President’s Message

It seems like forever since I wrote my last message in the February issue of this newsletter, and I admit that I have been putting off writing this one.

We held our first ever virtual chapter meeting on April 8, which was attended by ten members and ten guests. Thanks go to our speaker, Deneen Troupe-Buitrago, who hosted us on her Zoom account. Our plan is to hold our May 13th meeting at the Holiday Inn in person, although we will still be using social distancing protocols. I will keep the chapter updated on that meeting via e-mail, and I hope you will join us.

National Executive Director René Street held a webinar on Thursday, April 9, National Executive Director René Street held a webinar on Thursday, April 9, and I hope you will join us to hold our May 13th meeting at the Holiday Inn in person, although we will still be using social distancing protocols. I will keep the chapter updated on that meeting via e-mail, and I hope you will join us.

Other very important announcements:
• The current National Board of Directors will be serving a second term since many chapters were not able to meet in person to vote to sponsor a candidate, and the in-person interviews (required) of the six District Vice President candidates by the top three officers could not be completed.
• ABWA’s Spring Membership Recruitment Campaign has been extended through June 30, 2020. See page 3 for the flier showing the gifts for members who introduce new members to ABWA.

Other important updates:
• The Eastern Michigan Council event to honor the chapter Women of the Year, Top Ten candidates, and Protegé recipients has been moved from April 18 to Saturday, June 13, 9:00 a.m. to noon. Novi Oaks is hosting this meeting at the Uptown Grill on Maple Road between Haggerty and M-5. We encourage all of our members to attend and help with the registration table, decorating, and distributing door prizes. We encourage you to invite guests to this event. Visit www.abwa-emc.org to register - $20 until May 31, and $25 as of June 1.
• Since she will be serving for a second year, the July 10 & 11 event to honor District V Vice President Cheryl Blair has been postponed until July of 2021.
• Other ABWA events have been moved, and I will update those dates on our agendas and future newsletters.

We are living a period in time that will shape our lives forever. Who would have thought that our entire society except for essential services could shut down? That people would be prohibited from leaving their homes at all – even to spend time in their own yards? So many lives have been lost. Who would have thought that we could not hug our friends and loved ones – even at the time of their deaths? We lost my son’s father-in-law last week, not to the virus, but likely because of it. After being sent home early in March with pneumonia, he eventually died because of blood clots that could not be discovered on a conference call with his doctor. It is heartbreaking.

I thank God for all of the people keeping our essential services up and running in spite of the dangers for themselves.

I realize more every day that there are so many things that I normally take for granted, and that I am blessed in more ways than I can count.

Crazy, but on April 22, I am watching the snow fall again. I pray that you and yours stay safe and healthy, and I look forward to the day that we can be together again.

Marcia Green
2019-2020 Chapter President

May 13, 2020
The Psychology of Investing for the Financially Fit Female

Caitlin Falenski
Join us for Part 4 of our 4-Part Series: Business & Personal Growth

Details on Page 7
This will be a Zoom meeting
6:30 to 8:00 p.m.
Register at Novi-ABWA.org

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.

Visit us online at www.novi-abwa.org
Learning about ABWA: Opportunities within the chapter

Chapter Executive Board

Traditional chapters in ABWA have four officers: President, Vice President, Secretary, and Treasurer. A Nominating Committee of three members is appointed at the March meeting, who contact all members with at least one year of membership to find out if they are interested in running for office.

The Nominating Committee presents the slate of candidates in April and the election is held in May. The newly elected officers meet with the existing board in May, June, and July to transition, and to establish goals for the following ABWA year, which runs from August 1 through July 31. In 2020, the new board will be installed at the July 15th Night of the Stars celebration.

Any board member may hold a particular office for a maximum of two years.

Chapter Committees / Committee Chairs

The chairs of the various committees work with the board to make plans for the ABWA year, and to reach goals throughout the year. For Novi Oaks, the Standing Committees are as follows. If you are interested in working on any committee, please let the board know.

Membership – Chris Struwe: Collaborates with the board in maintaining the strength and vitality of the chapter by organizing and implementing a minimum of two membership recruitment campaigns (fall and spring) to attract new members and regain former members. Follows up with new members, and coordinates new member orientations (ABWA Aware & Share events).

Programs / Professional Development – Marcia Green: Delivers business and market-relevant programming at each monthly meeting. Use the aggregate results from ABWA’s Member Interest Survey to determine the programming topics that would best meet the needs of members and serve ABWA’s mission. Stays within the budgetary guidelines and submits program information to the newsletter chair (speaker’s name, photo, presentation title and overview, date and time).

Newsletter – Marcia Green: Designs, writes, publishes, and distributes the chapter newsletter to members, District Vice President, and to ABWA National. The newsletter should be published quarterly and either emailed or posted in Community Connections. Submits all newsletters for the Chapter’s Best Practices Binder.

Fundraising – Chris Struwe: The one main fundraiser for Novi Oaks is the Autumn Brunch With Auction (see info at right). It is requested that all Novi Oaks members serve this project by obtaining donated new items for the silent and live auctions, inviting guests, hosting a table (if possible), setting up the event the night before (or morning of), and attending and working during the actual event.

Publicity – Holly Hengstebeck: Coordinates the development of a plan that increases the visibility of the Chapter’s notable initiatives within the community (e.g., write and send promotional information to community social and media outlets) and to maintain the Chapter’s website, Instagram, and Facebook content.

Education – Karen Wernette Koc: Serves as a liaison between the Chapter and the Stephen Buntin Memorial Educational Fund. The Education Committee shall:

- Monitor the league’s contributions to the fund, and the amount of scholarships awarded for the Award Year.
- Manage Impact Scholarships including the criteria for each scholarship sponsored.
- Submit applicant(s) for the Business Skills Tuition Reimbursement program to jmiller@abwa.org.
- Monitor scholarship applicants’ fulfillment of the online application process.
- Report status on initiatives to the Chapter’s Executive Board.
- Provide end-of-year written summary of activities and accomplishments to the Executive Board to be placed in the Best Practices submission notebook.

We’re Looking for Items and Volunteers!

Novi Oaks’ major fundraiser is the 16th Annual Autumn Brunch With Auction, which will be held on Saturday, October 3, 2020 at the Holiday Inn in Livonia – 11:00 a.m. to 2:00 p.m. Early-bird pricing is $30. Mimosas included / credit cards accepted! We have raised over $10,000 each year for the past five years. The funds raised are used for the Impact Scholarships and to fund the education of our members who attend ABWA national conferences.

Want to become involved? Talk to Chris Struwe.
SPRING MEMBERSHIP RECRUITMENT CAMPAIGN—MARCH THROUGH MAY

RISE TO THE CHALLENGE
IN THE AMERICAN BUSINESS WOMEN’S ASSOCIATION

At Vera Bradley, flower power is always in style. Unique bold patterns and attention to details are synonymous with Vera Bradley’s distinctive bags and accessories. We think Vera Bradley is a perfect incentive to kick off the 2020 Spring Membership Campaign. Recruit one, two, or three (or more) members, and as our thank you to you, we will send you a Level I, II or III incentive while supplies last! This is a limited offer, so don’t hesitate. Rise to the challenge today and ask your friends, co-workers or relative to join ABWA during the spring membership campaign, March 1 – June 30.

LEVEL ONE
ENROLL ONE NEW MEMBER

This might be the perfect case for quick errands. Tuck your ID, cards and maybe a little cash inside and you’re ready to travel lightly. A hinged ring will hold your keys, too.

- Two compartments
- ID window on back
- Zip pocket
- Hinged ring
- Pin-snap and zip closures

Dimensions: 5.00” w x 3.00” h

LEVEL TWO
ENROLL TWO NEW MEMBERS

For more than the basics, this plastic-lined case holds bottles, brushes and all of your girl gear! Pretty and practical, a winning combination!

- Front zip pocket
- Main compartment is PVC lined
- Zip closures

Dimensions: 7.75” w x 5.75” h x 2.75”

LEVEL THREE
ENROLL THREE OR MORE NEW MEMBERS

Vera Bradley thought of everything a great travel bag needs! There’s a large central compartment and enough pockets to keep all your necessities organized on the road.

- Exterior features one slip and two zip pockets
- Interior features five mesh pockets
- Trolley sleeve
- Carry-on compliant
- Removable strap
- Zip closures

Dimensions: 18.50” w x 12.50” h x 7.50” d with 6.50” strap drop; 52.50” removable, adjustable strap

Visit us online at www.novi-abwa.org
Novi Oaks Charter Chapter – 6pm on the 2\textsuperscript{nd} Wednesday of each month at the Holiday Inn Detroit Northwest at Laurel Park in Livonia (I-275 @ Six Mile)

**May 13:** Caitlin Falenski will present, “The Psychology of Money for the Financially Fit Female.” Flier on page 7.

**June 10:** Cindy Carlton will present, “Brand Matters: Understanding Your Personal Brand Equity.” Flier on page 8.

Please pay $23 online via PayPal or credit card at www.novi-abwa.org or mail your check for $22 made payable to ABWA to 1748 Beechmont, Keego Harbor, MI 48320 to arrive no later than one week prior to a meeting.

*Members, please send an e-mail to Chris Struwe at cbstruweABWA87@gmail.com if you will NOT be attending a meeting or are planning on paying at the door.*

*For planning purposes, online or mailed reservations are preferred one week prior.*

**EASTERN MICHIGAN COUNCIL**

**June 13, 2020:** The Novi Oaks Charter Chapter will host this event to honor the chapter Women of the Year, Top Ten nominees, and Protégé Award recipients at the Uptown Grill at 3100 E. West Maple Road, Commerce Township, MI, starting at 9:00 a.m.

**THE JULY EVENT TO HONOR CHERYL BLAIR HAS BEEN MOVED TO 2021.**

**2020 Council Board:** Council Chair Gail Frahm, Vice Chair Kelle Hruska, Communications Officer Heather Naugler, and Finance Officer Gwendolyn Guy.

Regular meetings feature networking at 9:00 a.m.; Breakfast meeting at 9:30 a.m. Cost is $20 / $21 online. Visit www.abwa-emc.org to register! Deadline is ten days before any event – the price goes to $25 after that date.

**Novi Oaks Charter Chapter**

**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

**Eastern Michigan Council members from eight chapters and National Members at the event to honor District V Vice President Marilyn Lash on Saturday, July 13, 2019.**

**SAVE THE DATE!**

\[ \text{Saturday, July 9 & 10, 2021} \]

Weber’s Boutique Hotel
Ann Arbor, MI

Luncheon Honoring ABWA 2019-2020
District V Vice President Cheryl Blair
Sponsored by District V Councils: Eastern Michigan & Cardinal Crossroads
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.
DO YOU KNOW A FEMALE STUDENT WHO COULD USE $2,000 TOWARD HER BACCALAUREATE, MASTERS, OR DOCTORATE DEGREE?

The Novi Oaks Charter Chapter of the American Business Women’s Association (ABWA) is offering two $2,000 Impact Scholarships through the Stephen Bufton Memorial Education Fund (SBMEF).

**Applicant eligibility requirements are:**

- Female U.S. citizen seeking a Baccalaureate Degree or higher.
- Michigan permanent resident attending a Michigan College or University authorized to confer degrees at the Baccalaureate level or higher.
- Has achieved a cumulative GPA of 3.0 or better on a 4.0 scale.
- Must submit all necessary documents, including 3 reference letters, official school transcripts, and must complete the online application.
- Must be sponsored by an eligible ABWA chapter or express network.

To begin the application process, please send an e-mail to Education Chair Karen Kolc at NoviOaks.Edu@gmail.com indicating your interest in the scholarship.

**The application and all supporting documents must be received online and completed by May 15, 2020.**

**The scholarship recipients will be notified in July of 2020.**

Thank you!

Karen Wernette Kolc, Education Chair
Novi Oaks Charter Chapter
American Business Women’s Association
NoviOaks.Edu@gmail.com
[www.novi-abwa.org](http://www.novi-abwa.org)
THE PSYCHOLOGY OF MONEY FOR FINANCIALLY FIT FEMALES


Being a Financially Fit Female means more than balancing a budget and creating a plan. It’s appreciating the role that money plays in your life, understanding its purpose and investing in yourself.

Caitlin will walk you through how your individual personality type is correlated to managing your finances. Your personality is a gift that allows you to enjoy life in ways that are unique to you. A greater understanding of who you are may give you the confidence to explore your personal finances at a much deeper level than you ever dared to before. For more about Caitlin, visit http://fa.opco.com/baniszewskifalenski/.

WEDNESDAY, MAY 13, 2020
6:30 TO 8:00 P.M. MEETING/PROGRAM / NO COST TO ATTEND
THIS WILL BE A ZOOM MEETING – PLEASE REGISTER AT WWW.NOVI-ABWA.ORG

THE AMERICAN BUSINESS WOMEN’S ASSOCIATION WELCOMES ALL WOMEN AND MEN AS MEMBERS. WWW.ABWA.ORG.
QUESTIONS? E-MAIL CHAPTER PRESIDENT MARCIA GREEN AT NOVIOAKSABWA@GMAIL.COM

PLAN TO ATTEND OUR 16TH ANNUAL AUTUMN BRUNCH WITH AUCTION
Bid on over 200 new items in the silent auction and on the best items in the live auction! Grab your friends and come sip Mimosas while you shop. We accept credit cards! Early Bird Tickets are $30 ($32 online) – Visit WWW.NOVI-ABWA.ORG to register.
HELP FUND SCHOLARSHIPS - SATURDAY, OCTOBER 3, 2020, 11 A.M. TO 2 P.M.
AT THE HOLIDAY INN DETROIT NORTHWEST 17123 N. LAUREL PARK DRIVE, LIVONIA, MI 48152
BRAND MATTERS: UNDERSTANDING YOUR PERSONAL BRAND EQUITY

What do you stand for, and how is it received by the people around you? In this working session, you will begin to explore the power of your personal brand and how to make it matter.

PRESENTED BY CYNTHIA CARLETON, BFA, OWNER, LAMPSTAND LLC

As an experienced Creative Leader and Brand Strategist, Cindy Carleton consults with organizations to create key messages and strategic stories that build brand and grow business. Cindy’s past professional experience includes an extensive career at Valassis providing creative agency services for Fortune 500 and small business clients such as P&G, McDonald’s, Macy’s and Cottage Inn Pizza. This brand expertise continues through her extensive work in personal equity consulting. As the owner of LampStand LLC, she has worked with business resource groups, community organizations, and individuals to provide knowledge and tools to better understand their personal brand and the power of strategic equities in purpose-led career and business performance.

WEDNESDAY, JUNE 10, 2020

6:00 P.M. NETWORKING - 6:30 P.M. MEETING/PROGRAM (INCLUDES DINNER)
THE HOLIDAY INN DETROIT NORTHWEST - LIVONIA
17123 N. LAUREL PARK DRIVE - LIVONIA, MICHIGAN 48152 (NEAR 6 MI & I-275)
VISIT WWW.NOVI-ABWA.ORG TO REGISTER ONLINE - $23

PAID RESERVATION DEADLINE IS ONE WEEK PRIOR TO EACH MEETING

THE AMERICAN BUSINESS WOMEN’S ASSOCIATION WELCOMES ALL WOMEN AND MEN AS MEMBERS. WWW.ABWA.ORG.

QUESTIONS? E-MAIL CHAPTER PRESIDENT MARCIA GREEN AT NoviOaksABWA@gmail.com

PLAN TO ATTEND OUR 16TH ANNUAL AUTUMN BRUNCH WITH AUCTION

BID ON OVER 200 NEW ITEMS IN THE SILENT AUCTION AND ON THE BEST ITEMS IN THE LIVE AUCTION!
GRAB YOUR FRIENDS AND COME SIP MIMOSAS WHILE YOU SHOP. WE ACCEPT CREDIT CARDS!
EARLY BIRD TICKETS ARE $30 ($32 ONLINE) – VISIT WWW.NOVI-ABWA.ORG TO REGISTER.
HELP FUND SCHOLARSHIPS - SATURDAY, OCTOBER 3, 2020, 11 A.M. TO 2 P.M.
AT THE HOLIDAY INN DETROIT NORTHWEST 17123 N. LAUREL PARK DRIVE, LIVONIA, MI 48152

AMERICAN BUSINESS WOMEN’S ASSOCIATION
Novi Oaks Charter Chapter
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. 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.