

FLORIDA FEDERATION OF BUSINESS & PROFESSIONAL WOMEN

FLORIDA BUSINESS WOMAN

SPRING 2024

Building Bridges in Sarasota

**Personal &
Professional Tips:**
IMPOSTER SYNDROME
PERSONAL BOARD
BE INFORMED ON CANDIDATES
RELEASE THE POTENTIAL OF
YOUR FEMALE LEADERS

ANNUAL CONFERENCE
BPW/FL EDUCATION HAPPENINGS
STATE COMMITTEE &
LOCAL ORGANIZATION NEWS



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BPW/FL Calendar of Events (2024)

<i>May</i> Lupus Awareness Month	<i>September</i> Hispanic Heritage Month 17 National Women's Friendship Day
<i>June</i> 5-7 BPW/FL Annual Conference Hyatt Regency Sarasota Sarasota, FL Book the hotel & register	<i>October</i> Domestic Violence Awareness Month Breast Cancer Awareness Month 11 International Day of the Girl 20-26 National Business Women's Week
<i>August</i> 6 National Sister's Day 26 Women's Equality Day	

BPW/FL's Mission
To achieve equity for all working women through advocacy, education and connections.

Florida Business Woman

Florida Business Woman, the official publication of BPW/FL, is published three times annually by the Florida Federation of Business and Professional Women's Clubs, Inc. (BPW/FL). Membership subscription is included in Federation dues.

Upcoming advertising and copy deadlines:

Summer issue	August 1, 2024
Winter issue	December 1, 2024
State conference issue	April 1, 2025

<i>Advertising Rates:</i>	Single issue	Two issues	Three issues
Full Page	\$175	\$315	\$420
Half Page	\$100	\$180	\$240
Back Cover (1/2 p)	\$150	\$270	\$360
Quarter Page	\$50	\$90	\$120
Business Card	\$25	\$45	\$60

The rates quoted are for BPW/FL members. Non-member fees are double the member fees. Color ads will show online but the print issues will be black & white. All copy and ads (with check) should be sent directly to the Editor. Please make checks for ads payable to BPW/FL.

Articles of up to one page will be accepted for consideration to be included on a space available basis. Items to be submitted include: officer and state committee chair reports, calendar entries & press releases, photos & articles about local organization events, and articles related to our mission that would be of interest to BPW members.

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Visit BPW/FL at www.bpwfl.org.
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MESSAGE FROM THE PRESIDENT

Hello BPW Members and Friends,

Spring Forward: Blossoming with Optimism!

Can you feel it? The days are getting longer, the birds are singing louder, and a vibrant energy is filling the air. Spring has sprung, and with it comes a renewed sense of possibility!

Spring is a natural time for fresh starts, for setting intentions, and for embracing growth. Let's harness this inherent optimism and use it to propel ourselves forward, both individually and as a group.

Blooming with BPW

Speaking of growth, don't forget to mark your calendars for our BPW State Conference – Building Bridges happening June 5-7, 2024 in Sarasota! This year's conference promises to be a vibrant celebration of women's empowerment, filled with inspiring speakers, engaging workshops, and opportunities to connect with fellow members.

The theme Building Bridges will continue our theme of honoring BPW's history while forging ahead to create a BPW that meets the needs of today's women. And, just like spirit of spring – a time for blossoming, for reaching new heights, and for nurturing ourselves and each other. The conference agenda will be

packed with sessions that will help you:

- Develop your personal and professional skills
- Connect with like-minded women
- Discover new resources and tools
- Leave feeling motivated and inspired

Embrace the Season, Embrace the Possibilities

As we step into this season of renewal, let's embrace the optimism that spring brings. Let's use the conference as a springboard to cultivate growth, both individually and collectively.

Here are a few ways to tap into the spring energy:

- **Spend time in nature:** Take a walk in the park, go for a hike, or simply sit outside and soak up the sunshine.
- **Start a new project:** Have you been putting off a creative endeavor? Now's the perfect time to begin!
- **Set some goals:** What do you want to achieve this year? Set some SMART goals (Specific, Measurable, Achievable, Relevant, and Time-bound) to keep yourself motivated.
- **Connect with other women:** Invite new friends to join you at BPW, find a way to get more engaged in your LO, attend a networking event, or simply reach out to a friend you haven't seen



in a while.

See you at the Conference!

We at BPW are excited to bring you a rich conference agenda with lots of opportunities to inspire, connect and grow. And, we promise to have some fun along the way!

Register for the conference today at www.bpwfl.org.

Together, let's make this a season of blossoming possibilities!

Michele O. Cavallo

Michele Cavallo
President, BPW/FL, 2023-2024
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"Building Bridges"

*"Each time a woman stands up for herself,
without knowing it possibly, without claiming it,
she stands up for all women."*

~ Maya Angelou

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HOW TO OVERCOME IMPOSTER SYNDROME

By Jennifer Gendron

Imposter Syndrome is a trap—one most of us (myself included)—get caught in from time to time. That voice tells us our uncertainty equals unworthiness, and it's only a matter of time before the other shoe drops. The same voice assures me I could and should always be doing more, trying harder. It convinces one of my high-performing employees that a deal falling through is the rule, and a closed win is an exception. Or it sells my son on the false bill of goods that one loss means more than all the success he and his teammates have seen on the field after practicing hard for months.

This all too common phenomenon—experienced by professional athletes, scientists, experts at the top of their fields, and 75% of women executives—isn't just unpleasant to experience. This intense level of self-doubt around our abilities discourages agency and authenticity, damages productivity and performance, and is associated with burnout. Worse still, when we convince ourselves that we're just "faking it until we make it" and focus our energy on covering up our insecurities, finding the time and space we need to learn and grow becomes infinitely more challenging—which is bad news for businesses and individuals alike.

What is imposter syndrome and what does it look like at work?

Imposter syndrome, also known as imposter phenomenon, was first identified and named by clinical psychologists Pauline Rose Clance and Suzanne Imes in 1978. Fast forward to today. While it's not an official diagnosis included in the Diagnostic and Statistical Manual of Mental Disorders (DSM), it's widely

recognized among mental health professionals as a very real form of self-doubt. Often accompanied by anxiety and depression, it's experienced by all sorts of people in any number of situations.

Unfortunately, imposter syndrome is also something that most of us keep to ourselves, making it hard to spot—especially at work. But there are some telltale signs. One I've seen often is a sort of perfectionism where an employee is hesitant to share works in progress for feedback. Another warning sign that someone feels deeply insecure is a reluctance to share ideas, ask questions, or request help when needed. Many who suffer from imposter syndrome are also dealing with a fixed mindset, believing—however mistakenly—that traits and talents are static. These individuals often feel that having to work hard at something means they're not "naturally" good at it and might as well give up. Sadly, this sort of mindset can keep people from realizing their full potential. But it doesn't have to.

As a leader, I'm always looking out for my team. Supporting my team in their struggles, successes, and, crucially, their growth, is key to who I am as a leader, and I know that growth can't happen if they're stuck in self-doubt. Here are three key strategies to help your team overcome imposter syndrome (and adopt a growth mindset) that I have used myself and seen to be successful.

Normalize self-doubt (and mistakes)

Feeling like you've somehow lucked into your success or aren't as capable as your coworkers is something that happens to most of us occasionally. Some-

times, it coincides with challenges like difficulty learning a new skill or making a mistake. It can also occur on the heels of success. Remind your team regularly that lots of people (even Olympic gold medalists) experience these feelings of self-doubt. It's also helpful to emphasize that stretching our limits and pursuing ambitious goals means making mistakes. When things go wrong, we have a choice: We can embrace a growth mindset, learn from the situation, and move forward with new knowledge, or we can let a hiccup along the way stop us in our tracks.

Foster a culture of psychological safety

The growth mindset needed to maintain a happy, high-performing team is only possible when your people feel psychologically safe at work. When your team doesn't feel comfortable bringing their authentic selves to work, giving honest feedback, and making mistakes, they won't be open to taking risks, learning new skills, or problem-solving as a team either. To enable my teams (and my kids) to be vulnerable, take risks, and grow, I back them up and champion (i.e., boost morale), as needed. For me, that means ensuring they have the support they need to learn, grow, and be themselves.

Celebrate strengths and achievements regularly

At work and at home, I'm a celebrator. I believe in celebrating wins, big and small, whenever we can. There will always be challenges and failures to match; that's why recognizing even the

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Meals On Wheels
Palm Beaches

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YOUR PERSONAL BOARD OF DIRECTORS

By Cloey Callahan



Individual mentorships are out, personal boardrooms are in. Having a mentor is beneficial, but it doesn't need to be limited to one person. Just as reverse mentorship widened the traditional definition beyond the typical age parameters, now the concept of creating one's own personal board of directors is on the rise.

With this approach, an individual has a group of people to rely on for mentorship and career advice in different areas. For example, one person might be able to help them with growing their network, while another person might help them navigate their personal finances. There can be anywhere between five and 10 people, they can be of all ages and span many different industries.

But how does one actually go about creating this personal boardroom? We talked to individuals who have created their own over the years to find out how they did and why it's been more impactful than just having a single mentor.

1. Figure out why you want a personal board of directors

Danielle Farage, a Gen Z entrepreneur, is one of those people. She describes her personal board of directors as "a group of people that are collectively coming together to provide you with the type of support or guidance a mentor would."

Her advice for someone who is looking to create their own is to navigate what you're looking to get out of it or where you want to grow and go from there.

A time someone might really consider building themselves a board of directors is early in their career or if they are pivoting their career, but it can also happen at any point. There aren't many guidelines around it.

2. Who should be on it?

This is subjective, depending on an individual's needs and preferences. Farage knew someone who set up their personal board of directors to mirror a C-suite. The person at the center was the CEO, the CFO helped them with financial decisions like investing and retirement plans, the CTO helped them with making sure they were updated in the tech world, the CMO helped them make sure they were proactive in marketing themselves, and so on.

But it doesn't always need to look like that. It could have a less rigid structure, where each person doesn't necessarily have a specific role. Or, maybe the roles they do have are more laid back. Another person in Farage's life had a board of directors that included someone who was a peer mentor, someone who was a "friend-tor", and someone who was a life coach.

Hollis Guerra, Senior VP at DBC Brand Communications, built a board with eight people, who range from peer level to folks who can help her dream big. "Each of them have a specific purpose," she said.

If you're not sure exactly who to ask,

Emma Maslen, founder and CEO of sales consultancy inspir'em and author of "The Personal Board of You Inc.," says that you can find most people in three to four leaps. That means thinking of the people you know, and then who they know, and so on. "Identifying and building relationships takes time," said Maslen. "If you are dealing with someone one recommendation away, trust the connection." She says it could take anywhere between three to six months to build out a solid personal board of directors.

3. Make sure everyone understands the commitment it requires

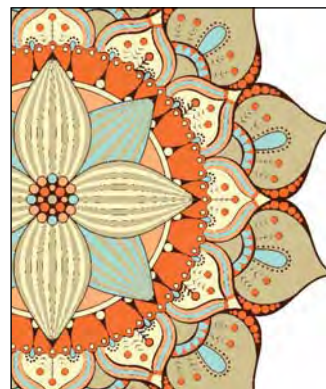
Whatever way you decide to organize your personal board of directors, it's important for the people you ask to understand why you want their assistance and what their involvement will look like moving forward.

Some people might ask their board of directors to meet on a monthly or quarterly basis to talk about feedback for your life, while others might meet with each board member separately. If you decide to go with the latter, that person should understand that they are a mentor who is working alongside multiple other mentors in your life. And for the former, it's important to ensure that the person is OK with a commitment like that.

"People's time is worth money," said Farage. "It can be a lot to ask people to join a personal board of directors. I think it's fine to have less structure." That's why Farage decided to take an approach that includes "friend-tors," mentorships that aren't so rigid, to take the pressure off. She'll ask people on her board of

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BPW/FL COMMITTEE NEWS

Marketing

Earlier this year, I met with Cyndi Fredricks, President of BPW/Englewood-Venice, to discuss ideas for retaining and growing LO membership. (The offer stands for all LOs to schedule a brainstorming call on this topic – please reach out to me at patmilian@yahoo.com.)

Cyndi's challenges are familiar to all of us who have served in LO leadership roles: How can we better engage new members so they immediately begin to experience the benefits of BPW? What can we do to improve member retention so that our recruitment efforts result in net growth? What will it take to inspire more members to volunteer their time and step up to lead the organization?

After talking through these universal challenges, we landed on a few ideas to help Cyndi and her team. Here are just a couple of strategies we discussed:

- Offering programs that make it easy and enticing for new members to engage (especially the introverts!). We know new members are seeking connection first and foremost. How are we facilitating that connection? One approach is to periodically host a 'member mixer' focused on connecting one-on-one. Even better if it's facilitated, such as a "speed dating"-style event that encourages getting to know each other personally and professionally in a fun and non-intimidating way.
- Setting the stage for volunteerism from day one. Are we clearly and effectively conveying to our new members that their skills and talents are essential to the future of the organization? Consider asking questions on your membership application such as, "What skills can you offer?" and, "Which committees are you interested in joining?"

More recently, I met with Chandra Tracy, our new state Business Manager, to discuss how to best use the Marketing Committee to support the organization's imperative to grow. We agreed to focus the committee's efforts on updating the New LO Resource Guide. (Did you know we've recently had interest in creating new LOs in three different communities?) The committee will update the guide with new branding language and guidelines, incorporate helpful content

from other BPW documents, and create tools to help a new LO get off the ground quickly and smoothly.

Finally, as we move forward with new virtual programming at the state level, the Marketing Committee stands ready to assist with strategy and execution to help promote the events and build and nurture a pipeline of prospective members across the state.

Looking forward to seeing you at State Conference, *Patricia Milian, BPW/FL Marketing Committee Chair*

Programs

The goals of the Program Committee are to convene working women across the state to participate in educational and information sessions on work related topics, to create educational and professional development content that can be used by the LOs, and to provide a platform through which LOs and members can develop and share content. We have identified resources that are available publicly for free and those should be available soon on the BPW/FL website. Based on the member survey on programs, we are scheduling members who volunteered to speak on topics and will be updating the Individual Development Program material gradually over 2024.

A virtual webinar on Women In Transition: Transitioning to a Successful Retirement was held on April 2. The recorded webinar should be available soon. Thank you to all the panelists. We continue to work with the technology committee when looking at venues/platforms for delivering content. The programs now available, which consist of recorded webinars, leadership documents and presentation slides from the Individual Development Program, should be available again as soon as the transition to WildApricot is completed.

The committee consists of Sheila Barry-Oliver, Chair, Vicki Faulkner (BPW/St Pete-Pinellas), Mechelle Kerns (BPW/Upper Keys), Steph Marcusky (BPW/Englewood-Venice), Margie Smith (BPW/Upper Keys), and Carolyn Wiggins (BPW/St. Pete-Pinellas).

Sheila Barry-Oliver, BPW/FL Programs Committee Chair

Public Policy

BPW/FL members it is that time of year when the Public Policy Committee meets to determine what, if any, changes they will recommend to the Public Policy Platform. The committee has recommended no changes to the current Platform. The Platform was provided to the Board of Directors in March, for review and comment. Just in case you are not aware of our Platform, or would like the opportunity to review it again, see page 7. The Platform is voted on by the members in attendance at the Annual State Conference and I encourage you to review it, to make sure you are familiar with it prior to voting. If you have any comments, questions or concerns, contact me at jerri0679@gmail.com.

Jerri Evans, BPW/FL Public Policy Committee Chair

Technology

The Technology Committee has put the search for a Learning Management System on hold until further notice, as the adoption of Wild Apricot for organization management was more important. Wild Apricot does have the ability to offer videos and short courses, so whether we move to a full LMS in the future or not, we can start to share content through WildApricot. The Technology Committee will put out more information on this when we understand how it will work, but if you are interested in creating content, please email Stephanie at authenticgrowthcoachingfl@gmail.com and she will keep you updated.

Stephanie Marcusky, BPW/FL Technology Committee Chair

Audit

The Audit Committee has completed our review and are pleased to report that we found no material errors, and therefore, we believe the records are in order.

Our process involved scrutinizing a random sample of deposits and disbursements across all fund categories as well as the general ledger for the operating fund. All questions we had were addressed by the Treasurer and Business Manager in a timely and concise manner. We thank you for your confidence in us

BPW/FL COMMITTEE NEWS

to complete this important task and are available for any questions you might have.

Audrey Wood, BPW/FL Audit Committee Chair, Helen Igar, CPA

Nominations

SEEKING A FEW GOOD WOMEN

Would you be interested in serving as an Officer for BPW/FL or BPW/FL Education Foundation? At the 2024 State Conference, we will elect a BPW/FL President, President-Elect, Vice President, Secretary, Treasurer, and Nominations Chair. The BPW/FL Education Foundation will be electing a President, Vice President, Secretary and Treasurer.

Although the March 30 deadline for BPW/FL nominations to be included in this issue of FBW has passed, individuals can still be nominated from the floor (with the caveat that all the same paperwork and an LO endorsement are required). BPW/FL Education Foundation

nominations are due no later than May 1. Nomination forms for both organizations can be found in the members-only area of the website or you can request the Candidate Nomination form by emailing me at sheri.m@comcast.net.

Sheri McCandless, 2024 Nominations Chair

Women's Wellness

The BPW/FL Wellness Committee oversees the Breast Cancer Fund. While \$500 was raised in donations in October 2023, four distributions have been funded for requests received at \$250 each, for a total expenditure from the fund of \$1,000 thus far this fiscal year.

The Wellness Committee plans to hold a "Support the Girls" FUNdraiser at the June 2024 State Conference with a Bra Decorating Competition. The contest will be open to LOs and members who may enter the competition for a \$25 entry fee. The decorated bra entries will be displayed at state conference where at-

tendees can purchase tickets to vote on their favorite decorated bra (s). During the Thursday evening Cocktail Reception/Installation of Officers, there will be a fashion show of the decorated bra entries, where conference attendees will have additional chances to purchase tickets for voting. The winning entry will be chosen from the greatest number of votes received. A Registration Entry form with full contest rules will be emailed to the LO presidents and can be downloaded from the BPW/FL website. We appreciate your support of this Fundraiser so that we can boost the BPW/FL Breast Cancer Fund. More details will be available on the BPW/FL Events page for State Conference as we get closer to conference. If you have any questions, feel free to email me at sheri.m@comcast.net.



Sheri McCandless, BPW/FL Women's Wellness Committee Chair

Proposed 2024-2025 BPW/FL Public Policy Platform

Introduction:

Since the inception of BPW/FL in 1919, BPW/FL has always supported women's rights. BPW/FL continues to support the ERA as a basic foundation of our Public Policy Platform, even as we understand that passing the ERA grows more difficult with the passage of time. BPW/FL firmly believes that equality of rights under the law should not be abridged or denied by the United States or by any state on account of sex, and the rights of women require constant vigilance.

Item 1: Economic Equity, Opportunity and Self-Sufficiency

BPW/FL supports public policies that:

- ensure pay equity and equal employment opportunities for all women
- promote opportunities for women-owned businesses
- promote affordable, quality dependent care
- promote Social Security and retirement reform options benefiting women
- guarantee a workplace free from harassment and discrimination

Item 2: Health Care

BPW/FL supports public policies that:

- support the expansion of affordable care, including Medicaid, in Florida
- support funding and initiatives that cover women's health care needs
- ensure women's access to all health care and family planning needs, including full access to all forms of reproductive health services, education, and prescriptions

Item 3: Voting Rights and Access

BPW/FL supports public policies that:

- promote free and fair elections
- are aimed at expanding voters' access to the polls
- are designed to protect the right of all American citizens to vote in fairly drawn legislative districts

INFORMED DECISIONS ABOUT CANDIDATES

By Rick Minor

The following are some helpful steps for making informed decisions about political candidates.

STEP 1: Decide what you are looking for in a candidate.

Candidates can be judged in two ways: 1) the positions they take on issues that are important to you, and 2) the leadership qualities and experience they would bring to the office.

Your first step in picking a candidate is to decide the issues *you* care about and the qualities *you* want in a leader.

When you consider issues, think about national or local problems that you want addressed. For example, you may be interested in equal pay, crime, national security, or the local economy.

When you consider leadership qualities, think about the characteristics you want in an effective leader. Do you look for intelligence, honesty, an ability to communicate? What else?

STEP 2: Find out about the candidates.

First, find out which candidates are running for the offices in which you are interested:

- Use the League of Women Voter's online election resource (www.VOTE411.org)
- Look up the state-level candidates at the FL Division of Elections website (<http://dos.elections.myflorida.com/candidates/>) or, for local candidates, your county's Supervisor of Elections website (see <http://dos.myflorida.com/elections/contacts/supervisor-of-elections/>).

STEP 3: Gather materials about the candidates.

Conduct research about the candidates. Visit their websites, read their campaign literature and social media posts, collect news articles about their positions and to a certain extent review their TV and radio ads. But be cautious of: 1) the negative attacks a candidate launches against his/her opponents and 2) the

catchwords that are designed to provoke an emotional response. These tactics often distract from the real policy issues and candidate positions.

To help with your research, a great deal of non-partisan, quality information is readily available for federal and state races:

- League of Women Voters' www.VOTE411.org – does a good job of presenting candidates fairly. For the federal and state races, visit the LWVF website (<https://lwvfl.org/>) in the weeks leading up to the general election.
- Vote Smart (www.VoteSmart.org) – a robust non-partisan tool for researching 40,000 candidates' positions and, when available, previous votes on issues.
- PolitiFact Florida (<http://www.politifact.com/florida/>) – rates federal and state candidates on the accuracy of their statements.

Local races can be more difficult to research. Be sure to review the local candidates' websites, Facebook pages, and tweets, but seek out the following sources too:

- Candidate forums and debates – Check your local news organizations and social media for local political events. Most Florida media markets will provide local candidates with opportunities to participate in a debate or forum. In the Big Bend region, for example, *Bandwagon* is a televised candidates' forum sponsored by the League of Women Voters of Tallahassee and WFSU. Other organizations such as Tiger Bay Clubs and environmental groups also host candidate forums that can be *very* informative, particularly if they focus on the issues important to you.
- Your local newspapers – Florida's major newspapers conduct editorial board interviews and many will post videos of them on their websites. For example, in Leon County the *Tallahassee Democrat* conducts interviews, streams them live, and then makes them available on the Democrat's website at www.tallahassee.com.
- Ask the candidate yourself – Most

local candidates in Tallahassee will try to respond to your questions, either through emails, phone calls, or in person. Don't hesitate to try this method... they want to earn your vote!

STEP 4: Evaluate candidates' stands on issues.

Does your research give you an overall impression of the candidates? What specific conclusions can you draw about the candidates' stands on issues? Record what you have learned about their stands on your priority issues from each source.

STEP 5: Learn about the candidates' leadership abilities.

Deciding if a candidate will be a good leader is difficult. How can you know if someone will be honest, open or able to act under pressure if elected to office? Here are some ways to read between the lines:

- Look at the candidates' background and their experience. How prepared are they for the job?
- Observe the candidates' campaigns. Do they give speeches to different groups – even those groups that may disagree with the candidates' views on issues? Do they accept invitations to debate? Do the campaigns emphasize media events, where the candidates can be seen but not heard? (For instance, a candidate is seen cutting ribbons to open new bridges rather than talking about transportation.)
- Review the campaign materials. As you read the materials and watch the campaign develop, take note of your insights into candidates' personalities and leadership qualities. For example, do campaign materials emphasize issues or image? Are they accurate?

STEP 6: Additional research on candidates' support from the public or groups.

Now that you have accumulated information from campaigns and other sources, you will want to learn what other people think about the candidates. Their opinions can help clarify your own views, but do not discount your own

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THE POTENTIAL OF YOUR FEMALE LEADERS

By Joel Garfinkle

Winning the talent war isn't about finding the right employees. You already have the right employees. They are just waiting to be engaged, empowered and leveraged. If you're wondering how your organization is going to find its next rising stars in leadership, don't have them rely on recruiters to identify outside talent when top talent exists within their organization. In my corporate training called "The Invisible Leaders: How to Find Them and Let Them Shine," I discuss how you can uncover the undervalued female leaders in your company. If you want to release the potential of the talent you already have and gain the competitive advantage of promoting from within, read on.



for its own sake – everyone wins when you bring female leaders to the forefront of your organization. When we broaden the definition and scope of leadership traits we admire, we include more styles and are more likely to include more women. When our leadership includes more diverse styles and opinions, studies show the company and the employees will both benefit – better margins, more employee engagement and more agile decision-making, to name just a few advantages. Don't just find one woman to add to your leadership team and call it a day. Change your evaluation criteria, and start broadening your talent pool without setting foot outside your doors.

ENGAGE female employees

What does your company do to involve its female employees? Think about the types of ways you elicit input, conduct meetings or request idea sharing. If you only favor those who speak first or loudest or who are always bold enough to challenge ideas in meetings, you may be missing out on the significant potential of those who struggle to be heard at meetings. Not everyone has a style that includes the assertive behavior we've come to associate with leadership potential. Many women prefer a more collaborative approach and may not stand out in the same way. Often, they may be working toward consensus instead of shouting down others or would rather highlight gaps and problems one-on-one, away from the group setting.

What you can do to engage: Adjust the ways you evaluate potentials by engaging women in how they already work. Make space at the table, and notice the different styles that sit down. When you really listen, you may see your hidden female leaders encouraging others, building on ideas and asking thoughtful questions to steer the conversation. If necessary, encourage round-table discussion, and make it clear you expect to hear from each person in turn. This can allow you to evaluate the more quiet members of your team. Don't forget to offer opportunities for people to share with you offline later, in your of-

office or via email.

EMPOWER female employees

Once you change the lens by which you evaluate leadership potential, what do you see? Do you notice skill sets that would be perfect for an upcoming project or a new initiative? Consider how less traditional leadership styles might be just the thing your company needs to achieve some critical objectives. Whether you're looking for a robust collaborative effort, deep analysis or diplomatic change management, consider how the women in your organization might already possess the essential skills you need but lack the critical influence and visibility.

What you can do to empower: Instead of only singling out those who are bold and assertive for opportunities to lead, empower your more subtle and understated leaders to achieve your business objectives. Find your hidden leaders – those who have escaped notice because of their lower-key ways. There are likely capable women in your midst who have plenty of talent but less visibility and influence. You can notice their skill sets and empower them by providing those chances to raise their profile.

LEVERAGE female employees

Finding and empowering your underutilized female leaders isn't about diversity

What you can do to leverage: Start talking about those underutilized leaders in your organization at every reasonable opportunity. Make sure others know about the great work women in your company are doing. Encourage, praise and acknowledge women to start raising the profiles of those who might not naturally self-promote. Advocate for opportunities of increasing importance to give women paths to success by leveraging their existing skill sets. Start changing the landscape to value the styles your female leaders have. Both your company and your employees will benefit.


Consider how your organization could benefit from diversified leadership and the valuable talents of your existing, underutilized women leaders. When you broaden the definition of leadership skills, you will no doubt find many women who bring great value and who could make a significant impact on the company's success. Women with a seat at the leadership table benefit us all, so start making it happen today. When you change your focus, you'll no doubt unleash a lot of untapped talent from within.

<https://www.smartbrief.com/original/release-the-untapped-potential-of-your-female-leaders>

THINK LIKE A TODDLER

Last fall, we wrote about how we can find joy in seemingly mundane things by looking at the world through children's eyes.

- Why it matters: Kids are uniquely good at living in the present, being curious, and making the most of their surroundings — all skills that can help us solve problems and find happiness even as adults.

 Zoom in: Toddlers, in particular, can teach us a great deal about how to live.

- They're constantly on the move. 2-year-olds are active for about five hours a day because they never pass up an opportunity to move. Adults can incorporate this into their own lives with small decisions — like taking a phone meeting while walking around, or choosing the stairs instead of the elevator.
- They're not afraid of dumb questions. One of the most effective ways to deepen connections with friends, col-

leagues and relatives is to ask them questions. But most of us don't ask enough.

- They laugh — a lot. Research shows young children laugh up to six times as much as adults. It's hard to seek out humor, but spending time with great friends is a good start.
- They look for reasons to do things. Adults often look for reasons not to act.

Axios.com

HAPPINESS

Research shows that genetics factors into 40%-50% of one's happiness, so everyone's temperament starts at a different base, says Amie Zarling, a clinical psychologist and Iowa State University professor. We are the architects of the other half of our well-being. **Three tips to try:**

- **Savor the moment:** If you're experiencing something positive, relish and "squeeze" out every last drop, Zarling says. Being appreciative and taking the time to acknowledge all 5 of your senses can help you be more present.

- **Find purpose:** Finding meaning helps create a stable sense of well-being. Relationships with other people are a way to feel significance in life — though they should be balanced with time for yourself.
- **Give self-compassion:** This is the hardest practice, Zarling says. Our brains are wired to search for threats and negativity and turn on themselves when we mess up. Here are six researched steps (Validate, Comfort, Soothe, Protect, Provide, Motivate—

consider it your toolkit for being kind to yourself.) to better self-compassion.

People who have less compassion for themselves are also less likely to feel compassion for others, Zarling says. While some people feel like their inner critic helps motivate them, research shows that shame demotivates us.

The bottom line: It's important to uplift ourselves. "Our brains work by addition, not subtraction," Zarling says. *Axios.com*

Good Luck and Best Wishes

TO THE MEMBERS OF BPW/ST. PETERSBURG-PINELLAS SEEKING
ELECTED LEADERSHIP POSITIONS WITH BPW/FLORIDA IN THE COMING YEAR

Michele Cavallo
President

Cat Wolfe
Treasurer

Vicki Faulkner
Education Foundation Secretary

PLEASE JOIN THE MEMBERS OF BPW/ST. PETERSBURG-PINELLAS IN THANKING THE WOMEN OF OUR LOCAL
ORGANIZATION WHO HAVE SERVED IN BPW/FLORIDA LEADERSHIP POSITIONS OVER THE LAST YEAR.

Sheila Barry-Oliver
Program Chair
Florida Business Woman Editor

Michele Cavallo
President

Jerri Evans
Public Policy Chair

Audrey Wood
Bylaws Chair
Audit Chair

Vicki Faulkner
Secretary

Tami Simms
Education Foundation President

CONGRATULATIONS ALSO TO *Chandra Tracy* FOR BEING HIRED AS BUSINESS MANAGER

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Full Conference Registration - ALL EVENTS - \$170

ONLY Wednesday, June 5 - 12:00 pm - 5:00 pm (Lunch Included) - \$50

ONLY Thursday, June 6 - 9:00 am - 7:00 pm (Breakfast, Lunch, & Cocktail Reception) - \$120

Hyatt Regency Sarasota
1000 Boulevard of the Arts
Sarasota, Florida 34236
Guest Room Rate is \$179.00 per night for standard room.



Kristin Rink
Coach | Consultant | Author

Background

It's almost 6 years since I started my own coaching and consulting firm. I participated in my first communication and leadership course at the age of 10 thanks to my parents, and I coached my first leadership program 20 years ago.

I love working with adults and young people who want tools to be able to create the next big steps in their lives and careers.

I wrote and narrated a book for leaders in transition called *Controlling the Pause: Reusable Tools for Leaders in Big Transition*. While the book was written about my corporate and entrepreneurial clients, the same tools are easily applicable to any age and any circumstances.

Conference

You will learn the Votta Exercise - ADJUST YOUR VIEW® which is a reusable, reliable, and scalable tool that can be used to adjust your view, mindset, or communication and deal with any kind of goal or transition, be it forced or chosen.

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I look forward to meeting you! Kristin



Candidates for BPW/FL Office



President
Michele Cavallo

I have had the pleasure of leading BPW/FL as President for the past year and humbly ask for your vote to continue in this role for another year. I believe strongly in our mission to achieve equity for all working women through advocacy, education and connections.

Our purpose has never been more clear as we face increased pressures for working women. It would be my honor to continue for another year to keep the good work flowing.

In my tenure, we hired a new Business Manager and expanded her role. We also upgraded our website to a new platform that we hope will allow us to better serve BPW.

In the coming year we hope to deliver a wonderful state conference where members can learn, grow and connect. We also hope to spend a significant amount of time on growth of BPW. We have a few strategies, from adding new LOs to growing our Member at Large offerings throughout the state.

We will continue to build bridges from the past to the present and from long term members to new. There is still much work to do, and I would be honored to lead this work and these incredible members. Thank you for your consideration.

Treasurer
Catherine Wolfe



Catherine boasts over two decades of extensive experience in the accounting industry, where she specializes in catering to the unique needs of the small business community as an Advanced QuickBooks ProAdvisor. Armed with degrees in both business and early childhood education, she brings a distinctive blend of expertise to her role. Since its establishment in 2004, Wolfe Accounting Solutions, Inc. has remained steadfast in its dedication to providing monthly accounting services, small business consulting, and comprehensive cleanup assistance to a diverse range of businesses, encompassing both for-profit and non-profit sectors.

In recognition of her exemplary skills and dedication, Catherine was honored as a Top 100 ProAdvisor by Insightful Accountant in 2017. Committed to staying abreast of the latest technological advancements and integrated solutions, she actively pursues ongoing education, ensuring her clients benefit from the most up-to-date knowledge and tools.

Outside of her professional sphere, Catherine is deeply engaged in giving back to her community. She serves as the treasurer for BPW/St. Petersburg-Pinellas and volunteers her time for numerous organizations, including Equality Florida, The Kind Mouse, Out Arts and Culture, Habitat for Humanity, and Gilda's Club of South Florida, reflecting her unwavering commitment to making a positive difference in the lives of others.

Important Items for State Conference

The budget committee is in the process of creating a proposed budget for 2024-2025 and the proposed budget will be available on the BPW/FL website for all members to review before state conference.

The proposed public policy platform is contained in this publication on page 7.

We will pay tribute to members we've lost in the past year. If you have lost a member, go to the members only section on the bpwfl.org website and complete the Tribute form. Jo Ann Orr would also like a picture of the member in jpg format. That can be emailed to her at joannorrbpw@gmail.com.

Bring a basket to Conference for BPW/FL Education Foundation's silent auction.

Be sure that your LO sends in its LO award submissions no later than May 5. You can't be recognized for all that you have accomplished if you don't submit.

Code Of Ethics

1. In order that all the members are given a chance to know the candidates, each candidate shall be introduced at a regular business meeting of the Annual State Conference.
2. An open forum for candidates for State Office will be held during the Annual State Conference prior to election. The procedure shall be as established in Article XII, Section 10 of the State Bylaws. The candidates' open forum, with the Chair of Nominations present, will be in addition to a three-minute presentation of each candidate to the Conference body during a business meeting.
3. Any entertainment honoring candidates shall be simple and shall not interfere with the Annual State Conference meetings or business.
4. Members may wear campaign material on their persons, purses or folders. No giveaway items of any kind shall be permitted.
5. Any individual is free to speak to others on behalf of the candidates but good taste precludes speaking in opposition to any candidate.
6. Members should be free to support candidates on the merits of the candidates themselves, and not be bound by the instructed vote of their local organization if instructions should be in conflict with their findings upon learning the qualifications and meeting the candidates at the Annual State Conference.



**Business and
Professional
Women/FL**

**2024 Annual State Conference
“Building Bridges” – Schedule of Events
June 5 - 7, 2024, Hyatt Regency Sarasota**

Wednesday, June 5, 2024 Educational programming designed to build attendees Personally, Professionally and Politically	
10:30 a.m.	Registration Desk Opens
12:00 p.m.	Welcome from BPW/FL President and Sarasota Official Lunch and Introductions
12:30 p.m.	Human Trafficking
1:30 p.m.	It is an Election Year – What you need to know
2:30 p.m.	Break
3:00 p.m.	Helping our Women VA Population
4:00 p.m.	LO Roundtable Discussion – Successes and Opportunities Table Topic Suggestions & Wild Apricot Tutorial
5:00 p.m.	Adjourn
6:00 p.m.	Dinner Options – ** To Be Announced
Thursday, June 6, 2024 Educational programming designed to build attendees Personally, Professionally and Politically	
7:00 a.m.	Wellness Activity – Walk with the President OR Yoga in the Park
7:30 a.m.	Past Presidents’ Breakfast
8:15 a.m.	Registration Desk Opens Headshots Available for All Attendees
9:00 a.m.	Welcome from BPW/FL President and Sarasota Official Introductions
9:15 a.m.	<i>Controlling the Pause</i> Workshop Reusable Tools for Leaders in Big Transition Kristin Rink, Votta Coaching & Consulting
10:30 a.m.	Break
10:45 a.m.	Continued - <i>Controlling the Pause</i> Kristin Rink, Votta Coaching & Consulting
12:00 p.m.	<i>Luncheon</i> Foundation Hawg Callin’ Keynote Speaker – Jennifer O. Rominiecki, President & Chief Executive Officer – Marie Selby Botanical Gardens Memorial Tribute
2:00 p.m.	BPW/FL Education Foundation Meeting
3:00 p.m.	Break
3:15 p.m.	BPW/FL Business Meetings/Elections
5:00 p.m.	Adjourn
6:00 – 9:00 p.m.	H’Attitude Cocktail Reception Installation of Officers & Awards Presentation “Support” the Girls Fundraiser ~ Wellness Committee Heavy hors d’oeuvres & Cash Bar
Friday, June 7, 2024 2024 – 2025 President’s Vision and Future	
9:30 a.m.	2024 – 2025 Board of Directors Meeting
10:30 a.m.	2024 – 2025 Executive Committee Meeting
11:30 a.m.	Adjourn – Safe Travels



**Business and
Professional
Women/FL**

**SPONSORSHIP OPPORTUNITIES
June 5 – 7, 2024 | Sarasota, FL**



\$5,000	Presenting Sponsor	<ul style="list-style-type: none"> • Company name and logo on all event signage • Logo on all conference marketing materials • Prominent website placement of logo & link • Logo & website link in monthly enewsletter • Two weekly social media posts for 2 months • Full-color full page ad in program • Distribution of sponsor-supplied promotional items to all attendees
\$2,500	Platinum Sponsor	<ul style="list-style-type: none"> • Company name and logo on all event signage • Logo on all conference marketing materials • Prominent website placement of logo & link • Logo & website link in monthly enewsletter • One weekly social media post for 2 months • Full-color full page ad in program • Distribution of sponsor-supplied promotional items to all attendees
\$1,000	Gold Sponsor	<ul style="list-style-type: none"> • Company name and logo on all event signage • Logo on all conference marketing materials • Website recognition • Four social media posts • Full-color 1/2-page ad in conference program
\$500	Silver Sponsor	<ul style="list-style-type: none"> • Logo on marketing materials • Website recognition • Two social media posts • Full-color 1/4-page ad in conference program
\$250	Bronze Sponsor	<ul style="list-style-type: none"> • Website recognition • Logo on all print materials • One social media post • Business card ad in conference program

CONFIRM YOUR SPONSORSHIP AT WWW.BPWFL.ORG OR BY CONTACTING INFO@BPWFL.ORG

Bronze Sponsor
BPW/North Sarasota

LOCAL ORGANIZATION

BPW/Englewood-Venice

BPW/Englewood-Venice is preparing to begin our new BPW year. New officers will be installed at our April Meeting. Officers for the coming year are:

- President - Sue Hogrefe
- 1st VP - Cyndi Fredricks
- 2nd VP - Joyce Robinson
- Secretary - Teresa Karaffa
- Treasurer - Debbie Straw

We look forward to having good participation at the BPW/FL Annual Conference in June in Sarasota.

BPW/Gold Coast

We continue using our modified monthly meeting options of either in-person or via zoom for our long distance and 'under the weather' members. This enables us to be socially connected while remaining an active participant of our organization.

Since our last report in November 2023, we held our annual Holiday Social in December. It was attended by current members, past members, and guests. The specifically donated wrapped gifts for the local Back to Basics program were carefully placed under the glistening lights of our special Florida Christmas tree (an artificial palm tree with pre-strung holiday lights). By the end of the party, Gold Coast received two special gifts as two guests announced that they were going to join BPW/Gold Coast!

BPW/Ft. Lauderdale and BPW/Gold Coast continued their collaboration by delivering new household items that were on the FAU BPW Scholarship House wish list. Later, our collaboration continued by filling and delivering second semester welcome goodie bags to the residents. Our timing of the delivery of the bags was a little late for the beginning of the semester, but they were delivered just in time for their Galentines party that night.

New BPW/FL Business Manager Chandra Tracey was the special Zoom guest at our February meeting. This enabled members who are not able to attend State functions to connect with the State level. Both sides of the meeting shared respective issues, triumphs, and goals.



BPW/Gold Coast members at VA Medical Center: (L to R) Sheri McCandless, Janis Tapley, Eileen Malinowski, Guest Nancy, & President Sue Banks.

We are now embarking on a new project: connecting with the local Veterans Hospital Women's Center Program. We had a preliminary on-site visit to understand their needs and ways we could help our local women veterans. In April, we are making our first delivery of clothes for both the in-patient and those transitioning to civilian life. Currently, 15% of the veterans served by this facility are women and the number continues to grow. We truly believe in "Women Helping Women".

BPW/Marathon

We were very busy hosting our annual Keysino Night Fundraiser on Saturday 02/17/24. We had an excellent turnout and raised over \$7,000 for our Stacy Kidwell Memorial Scholarship Fund.



In February, we also had a Yoga retreat at Ena Soul's home where she led us through breath work and a sound healing experience. In March we had an awesome turnout for a business meeting with two guest speakers: one educated us on estate planning, wills, and trusts. Then Miss Elizabeth Brown from the Community Foundation of the Florida Keys shared how giving back to the community through donation and financial planning can leave behind a legacy.

BPW/North Sarasota

Here we are, at the end of another BPW year! We have made tremendous strides this year with our programming and with our signature fundraising event. We endeavored to build bridges among each other, our community and BPW/FL. We celebrated our 51st anniversary this year and connected with past members and those who have supported BPW over the years. What a grand celebration!

We observed Breast Cancer Awareness Month in October and, because of our commitment to support women who have suffered from this disease, we made a donation to the BPW/FL Breast Cancer Fund. At our February meeting, representatives from the Supervisor of Elections Office shared updated voting information and the three ways to vote: early voting, by mail and in person.



Our signature fundraising event – H'attitude Scholarship Luncheon and Hat Show – was held in March and we were honored to have BPW/FL President Michele Cavallo, Business Manager Chandra Tracy and past state presidents Carole Tolomeo and Sue Banks with us! Nearly 150 guests were in attendance, which raised funds for our scholarship fund to support graduating senior girls in our community. We will be presenting our scholarships in May.

Several members are excited to be part of the planning committee for BPW/FL State Conference, which will be held at the beautiful Hyatt Regency in Sarasota on June 5-7. We will have several special guests from our community in attendance who will participate in workshops, etc. We look forward to a great conference.

(LO) NEWS

BPW/St. Petersburg-Pinellas

We celebrated our 21st annual Unhappy Hour for Equal Pay Day on March 12 at Sunken Gardens, a local historic landmark in St. Petersburg. We were pleased to have several elected officials in attendance, and a proclamation of support from the Pinellas County Commission.



Equal Pay Day Committee Chair Kristin Smith with Pinellas County Commissioner Charlie Justice

Our luncheon meetings are held on the first Thursday monthly, and we enjoy a private room at Parkshore Grill in downtown St. Petersburg. In the past few months we heard from the City's Office of Supplier Diversity about their new Minority and Women Business Enterprise (MWBE) Program. We had a fantastic speaker from Diversity, LLC, talking about the importance of inclusion in any workplace or organization. At press time, we're looking forward to having the first female President & CEO of the Pinellas County Urban League. We invite any of you to attend, anytime. You can see the calendar of events at www.bpwstpetpinellas.org.

BPW/Upper Keys

BPW/Upper Keys Launches Campaign to Support Rebuild of Domestic Abuse Shelter

On March 20, BPW/Upper Keys showed their support for local women by launching a campaign to raise \$10,000 to create a business center within the soon-to-be-built domestic abuse shelter and opening a new round of scholarship funding. A critical emergency shelter facility serving the Middle and Upper Florida Keys was destroyed by Hurricane Irma in 2017 and has yet to be rebuilt. Since

then, residents experiencing domestic abuse have lost an estimated 7,000 nights of safety each year, according to analysis from the Domestic Abuse Shelter (DAS), which serves Monroe County and the Florida Keys.

Sheryl Schwab, CEO of DAS, spoke to BPW members and guests at a luncheon at Playa Largo on March 20. "Our rates of domestic abuse in the Florida Keys are about the same as the national average – one in four women and one in seven men experience some form of abuse at home," Schwab said. "The remote nature of our community makes accessibility to safe places even more challenging, and the loss of our largest shelter almost seven years ago has compounded that challenge."

The \$5 million project to rebuild the domestic abuse shelter is currently raising funds from multiple sources. A \$1 million allocation from the State of Florida is awaiting the Governor's signature thanks in large part to support from local lawmakers, State Senator Ana Rodriguez and State Representative Jim Mooney. Sponsorship opportunities for the new shelter range from \$10,000 for the business center to \$300,000 for naming rights to the building, with many levels in between. The BPW "Give Hope a Home" campaign will fund a business center in the facility where survivors can search for jobs, housing and other needs to rebuild their lives.



Left to Right: Sheryl Schwab, CEO of Domestic Abuse Shelter (DAS); Patricia Milian, Upper Keys BPW Vice President of Program Development; Jill Kuehnert, Upper Keys BPW President

"This initiative directly reflects the BPW mission to achieve equity for working women and empower them to reach their

full potential," said Patricia Milian, Vice President of Program Development for BPW/Upper Keys. By the end of the event, which also featured Elizabeth Brown, Vice President for Philanthropy at the Community Foundation of the Florida Keys, speaking on the Jean Stearns Legacy Giving Challenge, more than \$4,000 had been pledged.

New Round of Scholarship Funding for Women

BPW/Upper Keys also announced the opening of the spring cycle for the Adult Women's Scholarship Program funded by BPW members, sponsors, and an endowment fund created in 2022. Several scholarships of up to \$1500 each are typically awarded every cycle. The deadline to apply for the Spring 2024 season was April 15. Applicants must have at least three years of post-high school work experience and have resided in the Florida Keys for at least three years. Recipients will be announced in May. "BPW strives to support women at every stage of their lives. That includes both the most dangerous times when they're experiencing threats of violence in their own homes, and the most promising times, when they decide to invest in their professional education and training," said Jill Kuehnert, President of BPW/Upper Keys.

To support the BPW/Upper Keys campaign to fund the Domestic Abuse Shelter or to learn more about the Women's Scholarship Program, please visit www.upperkeysbpw.org.

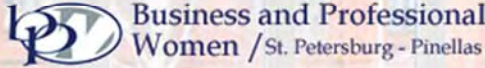
We have a lot happening in 2024 and we hope you'll join us!

- ✓ Membership Luncheons on the first Thursday
- ✓ Committee meetings each month
- ✓ Signature Events and more

Connect and Engage

- ✓ Leadership Training
- ✓ Philanthropic Events
- ✓ Support Our Sisters
- ✓ Activism
- ✓ Partnership Building
- ✓ Advocacy
- ✓ Skills Development
- ✓ Networking
- ✓ Friendship

Stay tuned to www.BPWStPetePinellas.org or subscribe to our Touch Base Tuesday newsletter.



In Memorium

Patricia 'Pati' Mull (1940-2024)



Past President of Upper Keys BPW
 Woman of the Year 1995
 Business of the Year 2005



Business and Professional Women / Upper Keys

upperkeysbpw.org

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To see a map of where all the BPW/FL local organizations are and to learn about their meeting dates/times/locations, visit <https://www.bpwfl.org/membership/local-organizations/>.



Business and Professional Women/FL

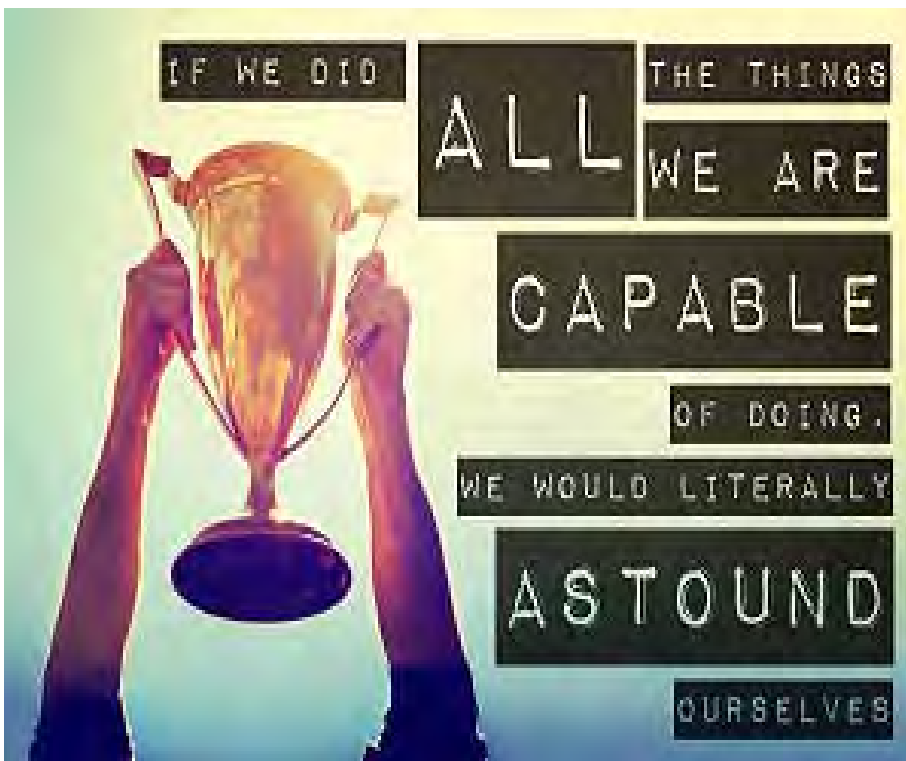
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ASTOUND YOURSELF

By Chatsworth Consulting Group



If we did all the things we are capable of doing, we would literally astound ourselves.”

~Thomas A. Edison

There's a theme running through nearly all of my coaching relationships right now. Nearly every client is, in some way, owning how spectacular they are – what great leaders, how much they have to contribute, how successfully they can manage their teams, the contributions they're making at work and in their lives. It's amazing to witness.

Sure, they all have personal and professional challenges. They all have an “evil twin,” as I refer to it – an expression of their personality that is less than effective. We all do. The extrovert who can't stop talking. The introvert who sits silently in a meeting while thinking, but not sharing, great ideas. The gentle leader who is at times too gentle. The charismatic leader who can tell inappropriate jokes. The direct leader who can be dominating at times.

There are strengths in each and every individual that they've yet to fully realize, and it's inspiring to watch as

these strengths are revealed. And so I agree with Thomas Edison. I have come to believe that we all are capable of so much, we just sometimes stop ourselves, or get in our own way. We're all capable of doing more, accomplishing more, being even more ourselves (in a more vibrant, successful way). Of stepping into our own power and astounding ourselves.

Sometimes it takes courage and a willingness to move outside of our comfort zone. Sometimes it takes small steps towards a large goal. Sometimes it takes conquering underlying fears and misbeliefs about ourselves and the world. Sometimes it only takes encouragement and support. Sometimes it takes a plunge into uncharted waters. And sometimes it only takes a willingness to try.

It's a gift to witness others realize all that they're capable of. It's a gift to do more of the things I'm capable of myself. Let's astound ourselves.

<https://chatsworthconsulting.com/2023/07/04/astound-yourself-3/>

IMPOSTOR SYNDROME (Continued from page 4)

small stuff matters. Whether that means a quick call out about good work in a departmental meeting, positive feedback in a 1:1 session, or time spent together with my family to celebrate milestones like a graduation or getting a driver’s license, I’ve seen the value firsthand in helping people own their achievements and strengths. It helps them gain the

confidence they need to continue to grow over time.

Self-doubt and a lack of psychological safety can keep even the most capable people from reaching their full potential. Because I care about my team, I want them to have the opportunity not just to thrive at work, but also to grow—and I know communicating empathetically and effectively and building a psycho-

logically safe environment are a big part of that. Am I perfect at all of this? Not. Even. Close. I am a work in progress, but aren’t we all?

Jennifer Gendron is the global chief commercial officer for Koa Health.

<https://www.fastcompany.com/90897986/how-to-overcome-impostor-syndrome>

PERSONAL BOARD (Continued from page 5)

directors different things at different times like: “Can you provide me feedback on this pitch?,” and “what are your thoughts on my fee?”

Guerra took a similar approach where she doesn’t require everyone to meet, but there is consistent communication.

4. Consider asking them in a fun way

While not necessary, Farage says the cherry on top to solidifying a board of directors could include a sentimental gift of some sort. “Ask people in a way that is in their love language,” said Farage. “Maybe that’s a card in the mail, or it’s sending a bottle of scotch or a custom coffee mug. Something that reflects who you are and comes from the heart. It’s something to say: ‘Hey, welcome to the club.’”

5. Let it grow from there

Once you make the segue into having a personal board of directors rather than

just one mentor, it will take some time to figure out what dynamic really works best for you and supporting your career growth. To put it into perspective, Guerra has worked with her personal board of directors for the last five years.

It’s especially valuable today when most people don’t stay in the same job for their entire career and often need support navigating what’s next. “Everyone brings a different perspective,” said Guerra. “Why hold yourself to one mentor when you can have many? ... I definitely recommend it. As you build it, provided it’s with the right people, the support you get is really invaluable.”

Maslen says one way to know if your personal board of directors has been successful is if you can say: “I would’ve never seen that opportunity unless they said ‘hey, let me help you get there.’” And Guerra can say just that. She wouldn’t have made the jump to leave her last role and company after being there for a decade if it hadn’t been for the support from her board of directors.

She was seven months pregnant and had a tenure and a maternity plan. Could she make a career move at that time? Several people on her board of directors are working mothers themselves, which helped in terms of support and empathy for the situation. “They get it,” said Guerra. “You’re always on, either first shift getting the kids to daycare/school, then your job-job, then another shift in the evenings with your children. Let alone sick days, snow days. So it was amazing to have that insight and perspective when looking to make the best choice for you, your career, and your family.”

“My board of directors helped me see that when the right company comes along, you make that jump of faith,” said Guerra. “They were supportive and helped assuage those fears and anxieties to take the calls, take the interviews and take the job.”

<https://www.worklife.news/leadership/personal-board-of-directors/>



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THE JOY OF LEAVING THINGS UNDONE

By Chatsworth Consulting Group



“Besides the noble art of getting things done, there is a nobler art of leaving things undone.”

~Lin Yutang

There are some of us who live in overdrive. We may set a goal of slowing down, of taking time, of easing away from always pushing forward, but we often still find ourselves moving at a warp speed or unable to walk away from any and every task in front of us. And while there are many people who think this overdrive is often, if not always, a good thing, I’ve come to realize that there is a noble art of going at a slightly more leisurely pace and of leaving things undone.

I’ve watched clients rush through tasks

and conversations, eager to cross one more thing off their seemingly endless to-do list. I’ve witnessed people jumping into conversations or situations, when taking a pause and letting things be for a while would have been more productive. I’ve noticed that doing more quicker doesn’t always yield the best result.

In our always-on, 24-7 society, where we unfortunately sometimes judge ourselves and others by the number of things we accomplish and the lack of free time on our calendar, it can be hard to not do something. We are often rewarded – at least in our own minds – for getting it done and getting it done now. But research is showing more and more that our brains (and bodies) work better when we’re not in constant overdrive and when we do take pauses and time for nothing.

Research is showing that we can be more Thoughtful – and therefore more effective and productive – when we intentionally choose what we’ll do and what we’ll walk away from. We can lead better – and live better – when we spend time where it needs to be spent and recognize what doesn’t need to hap-

pen (or doesn’t need to happen by us).

It can be scary – terrifying in fact – to choose not to do something, especially as we worry what others will think when they notice we’ve left something undone. We can stress over whether we’re letting go of the right things or too many things. But any way you look at it, it is a leadership skill (and a necessary one at that) to Thoughtfully choose what we will and won’t do. What we’ll take care of ourselves, what we’ll leave for others or delegate to someone, and what we’ll simply leave undone.

It may be a noble art to get things done, but it is a nobler art to leave things – the right things – undone, and a challenge and opportunity to figure out what those are and to get better and better at walking away.

When have you left something undone and how has that worked out for you?

<https://chatsworthconsulting.com/2024/01/30/the-sheer-joy-of-leaving-things-undone-4/>

IT ONLY SEEMS IMPOSSIBLE

By Chatsworth Consulting Group



“It always seems impossible until it’s done.”

~Nelson Mandela

I’ve shared this quote with clients a lot recently. So many of my clients seem to be at a point of decision or choice, or at the beginning of a new chapter that seems daunting – albeit maybe exciting – to them. That seems, perhaps, impossible.

Many things can seem impossible – or at least really, really hard – until we get through them. Many things can seem like we don’t have the resources or the strength, or we don’t know what we need to know – and don’t even know what we need to know. Many things can seem insurmountable and can cause us to give up before we’ve even started.

But many things aren’t impossible or insurmountable, and the only way we’ll know is when we’re through them. The only way we’ll know if we have what it takes to take on the tough project is if we try (and don’t give up). The only way we’ll know if we can right the wrongs we see before us is if we keep trying, and trying, and sometimes trying again. Many people would say that Nelson Mandela accomplished the impossible. Where would the world be if he had given up?

We have to have faith in where we’re aiming and why we’re aiming there. We have to build a reserve for when the going gets tough, and we have to be willing to hold on to our conviction and our hope. We may have to strengthen ourselves so that we have what we need to keep going when we need it.

And then we have to remember that it always seems impossible until it’s done.

<https://chatsworthconsulting.com/2023/07/25/it-only-seems-impossible-2/>

CAN AN INDEPENDENT CONTRACTOR SAVE A COMPANY

Or Leave The Business Vulnerable To Misclassification Penalties?

Winning the battle only to lose the war is a familiar saying. In this case, the battle is business overhead expenses in the form of wages and the war is keeping the business profitable. Some businesses intentionally misclassify workers as independent contractors to mitigate the expenses associated with hiring an employee. The determination between an independent contractor and an employee is changing. Employers need to get it right or pay back wages, back taxes, penalties and expose themselves to the legal claims of workers injured on the job.

On March 11, 2024, the longstanding “economic reality” test will be *reinstated* by the Department of Labor under the Fair Labor Standards Act. In brief, here is some background and what business owners need to know.

Independent Contractor vs Employees

Whenever a business owner speaks the words, “My employees are independent

contractors,” it’s as if fingernails are digging into the chalkboard. This is a prime example of an oxymoron. An independent contractor works for themselves. They don’t “belong” to an employer.

Don’t look away, this is not new. While high-profile court cases featuring Uber and other offenders make the news, they do not represent the challenges on the same scale of the small employer. Business owners are pursued for back wages, taxes and penalties everyday in every large city in every state. They just don’t make the news. Making the wrong decision when it comes to classifying workers to win the battle of expenses short term can ultimately end in losing the war of profitability resulting in a business failure.

The “economic reality test” about to be reinstated is about the relationship. There are several factors used:

- Does the worker have an opportunity for profit or loss?
- Does the worker have investment in

the business service they are providing?

- What is the degree of permanence in the relationship?
- What is the degree and nature of control for performance of the work?
- Is the worker performing work that is integral to the nature of the business?
- Is the worker using unique skills?
- Does the worker benefit from showing initiative?

When it becomes apparent that the business will only thrive with reliable, trained, responsible workers using tools, methods and quality control imparted by the business owner, this is a job for an employee.

Need help with paying employees?

Call Sam Bond Benefit Group to streamline the process. Our firm represents business owners of all types in finding the best provider of Professional Employer Organization (PEO) services. Call 727-823-2663 today for no obligation information and pricing, or contact us on <https://peo-agent.com/contact-us/>. Sam Bond Richman is a BPW member.

This little piggy (bank)... helps women obtain higher education.

Since 1965, the BPW/FL Education Foundation has helped women attend colleges and universities by defraying the costs of housing, first through brick and mortar housing on campuses and now also through housing scholarships. We need YOUR help to keep the legacy going forward for generations of Florida women to come!



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NEWS FROM THE EDUCATION FOUNDATION

The Education Foundation of the Florida Foundation of Business and Professional Women's Clubs, Inc. (aka EFFFBPWC, Inc. and/or the BPW/FL Education Foundation), a 501(c)(3) tax-exempt non-profit organization, was established in 1965 by the members of BPW/FL. Its purpose is to provide housing opportunities for female college students at state college and university campuses across the state of Florida.



**BPW/FL
Education
Foundation**

Greetings, BPW/FL members!

As we near State Conference, it is hard to believe that another BPW year has nearly passed! Your Foundation board has continued to meet virtually, engaging the liaisons from both Scholarship Houses and doing the good work necessary to maintain the philanthropic arm of BPW/FL. We have had communications with the University of Central Florida as directed by the membership, and look forward to sharing recommendations for future endeavors with UCF and throughout the state with all of you in June.



Mentor Sheri McCandless with her mentee

Vice President Zelda Ladan has continued spearheading the mentoring initiative. At least one successful connection has been forged and is flourishing – if you or someone you know has expertise in those areas and is willing to share time and talent with these young women, please speak up!

Scholarship House News



In addition to the goody bags that both Houses received at the beginning of the spring semester, we hosted a virtual cooking class for them which was fun and wildly successful – thanks to BPW member Wendy Wesley for sharing her

talents to help the ladies build skills and learn tips and techniques for healthy (and delicious) eating.

Watch for news about fundraising events at State Conference, and don't forget to empty those piggy banks and bring your checks for the annual Hawg Callin' pig parade! We are grateful for the support of members and LOs statewide. This is YOUR Foundation, and you should be proud of the work that we do that impacts the lives of women seeking higher education.

Tami Simms, President
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P.S. If you're on social media, please "like" our Facebook page at www.facebook.com/BPWFLedFdn

CANDIDATES *(Continued from page 8)*

informed judgments. You may be the most careful observer of all!

- Learn about endorsements. This is a way for interest groups and organizations to give a "stamp of approval" to a candidate. Endorsements provide clues to the issues a candidate supports. Get a list of endorsements from each of the candidates' websites. Find out what these groups stand for and find out why they are endorsing this candidate.
- Look into campaign contributions. Where do the candidates get the funds to finance their campaigns? Do they use their own money or raise funds from a few wealthy donors, from many small contributors or from Political Action Committees? For federal and statewide races, visit www.opensecrets.org. How might

these campaign contributions affect the candidates' conduct in office?

- Polls are conducted frequently for the federal and state races, and occasionally for local campaigns. Most of the reputable polls will publish online the questions and detailed results. As you read them, ask these questions: Who sponsored the poll? Was the poll produced by a trusted and independent group? What kinds of questions were asked? Were they slanted or unbiased? How many people were included in the poll sample? What's the margin of error?

STEP 7: Sorting it all out.

Ask yourself these final questions:

- Which candidate's views on the issues do I agree with the most?
- Who ran the fairest campaign?

- Which candidate demonstrated the most knowledge on the issues?
- Which candidate has the leadership qualities I am looking for?
- Hopefully by now your choice will be clear and you can pick your candidate!

SEE THROUGH DISTORTION TECHNIQUES

All candidates are trying to sell themselves to voters. Sometimes their language is so skillfully crafted that they distort the truth in ways that are difficult for even the most careful observer to detect. Examples of distortion techniques that you should watch for are: name calling, rumor mongering, guilt by association, catchwords, passing the blame, promising the sky, evading real issues.

Excerpted from handout for presentation given to BPW/FL by Rick Minor.



Business and
Professional
Women/FL

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BPW/Florida's Mission

*To achieve equity for all working women
through advocacy, education and connections.*

