

Achieve

ABWA PERSPECTIVES

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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.

MARCIA REYNOLDS, PSYD

EYE ROLLING

Five Ways to Keep the Conversation Rolling



"Let's not forget that the little emotions are the great captains of our lives, and we obey them without realizing it."
—Vincent Van Gogh

"I can handle when they talk back to me," the HR Director said, "but when they roll their eyes, it just gets under my skin."

"I know," said the Training Manager. "I have an intern who does amazing work, but when I try to give him some direction, the eye roll makes me explain myself far more than I normally would. I feel I have to defend myself when I'm just stating a clear expectation."

"It's not just the younger employees," the director added. "I get the smirk and sideways glance from one of my most senior specialists. If I ask if she disagrees with me, or disapproves of my approach, she says, 'Oh no, I see what you mean' and acts as if she is the most agreeable person around."

"I think we need to address how eye-rolling impacts our communications. But I bet they roll their eyes if we suggest it!"

continued on page 2

HOW TO REACT WHEN YOU NOTICE EYE-ROLLING



Most people emotionally react when someone rolls their eyes. The gesture is seen as a non-verbal judgment of your words. If you ask about the gesture, eye rollers generally deny they did anything disrespectful.

Whether in a business meeting or an informal conversation, the last thing you want to do is angrily respond to eye-rolling. If you stay curious instead of defensively reacting, you might find out what is underneath the eye roll. This could be your chance to connect by showing you care about the person's opinion.

For example, during a tense discussion, you might be focused on making your point heard. You want to influence thinking. Eye-rolling might indicate you have pressed too hard. You might back off and sincerely ask the eye roller to share his or her perspective.

You want the person to surface their anger and frustration, to feel safe enough to vent. You need to hear what they think is missing or what they feel they aren't getting in the moment. Even if you can't give them what they want, it is better they feel heard instead of ignored.

So, instead of checking out or having a knee-jerk reaction to eye-rolling, notice your urge to defend, reprimand, or shut off from someone for eye-rolling. Then follow these 5 steps to engage them in the conversation.

ENCOURAGE EYE ROLLERS TO EXPRESS WHAT IS ON THEIR MIND



1. Exhale your stress and recall feelings of respect and care for the person as best you can. Shift to wondering why they are resisting what you are offering. Even if you can't feel good about the eye-roller, at least calmly (and genuinely) ask, "Would you please tell me what you think I have done or what I'm not hearing from you?" Then listen silently, resisting the urge to defend yourself.
2. Even if it takes prompting, encourage eye-rollers to vent. Venting is a way to release frustration. If you accept their words without making them wrong, they might feel you care about their point of view. In fact, letting people vent not only allows them to release their feelings, but you can find what they really want or what is causing them to feel the way they do if you listen. Then, once they feel heard, they will be more willing to try to understand your point of view.

FLIP THEIR RESISTANCE INTO PARTICIPATION



3. Summarize what the person tells you and ask for confirmation. Don't analyze what they say, just share what you hear. Say things like, "I think you are saying...", "I see you are upset because you think...", "I now understand that you think the decision was made based on these factors...". Let people tell you what you got right and correct you if you are off. They must feel heard before the conversation can move forward.
4. Shift their frustration from blame to desire. Once they feel you are listening, ask them what they need so they feel their ideas or contribution is valued. Ask questions like, "What has you most frustrated right now?", "What do you need that you feel you aren't getting from me or other people?", "Do you have some ideas we can work on together?", "What would you like to see people stop doing, and what would you like to see happen instead?"
5. Agree on what the desired outcome is. You may not agree now on the best way to move forward but if you want the same end result, you might find a way to integrate some of their ideas. Agree, negotiate, or explain your point of view in light of their concerns, keeping in mind what they think should happen as an end result. If they aren't ready to provide an answer, ask if you can come back to the conversation after giving the situation some thought.

Don't let eye-rolling get by you. Eye rollers have something on their mind. See if you can get them to express their views. Show you value their perspective. Integrate their ideas as best you can.

"I discovered something today," the HR Director said, "Eye rolling could be a way of getting my attention, not pushing me away."

"Thanks!" the Training Manager said, "That bit of wisdom could help me with my teenager."

Vincent Van Gogh said, "Let's not forget that the little emotions are the great captains of our lives, and we obey them without realizing it." Catch your reactions to eye-rolling. It's your chance to show them you care about what they think.

DR. MARCIA REYNOLDS is an award-winning author and world-renowned expert on how leaders inspire change through conversations. She has spoken at conferences and taught workshops in 41 countries on leadership and transformational coaching. Global Gurus names her #3 coach in the world. Her books include *Outsmart Your Brain*, *The Discomfort Zone*, and *Coach the Person, Not the Problem*. Read more at www.Covisioning.com.





Connect with ABWA Online. *Anytime. Anywhere!*

- **Login:** *There's something new to explore in Community Connections—visit your team board or stop by for an online chat!*
- **Request to Join the [Facebook ABWA Members Group](#)**
- **Become a friend of Executive Director René Street on Facebook:**
www.facebook.com/rene.street

Important deadlines and events your league won't want to miss! *save the date*

January 3

Council Election Report Due
Council Liability Insurance Due

January 25

Regional Conference Pre-Payment
form due (*see page 15*)

January 29

Regional Conference first payment
for 2-part payment plan

January 31

Impact scholarship forms,
criteria, funds due

*(*see below)*

February 17

ABWA National office closed
for President's Day

February 19

Early pricing ends for
Regional Conferences

February 24

Mentoring Monday (*in select cities*)

February 26

Regional Conference final payment for
2 -part payment plan

**To award an Impact Scholarship in May, a league must complete the following actions by January 31:*

- Make a contribution to SBMEF for \$1,000 or \$2,000 depending on the scholarship type
- Pay the \$100 administrative fee to SBMEF
- Define the selection criteria for the scholarship student
- Purchase a student gift membership (\$50)



Take the next step in your leadership journey and
RUN FOR NATIONAL OFFICE!

DON'T WAIT TO GET STARTED!

- Download and review candidate documents from the National Resources in Community Connections
- Ask your Executive Board and league membership to support you by nominating you for national office.
- Submit signed candidate documents to ABWA National by May 1 to Jill Miller jmiller@abwa.org

*
**NOMINATIONS
 DUE BY
 MAY 1**

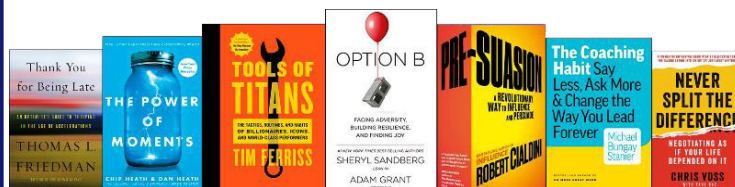
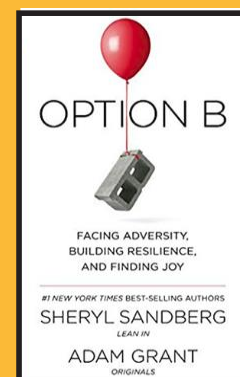
Get the Best Ideas and Strategies in Minutes from Today's Top Business Books

ABWA has teamed up with **The Business Source** to offer concise summaries of books you need to read. Each month, you'll learn best practices and gain powerful insights from leading-edge thinkers, industry experts, and world-renowned business gurus...and the summaries take just 15 minutes to read or listen to! Best of all, we've arranged a **special price specially for ABWA members: 70% off the regular price (a savings of \$91)!**

Watch your email during January for information on how to sign up during their limited enrollment period.

LOOKED WHAT YOU MISSED

Facebook's COO and Wharton's top-rated professor offer a powerful, inspiring, and practical book about building resilience and moving forward after life's inevitable setbacks. **Option B** combines Sheryl Sandberg's personal insights with Adam Grant's eye-opening research on finding strength in the face of adversity.



 **THE BUSINESS SOURCE**

LEVERAGE YOUR ABWA EXPERIENCE TO ADVANCE YOUR CAREER

Develop your individual
PROFESSIONAL DEVELOPMENT PLAN
with ABWA today!



The PDP includes steps to:

- Assess where you are now
- Discover your One Main Goal (OMG!)
- Plan for the the knowledge, skill sets and experiences you'll need to achieve your OMG!

1,500 THANK YOUS

ABWA would like to pay for \$1,500¹
in accidental death and dismemberment
insurance for you to show how much we
appreciate your membership.

**Accept Your \$1,500 No-Cost Coverage —
Visit: myonlineinsurance.com/ABWA**

You must go online and confirm your eligibility.
Terms, conditions and exclusions apply. Help
secure your family's financial future today.

**Go to:
myonlineinsurance.com/ABWA**

¹This product may not be available to residents of all states.
Benefits reduce by 30% at age 70. Insurance is underwritten by Federal Insurance Company, a Chubb company. For California Residents: Insurance product offered by Franklin Madison Insurance Services LLC. Underwritten by Federal Insurance Company. The coverage described in this literature may not be available in all jurisdictions. This literature is descriptive only. Actual coverage is subject to the language of the policy. Exclusions and limitations apply. Chubb, PO Box 1600, Whitehouse Station, NJ 08889.

DON'T BREAK THE GLASS CEILING.

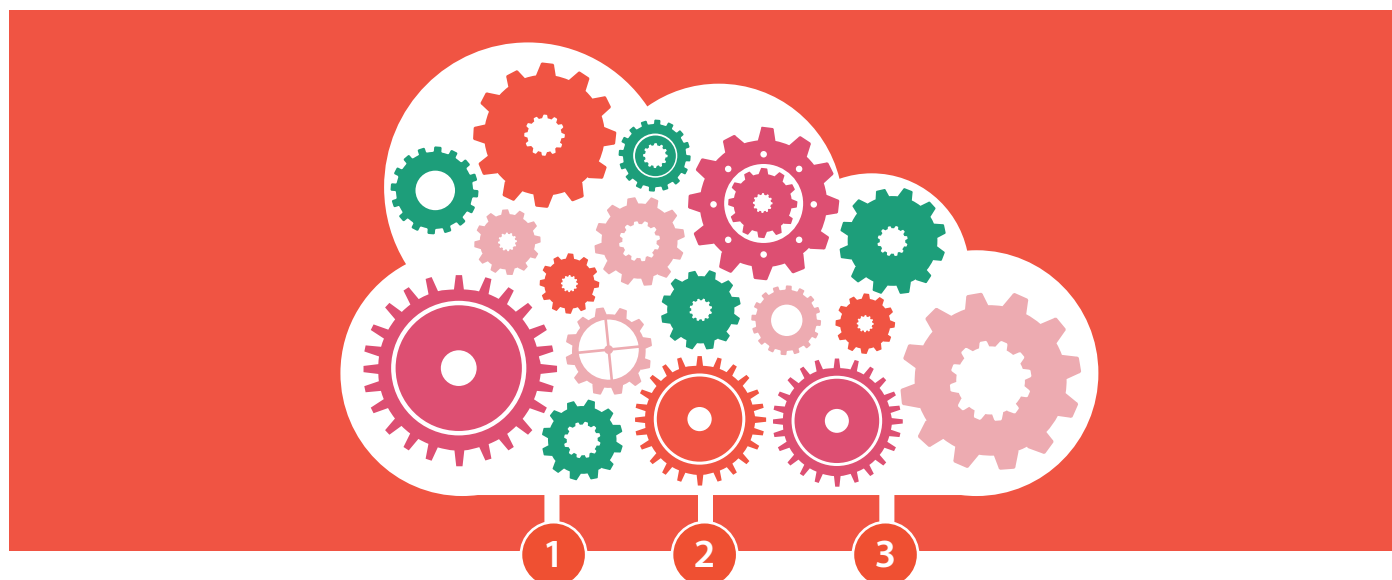


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The 3 Disciplines of STRATEGIC THINKING

Do you get it? Translation: Are you strategic?
 How often have you overheard a group talking about a leader and saying, “She/he just doesn’t get it”? Do they say that about you?

Well, are you tactical or strategic? Does it even matter? A survey conducted with 400 talent management leaders found that the #1 most valued skill in leaders today is strategic thinking. Unfortunately, research with 154 companies found that only 3 out of every 10 managers are strategic.

So, yes, the ability to think strategically is essential. The real question is how can you continually hone your strategic thinking skills in order to thrive in today’s ever-changing business landscape? The fact is most managers are now required to be more successful with fewer resources. All managers have resources (time, talent and capital) to varying degrees within their organizations. So, technically, all managers are strategists. The reality, however, is that not all managers are good strategists. Herein lies the pearl of great opportunity: the deeper you can dive into the business and resurface with strategic insights, the more valuable you’ll become to your organization.

Strategic thinking is defined as the generation of business insights on a continual basis to achieve competitive advantage. Strategic thinking is different than strategic planning. Strategic planning is the channeling of business insights into an action plan to achieve goals and objectives. A key distinction between strategic thinking and strategic planning is that the former occurs on a regular basis, as part of our daily activities, while the latter occurs periodically (quarterly, semi-annually or annually). Strategic thinking is

using a new lens to view the business. It’s not about adding more work. It’s about enhancing the view of the work and improving one’s ability to perform it.

To maximize your resources and profitably grow the business on a consistent basis, there are three disciplines of strategic thinking you can develop to continually ground your business in solid strategy:

1

ACUMEN

generating key business insights

2

ALLOCATION

focusing resources through trade-offs

3

ACTION

executing strategy to achieve goals

DISCIPLINE #1: ACUMEN.

One of the interesting paradoxes of strategy is that in order to elevate one’s thinking to see “the big picture,” one must first dive below the surface of the issues to uncover insight. A strategic insight is an idea that combines two or more pieces of information to create new value.

One of the reasons most people don’t enjoy strategic planning is because the plans don’t contain any new thinking. They are repeating Albert Einstein’s definition of insanity by

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3 DISCIPLINES OF STRATEGIC THINKING *continued from page 6*

doing the same things over and over again and expecting different results. A key premise in business is that new growth comes from new thinking. Carve out time for you and your team to sit down and strategically think about the business, using the group's insights to identify new approaches to the business.

Acumen Question: What are the key insights you've learned about the business and how are you using those to achieve your goals?

DISCIPLINE #2: ALLOCATION.

While it's one thing to have a neatly written strategy on paper, the truth is the actual or realized strategy of an organization is a result of the resource allocation decisions made by managers each day. Therefore, it is critical to have a firm understanding of resource allocation and how to maximize its potential for your organization. With multi-billion dollar companies going through bankruptcy on a regular basis, it's obvious in today's market that having the most resources guarantees nothing. It's how we allocate resources that truly matters.

The definition of strategy begins with "The intelligent allocation of resources...". Resource allocation is at the core of strategy. Discussions of strategy boil down to how to allocate limited resources to maximize business potential. Where are you currently investing your resources—time, talent, budget—and are they focused on your goals and strategies? While everyone has a to-do list, only the best managers also have a not-to-do list. Remember that great strategy is as much about what you choose not to do as it is about what you choose to do.

Allocation Question: What trade-offs will I make to focus resources?

DISCIPLINE #3: ACTION.

How often has your team invested time in developing a plan for the year, only to see that plan slip by the wayside once the fire drills begin? Fire drills come in the form of customer complaints, competitor activity and internal issues that are urgent, but not important. The key is to let these fire drills flame out and stay committed to the plan you've developed by focusing on your priorities, not the flavor-of-the-month tactics.

Action Question: What are my top 3-5 priorities and am I focused on them, or the fire drills?

The most important level of strategy is not corporate, business unit, or functional group—it's YOU. The individual level is where strategy is actually created. Unfortunately, 90% of directors and vice presidents have never had any learning and development opportunities on strategic thinking. The good news is that by developing the three disciplines of strategic thinking, you can elevate yourself from tactical to strategic. The better news is that in doing so, not only will you become more valuable to your organization, you'll separate yourself and your business from the competition. Do you get it?

RICH HORWATH is a New York Times bestselling author on strategy, including his most recent book, *StrategyMan vs. The Anti-Strategy Squad: Using Strategic Thinking to Defeat Bad Strategy and Save Your Plan*. As CEO of the Strategic Thinking Institute, he has helped more than 100,000 managers develop their strategy skills through live workshops and virtual training programs. Rich is a strategy facilitator, keynote speaker, and creator of more than 200 resources on strategic thinking. To sign up for the free monthly newsletter *Strategic Thinker*, visit: www.StrategySkills.com.

CAREER CONNECTIONS

Made Easy, Free and Confidential

Whether you're looking for a new job or ready to take the next step in your career, we'll help you find the opportunity that you've been looking for.

Post your resume and search for jobs at
<http://careers.abwa.org/>

UPLOAD YOUR RESUME
to ABWA's online Career Connection site

INCREASE YOUR VISIBILITY
with companies across the country

JOB POSTINGS
Check regularly, there may already
be the perfect job listed

FRIENDS & FAMILY
Non-members can also add resumes!

Greetings ABWA Members,

Happy New Year! This is the time when we set goals and do our best to attain and aspire to blow right past them. Join me as we all work together to reach the goals (KRAs), that your Board of Directors have established this year. Our #1 focus is membership growth. The goal is to enroll 2000 new members in 2020. Perfect vision and action towards reaching this goal IS achievable if we will all Rise to the Challenge.

Thank you to everyone that participated in the "Give a Gift, Get a Gift" campaign. The Board of Directors set the example by collectively gifting 10 new memberships. Next up... the **Spring Membership Promotion**. It's not too early to begin planning for a winning campaign. I challenge you all to share your ideas with other leagues for hosting a successful event and bringing new members to the Association. We are all a competitive bunch of women. Throw a challenge out to each other and share it on your new district Facebook page. Make it fun and don't forget to recognize excellence in your members as they help us to build a stronger Association.

Conference season is upon us. Start making plans now. You will return home energized and full of information to share with your league. I look forward to seeing you all in Louisville, Sugar Land and Durham.



Best Wishes for a productive and successful 2020.
We can do this! RISE TO THE CHALLENGE!

Sincerely,
Sharon Godbee
2019-2020/National President





RISE TO THE CHALLENGE

IN THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

THANK YOU!

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-May 31.**

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



WWW.ABWA.ORG 1-800-228-0007



Preparation is Key to a Successful Job Interview

You're midway through an interview for a promotion you really want, and it's all going well. But suddenly, the interviewer asks you a question that you can't answer. Your heart sinks, and you start talking without knowing how you're going to finish the sentence. You don't need to see the interviewer's face to know that you're handling this question badly.

The way you respond to questions in an interview can make or break your chances

of getting a promotion or a new job. It's common for interviewers to ask difficult questions. They're not doing this to trip you up; they just want to see how well you perform under pressure and whether you can think on your feet. The more you prepare, the less nervous you'll be and the more confident you'll feel and sound.

Follow these six steps below to handle interview questions effectively.

1

GATHER INFORMATION

First, gather information about the role. This can help you to predict the questions you may face during the interview, especially ones about your strengths and weaknesses and past failures and successes.

Preparation helps you reflect on meaningful workplace experiences, and the accomplishments and stories that will showcase your strengths and skills.

Take time to read the job description carefully, and if possible, speak to people who work in the department or team that you're being interviewed for. Brainstorm questions that interviewers might ask, based on what you find. For example: what knowledge, skills or experiences do you need? What abilities have you developed in your current role that will help you? How will your understanding of the organization benefit your new team? What problems will you be expected to solve? Who will report to you?

2

RESEARCH YOURSELF

What is your reputation within the organization, or in the industry? What would your team members and boss say about you? Do you spend time with colleagues outside of work or do people think you're unsociable?

Even if you have a great reputation at work, do you know what would come up if an interviewer searched for your name online? Are there any pictures, comments, profiles, or associations that could damage your professional image?

By researching yourself, you can find out what your interviewer will see, and you'll be less likely to be surprised by a question you didn't expect. It also gives you the chance to remove or prepare thoughtful responses to any photos, tweets, blog posts, or comments that are questionable or negative.

3

THINK ABOUT YOUR STRENGTHS AND WEAKNESSES

The interviewer will likely ask you to talk about your strengths and weaknesses. Make a list of these in advance, so that you can provide a quick, honest answer that puts you in a good light. Be honest when you talk about your weaknesses, but keep your comments short and positive. Focus on one that you've been working on, and provide examples of your progress. For example, "My biggest weakness used to be my communication skills. I've been improving these through self-study and practice, and I now touch base with every team member first thing in the morning to share project updates in person."

When you talk about your strengths, concentrate on the ones that you'll use most in this role, and frame your response to illustrate how specific strengths enable you to meet the organization's needs.

Also, spend some time thinking about your own career goals and how this position will help you achieve them. Interviewers want to know about your passion and what motivates you, so you need to be able to articulate clearly how this role will help you progress.



4

IDENTIFY KEY COMPETENCIES

Analyze the job description carefully, as this will help you to identify the competencies needed to perform the role effectively. Look at advertisements for any other jobs in the same department, as these may also use the same competency framework. For example, will you need to demonstrate accountability, customer focus, industry awareness, good communication skills, teamwork, or vision?

Reflect on how you fulfil these in your existing role, and prepare five to seven examples to demonstrate this. Next, practice answering positive and negative competency-based questions. Make sure that you can remember them, but avoid memorizing them, otherwise you'll sound inauthentic.

5

LEARN TO THINK ON YOUR FEET

Many interviewers will put you on the spot to see how well you perform under pressure. They usually do this by asking a tough question, such as, "Tell me about your biggest failure as a project manager."

You need to know how to think on your feet so you can respond appropriately to difficult questions. Start by taking a deep breath – this will flood your body with oxygen and help you relax. Then, take a few seconds to think about your response, and don't start talking until you know what you want to say.

Repeat the question slowly to confirm that you've understood it, if you need longer to think, or ask for clarification. You can also request additional time to formulate your response.

6

PRACTICE

Using role-playing is one of the best ways to practice answering interview questions. You can discover how you might react when you're put on the spot by acting out scenarios with another person. It also helps you to rehearse dealing with stress and thinking on your feet, and it can boost your self-confidence. Practice is essential if you want to feel comfortable, confident and authentic during your interview. However, avoid giving scripted answers, which will likely make a poor impression. Practice until you feel confident and prepared, and then stop.

ANGELA CIVITELLA is a certified business leadership coach and founder of Intinde. <http://intinde.com/>

25
YEARS

LYNN DROWNE
Ringling Chapter
Sarasota, FL

BEVERLY SMART
Forest City Charter
Chapter
Rockford, IL

30
YEARS

EVELYN BRYANT
National Member
Cary, NC

MARY PEELE
Furniture Capital Chapter
High Point, NC

JANE WILSON
National Member
Louisville, KY

35
YEARS

GLORIA LEAK
Lake Shore Charter
Chapter
Franklin, MI

55
YEARS

SHIRLEY SCHLICHTER
National Member
Anaheim, CA

FEBRUARY LEAGUE ANNIVERSARIES

LAKESIDE LEADERS OF ABWA
CHAPTER
The Colony, TX
celebrating 20 years

TULEBURG CHAPTER
Stockton, CA
celebrating 55 years

TREATY OAK CHAPTER
Austin, TX
celebrating 45 years

leveling up IN THE INNER CIRCLE, DECEMBER 2019



TINA DUNCAN
Leading Women Express Network
Garnet Star
sponsored 55 members



AMY DAWSON
Bay Area Business Express Network
Amethyst Star
sponsored 66 members

2020 ABWA REGIONAL CONFERENCES

REGISTER TODAY!

Register for a 2020 ABWA Regional Conference in Louisville, Kentucky (Central), Sugar Land, Texas (Western) and Durham, North Carolina (Eastern).

Complete the registration form and mail or fax your payment information to ABWA National.

To take advantage of the two-part payment plan, submit your completed registration form to ABWA National by Wednesday, January 29, 2020.

ABWA offers you the opportunity to become the leader you have always aspired to be. ABWA's Regional Conference Events are the springboard for you to learn about membership, Best Practices in League Management including, membership growth and retention strategies, and review of the newest resources. The 2019-2020 National Board of Directors/Trustees will present an overview of the Stephen Bufton Memorial Educational Fund (SBMEF) and the do's and don'ts of sponsoring a SBMEF scholarship.

AGENDA for all 2020 Regional Conferences

THURSDAY

3:00 p.m.	Registration
5:00 p.m. to 7:00 p.m.	Opening remarks by District Vice Presidents, and National Officer Keynote, Accolades, Recognition, and Networking Social

FRIDAY

8:00 a.m. to 9:00 a.m.	Coffee Service
9:00 a.m. to 12:00 noon	Professional Development Session-Part A
12:00 p.m. to 2:00 p.m.	Lunch/Break
2:00 p.m. to 5:00 p.m.	Professional Development Session-Part B

SATURDAY

8:00 a.m. to 9:00 a.m.	Coffee Service
9:00 a.m. to 10:00 a.m.	Inspiring Presentation(s) by the 2020 Top Ten Business Women
10:00 a.m. to 12:00 p.m.	ABWA Presentation-Part A
12:00 p.m. to 2:00 p.m.	Lunch/Break
3:00 p.m. to 5:30 p.m.	ABWA Presentation-Part B Wrap-up

BSTR (BUSINESS SKILLS TUITION REIMBURSEMENT)

If your league contributed a minimum of \$500 to SBMEF in the 2018-2019 Award Year, you are eligible to sponsor a BSTR scholarship up to \$125 per person.



CENTRAL REGIONAL CONFERENCE LOUISVILLE, KENTUCKY - MARCH 26-28

BREAKTHROUGH CRITICAL THINKING

In today's fast pace-business environment, you may be faced with countless challenges and problems, and find it difficult to develop adequate solutions. It's a common dilemma, yet it can be solved.

Now, more than ever, you need to be able to clearly work through problems using critical thinking skills. In this course, you'll be equipped with practical tools and techniques that can be used immediately in your workplace.

Learning Objectives

- Define and recognize the value of critical thinking
- Explain the basic concepts of critical thinking
- Discuss how to become a critical thinker
- Describe how to apply critical thinking to problem solving
- Distinguish between facts and assumption
- Summarize critical thinking for problem solving and idea generation at work and in ABWA!

Session value (.6 CEUs)

Presenter: Marianne Friedlund

Marianne has combined her management experience with her knowledge of training and sales to fuel a fascinating career spanning more than two decades. She has been called the trainer whose sheer presence at the podium makes the day special. While Marianne trains on topics such as assertive communication and conflict resolution, her expertise lies in training on management topics including supervision, teambuilding and leadership.

WESTERN REGIONAL CONFERENCE SUGAR LAND, TEXAS - APRIL 2-4

EFFECTIVE TEAMWORK STRATEGIES

In nearly all jobs, you'll find yourself working with other individuals. Though it's seldom considered, teamwork doesn't just happen automatically. The transformation of a group of individuals into a team takes work.

This course covers the fundamentals of team dynamics, cohesion and cooperation. You'll get the best research related to each of those areas and be challenged to apply those concepts to your

continued on page 14

continued from page 13

team through exercises, discussions and games. You'll also learn the important behaviors for participating in an effective team, including communication, conflict resolution, and decision making.

Learning Objectives

- Apply teamwork fundamentals to develop and maintain effective high-performing teams
- Bring teams together
- Commit to a culture of cooperation
- Build a positive, highly motivated team
- Confront conflicts with confidence
- Facilitate, listen and work with others to solve problems and make good decisions.

Session value (.6 CEUs)

Presenter: Anne Bonney

Anne is a fun trainer who is energetic and inspirational and models confidence and composure. She enjoys motivating her audiences and this really shows, no matter what the topic. She loves to empower people through personal achievement and wellness. Anne has spent several years as an instructor in varying industries where she had motivated audiences both domestically and internationally with keynotes and workshops on a wide range of topics. Her positivity and knowledge will give attendees the take-aways that they can use in the workplace and in ABWA!

EASTERN REGIONAL CONFERENCE

DURHAM, NORTH CAROLINA - APRIL 23-25

UNCONSCIOUS BIAS AND INCLUSION

The brain is naturally inclined to make generalizations...some true, some false, some good, and some bad. When generalizations might result in stereotypes and biases, we instead have the power to self-regulate to foster more positive connections, allowing individuals to communicate confidently with one another.

This course uses positive psychology and relevant research to teach learners how unconscious biases form and what to do when they have an unconscious bias or target of someone else's unconscious bias.

Learning Objectives

- Recognize the value of questioning certainty as they take steps to confront unconscious bias
- Gain insights to how the brain works, how biases develop and why they're bad for business, the workplace and ABWA
- Understand the fundamentals of cognitive psychology and how to avoid errors caused by automatic thinking
- Explore the power of the brain to undo flawed or biased thinking and provide more freedom of thought
- Eliminate stereotypes using five research-based strategies
- Investigate the costs and benefits associated with inclusive thinking and behavior.

Presenter: LaVeer Jovel

For nearly 20 years, LaVeer Jovel has devoted her professional life to helping organizations be more efficient and effective by providing exceptional training. She has developed programs specifically to address change management, emotional intelligence, coaching, conflict management, workplace harassment, and many other topics. Prior to starting her training and consulting organization, LaVeer was employed as a human resource manager developing internal training programs for Smiths Aerospace, which is now part of GE Aviation Systems.

WHERE YOU WANT TO STAY 2020 HOUSING INFORMATION

Central Regional Conference MARCH 26-28 LOUISVILLE, KENTUCKY

The Brown Hotel
Room Reservation: 502-583-1234

Hotel reservations for ABWA's commitment of rooms must be received by **Tuesday, February 25, 2020** or until the room block is full. Please make reservations directly with the hotel.

Airport Code: SDF

Western Regional Conference APRIL 2-4 SUGAR LAND, TEXAS

Sugar Land Marriott Town Square
Room Reservation: 281-275-8400

Hotel reservations for ABWA's commitment of rooms must be received by **Wednesday, March 11, 2020** or until the room block is full. Please make reservations directly with the hotel.

Airport Code: IAH and HOU

Eastern Regional Conference APRIL 23-25 DURHAM, NORTH CAROLINA

Room overflow block:
aloft Downtown Durham
Room Reservation: 919-402-5664

Airport Code: RDU

ABWA makes every effort to secure the best possible rates for overnight accommodations, room rental, food and beverage, and audio-visual equipment. Your registration fees are contingent on meeting our financial obligation to the conference venue in terms of rooms booked and food and beverage contracted. To ensure we maintain an affordable registration fee, book your room in the Conference Headquarters Hotel. Thank you!

2020 ABWA REGIONAL CONFERENCE REGISTRATION FORM

CHECK

ONE:	CONFERENCE DATE	CONFERENCE LOCATION	DISTRICTS	EARLY REGISTRATION DATE
<input type="checkbox"/>	March 26-28	Central – Louisville, KY	Dist. III and V	February 19
<input type="checkbox"/>	April 2-4	Western – Sugar Land, TX	Dist. II and VI	February 19
<input type="checkbox"/>	April 23-25	Eastern – Durham, NC	Dist. I and IV	February 19

Name _____ E-mail _____

Address _____ City _____

State _____ Zip _____ Daytime phone _____

Chapter or Express Network Affiliation _____

First Name Preferred on Name Badge _____

☐ First Time Attendee

☐ **PAYMENT PLAN:** This form must be received by January 24, 2020.

Divide my payment into 2 parts (\$165. per payment) charging my credit card on Wednesday, January 29 and Wednesday, February 26.

Early registration pricing applies. Please fax completed form to 913-660-0101

CONFERENCE FEE SCHEDULE:	Early	Regular	Non Member	
Complete Registration	\$330	\$365	\$400	\$

**Early and regular rates are available to those ABWA members whose national dues are current.*

ANNUAL THEME CHARM AND LAPEL PIN	item #	
Theme Charm	#1378	15.95
Theme Lapel Pin	#1379	15.95

TOTAL	\$
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FOOD ALLERGIES (Please describe) _____

ATTENTION:

- The registrant acknowledges that ABWA National will incur expenses with hotel property, speakers/trainers and food and beverage guarantees for each conference event.
- Registrant will be charged a \$150 cancellation fee for cancellations prior to February 27, 2020. Any cancellation after the cut-off date, February 27, the registrant will forfeit the *entire* registration fee.

Mail with payment to: ABWA Registration
9820 Metcalf Ave.
Suite 110
Overland Park, KS 66212

Register online at our web site: www.ABWA.org
or charge by...
Phone: (800) 228-0007
Fax: (913) 660-0101

PAYMENT METHOD

Check/Money Order (payable to ABWA) Check No. _____ or (circle one) Visa MasterCard Discover

Card number _____ Exp. Date _____ Security Code _____

Card Holder Signature _____

Permissions: Holder grants permission to ABWA to utilize their image or likeness incidental to any live or recorded display or other transmission or projection in whole or in part of the event to which the ticket is issued.

DON'T MISS THIS EVENT!

save the date!

MAKE YOUR ROOM RESERVATIONS, NOW!

AMERICAN BUSINESS WOMEN'S ASSOCIATION

2020 NATIONAL WOMEN'S LEADERSHIP CONFERENCE

WESTMINSTER, COLORADO

OCTOBER 14-17 2020



The 2020 National Women's Leadership Conference in Westminister, Colorado will be a celebration of ABWA members and leagues as we recognize accomplishments, learn from key business experts, and become inspired by others around us.

WWW.ABWA.ORG 1-800-228-0007

Hotel: Westin Westminister
Room Reservation: 303-410-5000
or 888-236-2427
Cutoff Date for Room Block Rate:
Tuesday, September 22, 2020
Airport Code: DEN