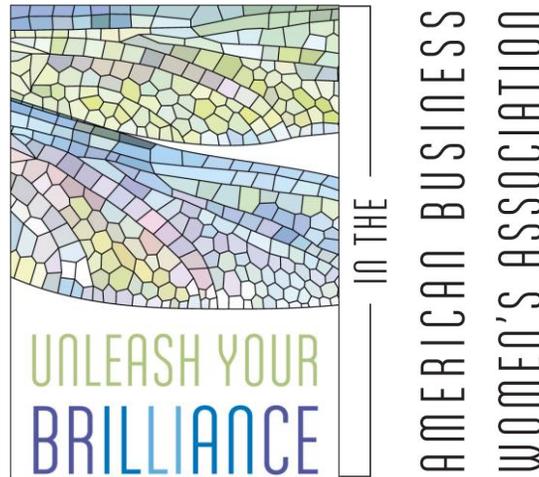


**Novi Oaks  
Charter Chapter**

Novi, Michigan

*A League of the  
American Business  
Women's Association*



UNLEASH YOUR  
BRILLIANCE

IN THE  
AMERICAN BUSINESS  
WOMEN'S ASSOCIATION

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## President's Message

Dear Novi Oaks Chapter Sisters:

Our new year with Novi Oaks is off to a great start. We celebrated 29 years as an ABWA chapter on January 29.

We are already planning our Annual **Autumn Brunch With Auction** for Saturday, September 21, 2019, and we are looking forward to having all hands on deck, since this is our one, major fundraiser.

At our January meeting, we voted to award two \$2,000 Impact Scholarships this year, which will be funded through the Stephen Bufton Memorial Educational Fund. We need 3 candidates for each scholarship, so please help us get the word out to all of the awesome women we know.

One scholarship will be for a community college or trade school student, and the

other will be for a four-year degree or graduate-level student. Vice President Karen Wernette Kolc is working as the Education Chair, and is coordinating the details of the scholarship requirements.

In February, we will be honoring our Chapter's 2019 Woman of the Year, Ms. Carol Ann Donnelly. We are so proud of her work in the community and her efforts in obtaining donations for our auction for many years.

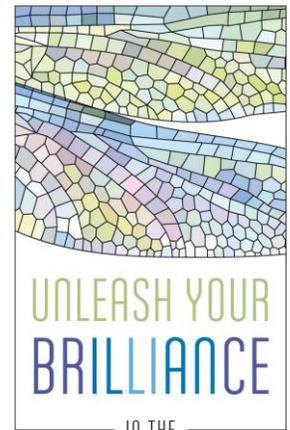
There is so much to be excited about in our chapter. We have already had five new members join this ABWA year, and we are eager to grow and learn while opening our networks and learning more to strengthen our personal and professional lives.

Thanks for taking this journey with me!

Krista Spraga Spencer  
2018-2019 Chapter President

March 13, 2019

## Unleashing Novi Oaks' POWER in ABWA



AMERICAN BUSINESS  
WOMEN'S ASSOCIATION

**At the Crowne Plaza**  
**6:00 p.m. Networking**  
**6:30 p.m. Dinner**

## Check Out the Apex Campus for a Free Training Series!



### HOW TO BE HEARD SERIES

- How to Be Heard: A Powerful Conception Idea ▾
- How to Be Heard: A Survey of Influence ▾
- How to Be Heard: The Influential Power of Story ▾
- How to be Heard: Negotiation Skills ▾

ABWA's Apex Campus series, "How to be Heard," normally costs \$240, but Executive Director Rene' Street recently announced that the course is now available to ABWA members at \$0 cost.

Visit [www.myapexcampus.org](http://www.myapexcampus.org) and log in to register. You will have 45 days to complete the four sections.

See our Inside Novi Oaks newsletter from December 2018 for more details on using the Apex Campus website.

**Reach, Grow, and Learn!**

*The mission of the American Business Women's Association is 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.*

## Bring in your Women In Business magazines! Novi Oaks' 29-Year Anniversary

If you do not keep your W.I.B. magazines, don't throw them out! We could use them to give to our guests. Please give them to our Membership Chair, Chris Struwe.



Holly Hengstebeck, Bettie, and Karen Kolc.

Novi Oaks Charter Chapter was founded by Bettie Archer Johnson on January 29, 1990, and chartered with 50 members. Bettie had been a member of the Waterford Charter Chapter for 23 years, but moved to Novi and decided to start a new chapter in her home town (sponsored by the Waterford Chapter).

In 29 years, many, many women have benefited from their membership in Novi Oaks, and many, many women have received scholarships and grants and ABWA training at conferences from the fundraising efforts of our chapter members. January 29<sup>th</sup> was the beginning of our chapter's 30<sup>th</sup> year, a milestone of which we can be proud. We are still helping women, one woman at a time.

## What to do if your networking is not working by John Hruska

Novi Oaks' members and their guests heard John Hruska's presentation on networking at the Wednesday, January 9<sup>th</sup> meeting. Below is a summary of his great advice. First, ask yourself, "What do I hope to accomplish?"



### How do I network effectively?

- Plan your strategy.
  - Who do you want to meet?
  - Do you know someone who knows someone you want to meet?
  - Where can I achieve those results – which events?
  - Timelines, events, make a schedule.
  - Commit to specific goals and objectives (meet X number of people).
- Evolve and improve your strategy.
  - Look for new planning methods.
  - Watch how other people network.
  - If something works, think about why and amplify that!
- Follow up.
  - Write notes on the back of cards of people you meet.
  - Send an e-mail.
  - Connect on LinkedIn.
  - Follow through with offers to help and/or remind them of a request of introductions.
  - Send an interesting article.
  - Post their articles on your LinkedIn page and then tell them about it.
  - Continue liking/commenting/sharing for contacts.
- Cultivate your new contact.
  - Follow up, follow up again, and follow up some more!
  - Thank them for making introductions, check in to see how they're doing, set up coffee meetings, forward articles or presentations of interest, refer work, share their stories in social media, and tell them about it, and send congratulations.
  - Consider becoming friends with some of these people.
- Have fun!
- Prepare and practice.
  - Understand the event you are attending.
  - Read up on current events.
  - Bring enough business cards.
  - Research the leadership or keynote speaker.
  - Check if there is an attendee list.
  - Note from Pat Plamondon: Check them out on LinkedIn. Maybe someone in your contacts knows them or worked for that company. If you are not currently employed, make up personal business cards that contain key points about your qualifications.
  - Bring a few notes on people you have already met.
  - There are many networking events associated with the upcoming Auto Show

### 2019 EMC Events

**February 9** – Hosted by Nu-Lite Chapter at Wally's on Center Street in Burton

**April 6** – Hosted by Tipacon Charter Chapter in Auburn Hills - Woman of the Year and Top Ten Event

**June 8** – Hosted by Lake Shore – TBD

**July 13** – District V VP's Event\* at Weber's Inn in Ann Arbor

**September 14** – Hosted by Maia in Ann Arbor - TBD

**December 14** – Hosted by Cass River in Frankenmuth

### Set Aside the Dates!

The **Central Regional Conference\*** for Districts III and V will be held on April 11-13, 2019, in Des Moines, Iowa.

The **National Women's Leadership Conference\*** will be held at the Harrah's Casino & Hotel in Kansas City, MO, on October 2-5, 2019.

\*Novi Oaks sponsors its members to attend.

## 6 Interesting Member Recruitment Strategies: Increase signups today

by Annie Ketcham | Jul 24, 2017 | Administrative Management, Association Marketing, Growing Your Membership



### Interesting Member Recruitment Strategies

Recruiting new members can be challenging. The acquisition cycle ebbs and flows. Some months you're struggling to keep up with all the new applicants and the next, you've signed up only a small handful of members. To help create a more consistent flow and increase your membership numbers today, we've compiled tips from successful association managers and membership groups.

**1. "Ensure that prospective members feel important" (Rotary Club, Ontario)**

This one seems like a no-brainer. But think about the last time you interacted with a prospect. Did you make them feel important? Did you provide them with informative resources? Ask yourself what you could have done better and use that feedback in your next encounter.

**2. Have your current members identify people they know want to get involved. Personally, invite them to attend a meeting. Word-of-mouth is the best and least expensive type of publicity you can use. (Missouri State)**

Don't just rely on your efforts; get current members involved. Ask them to suggest a friend or colleague who would benefit from your group. Reach out to them and show your interest.

**3. "... incentivize employees to refer others... we offered different items, such as cash rewards, free iPads, and Flip cameras, etc. to employees who referred people to join our company that we ultimately hired." (Forbes)**

Similar to tip #2, ask for referrals and reward members who bring on a new person. It doesn't have to be an iPad or camera either. You'd be surprised at how many people will take action when you offer free food – just see this post from HubSpot about cupcakes.

**4. Make sure you're not forgetting a key audience that can be served by content marketing: prospective [members]." (Content Marketing Institute)**

It's likely you have a blog or newsletter for your association. Are you leveraging its contents for prospective members as well as active members? Be sure to use this opportunity to connect with prospects. Ask your current members what they wanted to see before joining. What material drew them to you?

**5. "[ASID on using Instagram for recruitment]...This is a campaign geared toward recruiting our young, emerging professionals," (Kerri McGovern).**

Think about your audience. How does average age affect your recruitment strategy? The American Society of Interior Designers uses Instagram to engage and convert prospects because A. they know their audience is on social media and B. what better platform to use than one of visual content?

**6. "Membership recruitment is about creating long-lasting relationships, engaging your prospects and proving to them why they would benefit from your association." (XYZ University)**

This isn't so much a tip but a reminder. Member recruitment isn't just about hitting your numbers as a membership manager. It's about creating content and strategy that serves the prospect. It's about finding people in your community and industry who could truly benefit from your group.

If you've got tips and tricks you use to recruit new members, share it with us! We'd love to hear from you. You can reach out to me, Annie, at [aketcham@arcstone.com](mailto:aketcham@arcstone.com).

SOURCE: <http://www.associationsonline.com/association-marketing/6-interesting-member-recruitment-strategies-increase-signups-today/>





**Reminder!**

Members must make a paid reservation each month, at least one week prior to the meeting. You may mail your check or register at:

[www.novi-abwa.org](http://www.novi-abwa.org).

**Set of Core Values for the American Business Women's Association**

1. Giving Members a Voice
2. Treat People With Dignity (Proud Code of Conduct)
3. Lifelong Learning
4. Focus on Creating Value for Members
5. Achievement
6. Visionary Leadership
7. Focus on the Future
8. Focus on Results
9. Manage by Fact
10. Manage for Innovation

**NOVI OAKS CHARTER CHAPTER – 2<sup>ND</sup> Wednesday of each month  
Wednesday, March 13, 6:00 P.M.**

**Novi Oaks' Chapter meeting** – Unleashing Novi Oaks' Power in ABWA. Get to know your fellow Novi Oaks members better!

**Wednesday, April 10, 6:00 P.M.**

**Novi Oaks' Special Networking Open House** – for members and guests. Feel free to invite women you meet!

**Wednesday, May 8, 6:00 P.M.**

**Novi Oaks' Chapter meeting** – Pat Duncan of Dress for Success will discuss Professional Image. Michelle Laskowski of Enchanted Memories Photography will take headshots for \$25. Please bring a journal to be gifted to a young woman who is being fostered in their program, or accessories would also be appreciated.

For all Chapter meetings, pay \$22 online via PayPal at [www.novi-abwa.org](http://www.novi-abwa.org) or mail your check for \$21 made payable to ABWA to 1748 Beechmont, Keego Harbor, MI 48320 no later than one week prior to the meeting. Please also send an e-mail to Chris Struwe at [cbstruweABWA87@gmail.com](mailto:cbstruweABWA87@gmail.com) to confirm your attendance or non-attendance.

**EASTERN MICHIGAN COUNCIL**

**February 9, 2019, 9:00 a.m. to noon** – to be hosted by the Nu-Lite Chapter at the Walli's Restaurant on Center Street in Burton (\$20). **Please register by January 25.**

Networking at 9:00 a.m.; Breakfast meeting at 9:30 a.m. Visit [www.abwa-emc.org](http://www.abwa-emc.org) to register! Regular meetings are on the 2<sup>nd</sup> Saturday of March, April, June, September, and December. Deadline is two weeks before any event. The luncheon to honor the District V Vice President is held on the 2<sup>nd</sup> Saturday of July.



Eastern Michigan Council members from nine chapters at the Central Regional Conference in Ann Arbor, Michigan, on April 19-21, 2018.

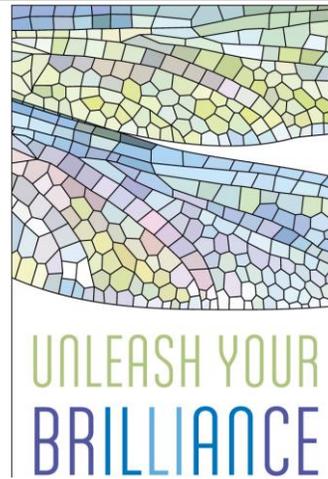


**Help ABWA celebrate 70 years!**

Plan on attending the National Women's Leadership Conference at the Harrah's Casino and Hotel in Kansas City, Missouri, on October 3-5, 2019! *Novi Oaks will sponsor its members who attend.*

## 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.



IN THE

AMERICAN BUSINESS  
WOMEN'S ASSOCIATION

A League of the  
American Business  
Women's Association



**Novi Oaks Charter Chapter**  
Krista Spencer, President

Marcia Green, Editor  
Novi Oaks Charter Chapter  
5236 Oak Hill Trail  
Commerce Township, MI 48382

Phone: 248-330-6315  
Email: [mgreenABWA@gmail.com](mailto:mgreenABWA@gmail.com)

### 2018-2019 Chapter Executive Board

President..... Krista Spraga Spencer  
Vice President..... Karen Kolc  
Treasurer ..... Christina Struwe  
Secretary ..... Marcia Green

### 2019 Top Ten Nominee:

Sandy Schrah

### Novi Oaks' 2018-2019 Woman of the Year:

Krista Spraga Spencer

### 2018-2019 National Executive Board

President..... Felicia Johnson  
Vice President..... Charlotte Osborne  
Secretary-Treasurer ..... Cheryl Scott  
District V-Vice President..... Marilyn Lash  
Executive Director..... Rene' Street

### ABWA National Headquarters

9820 Metcalf Avenue, Suite 110  
Overland Park KS. 66212

(800) 228-0007 / [www.abwa.org](http://www.abwa.org)

### Novi Oaks Charter Chapter Meeting Details:

When: The **2nd Wednesday** of each month

Where: Crowne Plaza hotel at 37529 Grand River Avenue (south of 10 Mile Road, near the entrance to eastbound M-5 and southbound Halsted Road). Please visit [www.novi-abwa.org](http://www.novi-abwa.org) for details.

Time: 6:00 p.m. networking, dinner is served at 6:30 p.m. Meeting follows.

Cost: \$21.00 via mail or \$22.00 via PayPal.

For reservations, mail your check for \$21 made payable to ABWA to 1748 Beechmont, Keego Harbor, MI 48320, or visit [www.novi-abwa.org](http://www.novi-abwa.org) to pay via PayPal (\$22).

**Attendees must make paid reservations for meetings. Deadline is one week before.**

### Novi Oaks Charter Chapter's Vision Statement:

*Novi Oaks Charter Chapter provides women a unique opportunity to enrich their lives through relationship building, education, recognition, and professional development.*

**The Novi Oaks Charter Chapter of  
The American Business Women’s Association**



**Diane Cannon of  
Energized Management  
Go From Survive to  
THRIVE!**

Specializing in taking business owners from surviving to THRIVING in their businesses, Diane works with highly-motivated entrepreneurs one-on-one or in groups to brainstorm, develop, design, coordinate, and implement the activities that will help them achieve their goals and live the lives of their dreams energized – fast-tracking their businesses to make more money and enjoy more free time.

She will teach and inspire you to take your business from just surviving to Energized and Thriving.

Before obtaining her graduate degree in teaching, Marilyn worked for WJR Radio in Detroit. In addition to her business clients, she teaches marketing part time in the Business Development Center at Schoolcraft College.

**Wednesday, February 13, 2019**

**6:00 p.m. Networking - 6:30 p.m. Meeting/Program (fee includes dinner)**

**\$21 per person – \$22 online through PayPal at [www.abwa-novi.org](http://www.abwa-novi.org)**

**Crowne Plaza, Farmington-Novu – 37529 Grand River Ave., Farmington Hills, MI 48335**

The Novi Oaks Charter Chapter of ABWA meets on the second Wednesday of every month at the Crowne Plaza Hotel in Farmington, MI. For the calendar of events and more information about the Novi Oaks Charter Chapter of ABWA, and to make a reservation for a meeting online using PayPal, visit [www.abwa-novi.org](http://www.abwa-novi.org).

The American Business Women’s Association welcomes all women and men as members. [www.abwa.org](http://www.abwa.org).



**Make check payable to ABWA** and mail to: Christina Struwe, 1748 Beechmont, Keego Harbor, MI 48320

**February 13, 2019 MEETING - \$21 PER PERSON mail-in reservation**

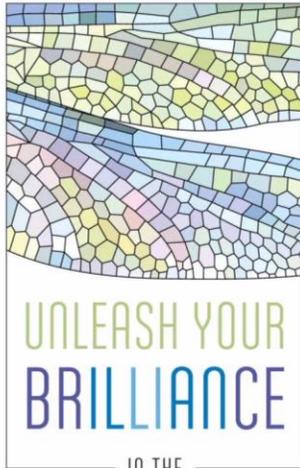
**\$22 if paid online at [www.abwa-novi.org](http://www.abwa-novi.org)**

Please include names of all people attending with you – feel free to invite friends.

Your Name and Contact Number: \_\_\_\_\_

**RESERVATION DEADLINE IS ALWAYS ONE WEEK PRIOR TO THE MEETING**

## The Novi Oaks Charter Chapter of The American Business Women's Association



AMERICAN BUSINESS  
WOMEN'S ASSOCIATION

# Unleashing Novi Oaks' Power in ABWA

What can membership do for us?  
and  
Getting to know each other!

Get to know our members and guests on a deeper level. Hear the latest news from ABWA, learn more about what membership offers us, and hear about upcoming events.

## Wednesday, March 13, 2019

6:00 p.m. Networking - 6:30 p.m. Meeting/Program (fee includes dinner)

\$21 per person – \$22 online through PayPal at [www.abwa-novi.org](http://www.abwa-novi.org)

Crowne Plaza, Farmington-Novu – 37529 Grand River Ave., Farmington Hills, MI

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**\$22 if paid online at [www.abwa-novi.org](http://www.abwa-novi.org)**

Please include names of all people attending with you – feel free to invite friends.

Your name and contact number:

\_\_\_\_\_

**RESERVATION DEADLINE IS ALWAYS ONE WEEK PRIOR TO THE MEETING**



# Women Together: Be You, Your Best You!

**Saturday, March 23, 2019, 9 am to 2 pm**

2260 East Stadium Blvd, Ann Arbor, MI 48104

You can't be your best self if you are dragging from stress and mental fatigue. This event is an opportunity to focus on **YOU**. Our speakers, Zonya Foco, Sara Brabbs and Michelle Pink, will share their knowledge and practical tips regarding healthy eating, managing relationships and managing stress.

**Your registration fee of \$49 includes 3 seminars, continental breakfast, luncheon, on-site vendor shopping, and free parking! Find updated info on our website at: [ABWA-Maia.org/events.html](http://ABWA-Maia.org/events.html)**

Name: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip code: \_\_\_\_\_

E-mail: \_\_\_\_\_

Make check to "ABWA" and mail to: **ABWA, P. O. Box 3226, Ann Arbor, MI 48106-3226**

**Ticket Pricing: \$49 each.** After March 8th: \$59 each. Amount enclosed \$\_\_\_\_\_

Video and still photography will be occurring at this event. By registering for this event you agree to have your image published, unless you opt out here: \_\_\_\_\_

# AMERICAN BUSINESS WOMEN'S ASSOCIATION

*Changing women's lives...one woman at a time.*

## ABWA'S COMMITMENT TO WOMEN

Whether you are starting a new business or looking to advance your career, the American Business Women's Association is the place to be for working women and women business owners who want to connect, learn and grow.

## MEMBERSHIP

ABWA is a prestigious organization made up of thousands of professionals across the nation. The majority of members belong to one of hundreds of local ABWA communities across the country, providing additional opportunities for professional development and networking on a local level via monthly meetings.

National membership in the American Business Women's Association is open to everyone with an **annual investment of \$115**. Local dues may be required.



## ASSOCIATION'S LEADERSHIP

The National Board of Directors represents the Association's membership, governing the policies of the Association on behalf of its members. The Board also serves as the Trustees to the Stephen Bufton Memorial Educational Fund (SBMEF).

SBMEF is considered one of the country's most highly respected grant and scholarship programs for women. Since it was established, the fund's Board of Trustees has awarded more than \$17 million in scholarships to more than 17,000 women.

## ABWA'S MISSION STATEMENT

*The mission of the American Business Women's Association is 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.*

## PROFESSIONAL GROWTH OPPORTUNITIES

The Association provides members with opportunities to enhance their business acumen through online learning, national and regional conference events, and monthly meetings.

**ATTEND** nationally sponsored conferences to experience ABWA on a grand scale. Meet hundreds of women from across the country, hear inspiring keynotes and learn from business experts.

**REGISTER** for on-line courses ranging from the Gemba Academy's School of Lean to ABWA's Job Suite Series. Association members have access to a library of sixty courses in all.

**STAY INFORMED** about new opportunities by reading ABWA's exclusive *Women in Business*® magazine, and Achieve newsletters.

**SAVE MONEY** on business products and services with member-only discounts.

**Join Today! Call toll free at 1-800-228-0007 or online at [www.abwa.org](http://www.abwa.org)**



**American Business Women's Association**  
 9820 Metcalf Ave., Suite 110 • Overland Park KS 66212  
 (800) 228-0007 • Fax (913) 660-0101

**Membership Application**

Benefits of membership begin the date your application and payment are received and processed at ABWA National Headquarters. For renewal purposes, membership starts on the first day of the month following the date the application and payment are processed and renews annually. Dues payments are non-refundable and non-transferrable.

Date: \_\_\_\_\_

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last Name: \_\_\_\_\_

**Affiliation Information:**

Do you plan to join a local league?  Yes  No If yes, league name \_\_\_\_\_  
*Note: Participation in an ABWA local league is contingent upon timely payment of annual National dues.*

Name of Member Sponsor (if applicable): \_\_\_\_\_

**Address and Contact Information:**

Home address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Primary phone contact: \_\_\_\_\_ Primary e-mail address: \_\_\_\_\_

Do you have a Facebook account:  Yes  No Facebook Name: \_\_\_\_\_

**Note: An e-mail address is required to access your membership information and conduct business online at [www.abwa.org](http://www.abwa.org). By providing your e-mail address, you are authorizing ABWA to contact you by e-mail.**

**Personal Demographics (for statistical purposes only):**

Birthday (MM/DD): \_\_\_\_\_ Birth Year (YYYY): \_\_\_\_\_ Gender:  Female  Male

**Business Owner, Employment and Education Level Demographics (for statistical purposes only):**

Your Company's Name: \_\_\_\_\_ Your Title: \_\_\_\_\_

Are you a business owner?  Yes  No Description of products/services: \_\_\_\_\_

Highest Level of Education Completed:  
 High School/GED  Vo-Tech  Associate's Degree  Bachelor's Degree  Master's Degree  Doctorate Degree

**Enclosed is my ABWA National dues payment of:**

\$115 ABWA National Membership  \$ 50 ABWA National Student Membership  
*\*To qualify for student membership, include a class schedule reflecting enrollment in 12+ credit hours per semester.*

**Payment Information:**  Check: Mail check with application to ABWA, 9820 Metcalf Ave, Suite 110, Overland Park, KS 66212  
 Visa  MasterCard  Discover # \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_ Security Code (3-digit code on back of card): \_\_\_\_\_

\_\_\_\_\_  
 Name on Card

\_\_\_\_\_  
 Signature

The American Business Women's Association is a non-profit organization which is serviced by ABWA Management, LLC, a company organized for profit. All ABWA income is received by ABWA Management, LLC and, in exchange, the company provides all necessary services and materials to the ABWA membership. All dues include a one-year subscription to *Women in Business*®, ABWA's official publication. Dues are not deductible as a charitable contribution for Federal income tax purposes; however, they may be deductible under other provision of the Internal Revenue Code.