

Florida Business Woman

Summer 2011

Finding Balance in Our Lives

In order to have successful workplaces that will ensure a productive workforce, it is recommended that employers offer their employees the tools (telecommuting options, shift exchanges, compressed work weeks and predictable schedules) to better manage their lives inside and outside of the workplace.

Working women are no longer alone in calling for this important change in the workplace. Maturing workers, entry-level workers, and a growing percentage of male colleagues are also seeking greater work-life balance, demanding more flexible work options, and advocating for more autonomy within their workday.

One reason for this is a greater need for caregiving. Mothers are not the only ones tending to the needs of their families. Caregiving applies to the grandmother watching her grandchildren, or the uncle watching over his injured niece coming back from Afghanistan, or the son whose father joins his household. A 2010 Work-Life Balance report by the President's Council on Economic Advisors tells us that in 2008, approximately 43.5 million Americans served as unpaid caregivers to a family member over the age of 50. Nearly one-fifth of employed people were caregivers who provided care to a person over age 50.

Moreover, more adults older than 25 are attending school. Because these changes have caused many workers to face conflicts between their work and their personal lives, they also inspire a need and desire for more flexibility in the workplace.

Employers should allow for flexibility and compassion, and their employees will reward them in productivity. But, according to a poll by Monster.com, more than 80% of the respondents indicated that they are not happy with their work-life balance. A recent WOMENomics® survey showed that both working women and men were increasingly likely to want flexible work options (59% wanted telecommuting options, 67% wanted compressed workweeks) but few got them (17% telecommuted and 6% had a compressed work week).

BPW Foundation is proud to be "walking the walk" when it comes to work-life balance. In May 2010, the Foundation went virtual. Not only did we leave our brick and mortar office behind, we started operating under a Results Only Work Environment (ROWE). To make it our own, we had to be flexible, adaptable and open-minded. We are driven by our definition of a successful workplace (one that embraces diversity, equity and work-life balance and our successful workplace guidelines. Employers can view BPW Foundation's guidelines on how to create a work model that links profitability and flexibility.

Changing Views on Work-Life Balance Issues and Policies

There are significant changes in the conversations and activities surrounding work-life balance policies and programs since the mid-1990s.

- *Having a list of programs and policies is not enough*; the workplace culture must support the use of programs without penalty or stigma. The answer to reducing health care costs, says one researcher, is not about gyms or healthy eating habits; the complete solution is changing workplace cultures.
- *The term work-life balance is slowly being switched to "work-life effectiveness,"* a realization that employees are less likely to neatly cleave work from life in proper proportions. The Young Careerists discussion guide (Toolkit Section II), explores ways in which Gen Y challenges the traditional approach to work/life balance (they

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Business and
Professional
Women/FL

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BPW/FL Calendar of Events

2011

August

26 Women's Equality Day

October

Breast Cancer Awareness Month

14-16 BPW/FL Fall Conference
Orlando, FL

17-21 National Business Women's
Week

November

11 Veterans Day

2012

February

American Heart Month

TBD BPW/FL Lobby Days

March

Women's History Month

April

12 Equal Pay Day

TBD BPW/FL Leadership Spring
Training

May

TBD BPW/FL Annual State
Conference

Florida Business Woman

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Upcoming advertising and copy deadlines:

Fall Conference Issue	8/15/11
State Conference Issue	3/15/12

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

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

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

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Visit BPW/FL on the Internet at www.bpwfl.org.

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Message from the President

The Voice of Working Women Past, Present and Future

First, I wish to thank you for having confidence in my ability to lead our state federation and electing me to serve as your President. I consider it an honor and will work very hard to be worthy of your confidence. Recently, I shared my theme and my rationale for selecting this as my focus for the coming year.

One plank in my platform focuses on establishing BPW/FL as the go to resource for issues related to working women in Florida. We have a 92 year history of working on issues relating to working women. We were there on the battlefield when women won the right to vote and we are still there working for today's women and their right to equal pay for equal work among many other issues affecting women in the work place. Who better to serve as a resource for issues related to working women? Our **PAST** is what makes us that go to resource.

While we have made great strides in issues related to working women, we still have a long way to go, which brings me to the **PRESENT**. We are a grassroots organization helping women connect with resources and information to help them achieve all they can be and want to be no matter what stage of their career or what their interests. To enlarge our footprint in the state and raise our profile we will have to work in several areas at the same time.

"Problems cannot be solved by the level of awareness that created them."

Albert Einstein

I found this quote a few years back. It stuck with me and I think it is a reminder that we need to raise and redirect our level of awareness. Let us examine where we have been and where we want to go. Without diluting the purpose and focus of our organization, we have to step out of the box we have placed ourselves in and push ourselves to consider new possibilities. If working women are not coming in droves to our doorsteps, or if we have a revolving door with our membership, it is important to examine how we are telling the story and representing BPW.

New members are the future of BPW. The first of the three "Rs" we need to focus on is **RECRUITMENT**. We have been developing materials that will help you in this effort (new brochure, elevator speech and 2 minute video). We should be actively seeking and talking to working women about the benefits and value of being a BPW member, not lamenting the fact that our membership is dwindling. Think for just a moment about what would happen if each member recruited one member. Our membership would jump from 544 to 1088. Our local and state officials may not be paying attention to us now but I think they would take notice with more than 1000 voices speaking in unison on issues affecting women in the workplace. We have to have the membership to get their attention.

Let's identify some new audiences, say university students, maybe develop a mentoring program for college students or students at vocational schools. We have a wealth of knowledge, programs and tool kits. All we have to do is aggressively implement these ideas!

The second "R" is **RECAPTURE**. Reach out to those members who got lost in the scramble with the demise of BPW/USA. Maybe a survey of past members in your LO. Let them tell us why they left and what we could do to bring them back. We may not agree with what they tell us but we have to listen and consider the validity of what they are saying.

The third "R" is **RELEVANCY**. Our past is still relevant. If it weren't, we would not still be fighting the same old battles. However, we cannot live in the past. One of our new Tampa Bay members, our new social media chair, attended her first Board meeting and regular meeting last week. Being a friend of our President, who asked her for some first impressions, she offered some observations of our Board Meeting. She called our attention to the fact "that if she had not already known a little something about BPW, she would assume that we were a just another networking group with a guest speaker. She reminded us that BPW has deep roots (that 92 year history) and that we are

fighting for a cause and we need to share with our members those causes." We do share. However, we have to do a better job of getting the message across. We have to inspire and rally our members to action.

Last year as part of her remarks Sue reminded us that her year would be one of change, growth and opportunity for BPW/FL. We would be doing many of the same things we have done before like continuing the work for women in the workplace and offering opportunities for our members to learn about themselves and other members. Out of necessity, we might be doing some things just a bit differently. It was true last year and it is still true for the coming year. We will continue to grow and change.

And, now to the **FUTURE**. No one knows for sure what the future holds. However, humor me and let me share with you what I envision: BPW/FL has a significant increase in its membership. Younger women come to us as a result of our members reaching out to mentor young women on college campuses, in vocational classrooms and in high school. BPW/FL reaches out to female veterans and mentoring them as they adjust to life outside the armed forces through the Women Joining Forces program. BPW/FL increases its revenues from sponsorships by businesses that recognize the value of our programs and how they affect the employee pool. I even envision that the ERA will finally be ratified and our state and federal government will be passing legislation that recognizes the rights of women and the value of women.

**CAN YOU CATCH THE VISION?
ARE YOU WILLING TO JOIN ME IN
MAKING THIS VISION COME TO
FRUITION? I ENCOURAGE YOU
TO DARE TO DREAM AND PAVE
THE WAY FOR THE WOMEN WHO
WILL FOLLOW US.**

(Continued on page 13)



2011-2012 BPW/FL Committee Chairs

Nominations Chair	Cynthia Jenkins	St Petersburg-Pinellas
Standing Committees		
Leadership		
Individual Development	Lily Alcott	St. Petersburg-Pinellas
Young Careerist	Eva Krzewinski	Orlando
Women In Transition	—Open—	
Membership	Christy Crump	Tallahassee
Public Policy		
National	Marie Rust	Englewood/Venice
State	Andrea Johnson White	Jupiter
Public Relations	—Open—	
Technology	—Open—	
Special Committees		
Audit	Lorraine Pollock	Orlando
Budget	Nancy Robinson	Jupiter
Bylaws/Handbook	—Open—	
LO Bylaws	Mary Giddens	Member at Large
Resolutions	Tami Simms-Powel	St. Petersburg-Pinellas
Strategic Planning	Sheri McCandless	Lake Worth
Tribute	Gerry Neese	Member at Large
Women's Wellness	Dr. Mignon Lawson Emenike	Tallahassee
Breast Cancer Fund	Jo Ann Orr	Marathon
Special Appointments		
Fall Conference Chair	Zelda Ladan	Orlando
Co-Chair	Lorraine Pollock	Orlando
State Conference Chair	—Open—	
Legal Advisor	Andrea Johnson White	Jupiter
Parliamentarian	Nancy Hurlbert	North Lake
FBW Editor	Sheila Barry-Oliver	St. Petersburg-Pinellas
BPW/FL PAC	Glenda Williams	North Sarasota
Contract Positions		
Business Manager	Carole J. Tolomeo	Fort Lauderdale
Website	Igenti, Inc.	
Lobbyist	Fely Curva	
Accounting	JoAnn Orr	Marathon
Marketing	TBA	

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

Effective Meeting Management To The World

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

Florida State Association of Parliamentarians
www.FLparliamentarians.com



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Membership Committee: Retention is the Key

Retaining members is a key performance indicator of how well we meet members' needs. It is not so much an indicator about how our marketing campaign looks or how well we can sell our product. Instead, it's an indication of how well we can get repeat customers.

Think about a product you saw advertised, you tried it, and you were disappointed by it. Did you buy another one of the same product? Probably not. So, that company may have made a fortune selling one of their product to a lot of different customers, but after that, they better have taken that initial fortune and invested it, because repeat sales didn't happen.

Let me give you Tallahassee numbers for 2010-2011.

- Total members: 75
- New members: 37
- Non-renewals: 34

Our new members made up for our non-renewals, causing our numbers to hold steady rather than increase as they should have. The lowest renewal rate in any association is among first-year members. Of Tallahassee's 34 nonrenewals, 22 were first-year members. Why are we not earning repeat customers?

The number one reason members do not renew their membership is lack of value. They did not receive the expected value to justify the cost of their dues. Most associations communicate the value of membership to prospects, but current members should also have the value of membership reinforced. This value is best communicated as it relates to each member, so a "one size fits all" approach is not successful. Find the value to each member, and you'll have a key to success. To keep members, incorporate a personal touch. Don't assume because they joined they will become involved and feel welcome and appreciated on their own. They need the WOW factor in order to entice them to be repeat customers.

Let's use the letters in the word RETAIN to discuss suggestions for retention.

R = Research – Research members. Find out about new members through an

entrance questionnaire:

- Why did you join BPW?
- What other community service organizations do you belong to?
- What is your profession?
- Are you married? With children?
- What interests do you have?
- What do you want/need from BPW?

Hold new member orientation, one-on-one, in a small group setting, or through a mentorship program. Send welcome packets to that include a certificate, by-laws, benefits handout, Foundation brochure, legislative platform, etc.

Keep in mind that research can't stop after the initial find. It is vital to continuing membership. Issue a member survey:

- Are you getting what you thought you would from BPW? If not, what would you like to see changed?
- Do you like the meeting, location, food, programs?
- Can you make suggestions for improvements?
- Would you like to be program speaker?

E = Engage – Encourage and initiate interaction between members and the LO. Help new members "put their toe in the water to test the temperature." Let them try different things to see where they fit and what they like. Then, guide them in directions that build them up.

During the research phase, find out where the members' interests lie, and give them a small task to facilitate that interest and increase involvement. Use the mentorship/big sister program to get to know members, so you can see their strengths, and encourage them to use those strengths to the LO's advantage.

T = Touch – Tug at the heartstrings. In the entrance survey, find out what means something to the member – community service, sports, family, health care, writing birthday cards? Send out the Women are Watching postcards to members.

You also touch members with information and paper "stuff." Studies have been conducted proving that people equate "stuff" with progress. Be sure to provide paper

copies of your bylaws, directory, newsletter, etc. to members. They equate these items with progress.

A = Appreciate – Show members you appreciate them with stars, tokens, and name recognition. Members love to see their names in lights. Use your newsletter, website, and social media to put members' names in lights. When this happens for one member, other members want it, too. Noticing member accomplishments establishes value for the members and reinforces the value of what you're doing.

Additional suggestions:

- Have a drawing for a free dinner at the next meeting.
- Give certificates of appreciation.
- Buy BPW nametags for members. It says you care about who they are.
- Give members "done-for-you materials," e.g., templates for business cards.
- Pamper members with a spa night.
- Host monthly or bimonthly fun socials with no program or agenda.

I = Involve – E was for engage; I is for involve, which is when a member jumps in and is fully emerged. This is when a member serves as a committee chair, then as an officer. The best way to fully involve members is to educate them about opportunities within BPW. Explain committees and officer positions. Keep BPW's mission, goals, and objectives in the forefront.

N = Never lose them – If you do what is listed above, there is a higher percentage of members renewing. If members do not renew, call them, and ask why not. Conduct an exit survey, and ask for suggestions for improvement. Keep contact information for non-renewed members on the mail/email list, so they are informed of upcoming events. They may surprise you, and come back the next year.

Good luck with your retention this year! Share any other suggestions with me at christy@crumpandassociatesfl.com or 850.528.7099. Thanks.

Christy Crump
BPW/FL Membership Committee Chair

State Conference Highlights

2011 Young Careerist

Maria Forlivo Rivero is a full time student at Stetson University College of Law. She attended the Criminal Justice Academy magnet program at Pinellas Park High School and Stetson University for her bachelors degree. Following that, she took a year off to work in a law firm to save money for law school.



Maria relies entirely on scholarships and loans to finance her education. Her mother passed away when she was 17 and she became the parent for her younger sister. She maintained her high school grades and even found time to participate in extracurricular activities becoming President or Captain of every organization she was in during her senior year including the Law Honor Society, Debate Team, Mock Trial Team and Pinellas County Law Explorers. She also competed in various State competitions winning high honors such as Ms. Public Service for the State of Florida and more. She worked multiple jobs throughout her undergraduate education and still found time to volunteer.

Maria is a young woman who does not quit on her dreams regardless of what life throws at her. She has learned how to juggle multiple goals & responsibilities at a young age. Maria is concentrating in Advocacy at Stetson Law and was selected as a member of their prestigious Trial Team, which is and has been ranked number one in the country.

Maria is a 2009 and 2010 Tampa Bay BPW Scholarship Recipient. Her life-long dream is to be an attorney and “speak for those for can’t speak for themselves.” No matter what life throws her way Maria continues to press forward seeing obstacles in her past and only small hurdles in the future.

Maria, a member of Tampa Bay BPW, is married and expecting her first child.

A Quick Synopsis

A total of 61 BPW/FL members representing 17 local organizations and members-at-large attended the 2011 BPW/FL conference in Hollywood, FL. Among the attendees were seven first timers. The Mind, Body & Spirit theme resonated throughout the weekend.

State conference included workshops on membership, maintaining a healthy body, feeling great & looking greater, and organizing your life. The business of the conference included approving the budget, a slightly revised legislative platform, and bylaws changes (see elsewhere for what was approved); the selection of a BPW/FL young careerist; and the election and installation of officers. The Education Foundation also held its annual meeting at which a budget was adopted and officers and directors elected. We heard from Rosa Santana (certified Iyengar instructor), Marcie Gorman (President, SMirK Entertainment) and Kelly Fasan (Mrs. Corporate America). Numerous BPW/FL awards were presented (see next page) recognizing all the hard work and accomplishments of BPW/FL LOs during the 2010-2011 BPW year.

Sun and fun were had by all.

The Support the Girls bra contest raised nearly \$2,100 for the Breast Cancer Fund: \$300 on site and \$1,800 pre-conference.

- BPW/Upper Keys won for the most money raised on site (\$48) and for the sexiest bra
- BPW/Tallahassee won for the most money raised (\$777)
- The Obama Madonna bra created by Nancy Hurlburt won for most original
- Bobbie Jean Williams (BPW/Tampa Bay) won for prettiest bra
- BPW Englewood/Venice won for the funniest bra

It was such a huge success that it may well become an annual event.



2010 ID Winner

Victoria Faulkner originally comes from Dayton, OH. She loves travel & road trips; commu-

nity service, helping others, and books & reading. She worked in the retail bookstore business doing every job from minimum-wage bookseller to corporate-level store co-manager. She received her BA in Professional Writing & Editing at West Virginia University. Her sister, Angela, the then LO president, “drafted” her to help with flyers and some committees. Vicki joined BPW/Morgantown, WV in 2003. As a member of the Alpha Phi Omega co-ed service fraternity, she learned parliamentary procedure and how to be a recording secretary, skills she has also used in BPW. She moved to Florida in 2006 to work as a technical writer for a software support company. Vicki is now a freelance website, media designer and technology advocate as well as a Mary Kay Beauty Consultant.

In BPW Vicki has chaired or helped with the technology, publicity, and membership committees. She attended her first state meeting in 2007 and has not missed a BPW/FL meeting since. Vicki was BPW/FL Technology Chair, 2008-2011.

In 2010, Vicki participated in and completed all modules of “Stepping Stones to Personal and Professional Success”, the BPW/St. Petersburg-Pinellas ID program. Her speak-off topic was Lily Ledbetter and unequal pay.

Vicki says, “I may have been initially ‘forced’ to join but I have stayed, through thick and thin, because I believe in what BPW stands for: personally- the friends and a safe place for personal growth; professionally- sharing knowledge and resources; and politically- bettering and equaling the rights of workingwomen, and everything in between. I feel I am doing my part to remember and value the past, deal with the present, and work toward a better future.”

Awards at State Conference

Finance

- *Budgets & Comparative Financial Statement*: **Miami Shores, St Petersburg Pinellas**
- *Most Innovative and Successful Fundraiser*: **Tallahassee**

Individual Development

- *Traditional*—**Miami Shores**, *Non-Traditional*—**St. Petersburg Pinellas**
- *Sending a Representative to Fall Conference*: **St Petersburg Pinellas**

Issues Management

- *Overall Programming*: **Tallahassee**
- *Barnie Shuhi Education Award*: **St. Petersburg Pinellas**

Leadership: **St Petersburg Pinellas**

Membership

- *Plus 5*: Christy Crump (Tallahassee), Deena Mims (Tallahassee)
- *Plus 10*: Joanne Grassi (Calusa)
- *Top Recruiter*: Joanne Grassi (Calusa)

Public Policy

- *Sacagawea Award* (best women's history month program/event): **North Sarasota**
- *Alice Paul Award* (best ERA program/event): **St. Petersburg Pinellas**
- *Giraffe Award* (LO that sticks its neck out for pay equity): **Miami Shores**
- *Hortense K. Well Trophy* (best program in legislation/government): **St. Petersburg Pinellas**
- *Red Purse Award* (best equal pay day program/event): **Tampa Bay**
- *Eagle Award* (best focus on 2010-2011 focus issues): **North Sarasota**

Public Relations

- *LO Newsletter of the Year*: **Jupiter, Tallahassee**
- *Best Publicized LO Event of the Year*: **Jupiter, Tampa Bay**
- *Best LO Website of the Year*: **Tallahassee**
- *Best Overall Promotion of the Year*: **Tampa Bay**

Women in Transition Award: **Miami Shores**

Young Careerist

- *Sending a representative to state conference*: **Tampa Bay**
- *Best Young Careerist Program*: **Tampa Bay**
- *Susan B. Anthony Award* (highest percentage of new members under 35): **Tallahassee**

Executive Committee Awards

- *Carole J. Tolomeo Award* (greatest percentage of members in attendance at the Spring Training Conference):
Jupiter
- *Sheri McCandless Mentoring Award* (best mentoring program): **North Sarasota**
- *LO of the Year Award* (most well-rounded year of programs, community outreach, sound fiscal policies, and effective public relations): **North Sarasota, St. Petersburg Pinellas, Tampa Bay, Tallahassee**
- *Glass Ceiling Award* (to the woman who has successfully broken through the barrier of advancement within her profession or organization): **Lisa Sprague**

State Conference Courtesy Resolution



Business and
Professional
Women/FL

Florida Federation of Business & Professional Women's Clubs, Inc.
91st Annual State Conference

COURTESY RESOLUTION

Whereas, The 91st Annual BPW State Conference was held on May 19-22, 2011, at the Hollywood Beach Marriott Hotel in Hollywood Beach, Florida;

Whereas, the 2010-2011 Business and Professional Women's Clubs, Inc. Executive Committee (President Sue A. Banks, President-Elect Bobbie Jean Williams, Treasurer Nancy Robinson, Secretary Peggy Sutton, Parliamentarian Nancy Hurlbert and Business Manager Carole J. Tolomeo) were present and actively participated in the presentation;

Whereas, Sheri McCandless served as Conference Chair, Jo Ann Orr served as Conference Treasurer, Larabee Johnson (BPW/Jupiter) and Vanessa Valmont (BPW/Lake Worth and FAU student member) served as Doorkeepers, and Liz Jennings (BPW/Hernando County) served as Timekeeper;

Whereas, workshop presenters Christy Crump, BPW/FL Membership Chair (Membership Workshop), Bill Klein (*Free Your Mind, Organize Your Life*), Carol W. Anello (*Fueling Your Body for Balance*) and Cynthia Postula (*Feel Great, Look Greater*) led workshops for the membership;

Whereas, Rosa Santana was the keynote speaker at the *Let our Spirit Soar* Luncheon and Marcie Gorman was the keynote speaker at the Awards Luncheon;

Whereas, Kelly Fason, Mrs. Corporate America 2011 and Dress for Success Palm Beaches Inc. CEO, assisted at the Awards Luncheon and delivered inspirational remarks at the Second Business session;

Whereas, Margaret V. Zeller introduced the iBERIABANK Community Partners program and state wide business banking representative contact program;

Whereas, iBERIABANK, MainStay Funds and Patty Ivey provided financial support;

Whereas, Lisa A. Sprague, President /CEO Sprague Consultants and Investigations, was honored as the 2011 Glass Ceiling Award Honoree;

Whereas, Past State President Suzanne Dalton conducted the Installation Ceremony for the 2011-2012 State Officers and Nominations Chair;

Now Therefore, be it resolved that all Florida Federation of Business & Professional Women members know and understand that your help in making the 2011 Annual State Conference proceed smoothly, is greatly appreciated by the Membership and,

Be it resolved that all the persons and organizations listed herein receive a copy of this Resolution, and that this resolution appear in the next issue of the *Florida Business Woman* magazine.

Signed this 22nd day of May 2011 in Hollywood Beach, Florida.

Sheri McCandless

Sheri McCandless
2011 BPW Annual Conference Chair

Sue A. Banks

Sue A. Banks
BPW Florida President, 2010-2011

State Conference



BPW/Tallahassee
 Best Fundraiser
 Best Overall Issues Management
 Susan B. Anthony YC Award
 Plus 5: Christy Crump, Deena Mims
 Best Website
 Best Newsletter
 LO of the Year Award



Recruiter of the Year
 Joanne Grassi (Calusa)



BPW/St. Petersburg Pinellas
 Comparative Financial Statement Award
 Sending an ID Rep to Fall Conference
 Best Non-Traditional ID Program
 Bernie Shuhi Award
 Leadership Award
 Alice Paul Award
 Hortense Wells Award
 LO of the Year Award



BPW/Jupiter
 Best Newsletter
 Best Event PR
 Carole J. Tolomeo Award



Awards Luncheon Speaker Marcie Gorman



BPW/Miami Shores
 Comparative Financial Statement Award
 Giraffe Award
 Women In Transition Award



BPW/N. Sarasota
 Eagle Award
 Best Mentoring Program
 LO of the Year Award



Glass Ceiling Recipient Lisa Sprague



BPW/Tampa Bay
 Red Purse Award
 Sending a YC Rep to Conference
 Best Young Careerist Program
 Best Event PR Award
 Overall Best PR Award
 LO of the Year Award

BPW/FL Awards

In Pictures



Sample of "Support the Girls" Entries

Just Having Fun



Let Your Spirit Soar Luncheon
Speaker Rosa Santana with
President Sue Banks



Workshop Presenters



Members Enjoying Banquet Entertainment



Members Networking While Shopping

Installation of 2011-2012 Officers



Passing the Gavel



Installing Officer Suzanne Dalton with President Bobbie Jean Williams, Treasurer Nancy Robinson, Secretary Peggy Sutton and Nominations Chair Cynthia Jenkins



Newly Installed President Bobbie Jean Williams
With Tampa Bay BPW Members

BPW/FL 2011-2012 Budget

Income

Conference & Meeting Income	
Fall Conference Income	10,000
Future/Strategic Planning	500
Spring Conference	1,200
State Conference Income	15,000
Total Conference Income	26,700

Dues	
Member of Locals (500 @ \$90)	45,000
Student of Local (30 @ \$26)	780
Total Dues	45,780

FL Bus. Woman Advertising	600
Interest Income	200

Total Income	<u>\$73,280</u>
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Expenses

Conference & Meeting Expenses	
Fall Conference Expense	10,000
Future Planning	500
Spring Conference	1,200
State Conference Expenses	15,000
Total Conference Expenses	26,700

Administrative Expenses	
Awards and Citations	200
BPW/FL Web Site & Maintenance	5,000
BPW Foundation	50
Annual Corporate Filing Fee	70
Liability Insurance	1,100
Office Supplies	250
Software & Equipment	120
Service charges	500
Postage	850
Partnerships with Other Women's Orgs	500
Contingency	800
Total Administrative Expenses	9,440

Executive Committee Expenses	
President	4,000
President-Elect	3,000
Vice President	2,000
Secretary	750
Treasurer	750
Parliamentarian	400
Executive Committee Meetings	700
Total Executive Committee Expenses	11,600

Florida Business Woman Magazine Publication & Mailing	3,200
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Contract Personnel	
Lobbyist	2,000
Business Manager	7,500
FBW Editor	1,000
Marketing	2,500
IT	0
Accountant	4,200
Grants Manager	0
Total Contract Personnel	17,200

Standing Committees	
Leadership Institute	
Individual Development	300
Leadership Subcommittee	300
Women In Transition	300
Young Careerist	300
Total Leadership Institute	1,200
Membership	500
Public Policy	
State Public Policy Seminar	500
National Public Policy Seminar	250
Travel to National Public Policy	900
Total Public Policy	1,650
Public Relations	250
Technology	1,000
Total Standing Committees	4,600

Special Committees	
Breast Cancer/Wellness	50
Resolutions	25
Tribute (Formerly Necrology)	50
Strategic Planning	365
Nominations	50
Total Special Committees	540

Total Expense	<u>\$73,280</u>
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Net Income	\$0
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BPW/FL 2011-2012 Legislative Platform

PREAMBLE (ITEM 1)

The fundamental law of the land is embodied in the Constitution of the United States, and all statutory rights are derived there from. Therefore, the Equal Rights Amendment, as authored by Alice Paul, shall stand first, foremost and above all other items which may appear on the Legislative Platform of this Federation until equal rights for women and men become guaranteed in the United States Constitution.

The Equal Rights Amendment:

“Equality of rights under the law shall not be abridged or denied by the United States or by any state on account of sex.”

ITEM 2: Economic Equity, Opportunity and Self-Sufficiency

BPW/FL supports legislation which assists women in obtaining pay equity and equal employment opportunities; promotes opportunities for women-owned businesses; encourages women-owned businesses to compete at the local, state and federal governmental levels; promotes affordable, quality dependent care to help ensure economic self-sufficiency for women and social security reform options that benefit women.

ITEM 3: Education

BPW/FL supports legislation that accelerates the progress made in providing higher education for Florida’s women and funding for Florida’s public schools. We support programs that encourage girls to pursue non-traditional curriculum and provide funding for women’s athletics, comparable to men’s athletic programs.

ITEM 4: Health Care

BPW/FL supports legislation that ensures reproductive choice and full access to all reproductive health services, including prescription contraceptives, and reproductive education; ensures funds for research into and protections for women’s health care needs; and, encourages the development of a state health care plan recognizing the special health care needs of women. We support alternative care delivery systems to ensure affordable insurance for workingwomen and health care for the elderly.

Message from the President

(Continued from page 3)

I look forward to hearing from you and hearing what you see as our future. I hope you can catch the vision! As I travel around the state, I hope to have the opportunity to talk with you about your success stories and areas where we may need to do more work. Again, thank you and I look forward to serving you.

Bobbie

Bobbie Jean Williams
BPW/FL President, 2011-2012



Explore the BPW/FL Website!

Have you visited the BPW/FL Website lately? You’ll find new features in the Members’ Resource Center that will help you connect with other BPW members across the state.

BPW/FL members can now perform searches on the entire database of active members. Search results provide basic contact information. Members can also view and print a list of members in their local organization (LO).

Certain LO officers, specifically, the President, Treasurer and Membership Chair, will be able to view and print a report for their LO membership, listing contact information, membership renewal dates and dues status.

A few important items to note:

Access to the membership database is provided for the purposes of fostering effective communications between BPW/FL members and of providing timely information to LO officers.

Please respect the privacy of your fellow members. Contact information obtained from the BPW/FL website must not be used for mass mailings (electronic or snail mail) for business or charitable solicitations, or shared with other organizations.

The information in the membership database is only as good as the data provided to BPW/FL. Please be sure to provide new member contact information in a timely manner to the BPW/FL Business Manager, Carole Tolomeo.

Fall Conference Preview

BPW/FL Fall Conference
October 14-16, 2011

Workshops on
Wellness, Technology and Communication
Plus some Mystery Fun

Come to learn, network and play
Come to meet old friends and make new ones

Watch the BPW/FL web site for updates

Sponsorships available (\$100-\$5000)

Vendors accepted on a first come/first served basis
(Maximum 2 vendors/product type)

For information or to reserve your space, email
2011fallconf@earthlink.net



10100 International Drive, Orlando, FL 32821

At the Local Level

BPW/North Lake presents Fashionista Exchange, July 11th, at Mount Dora Golf Club, 1100 S. Highland Street, Mt. Dora. Light refreshments will be served. Cost is \$5 Per Person, \$25 for Vendor Table.

Clothing Exchange: Bring 5 pieces of gently used clothing on hangers and/or accessories to exchange for 5 other items. Extra items will be donated to the Haven of Lake & Sumter.

Networking: Vendors welcome to promote your business, sell items, display your specialty and share opportunities for women's businesses.

Fundraiser: Proceeds benefit the BPW North Lake Education Fund & Scholarships for women.

For more information contact: Shirley Grantham 352-529-7266 or Margaret Andersen 312-360-9497.

BPW/St. Petersburg Pinellas was fortunate to have a media sponsor for its Working Women Mean Business event on March 31. That sponsor, Tampa Bay Woman Newspaper, is hosting a show on August 19-21 at Ruth Eckerd Hall, Clearwater. The Tampa Women's Show will have educational seminars, food & wine samples, experts in health, medicine,

business, real estate, technology, fashion, the arts, home & garden, travel, self-improvement, and lots more!

BPW/St. Petersburg Pinellas will host a table to let attendees know about BPW. BPW members can be exhibitors for a price of \$200 per table (that's a 20% discount). If interested, contact Steve Fiske at nwiwoman@hotmail.com or 877-438-9286 (toll free). Be sure to identify yourself as a BPW member.

"The future belongs to those who believe in the beauty of their dreams."

~ Eleanor Roosevelt

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You've Just Been Elected President. Now What?

It can be intimidating to stand before a group of your peers and conduct a business meeting. If you're disorganized and unsure what's going to happen next, the meeting likely won't run smoothly. There are strategies that help bring order out of chaos, one of which is to make a template for a script. In other words, make an outline with more detail than an agenda. Write down what you will say, when you will say it, and who else will speak during the meeting. A script will help keep you on track, not to mention other speakers who may tend to ramble. In addition, a well-written meeting script contributes significantly to the accuracy of the secretary's minutes. There is little that can be done about the butterflies in your stomach when you are standing before your peers, but you can get those butterflies to fly in formation.

The order of business is presented below along with the correct manner of introducing each item of business and some suggestions.

Call to Order

After determining that a quorum is present, the president simply states, "The meeting will come to order."

Opening Ceremonies

This is optional. If your group has opening ceremonies, the order is: Invocation, Anthem, Pledge of Allegiance, Words of Inspiration. To begin the ceremonies the president states, "Please rise and remain standing for the invocation by _____ and for the Pledge of Allegiance to the flag of the United States of America led by _____."

Roll Call (if customary)

The roll call is handled by the secretary. The president states, "Will the secretary please call the roll?"

Reading and Approval of the Minutes

If the minutes are read, the president sits while the secretary stands and reads. (If the minutes are distributed via email in advance of the meeting or printed for each member at the meeting, the president may say, "If there is no objection, we will not read the minutes out loud since all of you have received a copy. Is there any objection?" And then, "Hearing none, we will dispense with the reading of the minutes.") Then the president says, "Are there any corrections?" If a member has a correction, the president may state, "If there is no objection, the secretary will make the correction," and call for further corrections. If there are no corrections at all, the president states, "The minutes are approved as read (or presented)." If there are corrections, the president states, "The minutes are approved as corrected." One further note about minutes is that they should be considered and approved in the order the meetings occurred.

Reports of Officers, Boards, Standing Committees

The president states, "The next item of business is Reports of Officers, Boards (if you have a board report or an executive committee report) and Standing Committees." Call only on those who have reports to make. The secretary may be asked to read correspondence. The treasurer's report is never adopted; it is filed for audit.

Reports of Special Committees

Special committees are announced only if they have been instructed to report. The president states, "The next item of business is Reports of Special Committees. The committee appointed to (do whatever) will now report."

Special Orders

Special orders do not happen at every meeting. They may be determined by a requirement in the bylaws such as a nominating committee report. They may have been created at a previous meeting designating this meeting as the time a certain matter will be taken up.

Unfinished Business

This is called for only when there is a matter that was not concluded at a previous meeting.

New Business

The president states, "Is there any new business?" Members may make new proposals or bring up an item that was defeated at a previous meeting.

Announcements

The president states, "The chair has the following announcements." The most efficient way to make announcements is for the chair to read them. The announcements should be given to the chair in writing before the meeting begins.

Program

Many organizations list their programs in the business agenda to document the type of program presented and its participants. The president states, "The program committee chairman (or member) will now present the program." The president does not turn the meeting over to the presenter.

Adjourn

The president asks if there is any further business and then states, if appropriate, "Since there is no further business, the meeting is adjourned."

Finding Balance *(Continued from page 1)*

have one life and work is an integral part of that life).

- **Employers are considering new ways to ensure effective productivity vs. micromanaging and dictating.** While practices and policies enacted by employers engaged in work-life effectiveness programming vary greatly. Some new trends include:
 - ◇ Adapting career advancement tracks to accommodate employees who are willing to advance at a slower pace in return for increased flexibility
 - ◇ Creating flex-work benefits that accommodate a range of life-span needs (e.g., phased retirement, parenting, care giving, meeting personal goals)
 - ◇ Conducting internal focus groups with women employees to determine specific needs for them and/or their families (see Gen Y Women in the Workplace, Focus Group Summary)
 - ◇ Results Only Work Environment (ROWE) is a management strategy where employees are evaluated on performance, not presence. Originally created by Best Buy, in a ROWE, people focus on results and only results. BPW Foundation instituted this strategy in 2010, and has put together “Ten Tips to Create a Flexible, Virtual Work Environment.”

The following changes reflect a new understanding of the work environment and the 21st century workforce.

- **Technology has transformed the workplace.** Employers have ways to stay connected to workers even when they are not on-site.

- **Many existing work-life balance policies were written for what is a shrinking segment of the workforce.** The post-industrial style single-income family that includes an employed father and a stay-at-home mother now makes up less than 25 percent of the U.S. workforce. New work-life effectiveness policies try to include the needs and goals of singles and single parents as well as single and dual-income families in the workforce.
- **A lack of employee work-life integration can directly impact an employer's bottom line.** Studies are showing that personal goals, ill relatives, and sandwich generation responsibilities can all impact an employee's ability to effectively integrate life and work, and therefore, negatively impact their job performance.

Employer Issues

- For many employers, work-life effectiveness is still **not** considered an issue, and many have not enacted the flexible work options that appeal to groups of employees such as retirees.
- Many firms cite costs or limited funds as obstacles to implementing workplace flexibility arrangements. However, according to the President's 2010 Report on Work Life Balance, the benefits of adopting such management practices can outweigh the costs by reducing absenteeism, lowering turnover, improving the health of workers, and increasing productivity.
- A factor hindering a deeper understanding of the benefits and costs of flexibility is a lack of data on the prevalence of workplace flexibility arrangements. More research is needed on the mechanisms through

which flexibility influences workers' job satisfaction and company profits. This data will help policymakers and managers alike.

Employee Issues

- **Longer hours impact health:** American employees work more hours per year than workers in any other industrialized nation. The 60-hour work week is becoming a new “norm” in many workplaces; high demand and low control workplace cultures result in twice the rate of cardiovascular problems, higher rates of anxiety and depression, and higher levels of alcohol and prescription drug use. Chronic distress also adds to abdominal obesity, which is linked to increased rates of heart disease.
- **Less-skilled workers have fewer options:** A 2010 Presidential report on Work-Life Balance found that less-skilled workers have fewer options for workplace flexibility in terms of the scheduling of when they work than do more highly-skilled workers.
- **Women have more responsibilities at home:** The 2011 White House Report on Women in America states that, in families where both husband and wife are employed, employed wives spend more time in household activities than do employed husbands.
- **Many workers don't have paid sick days:** Research released in 2011 by the Institute for Women's Policy Research (IWPR) revealed that more than 44 million private sector workers in the United States — 42% of the private sector workforce — don't have paid sick days that they can use to recover from a common illness like the flu.

From *WOMENonics Forum Toolkit* found on www.bpwfoundation.org

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Balancing Act

by Ashley Gartland

You can probably recall times when you've slogged through time-pressing work projects until midnight or brought your briefcase home to tackle mountains of paperwork during what should be your downtime. When you indulge these habits on occasion, they are rarely harmful to your health. But when they become a regular part of your lifestyle, you can quickly lose hope of maintaining a balance between your work and professional life.

If you make a concentrated effort, however, you can trim back your work obligations and simplify your schedule. Here's how to tip the scale toward a better work-life balance and make time in your life for the things that really matter.

Honor a set schedule

If you've forgotten what it feels like to click in for a forty-four work week, start by setting limits on your time. Make a commitment to arrive at and leave the office at a set time each day for the next three to six months, writes author Elaine St. James in *Simplify Your Work Life*. This rule holds true even if you work at home: if you're a self-employed professional, you can practice packing up your work things at the end of the day and then ignore them until you return to the "office" tomorrow. Master this skill and you'll learn to prioritize the important tasks on your to-do list and become a more efficient worker in the process. As for the rest of those so-called obligations? St. James says you'll likely discover that you can let them go without negatively impacting your career.

Learn to say no

You may find yourself working long hours because you said yes to taking on a project when you should have de-

clined. No one wants to earn a reputation for being less than a team player but you can learn to politely turn down tasks that will overtax your schedule. The next time someone makes a request, let him/her know you can help with the project—if you delegate a portion of any other pressing work to someone else. Offering a compromise is a powerful way to stop others from taking advantage of you and free up your time.

Reduce distractions

If you behave like many workers, you spend a chunk of your workday dawdling on social networking sites and making personal phone calls—especially if you work from home and don't have workplace restrictions to keep you habits in check. Reduce distractions by pledging to avoid time-wasting web sites, keep personal calls to a minimum, and skip the trivial office gossip sessions with coworkers. Once you've eliminated the distractions that throw off your schedule, you'll find you can get more work done, allowing you to leave the office on time.

Separate professional and personal

When you bring your work laptop home with you or make it a habit of responding to emails after dinner, you invite work into your personal life and don't give yourself time to relax. Make a goal to leave projects at the office and reclaim your early mornings, evenings, and weekends for your personal agenda for one month. Generally you can curb bad habits in a few weeks' time; by the end of your experiment, you'll feel so good you won't dream of going back to the way things were.

Cut your around-the-clock ties

It's time to remove your personal cell phone number from your business card

and email signature and turn off the email alerts on your smartphone after hours. Technology has its perks but it can keep you tethered to the office even when you've managed to stop bringing work home with you. If colleagues and clients can reach you after hours, work obligations will find you when you're trying to enjoy a family dinner or an evening out with friends. Make this your mantra: nothing is so urgent that it can't wait until tomorrow.

Promote at your own pace

In today's fast-track workplace, it's not unusual to work overtime as a means to distinguish yourself from colleagues of your competition if you're a business owner. But before you commit to a taxing schedule, ask yourself why you want to advance your career and whether doing so will help you achieve the work-life balance you desire. If a raise or a promotion won't improve the quality of your life, it might be time to redefine your meaning of success and choose a career path that works for you.

Spend less

You may be putting in long hours so your spending habits can keep up with the Joneses. But if being able to afford a showy home and a shiny new vehicle equates with working 80 hours per week, it might be beneficial to rethink your consumer habits. Look closely at your inflow and outflow and honestly ask yourself whether working overtime is worth being able to afford the so-called necessities in your life. If not, make a goal to spend less so you can work less and gain the most valuable luxury of them all: time.

From *Home by Design*, June/July 2011

"Men their rights and nothing more; women their rights and nothing less."

~ Susan B. Anthony

Education Foundation News

Carolyn Wiggins, President

The Education Foundation of the Florida Foundation of Business and Professional Women's Clubs, Inc., a 501(c)(3) tax-exempt non-profit organization, was established in 1965 by the members of the BPW/FL.

Dear BPW/FL members:

Thank you for your confidence in re-electing me as your Education Foundation President. I regret having had to miss our 2011 State Conference in Hollywood, but personal matters at home prevented me from being there.

Here are some house updates:

St. Petersburg College

The board of directors has approved employing a local St. Petersburg attorney to contact St. Petersburg College Foundation to determine our future involvement with the College, if any. She has forwarded a letter to them and awaits their contact. This dialogue will not happen until their board meets in the near future. I am confident that we will have an update for the membership at the Fall Conference in October in Orlando.

University of Central Florida

The board will be meeting with members of housing later this month to determine what type of relationship we will have with the university in the future. This relationship will probably require some revisions in our Articles of Incorporation and Bylaws. We will have more information on this as it is determined.

I look forward to seeing everyone in October in Orlando.

Carolyn Wiggins
President, Education Foundation

2011-2012 Board of Directors

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President	Carolyn Wiggins (St. Petersburg-Pinellas)
1st VP	Sheri McCandless (Lake Worth)
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Corres. Secretary	Liz Jennings (Hernando)
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Registration & Payment can be completed on line at
www.educationfoundationbpwfl.org



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BPW Florida's Mission

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

**Thank you to those who have
led the way in the past—
and continue to lend their
expertise today.**



Past State Presidents Attending 2011 BPW/FL State Conference

*Standing: Betty Athanasakos, Shirley Grantham, Eva Krzewinski, Tami Simms-Powel, Sheri McCandless, JoAnn Wagner, Sue Banks, Nancy Hurlbert, Carole Tolomeo;
Seated: Suzanne Dalton, Venita Garvin Valdez, Jeanne Raffa*