



# ARC Spotlight

VOLUME 2011, ISSUE 1

1ST QTR 2011

## ARC OFFICERS FOR 2011

- Chair, Donna Tucker, jobsaz@att.net
- Vice-Chair, Marsha Sparks, stat1@cox.net
- Communications, Sue Flaig, sueflaig@hotmail.com
- Interim Financial, Janet Maxwell, jmaxw56684@aol.com

## INSIDE THIS ISSUE:

- Chairman's Chat 2
- Sharing Speakers 3
- Showcase Flyer 4
- Sharing Articles 7
- About Networking 8
- More News 10

# Spotlight On You!

## ARC strives to continually reflect the spotlight back on our member chapters and networks

- Do you produce a newsletter? If so, is everyone in ARC on your distribution list?
- Does everyone in ARC receive announcements of your events, even though those events are posted to the ARC website?
- Are you sharing your speakers with other members?
- Have you chosen your 2011

### Woman of the Year?

- Are you bringing EVERYONE from your team to Showcase to honor your WOY?
- Have you selected a Top Ten candidate for 2011 and are you working with her to complete her application?
- What forms of social networking are working for you?

### Recent and Upcoming Events:

- Horse Races
- Bunco
- Chili Dump
- Fashion Show
- Murder Mystery
- International Cruises

### Western Regional Conference

- Calendar Girls
- Candy Sales
- Chapter Leaders Playground
- Local Seminars and Workshops
- Don't see your events? Blow your horn and let the world know who you are and what you are doing.



We are American Business Women and nothing can prevent us from achieving our goals! Spell it out...A-m-e-r-i-CAN...can do!!

## Showcase 2011 - Women of the Decades

Join your ABWA sisters and their guests as ARC presents Showcase on Saturday, March 12, 2011. Each year, we assemble to honor the Women of the Year as selected by each chapter / network. There will be lunch, door prizes, speakers and ABWA fellowship

This year's event will be held at the Sheraton Four Points Hotel in Tempe, Arizona. Your ARC board will call the

event to order at 11:30 am. Please make plans to attend. Cost is \$34 and may be paid through the ARC website. [www.abwa-arizona.org](http://www.abwa-arizona.org)



Keynote speaker, Dr. Jamise Liddell, Business Liaison, Phoenix Workforce Connection, City of Phoenix, will present "The Power of Honor, Gratitude and Acknowledgment."

# Chairman's Chat



2010-2011 Chair,  
Donna Tucker

Are you as excited about coming events as I am? We've got the Woman of the Year Showcase on March 12 with Dr. Jamise Liddell as a keynote speaker — you won't want to miss it..

April 9 is the next Arizona Regional Council meeting. Why not plan now to invite the newer members of your chapter or network so they can meet some of the other ABWA members from across the state.

On April 29 and 30, the District is converging on Santa Fe, New Mexico for the annual regional conference. — a grand opportunity to get up to date on ABWA information and future plans.

Then, on June 11, we'll be hosting our annual Leadership Retreat — at \$15 ((includes a box lunch) ,we can all afford to attend , The theme is ABWA Legacy and will offer lots of ABWA "tools you can use." Our District Vice President Pattie Vargas will be attending too. Consider having the chapter pay for their members' attendance.

Again I ask. What should we do this year to promote ABWA? How can we accelerate our memberships? How will we raise the funds within our teams to send six members to district and national conferences (as per requirements for Best Practices)? What can we do to get our members excited about WIN?

Please keep in touch over the next couple of months to let your board know what we can do to help your chapter / network

Let's all continue with a positive outlook on the future of ABWA in Arizona — with our collective efforts we can bring value to businesswomen across the state.

See you at Showcase — remember reservations are due today (March 1)!,

*Donna Tucker*  
ARC Chair

Next meeting is April 9 at Rock Bottom Brewery at Desert Ridge Marketplace

# Chapter/Network Event

## It's Bunco Time!

On Feb. 26, Turquoise Camel chapter held its annual bunco event, complete with spaghetti luncheon. As always, everyone had a great time. Turquoise Camel thanks the various Arizona chapters and networks who supported the group with bunco or raffle ticket purchases.

Turquoise  
Camel  
scores  
another  
hit!



Left: Barb Zafiris and Pat Fehlhaber sell the famous Turquoise Camel spaghetti sauce after the event.



Above: Lori Grobe and Diane Boudle prepare luncheon for the crowd.



Right: Look at all those raffle prizes!

# Sharing Speakers—give these a try



Speaker:

**Alison Hamner Craig,**  
The Wonder Woman of  
Success & Style; CEO &  
Founder of 3 Impressions,  
inc  
800.219.3988 or  
480.313.1918  
[www.3impressions.com](http://www.3impressions.com)  
Twitter: @3impressions;  
Facebook: [www.facebook.com/3Impressions](http://www.facebook.com/3Impressions)  
Online Business  
Card: <http://3impressions.businesscard2.com>

Topic:

- Wishing You Success & Style

3 Impressions, Inc, helps entrepreneurial and modern-day women master their soul’s passion so that they have freedom, productivity, security, and personal success growing every year, every month, every day, and every minute within their lives in 3 simple steps.

"If you aren't managing the impressions you are making, then who is?"

Speaker:

**Amy Robinson**  
Girlfriend’s Alliance

623-505-2761 Office  
623-340-8855 Cell

Topic

- Focus, Focus, Focus

Get focused, create a clear strategy, make the most of your time, and implement actions steps to Make It Happen!

Doing what you love, making a healthy income and keeping a balance between work and life is 100% doable.

What will you take away from the powerful session:

Learn...

How to get clear on what you want to do.

How to implement a strategy so you can easily take action.

How to keep yourself accountable.

How to identify and move past road blocks.

Previous two speakers submitted by West Valley Express

Speaker:

**by Laura Orsini**

[laura@writemarketdesign.com](mailto:laura@writemarketdesign.com)  
602.518.5376

Topic:

- Fantastic Facebook 7 Secrets for Using Facebook to Build Your Business

If you're trying, but seem to be coming up short - or if you're just not sure how to put Facebook to work as the fantastic business tool it can be, this program is for you! You will learn:

How it's all about the relationships, NOT the selling.

The difference between a page and a group.

How to use HTML to pretty up your pages. Ideas for campaigns that will build your status as an expert.

You're on Facebook and you have a business - but are you using the relationships you're creating to broaden your client base, extend yourself as an expert, and increase your credibility?

*A dynamic topic and speaker can attract new guests to your meetings.*

## More about Showcase...

# Decades of Women

## Arizona Regional Council's 2011 Women of the Year Showcase

Sheraton Four Points  
1333 Rural Rd., Tempe, 85281

**Saturday, March 12**  
11:30 a.m. until 2 p.m.

\$34 / per person  
members, family  
and guests welcome

Luncheon:  
Chicken or Fish?

RSVP with meal choice by March 1 to:  
Sue Flaig @hotmail.com  
602.454.7815

Mail your registration to: ABWA,  
10210 N. 32nd St., 203B, Phx, 85028



# Women of the Decade

*ABWA was founded in 1949 by Hilary A. Bufton Jr. to provide business opportunities for women of diverse occupations and backgrounds. Fashion reflects change.*

**Don't miss this opportunity to shower your Woman of the Year with the accolades she so richly deserves! Make your reservations now.**

**Special dietary concerns will be honored.**

**Call, click or pick up the phone...don't delay!**

**Connie Aden, past national president, will speak on ABWA.**



# Other Area Events...

# WANTED

Cowboys and their women-folk to attend the

## 1<sup>st</sup> Annual Murder Mystery "Green Gulch Jamboree"


sponsored by  
**Valle Verde Charter Chapter**  
of the  
American Business Women's Association

*"Howdy Partner!  
Don't spoil the fun,  
join us!"*

**DATE:** Friday, May 13, 2011  
**TIME:** 5:30pm – 8:30pm  
**PLACE:** Elk's Lodge (Green Valley)  
**COST:** \$25.00/person  
\$30.00 after April 13<sup>th</sup>

*Don't squat on your spurs... reserve your spot at the Saloon! Git yer tickets today:*

Marie Cory 982-2349  
GV Chamber of Commerce 625-7575  
Eclipz Hair Studio (on Esperanza, Green Valley)  
Twist 'n Shout 50's Diner (Sahuarita)



On site  
discounts  
will be  
available

# More Chapter/Network Events



***FASHION SHOW and LUNCHEON***

***Saturday, March 19, 2011***

***FASHIONS FROM COLDWATER CREEK*** 

***LUNCH SERVED AT 12:30***

***COST: \$25.00***

***Proceeds benefit El Sol's Education Fund***

***DOOR PRIZES and DRAWINGS***

***VISCOUNT SUITES 4835 EAST BROADWAY TUCSON, AZ***



**CONTACT:** Alicia Gonzalez – (520) 886-1492 – or email: [aliciagz@g.com](mailto:aliciagz@g.com)  
please make checks payable to: El Sol Chapter ABWA  
mail to: 6816 East Calle de Oro – Tucson, AZ 85715-4807

***(El Sol Chapter of American Business Women's Association)***



What a  
great way  
to spend a  
Saturday  
afternoon!

# Tips, Advice and News from Around Arizona

Please share with your network...of amazing women over 40...☺

## From AARP

### AARP Women's Scholarship Program

AARP Foundation's Women's Scholarship Program for women age 40+ is open for a new round of applications starting Feb 1st. Visit this website to see income and other eligibility requirements. There is a special emphasis on women raising others' children, those who've been out of the workforce and those in low-paying 'dead-end' jobs.



AARP Women's Scholarship Program is about creating chances, fostering opportunities and, ultimately, changing lives. Recipients of these scholarships are diverse and inspirational: A widow finding hope and opportunity through education; a recovering addict achieving her dream of graduating from college; a grandmother raising grandchildren with the hope of achieving a more secure future for her family.

Priority is given to women in three categories:

- Those who are raising the children of another family member
- Those in low-paying jobs with no career opportunities and who are lacking a retirement benefit and/or health insurance
- Those who have been out of the work force for more than five years

Scholarships may be used for any course of study at an accredited public or private school, including a community college, four-year university or technical school. The money, which is payable to the institution, may be used to pay for tuition, fees and books. Graduate students are discouraged from applying.

Scholarship winners are chosen by an independent selection committee established by AARP Foundation. Selections are on the basis of financial need, personal circumstances and achievements, educational goals, and the likely impact of the scholarship on the women's lives, their families and communities.

The scholarship program is made possible by AARP Foundation with generous support from the Wal-Mart Foundation and AARP.

Beginning Feb. 1, 2011, interested applicants can return to [AARP.org](http://www.aarp.org) to complete their application online. The application process closes March 31, 2011. Scholarship winners will be announced in the summer. For more information: <http://www.aarp.org/aarp-foundation/info-2010/scholarship->

Katreena Hayes-Wood☺

*a division of Career Services Network. LLC*

V: 623.561.6838 | 866.599.2306 | F: 623.561.5231

[www.StriveForStudents.com](http://www.StriveForStudents.com)

[www.Katreena.com](http://www.Katreena.com)

Follow me on:

Life Success Blog: <http://www.katreena.com/blog/>

**Who will coordinate our annual Hunger Knows No Season food drive in 2011?**

**This is ARC's one and only charitable event and is very important to our community visibility.**

**I know YOU will break all records if you just step up!**

# More stuff...

## ***Professional Development - About ABWA!***

**Phoenix, Arizona - Networking** can extend positive growth in your day to day life and even in your business. The American Business Women's Association has created a group in the area to recognize the working woman, but also to allow them to meet and greet others. "We get out and meet with people from all different aspects and different businesses. Some people own their own business and some people are just working women. It's a great way of meeting women in the area," says Rosemary Rosenberger, the original founder of this chapter (Paradise) of ABWA. The meetings consist of a social dinner, a guest speaker, and a short business meeting.

"Networking is not something I'm really comfortable with so it was a great opportunity to put myself out there and meet some new people who are all out there for the same purpose," says Lynda Petellin, a new member. "When I came here I was from a chapter in PA and I had twelve friends immediately", says Wanda Vaughan, Paradise Chapter Treasurer. "In addition to a personal benefit, we've benefited professionally as well," Ellyn Ventura, CruiseOne owner, & Secretary of Paradise Chapter, ABWA.

If you would like to join the Paradise Chapter, you can attend next month's meeting 2/9th, at the Carlos O'Brien's on Bell Road and Scottsdale Rd., 6 pm – 8:30 pm. Contact Rosemary at 602-971-3849 for more information.

Local dues – is \$30 a year, prorated the first year you join.

All you need to do, is join on the National level – dues are \$90 annually.

Our Paradise Chapter of the American Business Women's Association gathers the second Wednesday of every month to network, support, learn and have fun.

### **Contributed by:**

Rosemary Rosenberger  
President Paradise Chapter, ABWA  
and  
Scentsy Consultant  
602-971-3849  
email: [arosey@q.com](mailto:arosey@q.com)  
<http://arosey.scentsy.us>



### **The American Business Women's Association Mission:**

To bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.

# More Happenings, Tips and Advice

## Using Your Flip Video Camera To Promote Your Chapter

By SAM S Sites of SEN ABWA

My last birthday brought me a Flip Video Camera. I know it was under \$200. But it has been a fun tool.

I came up with an idea for our speakers at our meetings to promote them and our group. Every meeting I record their presentation. I post it to Youtube.com. Youtube only allows 10 minutes. When you connect your Flip camera to your computer, it automatically loads their software. The editing features are pretty basic but it allows you to cut a section out of your clip. I find a good 10 minutes. Then it has a place to build your movie. I can put in a title. I always use the speakers name and I give it credits. The credits come from our group. I put, By SEN ABWA, ScottsdaleExpress.org.

There is another link in the Flip camera for uploading to Youtube.com. You do need to have a Youtube account and that is free. Take advantage. After loading your video, it allows you to edit your video by adding keywords and a description. This helps the search in Youtube.

After this is complete we have a page on our site that is called Speakers. We post the past months video from Youtube right on the page. You can also click on past speakers as well. This shows the great lineup of speakers we have. The code to embed your video is given to you in Youtube. Check our page out, <http://scottsdaleexpress.org/themeetings.php>.

One of our members also suggested we keep the full video, put it on a DVD and offer a guest to join and see the whole presentation. When you are offering guests like Jason Alba, the author of, "I'm on LinkedIn, Now What?" that can be appealing.



Of course, being a Web person this is an easy task for me. If you need help, let me know, because we make and take care of, Websites. SAMsSites Beyond the Look, They not only look good; they work

### ABWA'S PROUD CODE OF CONDUCT

1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

# Articles, Links and other Items of Interest

Definitely worth watching.

[http://www.ted.com/talks/hanna\\_rosin\\_new\\_data\\_on\\_the\\_rise\\_of\\_women.html](http://www.ted.com/talks/hanna_rosin_new_data_on_the_rise_of_women.html)

Submitted by: Donna Tucker, ARC Chair

## Fundraising Opportunity

ARC Chair, Donna Tucker forwarded an item of interest to me and after reviewing it, I want to share it with everyone. The company is called "OURewards" They provide fundraising through social media, utilizing everyday buying habits of website visitors. Projects currently underway include a high school to fund classroom equipment, a jazz artist seeking funding for next album and a non-profit group's ongoing fund drive.

Please take a few minutes to look at what they can offer to us to aid our fundraising efforts. Who couldn't use more money? Think about sending more members to conferences, offering more scholarships, the ability to obtain better caliber speakers and host seminars or workshops...whatever the goals of your chapter or network, OURewards may hold a solution.

The website is <http://www.OURewards.com/groups>. For those who are interested, I have a \*.pdf files and a \*.wmv file I am happy to forward to you. Email me: [stat1@cox.net](mailto:stat1@cox.net) for details.

## Chapter Leaders' Playground

Have you heard the news?

Cynthia D'Amour is bringing her "Lazy Leaders Roadshow" to Phoenix in November!!! Details are forthcoming; visit her website to learn more: <http://www.chapterleadersplayground.org>.

Cynthia is looking for the right venue and for sponsors to help keep the costs down. Please send your ideas to her as soon as possible.



As an ARC bonus, bring your business cards to the April ARC meeting and submit them for a chance to have your registration paid by ARC. We will choose four lucky members to attend this exciting event.

Upcoming teleseminars:

3/17/2011

[Make Being Involved More Fun](#)

3/30/2011

[Make Fundraising More Attractive to Your Members](#)



Arizona Regional Council

**Editors:**

Marsha Sparks and Donna Tucker

10210 N. 32nd Street #203B  
Phoenix, AZ 85028

ABWA-phoenix@att.net  
www.abwa-arizona.org



**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.

Watch for the Scottsdale Express Network's Beer Tasting Event at Rock Bottom Brewery coming this spring.

**ABWA Spring Conference in Santa Fe**

April 29-30, 2011

Mark Your Calendars and Register Early for ABWA's new two-year Regional Conference Schedule.

The ability to listen is not an inborn trait. It takes a conscious effort to do it well. Your ABWA National Team—both ABWA National and the National Boards of Directors—have spent the last several years honing their listening skills and gathering data to support one of the most requested changes to ABWA conferences since the 1980s. We

think you'll be pleased with the



Since the Spring of 2007, members have asked for combined District Conferences to offer more networking opportunities and, as a bonus, larger attendance to help keep costs down—including better room rates and reasonable registration costs.

One of the biggest and best benefits of membership is getting together with friends at "regional" conferences where the atmosphere is more intimate and the schedule allows for a full day of ABWA Leadership Training along with professional development and networking opportunities. That won't change. You'll still be able to take advantage of all that and more.



Drive? Less than 8 hours by car. Fly? The rates are low on Southwest Airlines to Albuquerque and a shuttle is available to Santa Fe.

Many Arizona members are planning to attend. Partner up. Room rates are always cheaper when you have a roommate.

