



# ARC Spotlight

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### ARC OFFICERS FOR 2010

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- Vice-Chair, Marsha Sparks  
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## ARC : Where Have We Been and Where Are We Headed?

### OUR JANUARY PROGRAM IS ALL ABOUT YOU !!

- Are your chapters and networks using all the resources available to you?
- What systems are you using?
- Have you implemented a budget?
- Are you using QuickBooks or some other system?
- Are you utilizing the templates available on WIN?
- What are you doing to educate your members?
- Are you aware of SBMEF opportunities and are you using them to benefit your members?

As your Arizona Regional Council begins a new year, the board wants to take the opportunity to thank each of you

for all the hard work you and professionally and assist with our goals.

Come to the January 8 meeting armed with your ideas, wishes, goals and suggestions. In turn, the ARC board will present to you the events planned this year.

### How can we help you?

Take a fresh look at the ABWA Mission Statement; does your chapter/network operate under these principles?

Perhaps it is time to renew our commitment to ABWA and use the many tools available to us to move our chapters, our networks and our District forward.

- What is your vision?

- How will you make it happen this year?
- Are you becoming a better leader?
- A better mentor?

We are American Business Women and nothing can prevent us from achieving our goals!



## Chapter/Network ARC Dues are Due

Arizona Regional Council dues for 2011 will be due at the council meeting on January 8. If you are not able to pay dues by that date, please notify Chairman Donna Tucker (602.788.3121) to make other arrangements. Should dues not be paid by January 8 (or arrangements made), your chapter/ network will miss out on the benefits of council membership and unable to access the ARC website. The council is open to chapters/networks

throughout Arizona (even in the formation stage) but must be current and recognized by the ABWA national organization. Dues are \$45 and are payable by cash or check made out to ARC.



# Chairman's Chat



2010-2011 Chair,  
Donna Tucker

“Come prepared with ideas to the January meeting”

We're heading into a new year of the Arizona Regional Council. Thank you for re-electing me – and Marsha Sparks (El Sol) for the top two positions. Thank you, Sue Flaig (Tempe Charter), for stepping up – once again – to take over the role of Communication Officer. That position carries with it a lot of work, but I promise Marsha and I will help as much as we can. We still have the Finance Officer position open. Janet Maxwell's term will be over January 1 and we need someone to handle the finances. Who will help us? We asked at the last council meeting if we should continue with the council. All present felt that the council brings value to the various chapters and networks throughout the state. So, we need your support. Please consider the Finance Officer role for the sake of the organization.

Now, on to more positive things. What should we do this next year to promote ABWA? How can we accelerate our memberships? How will we raise the funds within our teams to send 5 members to district and national conferences (as per requirements for Best Practices)? What can we do to get our members excited about WIN?

We've got a lot to work on. Come prepared with ideas to the January meeting. Plus, we want to hear your midyear progress reports – membership, accounting practices, WIN participation, SBMEF awards...The board is excited to hear what you've been accomplishing. And if you're planning for next year, March 12 is the date set for Woman of the Year Showcase at the Sheraton 4 Peaks Hotel in Tempe. We'll need a chapter to take care of table decorations, VIP invitations, door prizes and bios of the honorees. We have the gifts purchased, the flowers under control and the speakers booked.

The annual Leadership Retreat has yet to be planned, but the date will be June 11. Pattie Vargas, our new District VI Vice President, is already jazzed about attending and is ready to present on professional development topics. Let's all take a positive outlook into the new year – ABWA in Arizona WILL grow through our collective efforts.

Best to all of you for a joyful holiday season,

*Donna Tucker* ARC Chair

# Chapter/Network Event

## El Sol Member Receives Recognition in the Workplace

Recently Marsha Sparks of El Sol Chapter received not one, but two Customer Service Awards from her employer, CPSA in Tucson. Every October, CPSA accepts nominations from all employees for persons who exemplify courtesy, a helpful and willing attitude and have the respect of their peers. Marsha received a certificate of appreciation during Customer Service Week.

Each month, CPSA awards a Customer Service Bear (teddy bear) as a revolving trophy to one person in the organization who has been selected by past winners. Marsha received the bear for October. The bear has acquired many personal touches since being introduced. He now has sunglasses, an official name badge, a necklace and much more. Marsha chose to pose for her official photo with a symbol of support for breast cancer awareness, as October is Breast Cancer Awareness month and Marsha is a survivor.

Included with the award is the quote from the person who made the selection. The quote that was chosen to describe Marsha was: **Marsha Sparks**, Utilization Data Analyst, Wilmot, because she has an “Incredibly positive attitude, dedicated to improving the accuracy and quality of her groups output, funny.”



## Sharing Speakers—give these a try



**Speaker: Jerry Jerome**  
[www.jerryjerome.com](http://www.jerryjerome.com)  
**"Keeping Your Head Up In Down Times"**

Everyone is being stretched and stressed by the increasing pressures of balancing work and home life. These are challenging times for all of us, both personally and professionally.

Most of us know what we should be doing (whether we do them or not) to keep ourselves physically fit as a way to manage our stress, but few of us know the critically important skills for developing "mental fitness" to help successfully navigate the ups and downs we all face.

"Keeping Your Head Up In Down Times" provides ten quick and easy strategies for building the psychological strength and resilience needed to positively manage your morale regardless of the circumstances you face. This fun and practical seminar will give you ten tools you can immediately use to manage the challenge of change."

**Speaker: Ron Cates**  
[RCates@constantcontact.com](mailto:RCates@constantcontact.com)  
**"E-mail Marketing to Effectively Build Your Brand -- And Revenues"**

Ron Cates, is one of the country's leading email marketing experts and the nation's most popular email marketing presenter.

The host of Email Marketing Radio, Ron is renowned for his unparalleled expertise and his ability to convey the most advanced marketing technology concepts in an entertaining style that can be easily understood by all.

Learn more about how YOU can utilize email marketing strategies to make your marketing more effective and productive -- and watch your business grow!

**Speaker: Rebecca Joy**  
[Simpleawareness@gmail.com](mailto:Simpleawareness@gmail.com)  
**"Inspiring Better Choices: The Simple Awareness Movement"**

How can one breath change the course of your life? How can one question save you? By utilizing a simple, dynamic message of awareness that encourages people to be more aware of their thoughts, feelings, words, actions, and surroundings, fewer lives will be lost, money will be saved, families will be preserved, disasters will be avoided or mitigated, and positive change will be effected worldwide.

## SEN Fundraiser

**\$12 for a Number — A Chance to Win \$3,700 in Prizes & Donate to Homeward Bound**

Scottsdale Express Network needs not only members but money. We decided to do an online raffle. We also thought we should make our effort more worthwhile than just filling our pot, so we are sharing the proceeds with Homeward Bound. It is a great local charity that assists the homeless and working poor toward independence.

We encourage you to take a chance on our website.

Check out the great gifts our members have donated. The ticket could be a nice gift for someone who can't afford some of the items.

Suppose you know someone who needs a divorce or is out of work and could use a professional resume or starting a business and needs a website.

To check out our gifts go to [ScottsdaleExpress.org](http://ScottsdaleExpress.org)

SAM Sites, SEN President  
[paying@ScottsdaleExpress.org](mailto:paying@ScottsdaleExpress.org)

**Make plans for February 8. Jason Alba, the nation's foremost LinkedIn expert will be speaking at Scottsdale Express Network. Learn how to maximize the use of LinkedIn for your chapter and your business**

**Make your reservation early. Seating will be limited.** [ScottsdaleExpress.org](http://ScottsdaleExpress.org)

You, too, can share your favorite speakers with the ARC member chapters and networks. Don't wait.

When you hear a great speaker, send it along to [abwa-phoenix@att.net](mailto:abwa-phoenix@att.net)

## A Message from Pattie Vargas, District VI VP



National Leadership Conference has come and gone and I am excited and honored to take on a new role as your District VI Vice President! I look forward to working with you in this coming year to continuously improve the ABWA experience for our members as well as invite women everywhere to become a part of this wonderful organization!

The 2010 What initially attracted me to ABWA was the focus on professional and personal development and the life-long learning. In my travels throughout District VI I am consistently impressed and heartened by the women I meet – women of all ages and from all professionals who are not satisfied with what they have learned or achieved to date. ABWA members know the importance of continually expanding our perspectives and

this enthusiasm is contagious. It is truly the difference between stagnation and growth; between the “same old, same old” and vitality!

So it should come as no surprise to you that my goals this year are designed to encourage professional development and personal growth. I plan to do this by:

1. Working with District VI Leaders to identify and implement Business Relevant Programming to promote chapter, network and member growth.
2. Demonstrate the use and value of WIN to as many teams as possible with the goal of significantly increasing WIN adoption during my tenure.
3. Maintaining regular communication across District VI and challenge our members to pursue life-long learning in a variety of methods.

We have a wonderful opportunity before us in the coming year to have an impact on women’s lives both locally and nationally. Together we can accomplish great things and be a part of the next wave of ABWA growth!

Tempe  
Charter  
Chapter  
has a  
busy  
year  
planned!

## Tempe Charter Will Host Round Up in 2011

### SHARE THE VISION - ARIZONA ROUNDUP 2011

August 26 – 28, 2011

Marriott Airport Hotel  
Phoenix

This is an event not to be missed!

Stay tuned for more information.

Get excited! Now!

**ARIZONA  
ROUNDUP  
2011**

# Congratulations to ABWA's National Board!

“Together, your Board of Directors and the National Headquarters staff will work closely to keep our Association moving forward.”

## INTRODUCTION OF NEW NATIONAL PRESIDENT (excerpts)

Wow!!! What a fantastic conference!! I want to thank you for electing me as your 2010-2011 National President. I am so very honored to hold that title . . . Congratulations to all of our Best Practices Chapters and Express Networks. It was really good to see new teams achieving this designation. Kudos go out to the national newsletter winners . . .

Congratulations, also to our 2011 Top Tens and to Carolyn Coleman Parks, our 2011 American Business Woman. And finally, congratulations to the ABWA-KU MBA Essentials graduates and to the many APEX Award winners. Can you say “NATIONAL RECOGNITION”?

This year a new tradition was started by the Board of Directors. A pinning ceremony where the newly elected officer is officially pinned by the immediate past officer was officially adopted by all . . . The memory of Past President Casey Coven pinning me, is a memory that I will hold dear for a long time. As your National President, I look forward to the opportunities that are waiting for us this year I take the role and responsibility very seriously. Together, your Board of Directors

and the National Headquarters staff will work closely to keep our Association moving forward. With your help we can continue to reach new heights for our association, for our current members and for those members to follow.

In ABWA love,

Lynn Drowne

The complete new board:

- President, Lynn Drowne
- Vice President, Tina Gandy
- Sec/Treasurer, Tracy Sweet
- District VI Vice President, Pattie Vargas



## Meet the National Board



Lynn Drowne, National President



Tina Gandy, National VP



Tracy Sweet, National Sec/Treasurer



Pattie Vargas, District VI VP



These ladies are at the top of their game



# Minutes of October ARC Meeting

Sue Flaig, Communications Officer



The 4<sup>th</sup> quarter meeting of the Arizona Regional Council was called to order at 11:30 a.m., Saturday, October 10, 2010 by Chair Donna Tucker.

The financial report dated 9/30/10 was distributed to delegates, accepted and filed for audit. The 3<sup>rd</sup> quarter minutes were distributed and accepted as published.

Chair, Donna Tucker, asked for chapter/network reports and updated the current list of delegates and alternates.

Chapter reports were made by delegates and sent to each chapter/network's presidents and delegates.

## **Business:**

The date for WOY Showcase has been set for March 12, venue TBA. We voted to have a "theme contest" among the chapters (last year's theme was roses and friendship) with a prize for the chapter/network that sends in the chosen theme. Email theme ideas to Donna Tucker by December 15. The winning theme will be announced at the January 8 ARC meeting.

Donna encouraged members to sign up for the Chapter Leaders Playground for great ideas and webinars to help us in our chapters.

## **Program:**

A lively discussion about the value of the council and the future of ARC ensued, with every member present given a voice about what the council does or does not do for their chapter/network. All agreed that the council is needed, for both networking and information dissemination, but that it's difficult to get active participation from the members. The Board emphasized the fact that every chapter and network, as well as the individual delegates, must participate and send in their information, in order for the council to do their job, which is to help our member chapters/networks to improve and grow.

Marsha Sparks of El Sol Chapter reminded us that the responsibility is a two-way street; what can ARC give to our chapters/members, but also what can we give to our council. Lynda Tallant of Turquoise Camel Chapter felt that there is an overload of information on WIN. Helen Kaufman of Special Friends Chapter said that the prime time members (those not online) are being ignored by national. Sue Flaig suggested that each chapter could designate one person who is online to follow WIN and share any pertinent information with the rest of the chapter. SamsSites of Scottsdale Express Network said that she emailed national to suggest having a page on the website listing all the chapters and their locations/map directions that members could use when traveling across the country. She challenged all of us to email national and encourage them to integrate that idea into WIN.

Donna Tucker asked that we all make more use of our past national officers, ambassadors and Top Ten as speakers and helpful resources. Lorraine Lantz of West Valley Express Network suggested that we use LinkedIn and Facebook to post our chapter and council events and invitations – in addition to our council website [abwa-arizona.com](http://abwa-arizona.com). Marsha Sparks told us about the free business cards available on WIN.

## **Elections:**

Donna Tucker read the Nominating Committee report from chairman, Pat Fehlhaber. Donna Tucker was nominated as Chair; Marsha Sparks as Vice Chair. Nominations from the floor were accepted for Financial Officer and Communications Officer. Lorraine Lantz nominated Sue Flaig for Communications Officer, and her name was placed on the slate. No nominations at this time for Financial Officer. Lori Grobe made a motion, seconded, by Gert White, that we accept the slate of officers as presented. Motion carried.

## **Announcements:**

The next ARC meeting will be Saturday, January 8, 2011 at 11:30 a.m. at Rock Bottom Restaurant. The topic of discussion will be the 2011 Leadership Retreat and goals for 2011. Chapter / network dues of \$45 will be due at that meeting.



# Sharing Articles of Interest to ABWA Members

## What Are You Thinking?

The good news: Affirmations work.

The bad news: Affirmations work

Where you are today is directly related to two things: your actions and your thoughts. Every thought is an affirmation. Every statement, whether internal or external, leads to activity that reinforces it.

If every day's thoughts center on failure, loss, fear, a scary future, financial disaster... your activities will lead to failure, loss, fearful situations, and financial disaster.

Never forget how powerful you are. No, I don't buy the "we create everything around us" stuff. But we do attract things to us, and we definitely are response-able for our reactions to the events of our world.

When you make declarations of fear, you are very capable of making the situation around you worse. When you make declarations of happiness, possibility, and success, you are capable of creating wonderful success in your life. It isn't magical - it's just that when you focus on possibility and solution, you are better able to handle what comes up. Affirmations work. Make sure you are affirming solutions and happiness and not pain.

Think about what you think about. Ask trusted (non-judgmental) friends to give you feedback: What do I "always" talk about? What do I say all the time? Have you ever seen me shoot myself in the foot in any area of my life? How? Any suggestions?

The friends who love you already know the answers to these questions. They are chomping at the bit to say something, but they love you enough to stay quiet. If you open the door to feedback, and if they can be kind, you may save your own life.

We all have issues. We all have blind spots. We all say and do dumb things. It's called being human.

Sometimes a small change will make a profound difference in our lives. Find someone you trust to help you think differently about what you think and say. If you don't know someone you trust enough to do this, then turn on a tape recorder the next time you are on the phone or in a casual conversation. You may be shocked. I was. It's a constant learning process to get better at being focused on positive solutions.

Do this for you: Make a commitment to your mental, physical, emotional and financial health. Listen to what you think. Rewrite the "I am" scripts that don't serve you. When you put "I Am" in the beginning of a sentence, you are programming your brain that it's true. Even if you know you have work to do in some area of your life, instead of saying, "I am so bad at...", say, "I'm working on getting better at..." It makes a difference.

And be kind to yourself. There are enough people out there who want to cause problems for you. You shouldn't join in.

Take Care of Yourself,  
Beth Terry  
Beth@BethTerry.com

## Have you visited the Chapter Leaders Playground yet?

As the website says: "Network with other leaders, learn from each other, participate in dynamic webinars to help you succeed as a chapter leader, visit your Special Interest Playgroup homepages, submit notes and photos, maintain your personal profile page - and much more!"

Join the fun today and after you have been approved you can enjoy the benefits of being part of a community of amazing leaders. The site is only open to registered members so you will be able to interact without the worry of your information being viewed by outside parties.

There's still time to send in your chapter / network ideas for the 2011 Showcase Theme.

Deadline is December 15

Send theme idea with appropriate graphic to  
ABWA-phoenix@att.net

# Upcoming ARC Events



I'll be there!  
Won't you  
join me?



**Saturday,, March 12, 2011  
SHERATON 4 PEAKS HOTEL  
Tempe, Arizona**

**Elect your Chapter/Network WOY  
No later than February**

**Celebrate with ARC to Honor All Our  
Women of the Year!**

**LEADERSHIP RETREAT  
Saturday, June 11, 2011**

**Strengthen your leadership skills  
from guest speakers.**

**Meet Pattie Vargas, District VI VP.**

**Details to come!**

**Learn leadership  
skills to move your  
team forward!**

## Women's Instructional Network



Are all your  
members signed on  
to WIN?

Are YOU using WIN? Tell us about it. What are you doing in your chapter / network to:

- Get your members signed on?
- Get your members participating?
- Use the WIN tools to better manage your chapter?

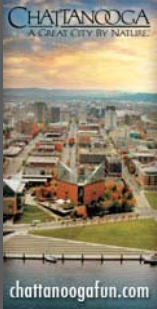
WIN will enhance your professional and personal skills, and turn your organization into a more successful high-performance team. It will provide you with the skills necessary to:

- develop a clear purpose for your team
- increase productivity
- effectively manage teams
- make timely team decisions
- build a collaborative team environment.

Through WIN, you also will stay current with Chapter/Network and national news, connect with a WIN professional mentor, and earn Professional Development Unit credits (PDU's).

WIN integrates tried-and-true learning techniques with sophisticated educational tools. The graphic design, animation and video will keep you engaged as you learn new tools that will help you achieve success.

# Report from NWLC



The council serves as a conduit for information as its board are usually well tenured ABWA members; they mentor and support the local teams.



I have returned from Chattanooga in the great state of Tennessee and am really psyched about all things ABWA. There were over five hundred attendees at the 2010 conference and I spoke with many of them. It was really helpful and inspiring to speak to persons such as Casey Coven, outgoing President; Debbie Shadaram, District VI Vice-President; Renee Street, ABWA Executive Director; Pattie Vargas, our new District VI Vice-President; so many past Presidents, former Top Tens, ABWA Ambassadors and a host of members from all over the country.

Diane Walters and I sought members who belong to Councils all over the US and picked their brains for ideas, suggestions, successes and failures. We met with Elise Balgley a past chair of the Bay Area council in California who is involved with a strong council. From Elise, we heard that the council is truly a support for the local chapters and networks. Their council does little to no fund raising as the area chapters and networks take turns hosting all events such as quarterly meetings, ABW Day (similar to Round Up), Top Ten and WOY celebrations and more. This provides ownership and value to the area teams who continually step up and participate fully in all the council does. The council serves as a conduit for information as its board are usually well tenured ABWA members; they mentor and support the local teams. The council discusses possible District and National candidates and provides a unified front of support. The council assists with choosing and grooming potential candidates for higher offices.

I also met Marge Davis from Los Angeles Area Council and Sharon Smith from Impact Council. I now receive Marge's council newsletter and plan to glean useful information from it for ARC's use. Once again, the individual chapters/networks host the council events and share the responsibility. Speaking of newsletters, I did not know

until I attended conference that there is a newsletter competition for councils. The ARC newsletter has real potential to take this award.

Almost all of the councils with whom I spoke utilize professional speakers at their quarterly meetings. The quarterly meetings are a great time for all area teams to come together and have the opportunity to share in a powerful presentation.

In order for the councils to be strong, the local teams must be strong and committed to the mission of ABWA. Local teams are not in competition with one another; ABWA women help each other and help all women everywhere. The team is not a name or a location; a true ABWA team, whether it be a chapter, network or council comes together to grow and support each other. Ideas are freely shared and success for one is a success for all. There are many levels of responsibility and accountability; it is not the council's "job" solely to provide for the local teams. Nor is it the local teams' "job" to serve as a crutch for the council. Each and every ABWA member has the responsibility to step up to the challenges faced by all and work together toward a unified solution.

I am proud to serve on the Arizona Regional Council and I want to be a part of its growth and success. Thank you for the opportunity to serve.

Yours in ABWA spirit and enthusiasm,

Marsha Sparks  
Vice-Chair ARC  
Treasurer, El Sol Chapter



**Submitted by Marsha Sparks, El Sol Chapter and ARC Vice-Chair.**



*Celebrate  
the 45<sup>th</sup> Anniversary  
of the El Sol Chapter  
during the  
Annual Holiday Party*

*\$25.00*

**DINNER  
PRIZES  
ENTERTAINMENT: Tucson Girls Choir**

**BRING A GIFT – RECEIVE A GIFT**

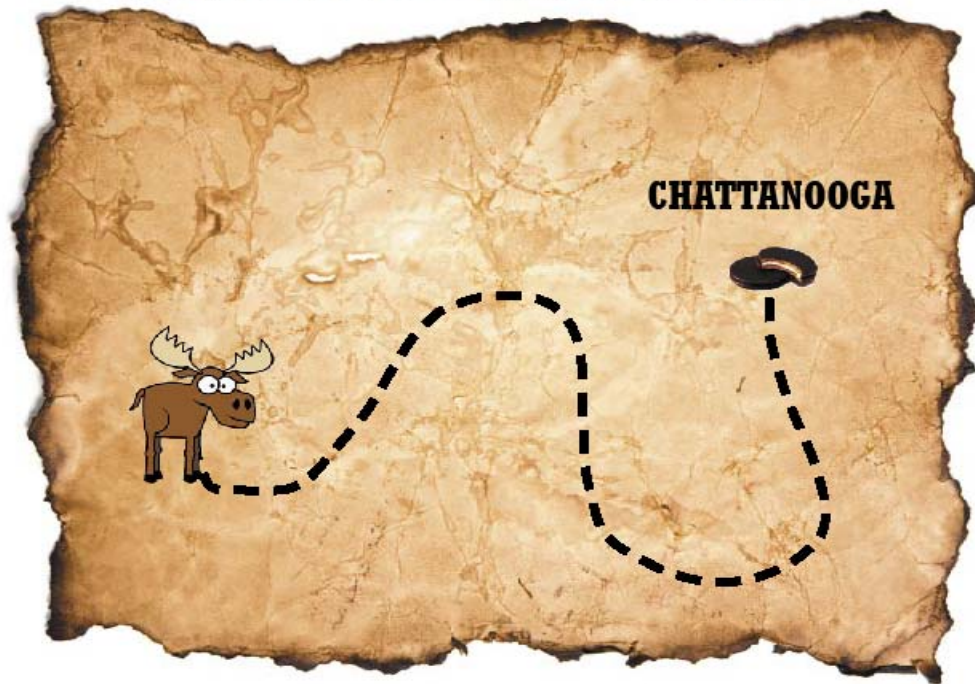
*December 15 – 6:00 p.m.*

**Viscount Suites**

*Friends and Spouses Welcome!*

**For Tickets Contact:** Alicia Gonzalez (520) 886-1492 or [aliciagz@g.com](mailto:aliciagz@g.com)

# SNACK TREASURE MAP



<http://www.abwa.org>

Do I see a moose? A moose in Arizona? Yes, it is Massie the Moose stopping by to encourage everyone to log onto WIN and help Massie find the treasure. What could it be? Play now and discover Massie’s treasure!

## Going for the APEX: ABWA’s Professional Development Tools Keep Members Focused on Achieving Personal Excellence



ABWA recently introduced the **APEX (Achieving Personal Excellence)** Award to honor women who are making a commitment to themselves, carving out time to learn and grow professionally despite the demands on their lives. APEX symbolizes peak performance, and that’s what it’s all about.

This award is a great addition to a member’s personal cache and professional performance. To qualify for an APEX Award, you must successfully complete the learning modules (and assigned tasks).

### APEX in Personal Marketing Award

If you haven’t looked for a job in recent years, you probably don’t realize that the rules of job hunting have changed drastically.

In 2010, ABWA’s goal was to add two new opportunities that would teach members how to write a resume and interview for a job in today’s world.

To qualify for the APEX in personal marketing, complete “Resumes that Get Interviews” and “Interviews that Get Offers.”

### APEX in Teaming Award

An ABWA team is a group of members who work together to complete a project or task successfully. In order for the team to generate a greater performance than one member, the team must possess a full set of complementary skills, a high level of interdependence, and a shared commitment toward a common goal.

To qualify for the APEX in teaming, members must successfully complete one of the two Team Tools modules options.



## Arizona Regional Council

### Editors:

Sue Flaig, Donna Tucker and  
Marsha Sparks

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### ARC Mission Statement

The mission of this council shall be to bring together chapters to network, to share ideas and insights, to promote communications and education, to support each other's fund raisers and activities, to create stronger bonds and to participate in community activities together to gain recognition and publicity, keeping with the mission of American Business Women's Association.



## Upcoming ARC / ABWA Events

Don't forget, make plans now to attend **Spring Conference in Santa Fe, New Mexico, April 29 and 30.**

This conference will combine Districts II and VI, so expect a packed house! Look for registration on ABWA's website under "Western Regional Conference"

Please visit <http://www.abwa.org/Events/upcoming.cfm> for full event information.

**National Women's Leadership Conference in Irving, Texas, September 22-24, 2011.**

This event is a must for every ABWA member. Why not get

together and charter a big ole bus and ride to Irving in comfort?

Think of how much fun we will have, spending time getting to know each other and getting excited about National!

Start saving and making fund raising plans in your chapters/networks to be able to send as many team members as possible.

- Conference attendance is education in action.
- Conference attendance is women helping women.
- Conference attendance is national recognition.

- And so much more!
- Once you attend a national ABWA event, you will never view ABWA the same again!

