, put food on the table and meet the demands of her job won’t gain another hour in the day or another dollar in her paycheck from my tears.

Compassion is more than feeling sorry for another person. We can pat ourselves on the back for feeling compassionate, but then, we are the only ones benefitting, which undermines the very nature of being compassionate! We need to demonstrate our compassion in ways that benefit the person or people who prompted our compassion.

True compassion compels you to act. These are questions I hope you will take time to consider and mindfully answer for yourself as a leader. Consider:

Am I a compassionate leader?

Compassion is the demonstration of empathetically caring about someone beyond your own self-interest. Six factors are used to study compassion: kindness versus indifference, common humanity versus separation, and mindfulness versus disengagement.

Notice when a crisis arises at work, people complain about changes you are making or someone asks for more money. Do you react with kindness, see the common humanity of the situation, and mindfully explore options? Or, do you drive forward with indifference, separate your emotions from your actions and disengage in the name of progress?

Research highlights how a lack of self-compassion can lead to a lack of compassion for others. Self-compassion is being open to one’s own suffering -- not avoiding and disconnecting from it. If you are suffering, self-compassion is the ability to heal oneself with kindness.

Unfortunately, many top executives suffer a condition called alexithymia -- the inability to identify and describe the emotions they are experiencing. Too many executives have risen to positions of power marked by a dysfunction in emotional awareness, social attachment and interpersonal relating. Without the ability to recognize and cope with their emotions, executives fall prey to fatal distractions such as money, power and status that lead to a lack of well-being. If a leader isn’t flourishing, there’s a good chance the people they lead are languishing.

How do I become a compassionate leader?

Compassion is in your nature. Research confirms that our desire to be helpful to others begins at a young age. For example, 20-month-old children are intrinsically motivated to help others. Notice how a toddler instinctively rushes to return something you’ve dropped or tries to soothe a crying baby. A word of warning, however. Studies find that prodding or rewarding a young child’s helpful behavior undermines their natural tendency to help. Over time, workplaces, society and even well-meaning parents unwittingly contribute to the erosion of our natural inclination to be helpful to others.

Try consciously and proactively reaching out to help another person -- listen deeply, give financial aid or offer to support a learning experience. Research shows that you will create choice, connection, and competence -- the three psychological needs required to experience well-being. A body of evidence clearly demonstrates that when leaders create compassionate organizations that promote a sense of belonging, people are more likely to create choice, connection, and competence for themselves -- resulting in innovation, creativity, productivity and financial success.

One of my concerns is that compassionate leadership gets equated with being taken advantage of or as a sign of weakness. But is it weakness, or wisdom, to show compassion to a group of people who have been enculturated

(Continued on page 8)
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:
- State conference issue: April 1, 2020
- Summer issue: August 1, 2020
- Winter issue: December 1, 2020

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

Florida Business Woman is produced by:
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Pinellas Park, FL 33782
727-374-3224
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Printed by
Mail Marketing Services, 12405 73rd Court, Largo FL 33773.

Visit BPW/FL at www.bpwfl.org.

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MESSAGE FROM THE PRESIDENT

BPW Members:

It has already been a busy fall/winter for BPW/FL. I would like to take this opportunity to welcome our 64 new members who became members during the membership drive in October and November. I hope that all new and continuing members participate in their local organization and learn more about our strong history of advocating for women, personally, professionally and politically. Membership Chair Ilja Chapman (BPW/Upper Keys) and her committee should be highly commended for their hard work and continued reminders to the membership during the membership drive. Ilja and the BPW/Upper Keys membership also brought in the highest number of new members during the membership drive. Congratulations to all!

Our annual State Conference co-chairs, Jane Byers (BPW/St. Petersburg-Pinellas) and Heather Brown (BPW/Tampa Bay), are hard at work on our 100th Conference to be held June 11-14, 2020, at Saddlebrook Golf Resort in Hillsborough County. Hotel cost is $169 a night with a guarantee of a suite; 2-bedroom suites are also available at a reduced rate. The chairs are and will be reaching out to a number of local organizations for support and assistance in planning. If you are reading this and want to help, please reach out to Jane and/or Heather.

I’d also like to remind all members that we have elections at every conference. This year we will hold elections for President-Elect, Vice President, Treasurer and Secretary. Nominations must be submitted to Nominations Chair Sue Banks no later than March 30, 2020. I know this sounds like a long time away, but it will be here before you know it. We are stronger together because of our membership, but without members who are willing to serve at the state level, either as an officer or a committee chair, there is no BPW/FL. If you interested or simply want to know more about state leadership opportunities, or what amount of time the jobs really take, please reach out to any of the current leadership—we would be happy to talk to you.

BPW/FL is getting ready to launch a new website. A special thanks to Technology Chair Sheila Barry-Oliver, the Technology Committee and our IT company, StudioX, for your efforts and hard work. Many of you may not know but for many years our programs, software, hardware, etc. have belonged to or been controlled by prior leadership. It has taken almost 3 years, but BPW/FL now owns its own proprietary materials. A number of members have reviewed the new website prior to its launch, but please as you look at it and move through it if you see an issue, or there is something you think should be there and isn’t, let our Technology Chair know.

As we are quickly moving into a presidential election year, and we know that emotions run high no matter which side of the aisle you are on, I want to encourage all members to be respectful of the opposition to your point of view. Ultimately, we agree on more than we disagree on and everyone is entitled to their own beliefs and to support their candidate(s). BPW/FL supports a public policy platform, that as a member, you have agreed to not speak against in your capacity as a BPW member. This does not mean that you will always be in agreement with us or even the platform, it simply means that when you are somewhere wearing your BPW hat, you will not speak against it. BPW is a non-partisan organization that encourages its membership to be educated politically. Part of that education means that you must be willing to listen to both sides of an issue, and actually BPW/FL Handbook requires you to do everything in your ability to bring both sides of the issue to your membership. This doesn’t mean that you can’t bring only one side, if you 1) can’t find any opposition or 2) the other side isn’t willing to come to your meeting. You simply need to try to bring both sides.

I’d also like to take a moment of presidential privilege, to thank all of you for your kind words of encouragement as I continue to heal from a 4 foot fall from a ladder in late October. I am working toward a full recovery of both my fractured right wrist and the compound dislocations of the knuckles on my left hand. To the lifelong friends (really more family than friends) I have made through BPW who live locally and were able to provide day to day support and assistance of my daily living activities, I can’t thank you enough for helping to get me through the worst and continuing to assist. I am blessed to have many true angels in my life.

Please don’t forget your state leadership is here to assist, and we truly do enjoy hearing from the membership.

Happy Holidays.

We are stronger together.

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

“Light tomorrow with today.”
~ Elizabeth Barrett Browning

“The future belongs to those who believe in the beauty of their dreams.”
~ Eleanor Roosevelt
New Members (August-November 2019)

At Large
Madison Roye
Deborah Ryan
Sue Soriano
Emily Turner-Leathem

Calusa
Nicole Cestaro
Kayla Kuni

Charlotte County
Jennifer Kalbach
Nicole Rietveld

Englewood/Venice
Carol DeGulis
Karen Helmick

Gold Coast
Elizabeth Pena
Linda Schleelein
Joyce Spelios

Halifax
Alison Boscovich
Alaina Fiscus
Dawn LeBeau
Debbie Moore
Heather Post

Hernando County
Cheryl Barry
Sandra Day
Angela Garza
Renetta Herron
Stacey Holcomb
April Johnson
Teresa Morris
Rhonda Nienhuis
Mae Pollizze
Catherine Reeves
Denise Sabatino
Rita Spillers
Sharon Twyman
Francine Vance
Sophia Watson
Maria Witherell

Jean Smith
Paulette Thompson
Lisa White
Ariel Wile

Miami Shores
Sage McPherson Hoffman
Susan Neuman

North Sarasota
Donna Timmons

St. Petersburg-Pinellas
Suzanne Dameron
Susan Doll
Victoria Harrison

Tampa Bay
Sally Harris
Lisa Zawistowski

Upper Keys
Tiffany Alana
Heidi Barnes
Kara Bieri
Jacqueline Bobick
Kelli Brower
Vanessa Chamizo

Meredith Cline
Wendy Cole
Dawn DeBrule
Carolyn De Paula
Jennifer Dermer
Delana Fordham
Bonnie Gneisser
Stephanie Graeler
Annie Hagen
Danise Henriquez
Wendy Ives
Jennifer Kerr
Nada Khalaf-Jones
Soraya Lloren
Angie Miller
Lourdes Montagne
Patricia Mull
Amber Navarrete
Denise Nedimyer
Pamela Niekamp
Kristina Rosa
Melanie Sands
Claudia Stober
Trinity Vansteenburg
Breast Cancer Fund

The breast cancer fund has disbursed twelve $250 checks during the first two quarters of our fiscal year. As we prepare for the 2020 State Conference, we are planning an event for conference. Get your creativity on, as we will have a competition. I am challenging each LO to design and make a bra specific to an era in time. For example, the roaring 20’s could be a flapper buster, the 90’s could be the iconic Madonna cone bra. Get the idea…. One bra is all each local organization needs to bring to conference—we would like them to be wearable so we can have a fashion show of bras through the ages. Oh, and we have received a challenge from the ladies in Hernando County; as donations to the breast cancer fund have been minimal, BPW/Hernando County would like to challenge each LO to bring a check to conference. BPW/Hernando County will match the total donations received up to $1,000.

Have a Blessed Holiday season and a successful 2020!

Karen Lund, BPW/FL Breast Cancer Fund Chair

Bylaws

The Bylaws Committee has had a change in leadership. Tammy White, while still able to serve on the committee, felt it was in the best interest of BPW/FL to resign as committee chair. To Tammy’s credit her reasoning for this is based on how active her foundation, the Bobby White Foundation, Inc., has become in educating on suicide prevention and the importance of same and that this endeavor is taking up much of her time. Tammy, thank you for all your years of service and leadership as the chair of this vitally important committee and your continued willingness to serve as a member. I would like to welcome Tami Simms as the new chair and member-at-large Lorraine Pollock as a new committee member.

The Bylaws Committee is now complete and hard at work updating the model LO bylaws on the state website. We realized that while we have made some significant changes to the BPW/FL Bylaws, we have not updated the model bylaws to reflect some of these necessary changes. Based on this we have been slightly delayed in approving some of the Local Organization bylaws and we apologize. If your LO has not yet submitted your bylaws to the committee (we need to keep a copy of all bylaws in our records), please send them on to Tami Simms.

The Bylaws Committee asks all BPW/FL committee chairs to review your sections in both the BPW/FL Bylaws and the Handbook to ensure that they are current. Now is the time to let the Bylaws Committee know if there are changes needed, so that they will have the time to address all prior to State Conference.

Jerry Evans, On behalf of the Bylaws Committee

Leadership

The Leadership Development programs include personal, professional, leadership, and community leadership skills.

Most BPW members are working women and men seeking to advance their career goals, earn higher salaries, build stronger businesses, achieve pay equity and equal opportunities, and establish more rewarding careers. The Individual Development Program, which first began in the 1960s, was developed to provide the officers and future leaders with public speaking and presentation skills. The program was an intensive course of study and practice sessions, which has evolved into a more flexible program that can be molded to the needs of the participants. The Individual Development Program is training in different skill sets that define and drive the successful professional. Some areas covered include understanding behavioral styles, giving presentations, negotiations, team building and management, advocacy, and decision-making.

To encourage some critical thinking, conversation, and perhaps something more, consider some past questions asked of program participants:
- What career advice would you give to a female student who receives a BPW scholarship?
- If you ran for a political office in your community, what would your plan be for your goals, political strategy, promotion and marketing?

To learn more about the different leadership programs, contact me at vicki.faulkner@gmail.com.

Vicki Faulkner, BPW/FL Leadership Committee Chair

Membership

BPW: Moving good to great

“When we work together as an organization, we can go from good to great.” That is such an inspirational quote I recently heard from keynote speaker Zane Kirby and one that I think fits the BPW/FL statewide membership drive promotion.

He also posed the question, “What relationships do you need to cultivate to move from good to great?” As the BPW/FL Membership Committee Chair, I have thought about that for a bit because it’s an important question. And it’s an appropriate question to think about now, since we have just concluded the statewide membership drive promotion.

The membership of BPW/FL has grown by 64 members in two months and I congratulate those BPW local organizations (LOs) for embracing the statewide membership drive. We are grateful you are part of this organization. Let your voice be heard – let us know what your expectations are for your BPW membership and how you want to be involved with the organization at the LO level.

I do want to give a big shout out to my LO – BPW/Upper Keys – for bringing in 26 new members during the membership drive. This shows how well we worked together and how we went from good to great. Congratulations, ladies! All 100 BPW/Upper Keys members can be proud of this achievement because it is the entire group that creates the buzz and the high energy at our gatherings and in the community, which leads to increased membership.

Thank you for supporting this amazing organization. 100 Years Strong and still growing!

Ilja Chapman
BPW/FL Membership Committee Chair

(Continued on page 6)
Nominations

In 2020, BPW/FL will elect a President, a President-Elect, a Vice President, a Secretary, a Treasurer, and a Nominations Chair. The BPW/FL Bylaws define the requirements for each office, such as years of membership and attendance at state conferences, depending on the office. In addition, all candidates require the endorsement of a Local Organization. If you are considering running for one of these offices, ensure that you meet the criteria. BPW/FL Education Foundation will elect a President, Vice President, Secretary and Treasurer. If you have any questions, contact me at sue.bpwfl.nominations@gmail.com.

Sue Banks, BPW/FL and BPW/FL Education Foundation Nominations Chair

Public Policy

ERA Talking Points

“Equality of rights under the law shall not be denied or abridged by the United States or by any state on account of sex.”
- Section 1, Equal Rights Amendment

Legal sex discrimination is not yet a thing of the past, and the progress of the past 60 years is not irreversible. Remaining gender inequities result more from individual behavior and social practices than from legal discrimination, but all can be positively influenced by a strong message when the U.S. Constitution declares zero tolerance for any form of sex discrimination.

The reasons we need the ERA are at one level philosophical and symbolic, and at another level very specific and practical.

- Without the ERA, the U.S. Constitution does not explicitly guarantee that the rights it protects are held equally by all citizens without regard to sex. The first — and still the only — right that the U.S. Constitution specifically affirms and applies equally to women and men is the right to vote.
- The equal protection clause of the U.S. Constitution’s 14th Amendment was first applied to sex discrimination only in 1971, and it has never been interpreted to grant equal rights on the basis of sex in the uniform and inclusive way that the ERA would.
- The ERA would provide a clearer judicial standard for deciding cases of sex discrimination. Not every state in the U.S. has ratified the Equal Rights Amendment, and therefore federal and state courts are inconsistent in their rulings regarding claims of sexual discrimination claims. The ERA would help clarify sex discrimination jurisprudence and conclusively invalidate the claim of late Supreme Court Justice Antonin Scalia that the Constitution, specifically the 14th Amendment, does not protect against sex discrimination (reported in California Lawyer, January 2011).
- The ERA would provide a strong legal defense against a rollback of the significant advances in women's rights that have been achieved since the mid–20th century.
- Without the ERA women — and occasionally men — regularly have to fight long, expensive, and difficult legal battles in an effort to prove that their rights are equal to those of the other sex.
- The ERA would improve the United States’ standing in the world community with respect to human rights. The governing documents of many other countries affirm legal gender equality, however imperfect the global implementation of that ideal may be.”

For this and more information visit the Alice Paul Institute at: https://www.equalrightsamendment.org.

Amy Bennett, BPW/FL Public Policy Chair

Public Relations

During the year, the Committee distributed a sample proclamation for use during National Business Women’s Week. I read in several newsletters or e-zine communications that the sample was used. Special recognition to BPW/Englewood-Venice as they used the information from the sample proclamation in their newsletter in advance of the week and reported the comments made by their Commissioners in their follow-up newsletter. The members were given the opportunity to address the Council and included the fact that BPW was celebrating its 100th Anniversary. Mayor Holic shook their hands declaring it was a pleasure to present this proclamation and complimenting the great achievements accomplished by our [BPW] organization representing women.

Sue Banks, BPW/FL Public Relations Chair

Technology

By the time you receive this publication, the “new look” of the BPW/FL website will be installed. We believe that it is more current and offers us the ability to more easily change content on the website. We hope that you like it. However, we realize that no system implementation is without issues, so let us know if you see anything that needs to be fixed. Please provide any feedback to technology@bpwfl.org.

We welcome pictures of local BPW activities. Please ensure that they are at least 1920 pixels in width; the larger size works much better on a website.

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

Tribute

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 joan.norrbpw@gmail.com. You can also reach me by phone at 305-393-1863.

Jo Ann Orr, BPW/FL Tribute Chair
Memories of BPW/North Sarasota pay tribute to our member Angelia P. Singleton who passed away on August 4, 2019. Angie served two terms as President of BPW/North Sarasota and served in virtually all other offices and committees. She was especially devoted to working on the membership committee and the H’attitude Committee.

Angelia was active in the Sarasota community in several organizations including the American Business Women’s Association (ABWA), Sarasota County Branch NAACP where she served on the Executive Committee, the Sarasota/Manatee County Chapter of the Florida A&M National Alumni Association, and The Red Hat Society (Lunch Bunch). She had an illustrious career in the banking industry for over 25 years, starting as a bank teller with Pan American Bank, eventually being promoted to assistant manager. She became an executive professional and was asked to train others at various branches. She stayed with the bank through several mergers (United First Federal, Barnett Bank, and Nations Bank), ending her career with Bank of America, retiring in 2013.

After retirement, Angelia started attending the Friendship Center in Sarasota. After a few months, she was offered a part-time job as the Community Engagement Coordinator. While in that position she would arrange speakers, a monthly calendar, a directory complete with birthdays, activities, potlucks, movies, outings to restaurants and more. Angelia was also a faithful member of Truvine Missionary Baptist Church where she served on the trustee board for many years.

Angelia and her husband Robert were married for 51 years and had two children, Kenneth and Dawnyelle.

Many “BPW sisters” will miss her dearly.

Compassion (Continued from page 1)

for years as “less than human?”

I urge you to see the movie “Green Book” and realize that’s what happened to Don Shirley in the ‘60s. You might not have been born yet, but many of us were school-aged and oblivious to the conditions. Today, many of us are oblivious to the after-effects that require generations to overcome. Is it weakness or wisdom to create a world where people belong through education, equal opportunities and distributive fairness?

As we reflect upon these times, I am convinced that compassion -- or the lack of it -- is at the heart of many woes in our workplaces and the world at large.

Compassion requires empathy, which requires mindfulness -- a skillset needing more attention in our externally motivated, results-oriented and hyper-driven work setting.

Compassion literally means “to suffer together.” My husband, Drea, says, “What you do to others, you do to yourself.” He’s describing the nature of our human connection.

When we suffer together, we deepen our connection and a desire to contribute to the greater good. Join me in declaring three words of wisdom in the new year: mindfulness, empathy, and compassion. Our mindful and empathetic compassion may be the key for creating a sense of connection and belonging that leads to peace at home, at work, and throughout the world. I think Mother Teresa was right: “If we have no peace, it is because we have forgotten that we belong to each other.”

Susan Fowler implores leaders to stop trying to motivate people. In her latest bestselling book, she explains “Why Motivating People Doesn’t Work ... And What Does: The New Science of Leading, Engaging, and Energizing.” She is the author of bylined articles, peer-reviewed research and six books, including the best-selling “Self Leadership” and “The One Minute Manager” with Ken Blanchard. For more information, visit SusanFowler.com.

https://www.smartbrief.com/original/2018/12/are-you-compassionate-leader

Curiosity (Continued from page 12)

Curiosity Quotient is not a mathematical formula, but rather a means to outline your ability to apply personal interest and dedication to finding the meaning in a sea of information. Following these habits to increase your CQ will make you a better leader by giving you a better grasp on your corner of the world. Like any muscle, the curious brain works better and works happier in constant practice. This is how you spark your curiosity and feed your passion.

TIME FOR HAPPINESS

No matter what the outcome of our efforts, we all feel increasingly strapped for time, and often the things that we think will make us happy — the accomplishments we work so hard for — don’t. They most certainly do not give us back moments with our families and friends or more hours to ourselves. A preponderance of evidence shows that the feeling of having enough time — “time affluence” — is now at a record low in the United States. In a recent survey 80% of respondents did not have the time to do all they wanted to each day. This situation is so severe it could even be described as a “famine” — a collective cultural failure to effectively manage our most precious resource, time.

Time poverty exists across all economic strata, and its effects are profound. Research shows that those who feel time-poor experience lower levels of happiness and higher levels of anxiety, depression, and stress. They experience less joy. They laugh less. They exercise less and are less healthy. Their productivity at work is diminished. They are more likely to get divorced. Time stress has a stronger negative effect on happiness than being unemployed did.

On a broader level, time poverty directly accounts for billions of dollars in productivity costs to companies each year, and secondary costs multiply that number many times over. Public health officials rank it as one of the top contributors to rising obesity. Researchers put the health care costs of time stress at $48 billion a year.

The irony is, despite the perception that people today work longer hours, the data reveals that most of us have more discretionary time than ever before. How can we feel so starved for time? The answer seems to be money. We believe money will make us happier in the long run. Research consistently shows that the happiest people use their money to buy time. People who are willing to give up money to gain more free time — by, say, working fewer hours or paying to outsource disliked tasks — experience more fulfilling social relationships, more satisfying careers, and more joy, and overall, live happier lives.

If there’s one resolution that you keep this year, it should be to focus on making choices based on time, not money. It’s not easy; our entire world and even our brains are rigged to make us value money first. But it can be done, and in this article, I’ll share some smart strategies you can start employing today.

**Why We Value Money Over Time**

Evidence points to these culprits for time poverty: wealth and financial insecurity. Individuals who earn more money report feeling more pressed for time. But it makes more sense if you understand commodity theory, which holds that when any resource is perceived as valuable, it is also perceived as scarce. So, the more we get paid for our time, the more we value it, and the more intensely we feel the loss of any moment. Feelings of financial insecurity (regardless of actual wealth) may also prompt people to experience more intense time poverty. That’s because individuals who feel unsure that they’ll have the same job or earn the same level of pay in the future are more likely to prioritize having more money at the expense of having more time.

Despite the inverse relationship between wealth and time affluence, most of us keep striving to make more money. Only 48% would rather have more time than money. It’s not that people can’t think of ways to save time: The core challenge to reducing time poverty and unhappiness is not financial but psychological: the erroneous belief that wealth will make our lives better.

**Why We Should Value Time Over Money**

It’s important to note that some people — particularly those who are struggling to make ends meet or who feel uncertain about their financial future — often do feel happier when they choose money over time. But it’s still clear that those of us who are more fortunate may need to rethink our priorities. From this and many, many other studies we assert:

**Time yields happiness.** Greater overall well-being cannot be explained by income, education, age, marital status, number of children living at home, or number of hours worked per week. We found that people who spent money on time-saving services reported greater satisfaction with their lives. Purchasing them helped respondents deal with stress and feel less overwhelmed by their to-do lists. This was true even with relatively small, onetime purchases.

**Time is social.** People who value time over money socialize more with peers. This is important because even fleeting social interactions with others can play a surprisingly large role in reducing stress and promoting happiness, as other researchers have found. Prioritizing time over money brings couples closer. Those who spend money on time-saving services report spending more quality time together and deriving greater satisfaction from their relationships.

**A focus on time builds more-rewarding careers.** People who value their time are more likely to pursue careers that they love. When people have jobs they truly enjoy and thus are happier, they are less negatively affected by stress and more productive and creative. They also are less likely to quit.

**Why It’s Hard**

If the solution to time poverty is so simple — just make choices that give you more time — then why are we all still stressed? What years of studying time-money trade-offs have revealed to me is that I’m not alone in making suboptimal decisions about how to use my time. It’s not easy to make better choices. It may not even be our natural inclination. There are any number of reasons for our misguided pursuit of wealth, but they fall into two categories:

**Behavioral factors.** Several cognitive biases make money seem like a more appealing choice than time. Americans think being busy signals higher status. The desire to feel important is a powerful motivator that may undermine our best interests. People also feel guiltier about spending money to have more time than they do about spending money on material goods. Paying someone to complete tasks we ourselves don’t like can make us feel lazy, so we opt out to avoid that feeling.

And because we overestimate the amount of time needed to enjoy an expe-
BPW/Calusa

BPW/Calusa had a very successful Quarter Auction fundraiser on October 5th, raising more than $4,400 for our scholarship fund! It was a great evening with lots of vendors and an entertaining emcee. We are in the pre-planning process for next year’s event to make it even bigger! Look out for more information to come soon.

Our next big fundraiser coming up soon is our 6th Annual Masquerade Ball fundraiser, which will be held at Seven Springs Golf & Country Club on Saturday February 22, 2020, from 6-10pm. The evening will include a glass of champagne for each guest, wonderful choice of dinner options, photo booth with instant printed photos (and shared on social media!), tons of Chinese auction items, spirit table raffle and 50/50 drawing! Please look on our Facebook page for the event and share! We encourage our local BPW sisters to join us and have a great time! Tickets will be available on Eventbrite.com and through our Facebook event link.

We wish all of our BPW family a very Merry Christmas, Happy Holidays and healthy and prosperous New Year!

BPW/Gold Coast

Our members have continued with our focus of community involvement. August 24, several members attended a Women’s Equality Day (WED) hosted by Palm Beach County NOW. At this event, Palm Beach County Tax Collector Anne Gannon (and former BPW/FL Lobbyist!) was recognized for her work in advancing women’s rights. On August 26, we hosted our own WED Happy Hour. A few past members attended and we introduced some new potential members to BPW.

September 10, four members participated in the “Let Your Voice Be Heard” discussion sponsored by the Palm Beach County Advisory Commission on Women. This was a great opportunity to hear and contribute to discussions on issues impacting our county’s women including such areas as health, work, and discrimination.

October 15, three members represented BPW/Gold Coast at the YWCA Palm Beach County’s 102nd Anniversary Luncheon. We placed a congratulatory advertisement in the program and took the opportunity to “thank” the Y for being instrumental in founding BPW in 1919 and welcomed the YWCA Palm Beach County’s new CEO.

As October is not only the celebration of National Business Women’s Week and Domestic Violence Awareness month, on October 23 we partnered with the YWCA and The Inner Truth Project (their mission is to offer therapeutic services to survivors of sexual assault trauma) to host an evening social hour. We also used this as an opportunity to collect clothing and accessories for BPW/Gold Coast’s 26th Annual Suit Drive. PSP Carole Tolomeo (member of BPW/Ft Lauderdale) and several potential members attended.

As part of the BPW/FL state-wide membership drive, one lapsed member joined in October and another in November. We have a few more commitments to pursue.

BPW/Hernando

On October 22, an oddly warm night in Hernando County, BPW/Hernando along with the Julian Institute of Plastic Surgery hosted a fundraiser for the Breast Cancer Fund at our local Bonefish Grill. The event titled Support the Girls is a casual night of creative and sentimental bra decoration. This year’s entries ranged from twins to a camel titled check your humps to a beautiful arrangement of flowers. Our big winner for the evening was an entry titled Puppies and was decorated with two Dalmatian stuffed animals wearing glasses with an eye chart with an inspirational message of courage.

In my case the most memorable was an entry submitted by a recipient of a local breast cancer fund. The concept was to show what it is really like to undergo treatment. There was a large poster board titled “under construction” with a surgical bra in the center. No pink. No ribbons. No glitter. Just a plain white cotton utilitarian front closure bra that comes with Velcro and drain hooks. During treatment and reconstruction you get very well acquainted with your surgical bra—all day every day for weeks in the same bra. Until the day you get to take it off and see what is left. Probably the most heartfelt moment behind this bra is that it was her daughter’s concept that they created together with caution tape and building blocks.

Another portion of the evening is that we take time to recognize individuals and businesses in the county that support our cause in every way they can. To mention a few:

- A local imaging center, Spring Hill MRL, provides no cost mammograms and imaging to those in need.
- Dawn Gomez and Michele Beetz, two local business owners, not only support our fund but host fundraisers for individuals in need.
- Cheryl Whitman, a nurse navigator with Oak Hill Hospital, is there to help you on your journey through treatment and reconstruction. She is a wealth of information to get you prepared for your treatments to being there with you from when you check in for your procedure to when you come out the other side forever changed.

This is just a small portion of the network of support we all work towards here in Hernando County for fellow women in need.
(LO) NEWS

BPW/Marathon

September: The ladies of BPW/Marathon took a break from their standard monthly dinner meetings to enjoy a sunset cruise aboard Captain Pip’s Spirit Snorkel Boat. Everyone contributed snacks and beverages. Captain Dan toured along the Seven Mile Bridge, stopping near historic Pigeon Key to watch the sun dip below the horizon. Rumor has it the famous green flash was witnessed.

October: The October dinner meeting was chock full of recognition for Breast Cancer and Domestic Abuse Awareness as well as National Women’s Small Business Month. Suzi Youngberg, American Cancer Society Community Development Manager for the Florida Keys and member of BPW/Upper Keys, was the guest speaker. The ladies donned pink and/or purple. Many members placed their business card in the special National Business Women’s Week section of Time Out Magazine. In exchange, publisher and BPW/Marathon member Julie Johnson donated a portion of the ad revenue back to the LO.

November: At its November dinner meeting, the Club recognized female entrepreneurship by presenting its Employer of the Year award to two distinguished women business owners. Jo Ann Cook of RE/MAX All Keys Real Estate and Cami Holdinga of Island Physical Therapy were present to accept their awards.

The highlight of November was BPW/Marathon’s Taste of the Islands. One of two major annual fundraisers, the festival is a day of food, art, music and fun in the sun. Some 2,000 people gathered at Marathon Community Park to sample tastes from local Keys restaurants, imbibes in beer, wine and other adult beverages, enjoy live music by three female-led groups, shop talented crafters and artisans, and generally enjoy the day with friends and family. Activities for kids included a giant inflatable slide, Aquarium Encounters touch tank, turtles from The Turtle Hospital, face painting and more. There was a committee of volunteer judges, and awards were presented to restaurants in various food categories. The festival was also the culmination of the LO’s Big Kahuna event, where local individuals and groups hold events throughout the year. The team with the most funds raised is crowned Big Kahuna. This year it was the team of local attorney Patrick Steven, and publisher of The Weekly newspaper, Jason Koler. All proceeds from Taste of the Islands go to the BPW/Marathon Stacie Kidwell Memorial Scholarship Fund.

To round out November, the Club hosted its second annual Sip and Shop event at the Courtyard by Marriott in Marathon. Twenty-five vendors displayed their wares for sale. There was a fashion show presented by DK’s Beach Boutique in Key Colony Beach, with the BPW/Marathon ladies as models.

Nearly 30 fabulous door and raffle prizes were a hit. The Marriott hosted a cash bar and there were appetizers for nibbling. Approximately 200 attendees sipped, shopped and socialized.

BPW/Marathon fully embraced the statewide membership drive and proudly announces the addition of eight members as of November 24.

BPW/North Sarasota

Since returning from the 2019 State Conference, BPW/North Sarasota hit the ground running. Five members attended state conference. We held our planning meeting for the 2019-2020 BPW year, organizing our various committees and set our goals for the year. In August, tragedy struck the BPW sisterhood when we lost our dear sister Angelia P. Singleton on August 4, 2019. Angie was a 40-year member of BPW and served two terms as our president. She will be missed.

In October, we celebrated our 47th anniversary and National Business Women’s Week with a Zumba party and reception! We invited the community to celebrate with us as we “zumbad”, danced and enjoyed refreshments.

Glenda Williams, our Issues Management Chair, has a great lineup of speakers and presenters for our monthly meetings. In November, Rhonda White-Calahan, a survivor of domestic violence, spoke to us and shared her story and journey. She shared how she was able to get out of an abusive relationship and live to tell others that they, too, can survive. She has formed a group called Queens of Domestic Violence Awareness, Inc., a group of young ladies committed to helping to stop the cycle of abuse and bring awareness to the community. We presented the group with toiletry items and a monetary donation to help them fulfill their mission.

We will have fun in December with our Christmas celebration and have begun planning for our Fourteenth Annual ‘Z’attitude Scholarship Luncheon and Hat Show for Saturday, March 28, 2020.

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. In addition to awarding scholarships at the event, we will be honoring Tampa Mayor Jane Castor as our Woman of the Year. Details about the program are available at www.TampaBayBPW.org and www.TampaBayBPWFoundation.org and we invite our BPW sisters to join us and share this event with others who may be interested in attending. We look forward to honoring Mayor Castor’s accomplishments and continuing work with this wonderful organization, and to celebrating our scholarship recipients at this event.

We are looking to expand our event offerings in 2020 as to timing and venue. If you would like to keep up with BPW/Tampa Bay, please reach out to us at BPWTampaBay@gmail.com to be in-
In our current business landscape of information overload, you must find meaningful knowledge that you can put into action and give your business a competitive advantage. Your Curiosity Quotient describes just that skill set -- the ability and motivation to learn and to make sense of the world around us in new and innovative ways. Recent studies suggest that not only does curiosity make you more likely to remember information you find interesting, it may also prime your brain to better remember things in general. Imagine being better able to retain material just because you’re curious!

But how do you go about fostering your CQ in a sea of facts and figures? The key lies not in consuming more, but in encouraging yourself to consume better. Here are six ways you can begin to flex those mental muscles and raise your Curiosity Quotient.

1. Become an early adopter
Don’t be afraid to try something new -- really new. Not every new technology will be a success or become a market sensation, and not every new management technique will resonate with you or your team. Early adopters constantly learn to adapt. Each new gadget and every new leadership method challenges you to think a bit differently, gain new insights, and to examine knowledge you already have, but in a new light. Being curious about the new increases our understanding of the status quo.

2. Deepen your understanding
Someone with a high CQ can make sense of the steady stream of available information by really, truly, understanding the things in their wheelhouse, keeping their ears perked for the data that’s relevant to them. Know your corner -- truly absorb how your business, your team or your project works. Understand the success factors, the threats and the aspects that are dependent, or in conflict with one another. If you have a good grasp on your realm, you can more easily see information, patterns and opportunities to get the job done better.

3. Tackle the challenging assignments
What better way to exercise your brain than to take on the more challenging issues that face your business? Difficult problems offer an opportunity, as they can rarely solved by applying the same old techniques. Challenging obstacles require you to take what you already know and add something -- a new perspective, a new idea, a new skill. Most great ideas aren’t fully novel; they’re a genius blend of garnered experience and creative thinking. By being curious about a complex issue, we can really train our minds to navigate those more difficult twists and turns to come up with an innovative solution.

4. Don’t let success stop you from innovating
The adage “if it ain’t broke, don’t fix it” was certainly never the brainchild of someone with a high CQ. While it’s true that we don’t need to tinker with something that is running smoothly, we do know that there are often ways to improve -- to be more efficient, to add more value, to take the drudge work or the guesswork out of any process. Taking a second (or third, or fourth) look at the everyday can give us startling new insights that could save time, money or resources. You never know what you might uncover when you’re curious.

5. Challenge your perspective
Need new ideas? Try changing your viewpoint. If you always look at an obstacle from the same angle, it’s hard to come up with an innovative solution. By changing your perspective, you can see something that others might not. Try considering a problem from the angle of a different business unit, a different level (executive, floor worker, quality assurance, audit) or from an external source like your vendors, or your customers. Listen to what others perceive about the issue. Other angles may help you uncover hidden solutions you’d never otherwise consider.

6. Broaden your comfort zone
People with a high CQ rarely seek out the comfortable. They’re always pushing the edges to learn more, see more and interact more with those outside their own usual realm. When you’re someone able to speak comfortably with a variety of others -- from the field to the boardroom -- your opportunity to absorb new information is increased. You never know whether your next big idea will be sparked by the CFO, your office mate, or a clerk. Get used to talking to everyone and anyone, and you’ll see your CQ rise dramatically.

(Continued on page 8)
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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/.

Are you looking for natural options? Karen Doyon can help! Call her at 401-480-2935 karendoyon.com karendoyonYL@yahoo.com Independent Distributor #4013407

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.

One minute you're just a kid with a new dog. The next, life's far more complicated. That's why a Raymond James financial advisor will partner with you to build a plan that accounts for your increasingly complex financial needs: from tuition and senior care, to your own desire to enjoy the retirement lifestyle you've always wanted. LIFE WELL PLANNED.

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REPORT OF VICE PRESIDENT

As we continue to celebrate the 100th Anniversary of BPW/FL, I wanted to share the history of how BPW and the Florida Federation was formed.

“In 1917, the United States had joined the European conflict and was switching to a wartime economy. It was not until then that National Leaders realized there was no unified means to mobilize the country’s womanpower in the event of an emergency. Secretary of War Newton Baker sent out an urgent call to make womanpower available for the war effort. The War Department learned that the women of the nation were organized into religious, cultural and fraternal groups. The only unorganized group seemed to be the business and professional women of the nation. The information resulted in a survey conducted by the War Work Council, a group formed to further the war effort of women and comprised of personnel and executives of the Young Women’s Christian Association (YWCA).”

Note: The above is an excerpt from a Synopsis written by Mrs. Geline MacDonald Bowman and Miss Earleen White, Past National Presidents and published in 1944 for the celebration of BPW’s 25th Anniversary. (For a reprint of the full synopsis of BPW’s formation from the beginning in 1919 to 1944, go to the State’s website, www.bpwfl.org. Watch for continuation of BPW/FL’s history in the next issue of FBW.)

Based upon the knowledge that the YWCA was instrumental in BPW’s formation, my local organization, BPW/Gold Coast, reached out to the leadership of the Palm Beach County YWCA, and I and members of our leadership attended their 102nd Anniversary Luncheon in September (see photos of myself, Sue Banks and AJ Van Wallendael with the YWCA of Palm Beach County’s Immediate Past Board President, Theresa LePore and with their new Executive Director).

In closing I am proud to report that I worked closely with our State Membership Chair Ilja Chapman on the BPW/FL Membership Committee and as the State’s Liaison for the State sponsored Membership Drive held in October and extended through the end of November. I am extremely proud of how Ilja led BPW/FL’s local organizations to bring in so many new members (we reached one half of the goal for 100 new members!) and congratulate her and the members of all LOs on a job well done!

WE ARE STRONGER TOGETHER!
Sheri McCandless, 2019-2020 Vice President
6 HACKS TO ULTIMATE PRODUCTIVITY

Hacks help us perform everyday tasks smarter and with greater efficiency. And when it comes to productivity, smart and efficient rule the day. So we’ve chosen six hacks to help you and your employees become your most productive selves.

TELL YOUR SMARTPHONE TO DUMMY UP
There’s nothing like a buzzing, beeping or musical notification to pull you out of your zone. Noncritical notifications have their place, but not in your focus space. Turn them off.

MANAGE MEETINGS
Try scheduling an hour meeting for only 45 minutes. Better yet, keep most meetings at 30 minutes. People will be more focused and, hopefully, the one-hour-plus meeting will become a thing of the past.

STOP MULTITASKING
Science shows that our brains don’t multitask. We simply switch from one task to another – usually without completing any to a greater or lesser extent. Choose a task, focus on it and be done.

USE PRODUCTIVITY TOOLS
Use handy helpers to gain control of things that bounce uncontrollably around your day.
- For time management, try Toggle or Yast.
- Stumble across something to read later? Try Feedly, Pocket or Evernote – they work across all your devices. Buffer makes it easy to share articles.
- Control all of your social media accounts with HubSpot or Hootsuite.
- Keep passwords in one place with LastPass or Dashlane.

TAKE CALENDAR CONTROL
To see how much you can actually accomplish in one day, take to-do’s, email reading and responding and myriad tasks and schedule them on your calendar. It will help you set realistic workday goals.

GIVE ME A BREAK!
Our minds aren’t geared for hours of nonstop concentration. Some people use the Pomodoro Technique – 25 minutes of concentrated work then a five-minute break. Don’t underestimate the power of a break.

NEXT STEPS
- Share this list with employees to help them stay focused.
- Commit to yourself, or with others, to put these hacks into practice.
- Talk with others to see how they work – or how they can be improved.

https://www.raymondjames.com/pointofview/6-hacks-to-boost-your-productivity-infographic
rience, we end up wasting small pockets of free time that we could use more effectively. Last, we suffer from something called future time slack — the belief that we’ll have more time in the future than we do in the present. So, we decide to make some sacrifices now with the promise of enjoying more time later. Of course, when the future comes, we don’t have more time. We just repeat the same mistake.

Organizational factors. HR departments may think that how employees choose between time and money has little to do with them, but a large body of research shows that organizational factors shape the way employees perceive their time and can increase their feelings of stress and undermine social connections and happiness. Financial incentives increase people’s efforts to perform better. But we now also know that they make workers obsessed with money. Employees who were paid for performance spent significantly less time socializing with friends and family and significantly more time socializing with their customers and coworkers. Regardless of their pay level or job type, employees who were paid for their performance said they derived greater happiness from spending time with friends. But they didn’t get to do it much.

How To Start

Although your brain and your organization may be conspiring to make you choose money over time, a few daily actions could help you shift your mindset. The following simple strategies can reduce your time poverty and help you reclaim your schedule.

1. Personal Activities

Plan your future time. When it comes to leisure time, our preliminary data suggests that people have a natural bias toward spontaneity: We don’t want to feel our free time is too scheduled. So we do things like leaving weekends up to chance — and then end up wasting much of them. But we’re actually happier if we make plans and don’t passively fritter away time.

Be more active. Personal pursuits like volunteering, socializing, and exercising can have a transformative effect on people. Research shows that active leisure is profoundly better at combating time stress than passive leisure (such as watching TV or just relaxing) is.

Spend more time eating. On average, the French spent significantly more time eating. Americans spent more time choosing their meals than actually enjoying them. Because theyavored their food more, the French derived greater satisfaction from it — which in turn reduced their stress.

Meet new people and help others. Although initiating a conversation with someone you don’t know is hard, casual social interactions with strangers significantly boosts happiness. And volunteering is not only linked to greater happiness but also increases your feelings of time affluence. This seems backward, because volunteering consumes your time, but the act of giving time away makes you feel more in control of it.

Spend more time experiencing awe. Awe is a positive emotion we feel when encountering something vast and expansive, like a panoramic view of the Pacific Ocean. It can increase our sense of time affluence — which is yet another reason that scenic hikes, tropical vacations, or just a few moments of looking up into the sky can rejuvenate us.

Take more vacation time. This is almost too obvious, but in America especially, vacation days are underutilized. This probably relates to our sense that missing work or being able to afford vacation time signals lower status; important people are too busy for that. Employees who take more vacation days report greater life satisfaction. Yet 15% of employees report taking no vacation days and only 40% said they’d taken all their paid vacation.

2. Buying Time

When considering how we can use money to increase our happiness, most of us think of investing it in positive experiences like Hawaiian vacations. But it’s also important to think about how to eliminate negative experiences from our day. My research suggests that people have a lot of trouble doing this, but here are some ideas to get you started.

Outsource your chores. Today you can hire people to walk your dog, assemble your furniture, pick out your clothes, chauffeur your kids to their sports prac-

tics, declutter your home, and even wait in line for tickets for you. Yet using such services is a big leap for many, who see them as extravagant or unaffordable. It’s the money-first mindset that makes them believe that. In fact, spending money on time-saving services can reduce stress and increase happiness, even for people with low incomes. One caveat: outsourcing too much can make people feel that their schedules are out of control, which undermines contentment.

But understand what specifically you want to unload. We often dislike certain aspects of a chore but enjoy others. Focus on outsourcing the tasks or aspects of tasks that you find most disagreeable.

That way, you can spend more minutes engaged in the part that you enjoy about any daily activity.

Do less comparison shopping. The amount of time it takes to find the best price is often more valuable than whatever savings you gain. Driving farther for cheaper gas or going from store to store to find the same outfit at the lowest cost probably isn’t worth the effort. Reset your thinking so that price isn’t the only consideration. It’s OK to spend more to free up time.

Buy better time. Once you have outsourced chores, devote your new free time to things that are most likely to promote happiness, like activities with your friends and family. Don’t spend all your time on the couch. And each time you open your wallet, ask yourself: Will this purchase change my use of time in positive ways? If the answer is no, you may want to rethink your purchase.

3. Work Activities

Though work may seem like an arena where it’s hard to gain time, there are a surprising number of ways to change your daily professional life to do so.

Buy back your commute time. Consider taking public transit or an Uber to work once a week. Instead of sitting in traffic, you can spend that time in a leisure activity like reading. Or, if you use it to work, you can leave the office earlier and have more time with friends and family. Even an hour a week adds up significantly over a year.

Ask for more time. A major source of time poverty is tight work deadlines. A
simple yet powerful solution is to ask to move them back. Employees, and women in particular, worry that if they ask for more time, they’ll be seen as less competent and motivated. The extension will give you the chance to put your best foot forward. And if you’re the manager, think about how you can help your reports request the time they need to do the best job without worrying about harsh judgment.

**Learn how to say no, but don’t use time as an excuse.** It may be tempting to start turning down requests at work (and life) as a strategy for combating time pressure. It might be even more tempting to refuse by telling others you’re too busy. But time-related excuses have a high social cost. People who make them are seen as less likable and less trustworthy. This is because time is perceived as personally controllable. (We all have 24 hours in a day, right?) If in reality you don’t have the time, try to make it clear that the reason is something outside your personal control, such as family obligations or unexpected travel.

**How Employers Can Help**

HR departments have great opportunities to improve talent recruitment and retention by helping employees be time savvier and showing prospective hires that they promote time affluence for workers.

**Reward employees with time, not money.** My research, as well as studies done by others, suggests that employers benefit from this approach because workers who take time off are more engaged, creative, and productive. Yet people often don’t take all the days off they’re allowed, and when given the choice between time-saving and material rewards, most employees prefer the latter. Limiting employees’ choices may help. So if organizations want to make the most of time-saving rewards, they probably should avoid making them optional.

**Give time-based rewards a cash value.** Another strategy is to appeal to that money-first mindset and make time savings seem financial. As one Silicon Valley HR leader suggested to me, “To better motivate people to apply for jobs that tend to have lower pay and more vacation time, we should show the total compensation package, not just the salary, putting a value on health care, child care, public transportation subsidies, vacation, and sick leave, and calculating it for all. That way, employees will know what they are truly paid.”

Marketing time as money could be a crucial talent recruitment strategy, as across all these studies the monetized benefits positively shifted perceptions about organizations: Job seekers reported that they thought those employers truly cared about employees and were more considerate of work-life balance. And companies could enjoy an additional upside: increased diversity. Women often see high-powered jobs as equally attainable but less desirable. This simple and costless intervention could draw more women into the applicant pool by making a company seem more family-friendly.

Time is hard to account for — it’s easily consumed, squandered, and lost. But it receives far less attention than money does. Few of us carefully budget how we’ll spend our next small windfall of time. We worry about wasting money on a cup of coffee every day, and how that adds up, when we should be just as concerned about all those minutes we frittered away that could have been used to make us happier. And very few of us strategize about how to gain a large chunk of time in the future, perhaps to devote to a rewarding project or to enjoy a family vacation.

This year let’s all resolve to be as deliberate about time as we are about money and work. Before spending your next cent, think about whether that purchase will enhance your use of time. Before making your next work-related decision, think about the impact it will have on your time with your family, and how much you will enjoy being with them. Remind yourself that it’s not true that there will always be more time later. There won’t!

As a manager, think about the signals that performance rewards and incentives send to your people. Ask yourself whether you make it easier for your employees to ask for more time to complete projects, to spend less time stuck in traffic, to waste less time taking cheaper indirect flights, to reduce their stress and improve their productivity. As the data I’ve collected over many years and across many countries suggests, your happiness and health and the health of your organization could depend on the trade-offs you make (and help your employees make) each day.

While our overarching focus on financial gain has created economic growth, it has had a cost. All of us — employees and managers alike — should consider giving up money to have more and better time. Time is a precious resource. Re-thinking how we value it will help us answer the more fundamental question of how to maximize individual and societal well-being — and help all of us escape the stress traps of everyday life.

Ashley Whillans started her career as an actor. She was perhaps best known for playing the “stink-eye girl” in the hit movie Juno, but it wasn’t long before she turned from making people smile and laugh to studying what makes people smile and laugh.

Excerpted from https://hbr.org/cover-story/2019/01/time-for-happiness

**Daily Affirmations**

- I am grateful for the possibility every day has to offer
- I am grateful for every chance to stretch, dare and create more success for myself and those around me.
- My courage manifests breakthrough results.
- I deserve my success and belong securely at the top.
- I have earned the respect of others.
- I am secure in my success and enjoy every minute.
- I only stress over what I can control.
- I gain power when I share power.
- I keep my word.
- I always land on my feet. I am a winner.
- I always take time for myself.
- I make decisions that honor my values and priorities.
- I take guilt-free time-outs when necessary.
- I speak with confidence and certainty.
- I am courageous and unrelenting.
- I never give up.
- I am fearless.

Excerpted from Fawn Germer.
BPW TAMPA BAY & TAMPA BAY BPW FOUNDATION PRESENT:

Our 27th Annual Networking Night

January 16, 2020 5:30 - 8:30 pm
The Tampa Club

Tickets: TampaBayBPWFoundation.org
Sponsorships & Advertising available!

Please join us for:
- Woman of the Year Award
- Networking
- Scholarship Presentations
- Fundraiser
- Printed Directory

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.

At left: BPW/FL members visiting the Scholarship House at FAU to celebrate its 20th Anniversary in 2017.

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Greetings, BPW/FL members!

Your Education Foundation Board of Directors has been busy since our last report to you. Please welcome Liz Jennings from BPW/Hernando County, who has been appointed to the position of Vice President. Also Sue Banks from BPW/Gold Coast has been appointed Nominations Chair, so be on the lookout for communication from her about developing our future leadership! The board meets monthly by conference call to manage the business and committee work of the Foundation, and our makeup includes members from five different Local Organizations (LOs) around the state and Members-At-Large.

Scholarship House Activities

Our Scholarship Houses have had lots of activities this fall, and we’ve welcomed new liaisons to the board. Our liaison at the Tallahassee House is Emily Turner-Leatham, a freshman majoring in Pre-Clinical Professions. Our liaison at the Florida Atlantic University (FAU) House in Boca Raton is Madyson Roye, a sophomore from West Palm Beach studying in the Direct-Track Nursing program. The House liaisons are given memberships in BPW/FL as Student Members-At-Large and provide monthly reports to the Education Foundation Board of Directors on house activities and any needs.

We welcomed each of the Houses’ residents back for the fall semester with goody bags, as we’ve done in the past. At FAU, with Hurricane Dorian approaching in August, we outfitted the House with a comprehensive emergency & storm preparedness kit when we discovered that they did not have one. In November, we provided funds for each House to support their Thanksgiving meals. If you find that you’ll be traveling near one of our Houses and would like to stop in for a visit, you’re more than welcome to do so!!

Mentoring Opportunities

The residents in our Houses have expressed interest in having mentors from our BPW/FL members. We’re working to develop a program that could match students with members working in their field of study – and/or matching students with members from their hometowns. If you’d be interested in helping with the program development – or if you’d be willing to be a mentor to one of the residents once the program is up and running, please let me know.

Direct Scholarships

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

- Dominique Cobb, receiving our award for a second semester, is a single mother of 4 children who has returned to college to make a better life for her family. She is a junior majoring in Public Policy and Administration.
- Megan Green, a sophomore, is a mother of a 14 year old who has returned to college to study Veterinary Nursing. She has an opportunity to study abroad in Namibia.
- Priscilla Witcherd is a junior majoring in Health Services Administration. She is parenting her three youngest grandchildren while pursuing her degree.

We’re polling our LOs statewide in order to put together a comprehensive resource list of direct scholarships currently offered. This will also help us identify areas of need, with the goal of providing direct scholarships where the resources currently do not exist. If you’re interested in helping to develop those scholarship programs, let us know!

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We hope that all BPW members understand that their BPW/FL membership makes them members of the Education Foundation. We hope that all LOs 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 and talent. 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.

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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.