

# Florida Business Woman

Spring 2021

## VIRTUAL NONVERBAL CUES

Learn the tricks to reading the nonverbal cues of your bosses and co-workers, from expressions in tiny Zoom windows to email punctuation

A sideways glance in a video chat. An email that drifts off into ellipses. And why did your boss even add you to this calendar invite anyway?

### What does it all mean?

We were once fluent in the nonverbal cues of the physical office. Slumped shoulders or a downcast look were enough to know when the boss was disappointed or a colleague stressed. A cryptic email often only necessitated rotating our chairs 180 degrees to get clarification from the sender.

Besides, we had all day to figure it out, gleaning little hints from the walk to refill our coffee cups or the minutes spent mingling before meetings. Now our work interactions are boiled down to 15-minute peeks into each others' lives on Zoom calls, or a volley of emails with no additional context. Trying to read body language through a screen has become another exhausting part of the workday.

"We feel like we have one hand tied behind our back," says Traci Brown, a speaker and author on body language based in Boulder, Colo.

There are still plenty of ways to read nonverbal cues if you know where to look, Ms. Brown says. Start with people's movements during video calls—a colleague crossing her arms could signal she's closed off to an idea or has some information you're not considering, she says. A quickening or slowing blink rate can signify stress. And pay attention to eyebrows. Eyebrows pointing down toward the middle of your nose indicate anger; eyebrows in a neutral position but curled up in the middle point to sadness, Ms. Brown says.

The approach isn't foolproof. That colleague with the crossed arms could just be feeling cold. Consider body language your tip that you need to probe deeper to find out what's really going on with someone.

Much of our analysis of others at work used to happen subconsciously, the result of years of evolution. Now we either must ignore our previously useful assumptions or we're left confused and mistaken.

"The gestures we've been raised on our whole lives, they're continuing, but they don't command the same meaning they once did," says Jeremy Bailenson, founding director of Stanford University's Virtual Human Interaction Lab and a communication professor at the school.

Take staring. Gazing directly into someone's eyes for more than one to two seconds is interpreted as intimacy or a precursor to conflict, Dr. Bailenson says, triggering our fight-or-flight response. Now we lock eyes all day on Zoom. And our images on screen are generally bigger than typical personal space would afford in the office. The perceived closeness can make us uncomfortable, or convince us we're held in higher regard by a meeting attendee than we actually are, he says.

Tony Caleca, managing partner at St. Louis accounting and consulting firm Brown Smith Wallace, was used to his colleague Steve pushing his shoulders forward and sliding up in his seat when he was ready to share during an in-person meeting. But on video the motion felt more dramatic.

"It was a little bit alarming at first," Mr. Caleca says. "It felt like he was coming at you." Mr. Caleca started reminding himself the image was just Steve getting ready to speak.

Valeria Klamm, a manager of practice growth at the same firm, has found herself freezing on video calls nearly daily due to a poor internet connection. When the frame includes a furrowed brow, colleagues can get the wrong message.

"We were worried that maybe she was offended by something we said," says Kelly Peery, a colleague who was recently on a call where everyone laughed at a shared joke, except for a silent, angry-looking Ms. Klamm. It was just another freeze.

"I should just have a sign that says, 'It's not you, it's me,'" says the 32-year-old Ms.

*(Continued on page 19)*

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## BPW/FL Calendar of Events (2021)

<b>May</b> Lupus Awareness Month	<b>September</b> Hispanic Heritage Month 17 National Women's Friendship Day
<b>June</b> 17-20 BPW/FL Annual Conference Saddlebrook Resort Wesley Chapel, FL Make your hotel reservation now!	<b>October</b> Domestic Violence Awareness Month Breast Cancer Awareness Month 11 International Day of the Girl 18-24 National Business Women's Week
<b>August</b> 6 National Sister's Day 26 Women's Equality Day	

### BPW/FL's Mission

*To achieve equity for all women in the workplace through advocacy, education and information.*

## 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, 2021
Winter issue	December 1, 2021
State conference issue	April 1, 2022

Advertising Rates:	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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# MESSAGE FROM THE PRESIDENT

BPW/FL Members—

As I near the end of my term as your President and in going through the strategic planning process, I find myself in a somewhat reflective mood. We have seen a lot of changes as an organization and a country in the three years that I have served as president, and even more when I think about my time on the board of directors as your Public Policy Chair for the three years immediately preceding my time as president.

While I was not a member in the heyday of BPW (when there were national, state, district and local organizations), many of those whom I call on as my closest confidantes and friends were members during that time. I love to hear the stories of the days of National Conventions, which looked much like a presidential convention, and to re-read Helen K. Leslie's inauguration speech as she talks about tens of thousands of members and the work they had done and the work still ahead of them. I am always thrilled to read the historical books about BPW and its influence in so many things that related to women. The invitations to the White House to be present during the signing of law by the

President of the United States, how exciting to have been a member in those days. But as much as I love those stories, I also know the work and dedication it took of those tens of thousands of women to make such a national presence.

During this time of reflection, I have also been thinking a lot about what brought me to BPW. I belonged to a number of other organizations when I first came to BPW. Some were political in nature, some supported children (especially girls), some supported mental health, etc., but BPW ignited my passion for women's rights! BPW's mission mixed with its public policy platform that was all about supporting women professionally, personally, and politically was exactly the type of organization I was interested in being a member of.

I was proud as a member to go to Tallahassee to lobby for our Public Policy Platform. I am, as a member and as president, disappointed that we were not able to make the trips to Tallahassee to lobby that I had hoped we would make this year. I'm disappointed not just for the lost opportunity to lobby on behalf of BPW/FL's Public Policy Platform (equality for all; economic equity, opportunity and self-

sufficiency; health care; safe workplace; and environment), but also for the inability to make the relationships that are built when we meet in person. The pandemic changed many things and plans for all of us.

As I look forward, it is the relationships that I have built over time within BPW, many at conferences, which keep me focused and passionate about women's rights and the rights of all people. I am grateful for, and often amazed by, the relationships I have built throughout the state with many different women, all of whom have very strong beliefs and opinions. I have over the last three years called on these women many times, for guidance, for help and sometimes just to vent or laugh.

I will end this my final message with a thank you to these strong, wonderful women I call friends and to you the members of BPW/FL for allowing me to help guide this amazing organization through good and unusual times. I hope to see all of you, whether in person or virtually, at this year's Annual State Conference "We Are Stronger Together" at Saddlebrook Golf Resort in Wesley Chapel, FL.

*Jerri*

Jerri Evans  
President, BPW/FL, 2019-2021  
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*We are stronger together.*




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# THE 7 KEYS TO THE FOLLOW UP

One of the top motivators for engaging in networking activities is to meet new people and make connections, right? As business owners, we know that expanding our audience will help us grow our business.

Building a successful network takes more than a series of meet-and-greet events. But when your networking is integrated with your daily marketing activities, it can be simple and easy – natural. Your consistent investment of time after each networking event will pay off in big ways for your business, but making that time investment effective requires a plan.

An example of “no plan” comes to mind. Jeff (not his real name) participated in a large trade show for the purposes of collecting contact information for potential clients for his custom and make-over kitchen business, and he collected over 300 contacts during the show. When asked several months later how much business he had generated as a result, Jeff said, “zero”! Further investigation revealed that the 300 contacts had been stuffed into his desk drawer and had never been contacted because Jeff got busy with other things. What a loss! Jeff had no plan for follow up. The lesson here is: *Don't be a Jeff!*

Before you attend your next networking event, take the time to craft a plan for how you will follow up after collecting those precious business cards. Here is a list of 7 possible actions you could take. Choose one and make it your way of staying in touch. Don't try to do all 7 though. You will run out of steam, and worse yet, you might annoy the very people you are attempting to incorporate into your network.



- Send an e-mail. State that you enjoyed meeting them and why it would make sense to stay in touch.
- Connect with a LinkedIn invitation. Include a personal note about meeting them at the event.
- Make a connection. If during the conversation at the networking event, they mentioned needing help with something, and you can connect them to a resource, offer to do so.

- Send an article or book reference if it pertains to the conversation you had with your new contact.
- Extend an invitation to join you at some other event that you know this contact would enjoy.
- If, during the conversation, some upcoming event like a birthday, anniversary etc., was mentioned, send a congratulations message.
- Send a handwritten “good to meet you” note. This gesture will be sure to set you apart since so few people resort to a handwritten note these days.

While none of these follow up gestures is earth shattering, they do make a difference. Any one of these actions will show that you want to build a stronger relationship and that you take the time to build connections. Networks don't build themselves. Like any relationship, they take time, nurturing, care and thoughtful actions.

*Lorraine Lane  
BPW/Hernando  
Executive and Business Coach | Author |  
Speaker  
Global Business Connector Tampa Bay,  
Women Speakers Association*

## COVID-19 RELIEF FUNDS FOR YOUR SMALL BUSINESS

We have recent movement on grants for theater owners, funding for restaurants, and PPP application changes directed to the smallest businesses, as well as changes to the EIDL program.

The Shuttered Venue Operators Grant is administered as a grant program through the SBA but the business has to be registered in SAM.gov to apply (which takes a few weeks to get your entity fully registered). This program will be open for applications on April 8.

The Restaurant Revitalization Fund grant program has not yet opened for applications yet but it too is being offered through the SBA but is using the grant infrastructure of the federal government (just like the SVOG program described above), so again there will be some lead time required to get your enti-

ty registered in DUNS and SAM.gov so that you can be ready to apply once it is open for applications.

Paycheck Protection Program is now going to stay open (or reopen in the case of those lenders that stopped taking applications) until May 31, 2021, for those who have not obtained a first draw or second draw loan yet. This is applied for through a participating lender and is 100% forgivable if used in accordance with the rules. You must apply for forgiveness afterward but this process has become much simpler over time.

Economic Injury Disaster Loan--this is the traditional SBA disaster loan, which is a loan that must be repaid but at a low-interest rate over a very long term: 3.75% interest over 30 years. These had been capped early on in the pandemic at

\$150,000 but the latest legislation passed increased the amount available to lend.

SBDC at FIU is the SBA resource partner providing confidential business consulting to business owners at no cost to the business (in several disciplines) in the Keys and Miami-Dade county and we have experienced local consultants ready and available to help you and your business including assistance with disaster loans and registering your entity for the grant programs above.

By Margie Smith, BPW/Upper Keys

*Editor's Note: There are more than 40 SBDCs in Florida. To find one near you, go to <https://floridasbdc.org/>.*

# REPORTS FROM THE EXECUTIVE COMMITTEE

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## President-Elect

It has now been one year since the world shut down and we all began living life in the new normal under the pandemic caused by COVID-19. As I write this, I have received the first shot of my COVID vaccine, which makes me thrilled at the thought that I will be one step closer to being able to gather in person at our 100th Annual State Conference in June scheduled as a “hybrid” event. (See my update as the 2021 State Conference Chair below). I know we are all looking forward to getting back to normal, but I’m wondering if some of the things we’ve gotten used to in pandemic life will remain... Zoom meetings, avoiding large gatherings, outdoor dining, etc. I don’t know about you, but I plain miss gathering with my BPW sisters in person!

This will be my last time writing to you as President-Elect. It has been a great refresher course to have been part of the leadership team working with President Jerri Evans. Some of you may not know that in 2000-2001 I served as the Federation’s President, so I’ve been here-done that, but it was a different time and this is a different BPW! Since I last served as the Federation’s President, I have transitioned from a business-owner to a working woman, and while times have changed, BPW still serves my needs. The problem is other business and working women don’t know what the organization has done for me and many other women over the last 100 plus years, which brings me to an update on my position as the President’s appointment as Chair of the Strategic Planning Task Force.

## Strategic Planning Task Force

I am feeling both hopeful and excited about the future of our organization as we in leadership work with the membership and the consultants the Federation retained in January based on the recommendation of the Task Force. The consulting team led by Charlotte Edwards of Your Training Solutions, a member of BPW/Hernando, and Melissa Rogers, a member of BPW/Calusa, was hired to help with strategic planning for the future of our organization and what we, the members, want it to look like going forward into the next 100 years. We in

leadership value your input and appreciate those who responded to the initial survey sent out as well as those who have been participating in the Focus Groups for the areas identified by the Task Force. The consultants have been updating the Task Force and the Board as the various stages of planning progress. They also have scheduled three town halls in April for the entire membership to have the opportunity to participate in and to ask questions or provide their feedback. The consultants will be wrapping up their info/feedback gathering in early June and will be providing their recommendations based on the combination of surveys, focus groups and membership feedback. I look forward to using those recommendations as I and the incoming leadership team work on creating the BPW we all envision.

## State Conference Planning

As referenced in my President-Elect message above, this year’s conference will be our 100th! We are planning a hybrid conference (both in-person and virtual via Zoom). Unlike last year where we only conducted the business of BPW/FL virtually, this year we will conduct the full conference experience: educational speakers and leadership training workshops on Friday; business meetings and installation of the newly elected state officers immediately following business; and then the Post-Conference Board Meeting on Sunday morning with introduction of the new Executive Committee and of the incoming Standing Committee Chairs for the 2021-2022 BPW/FL fiscal year. By the time this issue of FBW is published, the conference promotional materials will have been posted on the website and distributed to the LO Presidents via email. They include a promotional flyer with the speaker line-up, condensed conference schedule and hotel conference registration information. The conference Registration will be **online only** through the BPW/FL website at [www.bpwfl.org](http://www.bpwfl.org)

We in leadership know that all of us are ready to get back to seeing other members from around the state, learning from educational speakers and training workshops, and conducting the business of the organization at the Annual Member meeting, culminating with the first

Board Meeting of a new BPW/FL fiscal year. Whether you choose to do that in person or virtually, we look forward to having you join us!

*Sheri McCandless, 2020-2021 BPW/FL President-Elect*

## Treasurer

The new Covid-19 relief bill recently signed into law has many items that apply to 2021. However one, is retroactive for 2020 individual taxes. The bill includes a provision that makes the first \$10,200 of any 2020 unemployment income non-taxable.

If you have not filed yet, then this change can be made to your current 2020 forms. If you have already filed your 2020 tax return and included that income in your taxes, your forms may need to be amended. There is a good possibility the IRS will automatically make this adjustment to your taxes and refund any overpayment without filing an amended return.

If an amended return is required, your tax preparer can help. The correct way to amend your taxes yourself is with a 1040X Form that can be found on the IRS website: [www.irs.gov](http://www.irs.gov).

*Helen Igar, BPW/FL Treasurer*

## Council of Presidents Delegate

Every month, the BPW/FL Council of Presidents (COP) has met virtually to support each other and share their stories. All LO presidents had to switch gears in their day-to-day operations due to the pandemic and it is inspiring to hear how each has held her membership together.

Each month, we invited a guest to the COP meeting. In January, Tami Simms shared a lot of information pertaining to the BPW/FL Education Foundation. Tami, President of the Education Foundation, updated us on their wins and challenges. Ask your LO President how you can help fill the piggy banks that will help women obtain higher education.

*(Continued on page 19)*

## Bylaws

Greetings, members! Your Bylaws & Handbook Committee has continued to provide flexibility to the state organization as we have remained under the state of emergency. The Board of Directors adopted an amendment to the Emergency Bylaws to allow for the membership to meet electronically. We expect that we'll put forward that same proposed amendment to the regular Bylaws to be voted on by the membership in June.

We completed the heavy task of working collaboratively to overhaul the standing Awards given by BPW/FL to better address our current structure. The Board of Directors adopted these and they have been articulated in the Handbook. You'll find the Awards list and the revised Handbook in the members' section of the state website.

There are still only five LOs that have sent in their updated bylaws (Englewood/Venice, Halifax, Hernando County, St. Petersburg-Pinellas and Upper Keys). If your LO is not among these, please do take the time to update your bylaws. We strongly encourage that you share your draft revisions with the Bylaws & Handbook Committee ahead of your membership's vote so that we can help ensure that they'll be in compliance and cover all the areas that you might need in the future. The Model LO Bylaws and submission form can be found in the Members-Only section of the state web site.

We look forward to seeing everyone at State Conference, and remain at the ready to help you with any of your governance needs.

*Tami Simms*  
BPW/FL Bylaws Committee Chair

## Leadership

### Selling YOU.

Whether you are a student going to a campus career fair or an experienced professional attending a networking event, your introduction is the first opportunity you will have to make a good impression. You might not be comfortable putting yourself out there and talking to people you do not know well. It can

be challenging to sell yourself, so it will help to learn how to introduce yourself.

Develop a quick attention-grabbing proposition of yourself. An elevator pitch is a quick synopsis of your skills, background, and experience. When done right, this short speech helps you introduce yourself to career and business connections in a compelling way. It can help you build your network, land a job, or connect with new colleagues. Prepare your speech in advance. Communicate what solution you provide, for or to whom, how you can benefit your audience, and give an example scenario. Show off your personality and be humorous if warranted. Keep it simple, professional, and focused to avoid rambling. Keep your energy level high, confident, and enthusiastic. Modulate your voice to keep listeners interested. Keep your body language and facial expression friendly. A smile makes you speak differently and projects a positive, inviting personality. If you are not excited about what you are saying, neither will be your audience. Your pitch should bring a smile to your face and quicken your heartbeat. Tailor your pitch; know your audience and speak to them. You may want to have a more casual, personal version prepared for social settings. People may not remember everything that you say, but they will likely remember your enthusiasm. While engaging, offer your business card or contact information.

Recruit your friends and family to listen to you for 20-30 seconds, get feedback, and practice.

*Vicki Faulkner*  
BPW/FL Leadership Committee Chair

## Membership

Your voice as a valued member of BPW/FL continues to be important. We are asking ourselves constantly how we can better serve our members. The answer lies with you, the members. What are your expectations of being a part of this amazing women's organization? We are all so different, come from different backgrounds and have different ambitions in life. Yet, we all belong to the same organization, which stands to serve you.

BPW/FL still has funds available offer-

ing financial assistance for those members who are financially struggling and might not be able to afford their upcoming BPW membership renewal.

Spring has arrived and the horizon seems to clear up after these dark days. Thank you for your support and loyalty. You, the member, are an essential part of our organization.

*Ilja Chapman*  
BPW/FL Membership Committee Chair  
*ilja.bpwfl@gmail.com*  
305-998-8348

## Nominations

*Looking for a few good members to complete our Executive Committee Team for 2021-2022*

"You only grow by coming to the end of something and by beginning something else." *Unknown*

As we come to the end of what has been an incredibly unique year for us personally, professionally and politically, your BPW/FL organization is poised to enter the next phase of whatever will be the evolving normal. But we need your help. Due to unforeseen circumstances, Syd Gibson, elected as the 2020-2021 Nominations Chair, was unable to complete her term. However, we are an organization known for Women Helping Women and we are asking for your help.

In accordance with our Bylaws, Sheri McCandless currently serving as President Elect will be installed as our President for a two-year term, 2021-2023. Helen Igar will complete her second year as Treasurer. This leaves the offices of Vice President, Secretary and Nominations Chair open for election at our June 2021 Annual Conference.

While the deadline for filing nominations paperwork was March 30, you have until the opening of the first business session to be nominated from the floor. The process is the same – submit your form along with your LO endorsement (for Members at Large, an endorsement by any LO is accepted). In this issue, you will read that Ilja Chapman submitted her application by the March 30 deadline to run for Vice President.

# BPW/FL COMMITTEE NEWS

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Please contact me at [sue.bpwfl.nominations@gmail.com](mailto:sue.bpwfl.nominations@gmail.com) or [sueabanks@gmail.com](mailto:sueabanks@gmail.com) to discuss the duties and requirements of the various elected openings. Take the step in June 2021 to start your journey to whatever normal may be for you and BPW/FL going forward; as one who has “been there and done that”, I would never have traded my years on our Board of Directors or Executive Committee for anything!

*Sue Banks*  
*Acting BPW/FL Nominations Chair*

## Technology

The past four months have been extremely busy for the technology committee. We organized and presented four technology related webinars (thank you to Amy Dinovo, Suzi Youngberg, Jackie Harder, Jill Kuehnert and Sheila Barry-Oliver for stepping up to create and present these webinars). The Individual Development Technology Module is

now updated (thank you Amy). If you missed them, you can still watch them by going to Webinars in the members-only section of the BPW/FL website.

We conducted the strategic planning member survey, organizing the comments for the consultants. We updated and loaded all the relevant information for state conference. We continued to post a new member spotlight each week (when we had one to post) and we re-posted LO spotlights monthly. We also posted at least weekly to one of our social media outlets (sometimes more than that).

Behind the scenes, we signed a new two-year contract with our current web services provider. We also handled member inquiries regarding the website, including how to register as a user of the BPW/FL website. If you haven't already done so, please do register as there is a wealth of BPW information available in the member-only area. If you have questions, please reach out to me at

[sbo.bpw@gmail.com](mailto:sbo.bpw@gmail.com).

*Sheila Barry-Oliver*  
*BPW/FL Technology Committee Chair*

## Tribute

Each year at the Annual Conference we pay tribute to BPW members who have passed on. In the 2019-2021 years there were four members reported.

- Angelia P. Singleton – North Sarasota
- Joanne Grassi – Calusa
- Jessie Lorene Freeman – Marathon
- Simone Soleil – St. Petersburg-Pinellas

If you have had a member pass during the past two years, please let me know. I would appreciate receiving a picture in jpg format and a short bio of their involvement in BPW and their community. You can email them to me at [joannorbpw@gmail.com](mailto:joannorbpw@gmail.com).

*Jo Ann Orr, BPW/FL Tribute Chair*

## EQUAL PAY DAY 2021

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The past year has been unusual for us all, in so many ways. But for me, one irony currently stands out. I've been the chair of my LO's "Unhappy Hour" for Equal Pay Day for the past 18 years – and this year, for the first time, Equal Pay Day actually fell in March, which was Women's History month. In the 18 years that my LO has been marking Equal Pay Day, it had always previously fallen in the month of April.

So, when the date was announced, many of my long-time Unhappy Hour committee members rejoiced – the wage gap had narrowed to the point where women, on average, made 82 cents for every dollar a man made. Which, according to the Equal Pay Today Campaign, means that for a 9-to-5, Monday through Friday schedule, women start working for free every day at around 3:35 pm while their male co-workers continue to get paid until 5pm. Looking at the wage gap that way, most of us would agree that it would not be tolerated if the underpayment were handled in that blatant of a manner. But change has come slowly because the odds are still stacked against women having access to information about their salaries as compared to those

of male co-workers.

But any joy over the progress that has been made in the past few decades may be in danger of evaporating. When analyzing the effects of the pandemic on women's earnings, it is clear that many of the workplace gains that have been made are in the process of being reversed, leading some to call the current state of affairs a 'shecession'.

According to the PricewaterhouseCoopers "Women in Work Index", women were far more likely to have lost their jobs during the pandemic than men. Jobs in employment sectors dominated by women, like marketing, communications, and hospitality, were among the quickest to lose jobs.

Adding to the economic stress, women were also spending around 7.7 more hours per week than men on unpaid childcare time, in essence a 'second shift', which in many cases forced women to quit their jobs altogether.

The report also concluded that, while jobs will come back as the economy rebounds, they may not necessarily be

the same jobs that women were forced to leave during the pandemic. So that if we do not put policies in place to address the unequal burden of care, and which would enable more women to enter jobs in growing sectors of the economy, "women will return to fewer hours, lower-skilled, and lower-paid jobs."

There is still an ongoing need to focus on legislation that prioritizes gender pay gap reporting and transparency, and which rewards employers for women-friendly policies, such as paid time off, flexible work hours, wellness initiatives, and more women in managerial roles.

And BPW/FL needs to continue to be the voice of working women, supporting legislation that assists women in obtaining pay equity and equal employment opportunities, promotes opportunities for women-owned businesses, and supports affordable, quality dependent care to help ensure economic self-sufficiency for women. As much as my LO enjoys our annual "Unhappy Hour" events, it would be nice if they were no longer needed.

*Kristin Smith, BPW/St. Petersburg-Pinellas*



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# TOXIC MANIPULATIVE COMMUNICATION

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When you use manipulative communication, professional and personal relationships can go off course for quite a long time. This isn't the outcome that most people want. Yet, manipulative communication subverts respect for others with the aim of selfish gain. You might achieve your aim yet rarely without losing trust. So, it is best to spot this manipulative behavior — in others and in yourself — to avoid the traps and sustain trust.

## Avoid These Traps of Toxic Manipulative Communication

Think of how you feel when others are manipulating and controlling a conversation with you. Not good, right? Maybe you feel frustrated, trapped, annoyed, or even angry and outraged. Why? Think about it. In truth, most people say they feel like a tool or a prop. In other words, you feel used. Well the good news is you can avoid all of this.

## Spot Manipulative Communication & Shift Gears!

**1. Making statements disguised as questions.** When people pretend to ask a question when they are actually making a statement, it is manipulative. For example, "I'm sure you agree?" This is not a trust-building question. It is a statement disguised as a question. Others who hear you say this will realize you have no interest in what they think. If you did, you would ask "What do you think? Do you agree?" Shift gears: Ask real questions — not statements disguised as questions.

**2. Using absolutes.** When you speak about others in negative absolute phrases, it manipulates others into defending who they are. "You always, you never" help you feel good as you vent your anger. Yet it is controlling and this manipulative communication destroys other's trust in you. Shift gears: Don't speak in absolutes about others. Moreover, if someone is manipulating you with absolutes, don't defend yourself. Simply say that absolutes are never true. Then, invite them to give you some specific examples you can both discuss.

**3. Claiming that data, facts, and other's opinions are on your side.** I always smile when I spot this one because it is a dead giveaway of manipulation. What data, what facts, whose opinions? Shift gears: Offer specifics versus making general claims. Specifics show respect to others and a true desire for dialogue. When you are discussing specific examples, you build trust.

## Gossip and Lying!

**4. Starting and spreading gossip.** Whether what you are stating is true or false, spreading rumors about others is manipulative communication. I sometimes hear people say, "Well everyone does it. It is just human nature." Well everyone doesn't do it nor does everyone have to do it. Shift gears: Don't spread rumors about others. Also, if someone is telling you gossip about others, ask them "Why are you telling me this?" Let them

know you think it can be harmful and that you aren't interested.

**5. Lying.** If there is one manipulative behavior that definitely erodes and destroys trust, it is lying. Lying, and then denying you are lying or calling it harmless, will label you as not worthy of trust. It is quite a price to pay and not one you can easily undo. Shift gears: Always check your facts. Be truthful. Even if you must give difficult news to others, be truthful so you don't add doubt and confusion to a tough moment.

## One Surefire Way to Step Out of a Manipulation

When you sense someone else is being manipulative, pause for a moment, and then say "Let's break all of this into pieces and look at each piece." Manipulation is a lot of things thrown together — falsehoods, generalized claims, gossip, lies, etc... Separate the pieces of a manipulation to stop its power. I have coached many on how to deal with a manipulator and they tell me that this technique is the one they use most often. It works.

From my professional experience to your success,  
*Kate Nasser, The People Skills Coach™*

<https://katenasser.com/toxic-manipulative-communication-avoid-these-traps-people-skills/>

# 6 NEW WAYS TO ENJOY OUTDOOR ACTIVITIES

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Outdoors doesn't mean you have to be a hiker, a hunter, a runner, or a fisherman. Being outdoors is simple as that. Actually enjoying being outside. It's spring and if you haven't started enjoying the outdoors yet, now is the time to get that fresh air, and we're going to give you some suggestions on how to do that.

1. Leave your phone at home and just walk through your neighborhood. Check out the houses, look at the sky, talk to your neighbors, and embrace the community you are a part of.
2. Unplug your music. Even if you are in a canoe, out for a walk, or on a run....listen to the trees in the wind, laughter of children, or the sounds of the city.
3. Bring your workout outside. If it's yoga, take it to your

backyard. If it's some cross-fit or training, head to a local park. If it's running, hit a trail instead of the treadmill.

4. Bird Watch or People Watch. Head to a local park, take a stroll through the woods, or sit on a bench at fair and just enjoy what's happening around you. Watching birds, animals, and people can be very relaxing.
5. Walk through downtown. Never just walked through the downtown area of your city? Do it now. Park the car, and head through your downtown area with no agenda and just see what's there.
6. Get some air! Take a drive to a beach, ride your bike on an adventure, try an ATV, or just drive around with the windows down around the city and see what's there.

# SIMPLE COMPLIMENTS MAKE A BIG DIFFERENCE

*Summary. There is ample evidence that giving someone else a boost, whether giving compliments or expressing gratitude, has a mood-lifting effect and contributes to well-being. But we often hold back, unnecessarily, because we aren't well calibrated to the actual effects our positive messages have on others. When it comes to deciding whether to express praise or appreciation to another person, doubt often creeps in. We are overly concerned about our ability to convey praise skillfully ("What if my delivery is awkward?"), and our anxiety leaves us feeling overly pessimistic about the effects our messages will have. Sadly, people's pessimism causes them to refrain from engaging in this behavior that would make everyone better off.*

Establishing a positive organizational culture, one in which employees and managers support one another, should be a top priority for organizations. Expressing praise and gratitude is particularly important for keeping up morale. Gratitude makes people feel valued, and positive feedback has been shown to mitigate the negative effects of stress on employee performance. Neuroscientists have even shown that the brain processes verbal affirmations similarly to financial re-wards. As Alan Mulally, former CEO of Ford, has been quoted as saying of his employees, "It's all about appreciating them, respecting them and thanking them at every step of the way." While the importance of expressing praise and gratitude for establishing a positive organizational culture is clear, our research suggests that people may not follow Mulally's advice because they underestimate the positive impact of kind words on others.

In two independently conducted lines of research, we asked participants to estimate how another person would feel after receiving a compliment. We then asked those same participants to actually compliment another person, and we compared how that person actually felt after receiving the compliment to how participants imagined that person would feel. Using the same basic experimental paradigm both with friends and strangers, we consistently found that people underestimated how good their compliment would make the recipient feel. Compliment-givers tend to believe the other person won't enjoy their interaction as much as they actually do; in fact, they often believe that their exchange will probably make the person a little uncomfortable.

Yet, consistently, receiving a compliment brightens people's day much more than anticipated, leaving them feeling better, and less uncomfortable, than givers expect.

From the outside, it seems obvious that receiving a compliment would make someone feel better. Who doesn't like when someone praises their way of handling a tense situation at work, their choice of attire, or their presentation skills? Indeed, when asked, nearly 90% of people believe that they should compliment each other more often. And yet we tend not to give them in practice. In fact, only 50% of people in one experiment who wrote down a compliment for a friend actually sent the compliment along when given the chance, even though they'd already done the hardest part — coming up with something nice and thoughtful to say. That is, despite the widely shared desire to give more compliments, when faced with the decision people still often forgo low-cost opportunities to make others feel appreciated and valued.

These experiments highlight a critical psychological barrier to creating more positive organizational cultures: your mistaken expectations. When it comes to deciding whether to express praise or appreciation to another person, doubt creeps in. We find that people are overly concerned about their ability to convey praise skillfully ("What if my delivery is awkward?"), and their anxiety leaves them overly pessimistic about the effects their messages will have. Sadly, people's pessimism causes them to refrain from engaging in this behavior that would make everyone better off.

To make matters worse, even after giving a compliment, when we asked people to reflect on how the other person felt, they were unable to adequately update their beliefs. They couldn't realize the full benefit, and still underestimated their compliment's value, suggesting this bias is particularly sticky.

One way to overcome this bias is to look at your compliments the same way the recipient does, focusing less on how competently you are conveying them and more on the warmth they convey. Indeed, one experiment found that focusing on the warmth, sincerity, and friendliness their compliments convey increases peo-

ple's interest in giving compliments to others. Absent a reminder to focus on warmth, however, people are left to their own devices, and their tendency to focus on their own shortcomings may prevent them from giving as many compliments as they would like.

It's not just compliment-giving that suffers from undervaluation. Research shows that people also underestimate how much recipients appreciate gratitude. In one study, participants wrote gratitude letters expressing their appreciation to someone. The recipients of these letters were then asked how they felt receiving them. When the researchers compared recipients' feelings to senders' expectations, they found that senders underestimated how positive recipients would feel and overestimated how awkward they would feel. Here again, people's overly pessimistic beliefs can prevent them from doing others an act of kindness that would increase their feelings of appreciation.

You might worry that the positive impact of these kind words comes from their rarity, such that giving compliments too often will devalue one's compliments or make them seem less sincere. Our research suggests this is simply not the case. Although people in one experiment expected that those who received one compliment a day over the course of a week would feel increasingly less positive each day and find the compliments increasingly less sincere, contrary to expectations the compliments actually brightened recipients' mood similarly each day. The kind words did not become tired words. Just as people must eat regularly to satisfy their biological needs, the fundamental need to be seen, recognized, and appreciated by others, as it turns out, is a recurring need at work and in life.

There is ample evidence that giving someone else a boost, whether giving compliments or expressing gratitude, has a mood-lifting effect and contributes to well-being. This means that everyone benefits — givers and receivers alike. Creating a positive organizational culture is important, perhaps now more than ever. But we often hold back, unnecessarily, because we aren't well calibrated to the actual effects our positive messages have on others.

*(Continued on page 20)*

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**Thursday, June 17**

Special Meetings, Registration Begins

**Friday, June 18**

Educational Programming

**Saturday, June 19**

Business Meeting, Elections, and Awards

**Sunday, June 20**

Special Meetings

**Go to [www.bpwfl.org/2021-annual-conference/](http://www.bpwfl.org/2021-annual-conference/) to Register Today**

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## Candidates for BPW/FL Office



**Vice President  
Ilja Chapman**

Only six months into my membership with BPW/Upper Keys, I was asked if I were interested in completing the term of VP of Membership, who had to resign. That was in 2015 and I have been in leadership roles for the LO ever since. It has been an amazing journey. I have learned so much about leadership, teamwork and governing a not-for-profit organization... let alone all the wonderful connections I made.

This year, I served with much joy at BPW/FL as the Council of Presidents Delegate, which gave me a seat at the BPW/FL Executive Committee. What a great way to learn in more depth about the governance of the statewide organization! I recommend anybody looking to serve BPW/FL to serve in several positions to be able to grow. I am super motivated to serve the Florida Federation of Business & Professional Women's Clubs further and help bring our organization into the 21st century and include the next generation of professional women in our tribe. Thank you so much for your support and trust. If elected, I will do my utmost to serve all BPW chapters.

### 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 in 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.

## BPW/FL Proposed Legislative Platform 2021-2022

America was founded on the principal of equality for all and derives its strength from individuals working together for a common good. This public policy platform is BPW/FL's blueprint for our work in respect, justice and equality for working women. Women should have the opportunity to be well educated, healthy, economically strong, and secure and their families should be able to live and work in communities that are environmentally clean. This public policy platform represents a vision based on supporting and defending American values as they specifically relate to working women's hopes and dreams for the future. We will work with elected officials and activists to achieve this vision in government and in our communities.

### **ITEM 1: Equality for All**

BPW/FL members acknowledge the fundamental equality of all persons and are devoted to the defense of their inherent dignity. We believe in fairness and inclusion so that all have the opportunity to reach their fullest potential. We protect our communities and our liberties, ensuring peace, justice, freedom and humanity. We believe that the rights of women require constant vigilance and a thorough examination of laws to eliminate those that harm women disproportionately. Therefore, BPW/FL supports legislation that calls for equality for all, including, but not limited to, passage of the Equal Rights Amendment, which states: "Equality of rights under the law shall not be abridged or denied by the United States or by any state on account of sex."

### **ITEM 2: Economic Equity, Opportunity and Self-Sufficiency**

BPW/FL supports legislation which assists women in obtaining pay equity and equal employment opportunities; promotes opportunities for women-owned businesses; encourages women-owned businesses to compete at the local, state and federal governmental levels; promotes affordable, quality dependent care to help ensure economic self-sufficiency for women; and supports social security reform options that benefit women.

### **ITEM 3: Safe Workplace**

BPW/FL supports legislation that creates a safe workplace; a workplace free from violence, harassment and assault. We support legislative funding and education that will ensure workplaces are free from all forms of violence, harassment and assault.

### **ITEM 4: Health Care**

BPW/FL supports legislation that ensures reproductive choice and full access to all reproductive health education and services, including prescriptions. We support legislative funding and initiatives for women's health care needs, with special emphasis on heart disease, stroke, lung cancer and breast cancer early detection, treatment, and recovery. We support the expansion of Medicaid in Florida, recognizing that working women and their families have the largest need for affordable and accessible health care.

### **ITEM 5: Environment**

BPW/FL supports legislation that ensures clean air, water, soil and energy. We support legislative funding that will ensure the continuation of clear air, water, soil and energy and specific interactions with the environment. We support these environmental concerns as they relate to women's health, wealth and well-being and recognizing the large impact the environment has on them individually and their families.

## 2021 Annual State Conference – “We Are Stronger Together” – Schedule June 17 – 20, 2021, Saddlebrook Resort in Wesley Chapel

Thursday, June 17, 2021	
2:00 – 3:30 p.m.	2020-2021 BPW/FL Executive Committee Meeting (Executive Committee Only)
3:45 – 5:00 p.m.	2020-2021 BPW/FL Board of Directors Meeting
5:00—6:00 p.m.	Council of Presidents Meeting
3:30 – 5:00 p.m.	Registration

Friday, June 18, 2021		
<i>Educational programming designed to build attendees Personally, Professionally and Politically</i>		
7:30 a.m. – Noon	Registration	
7:45 – 8:45 a.m.	First Timers’ Orientation	
8:50 – 9:00 a.m.	Welcome from BPW/FL President Jerri Evans	
The BPW/FL Workshops will only be in person; All other speaking events will be both in person and via Zoom		
	BPW/FL Leadership Workshops (20 minutes long each)	
9:00 – 9:45 a.m.	“BPW History”, Jerri Evans “Communication”, Robyn Winters	“The Art of Conflict Resolution”, Lorraine Lane
10:00 -10:45 a.m.	“Crucial Communication”, Charlotte Edwards “Importance of Governing Documents”, Mary Giddens	“How To Have Unshakeable Confidence”, Shiobhan Olivero
11:00 —11:45 a.m.	“How to Read a Budget”, Sue Banks “Creating Future Leaders”, Charlotte Edwards	“Finding Truth in the News”, Caryn Baird
11:45 a.m.–1:15 p.m.	Lunch Break (on your own)	
1:15 – 2:45 p.m.	Keynote Speaker: Steve Hopper: “The Ability to Influence Others”	
3:00 – 3:45 p.m.	“Gender and Racial Equity”, Renee Baker	
4:00—4:45 p.m.	“Women in Transition”, Mercy Ameyaw	

Saturday, June 19, 2021	
7:30 – 10:00 a.m.	Registration
8:00 – 9:00 a.m.	Past State Presidents Breakfast (PSPs Only)
9:15 – 9:30 a.m.	Welcome
9:30 – Noon	BPW/FL & Education Foundation Business Meetings/Elections
Noon – 1:30 p.m.	Lunch on Your Own
1:30 – 2:30 p.m.	Awards Ceremony
2:45 – 4:00 p.m.	BPW/FL & Education Foundation Business Meetings/ Elections (cont. if necessary) Installation of Officers
5:30—6:30 p.m.	Reception

Sunday, June 20, 2021	
9:30 – 10:30 a.m.	2021-2022 BPW/FL Board of Directors Meeting
10:45 – 11:45 a.m.	2021-2022 BPW/FL Executive Committee Meeting



Business and Professional Women/Gold Coast

**Sheri McCandless  
Incoming President  
2021-2023**

*We are behind you as you lead us forward by leading by excellence.*

*You are our light & inspiration that lifts us & others to succeed.*



**BPW/Upper Keys is pleased and proud to endorse Ilja Chapman for BPW/FL Vice President.**

***We are grateful to Ilja for her years of service to our LO and to BPW/FL. We are delighted that she wishes to continue contributing her time, talent and enthusiasm towards a stronger, more vibrant and inclusive BPW/FL in 2021/2022.***

# *Thank You for Your Service*

- |                     |                 |
|---------------------|-----------------|
| Jerri Evans         | Tiki Bates      |
| Kristin Smith       | Helen Igar      |
| Tami Simms          | Vicki Faulkner  |
| Sheila Barry-Oliver | Cynthia Jenkins |

Your sisters at BPW/St. Petersburg- Pinellas are grateful for your compassion and dedication as you met challenges in your leadership roles during BPW/Florida's 100th Year. We are proud to celebrate our own.

# LOCAL ORGANIZATION

## BPW/Calusa

Well, will it ever end? Hi everyone and welcome to 2021. Last year was a very unpleasant year for us all. Hopefully we can all get back to some sort of normalcy this year; with that said, we are already in April.

Our group, with the consent of the membership ceased meetings as no one was attending and nothing via Zoom either. As a board we have tried to keep in touch with our members and keep them up to date with what has been happening from a state point of view.

Our group has been very grateful for members to request relief from state dues, and our board made a decision to do the same for our own dues for this year. No fundraising last year but we are hopeful for something later this year, perhaps our Quarter Auction, which is always great fun. We lost a couple of members, but with everything going on, we are certainly grateful to have retained whom we have, and also have a new member.

We have still conducted our board meetings and have commenced our membership meetings again this month of March. We had around 10 of us at the first meeting. It was good to see everyone and we are all glad we are meeting again.

We look forward to the state conference this year. Although some may attend virtually, it is still good to know we are moving forward. We are truly grateful for all of you in BPW and thankful for all you do.

## BPW/Englewood-Venice

After a very busy December BPW/EV immediately planned for a successful 2021. At the January 28, 2021, Board Meeting, President Morina reported that due to the hard work of the Board and the members, our LO ended 2020 financially sound! More funds were raised than expected in spite of the challenging Covid-19 restrictions! Morina was happy to report that BPW/EV grew by 66% from June 2020 to December 2020. Two new members joined BPW/EV in January for a total of 17 since 1/1/20. Dale Wolfson, representing “Compeer” of

Sarasota, a charity labeled ‘a mission with a purpose’, was the speaker at the January meeting.

February 13, 2021, will be remembered as a day of celebration for the record number of 74 women who attended the H’Attitude Luncheon at Plantation Golf and Country Club, organized BPW/EV. Every woman attending wore a beautifully decorated hat and was dressed up “trés chic” and a joyous, celebratory mood filled the large room. The fun hat parade was well organized; one table at a time walked around as special music played, displaying their fancy hats. Chances for gorgeous gift baskets and silent auction items were available and



the lucky winners proudly received them. The best part of the whole program was the presentation by Dr. Christopher Cortman as he delivered his speech on the “three attitudes” that were the theme for the luncheon: Attitude, Fortitude and Gratitude. Dr. Cortman had been a speaker before at BPW/EV events and his well-received presentations made him a popular speaker for this luncheon too.

The “Queen of Re-invention”, Veronika Winski, gave a dynamic, empowering presentation at the February dinner meeting, encouraging the members to reinvent themselves not some day, but NOW!!

Treasurer Cynthia Fredricks announced the good news that enough money was raised to award five Adult Learner \$1,000 scholarships in 2021. That is an all-time high number for BPW/EV! Congratulations to all BPW/EV members who worked so hard to raise this money. Special thanks also to new member Carol Degulis, who has baked fantastic

cookies around the clock, which she sells at every dinner meeting for \$15/ tray. Orders are placed by e-mail and cookies will be delivered at the meetings. She has quite a following, her biscottis are out of this world, once you tried them you can’t say no. She raised enough money with her cookies that they almost funded one of the scholarships! Flour, eggs and sugar are donated by other members, it’s a delicious way to raise funds.

For the March meeting the Board decided not to invite a speaker, but to honor all new members. Under the headline “Getting to Know you!”, each new member was given the opportunity to get to know them better, as they talked about their careers, families, hobbies, fun things they love to do, and why they joined BPWEV.

The Nominating Committee presented the new slate of officers who will be installed at the April meeting. The speaker for April will be Emily Hunt, representing Selah FREEDOM - “Bringing Light into the Darkness of Sex Trafficking”—sadly an issue that is widespread in the Florida.

## BPW/Hernando

2021 has started to be a busy year for BPW/Hernando. January was our LO’s first Zoom meeting, hosted by Charlotte Edwards, which focused on a personal “Life Audit and Stress Solutions.” The evening consisted of an evaluation of key life areas including, current stress levels, identifying areas that need work, becoming self-aware, as well as, reducing stress and making changes to create a fulfilling life. The night was enjoyed by many. February was an exciting speaker joining us all the way from the Turtle Island Preserve in Boone, NC, an off the grid, nonprofit outdoor education





# (LO) NEWS

center and home of the History Channel's Mountain Men. Desere Gamaldi shared with us "Self Resilience and Pushing Through Adversity." She shared life experiences and perspectives to help cope with changes our communities are experiencing. March was a timely discussion with Sue Graham, a Developmental Psychologist, who shared with us "Prioritizing Self-Care and Boundaries in a Challenging Time." Her presentation provided real time and real life principles and examples of the whys, hows and whats of self care and the importance of boundaries.

April will be a larger meeting for BPW/Hernando as we have secured Mary C. Owens, who will be sharing with us "How to Flow Through Change with Grace and Ease". Mary's mission in life is supporting women who are experiencing change such as divorce, midlife "crisis", a job loss, or promotion. She is a dynamic and engaging speaker who connects with her audiences profoundly.

We are all excited and are looking forward to May and our annual Education Scholarship evening where we are able to award high school seniors and returning students with cash scholarships to help offset the cost of higher education. It is the opportunity for our members to see their hard work, efforts, and fund-raising dollars going to women working to build a brighter future.

We have had lots of celebrations as new members of BPW/Hernando have joined and we have been able to reconnect with members.

## BPW/Marathon

We continue to hold our monthly dinner

meetings at the Key Colony Inn, with attendance averaging 15 to 20 members.

With the loss of both of our major fund-raising events, Taste of the Islands and Keysino Night, we have gotten creative in an attempt to boost our Stacie Kidwell Memorial Scholarship fund. Thanks to the generosity of Lisa Wojciechowski and other members, we now include raffles at each monthly meeting. Themed bundles include fabulous Thirty-One items plus other goodies. We've raised about \$300 each month and the winners go home with some very cool swag.

In February, we had a fun Galentine evening, with Lisa Wojciechowski being awarded our second Employer of the Year in recognition of the leadership and motivation she provides to her Thirty-One team.

In March we celebrated Women's History Month and pledged to #ChooseToChallenge to help forge a gender equal world, celebrate women's achievement, raise awareness against bias and take action for equality. We participated in a group presentation of inspirational quotes by famous women from all walks of life.

Our new Board of Directors has been elected and will be installed at our May meeting. They are:

Mallory Pinto, President  
Jeanine D'Amico, First Vice President  
Kristin Carlson, Second Vice President  
Kayla D'Ascanio, Treasurer  
Lisa Wojciechowski, Secretary.

We will also award Woman of the Year at our May meeting. The nominees are

Lisa Wojciechowski, Kiki McIntyre and Kayla D'Ascanio.

April will be a busy month for the Scholarship Committee. Under the direction of Bonnie Sanderson, the committee will interview Marathon High School graduating seniors who have applied for one of our Stacie Kidwell Memorial Scholarships. This is one of the highlights of our year as we work hard to raise the money. It's always both an emotional and rewarding process.

## BPW/North Sarasota

BPW/North Sarasota continues to hold monthly meetings in person, still practicing social distancing. We have an opportunity to see our sisters on a monthly basis, which, for some, is the only time they might interact with others.

For our community service over the holidays, we volunteered with the Safe Children Coalition's Annual Turkey Drive where over 600 families received full dinners for the holidays. Families did a "drive through" to pick up their dinner without having to get out of their cars. We registered families and helped pass out dinners.

Our program for January was presented by Issues Management Chair Wendy White. Our guest speaker was Danielle Glaysher, a financial coach for Capital Good Fund, who talked to us about credit building. Ms. Glaysher has been with Capital Good for 2½ years and also provides one-on-one coaching.

Glenda Williams coordinated Issues Management for February and showed how history sometimes repeats itself. The second impeachment of Donald Trump, the 45th president of the United States, occurred on January 13, 2021. It was the fourth impeachment of a United States President and the second for President Trump. In the 1800s, President Andrew Johnson (1808-1875), the 17th President of the United States and his lenient reconstruction policies toward the South and vetoing of Reconstruction acts, embittered the radical Republicans in Congress, which led to his political impeachment. Glenda discussed the parallel between the two impeachments.

*(Continued on page 18)*



**LO NEWS** (Continued from page 17)

In March, Issues Management focused on Women's History Month, coordinated by Gwen Sermon, and featured the late Mrs. Dorothy G. Smith. Mrs. Smith was recognized as the first African American principal post-desegregation, in the Sarasota County School District at Southside Elementary School. She was also the first African American to be appointed a reading resource teacher in Sarasota County and spent 36 years in education.



We will move forward with our Fourteenth Annual H'attitude Scholarship Luncheon and Hat Show on Saturday, May 29 at 11:30 a.m. The event will be held at The Grove in Lakewood Ranch and the cost is \$50 person. Guests are encouraged to wear hats of their choice and participate in our "parade of hats". We invite all to attend and for additional information, you can contact Cynthia Howard (941-724-4205; cshoward1@verizon.net) or Jone Williams (941-914-1155; jwilliams@Sccfl.org)

**BPW/St. Petersburg-Pinellas**



BPW/SPP welcomes its new President and Executive Committee with lofty goals and enthusiasm to continue the good work of this LO. We proudly reflect on the challenges of 2020 and are pleased that our LO was able to work through a hybrid model, which allowed us to continue our monthly luncheons in a safe manner for those who attended in person and a Zoom option for others.

We received great feedback on the hybrid model. We are thankful for the awesome Luncheon Guest Speakers who reflected on Spending Wisely Through the Holidays, Women and Politics, and Reinventing Your Career. All were very timely topics! We cheered together in celebration as the nation elected its first female Vice President, Kamala Harris! And, we were delighted to recognize Equal Pay Day in March for the first time! Most importantly, we are looking to the future and anxious to continue to fight for women's rights in the workplace.

**BPW/Upper Keys**

Greetings from the Upper Keys! We are happy in a new year, celebrating the arrival of spring and looking forward to better days!

We recently held our first in person event since February 2020. It was a Member Appreciation Drive Through/Walk Through event on Sunday, March 14, themed "Spring Forward Into Better Days with BPW/Upper Keys!" We had gifts for everyone including personalized name badges, BPW/FL face masks and fresh tulips; members donated items for goodie bags; there were photo ops for the drivers and walkers; and even a DJ! It was really nice to see so many of our members "live and in person" after so long.

Other than the recent Drive Through event, we have continued our virtual meetings and events. The Annual Holiday Party in December was different but we managed to make it fun and festive with special guests, games and breakout rooms. Our January virtual luncheon was hosted by two health professionals discussing the pandemic and vaccina-

tions, and we had almost 50 attendees. For our February evening event we had someone talk to us about the importance of Self Care - inside and out. At our virtual luncheon in March, we held our third annual Speed Networking, virtual style utilizing breakout rooms. And, the monthly morning coffee hours continue to be popular.

Our Professional Development Committee presented the first ever "Moms in Business Workshop" in January, consisting of a panel of four members who are working mothers. The four moms were of varying ages, diverse careers, with children in various age ranges, so they each brought a different perspective to the challenges they all face. It was well attended and we hope to make it a recurring program.

While we are proud of all we were able to accomplish this year with strictly virtual meetings and events, it is so nice to be planning in person events again. We remain cautious, looking for outdoor or very spacious venues, but hope that both our April and May events will be in person.

In other news:

- In spite of not meeting in person, we continue to attract new members!
- The 2021 Nominating Committee has been named and will begin the interview process for the 2021-22 Board of Directors.
- BPW/Upper Keys is proud to endorse our member, immediate Past President and current Membership Chair, Ilja Chapman, in her campaign for Vice President of BPW/FL. We are thrilled that she is willing to serve BPW/FL!
- We look forward to seeing everyone at the State Conference in June!





## Nonverbal Cues *(Continued from page 1)*

Klamm. “I’m like, darn it, how long have I been frozen? I’m here. I’ve been engaged. How long has it looked like I haven’t been engaged?”

Written communication can be just as fraught. People are tripped up by everything from the brevity of emails—nothing chills like a reply that’s just a single question mark—to the timing.

Erica Dhawan, author of the forthcoming book “Digital Body Language” and CEO of Cotential, a New York-based consulting firm focused on collaboration, suggests puzzled clients ask for clarity if they have a close relationship with the sender, and just assume good intent if they don’t. Remember that punctuation marks like ellipses are often wielded differently by generation—older workers might mean nothing by them, while younger workers read them as sarcastic. Some might adore emojis, while others remain baffled by them.

Devising organizational norms can help. Ms. Dhawan had a health insurance company coin abbreviations that denoted how quickly the sender expected the recipient to reply. Including “4H” in a subject line signified the note necessitated a response within four hours.

If something vexing—say, a message that opens with a passive-aggressive “per my last email”—happens three times, it’s probably worth a candid conversation, Ms. Dhawan says. You could share examples of virtual interactions that were confusing or concerning. Or ask yourself whether switching mediums might swiftly fix the issue.

“A phone call is worth a thousand emails,” she says.

### Read the Digital Room

Avoid getting tripped up by digital body language, with tips from Stanford professor Jeremy Bailenson and author

Erica Dhawan:

1. Add some space: Reduce the size of your Zoom window so meeting attendees don’t appear uncomfortably close.
2. Hide the self-view: Staring at yourself the whole meeting isn’t a good way to catch others’ cues.
3. Pay attention to changes: If your usually casual boss pivots to using more formal language, something might be up.
4. Don’t overreact: If someone sends you a confusing or slightly passive-aggressive email, assume good intent. If the communication doesn’t impact your ability to get the work done, it might be fine to just let it go. If something happens three times, it’s time for a candid chat.

By Rachel Feintzeig,  
[rachel.feintzeig@wsj.com](mailto:rachel.feintzeig@wsj.com)

## EXECUTIVE COMMITTEE *(Continued from page 5)*

Sheri McCandless joined the COP meeting in February as the BPW/FL President-Elect, Strategic Planning Task Force Chair, and the State Conference Co-chair. Lots of important hats she wears, and her presentation got us all

excited about this year’s State Conference.

It is so good to share information, listen to what other LOs are doing and brainstorm how we can keep our members engaged and excited about our mission. I have said it before, but it is a true honor

to serve all BPW/FL members in the capacity of the COP Delegate. Wishing you all a colorful and refreshing spring!

*Ilja Chapman, BPW/FL Council of Presidents Delegate 2020-2021*  
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# Well-Behaved Women Seldom Make History, So Start Misbehaving!

# JUST A MINUTE ...

This article aims to debunk claims of how difficult it is to be secretary, and to offer time saving tips in dealing with meeting minutes. To begin, we will focus on taking minutes; what to include and what to omit. Finally, we will focus on approving and correcting minutes, which often takes more time than it should.

## CONTENT OF MINUTES

### First Paragraph:

1. Type of meeting (regular, special, board, etc.)
2. Date and time and place, unless always same (if a zoom meeting, put “via zoom”);
3. Confirm presence of president and secretary (if not, who took their place);
4. Note if previous meeting’s minutes were settled “as presented” or “as corrected”.

### Body of Minutes:

1. Have a separate paragraph for each subject;
2. Include guest speaker’s name and topic and any elected officials in attendance;
3. Include all main motions and the name of the maker of the motion;
4. Note whether were “adopted” or “lost” except if a count was ordered the number of votes on each side should be included, for ballot votes the full tellers’ report should be included, and for roll-call votes the names of those voting on each side should be included;
5. Include what was done, not what was discussed;
6. Reports that are presented without motions are not included, and only include enough contents of a report

necessary to cover motions arising out of it. Written reports may be attached to the minutes for reference.

### Last Paragraph:

1. Time adjourned;
2. Name and signature of secretary or person taking minutes.

### What NOT to Include:

Motions withdrawn by the maker; Sec-  
order of motions; Details of debate;  
Details unrelated to the business con-  
ducted; Proposed amendments and  
whether or not they were adopted  
(suggested wording is “after debate and  
amendment, the motion was adopted/  
lost”).

## MINUTES APPROVAL

1. If the secretary’s draft minutes is sent to all members in advance of the meeting at which they are to be approved, reading the draft may be omitted. The secretary’s draft minutes should be clearly marked “DRAFT” as a watermark or in the heading of those minutes not yet approved.
2. A formal motion to approve minutes is not necessary. The chair simply asks, “Are there any corrections to the minutes?” Corrections are usually handled by unanimous consent. If there is an objection to a correction, handle that objection like a motion to *Amend* and a majority vote will decide. If there are no further corrections, the chair says, “There being no corrections (or no further corrections), the minutes are approved “as present-ed” or “as corrected.”

## POWER TIPS

1. Get the presiding officer’s agenda and prepare draft minutes from the agenda

2. prior to the meeting;
2. Make updates to the draft minutes as the meeting progresses;
3. Only share minutes in PDF format and title draft minutes “date (2021-04-06) Group Name-DRAFT.pdf;“
4. Once approved, delete “draft” all places in the minutes and maintain in a separate digital file to enable easy searching, or
5. Use a Minutes Approval Committee (MAC) –  
A Minutes Approval Committee is a big time-saver in meetings. The MAC will review the draft minutes prepared by the secretary, make any corrections, approve and sign the minutes. For a small organization, a committee of two will be large enough. Some MACs are appointed for a whole year, some for six months and some before each meeting. Provide the MAC with a copy of the agenda. The secretary sends her draft to the MAC, and after MAC approval, the secretary’s minutes are distributed to the members as “approved.” At the next meeting, the approved minutes are presented for the members’ information. If members discover an error or material omission in the minutes, it can be corrected using the motion to Amend Something Previously Adopted, which takes a two-thirds vote, a majority vote with notice, the vote of a majority of the entire membership, or unanimous consent. Unanimous consent is used most often. Give a MAC a try. Hopefully you will find it to be an important tool in your meeting management toolbox.

*Mary Giddens  
BPW/FL Parliamentarian*

## COMPLIMENTS *(Continued from page 10)*

As Aron Ain, CEO of Ultimate Kronos Group has said, “Gratitude is not about a one-time holiday party, day off, or spot bonus...It is about creating a culture of gratitude.” Creating such a culture is important now more than ever. But to get there, we must recognize the value of regularly expressing appreciation to one another, and what a positive impact such gestures can have.

**Erica Boothby** is a postdoctoral researcher at the Wharton School at the

University of Pennsylvania, where she teaches negotiations. Her research broadly focuses on social connection and the psychological barriers that inhibit connection, with consequences for people’s personal and professional lives.

**Xuan Zhao** is a Research Scientist at the SPARQ Center (Social Psychological Answers to Real-World Questions), Stanford University. She studies how to help people connect, offer and appreciate different perspectives, foster meaningful conversations and positive interactions, and create inclusive environments. She

also studies how people perceive and interact with/via robotic technologies and their downstream consequences. Xuan received her PhD in psychology from Brown University.

**Vanessa K. Bohns** is an associate professor of Organizational Behavior at the ILR School at Cornell University. She is the author of the forthcoming book, *You Have More Influence Than You Think* (W.W. Norton, September 2021).

<https://hbr.org/2021/02/a-simple-compliment-can-make-a-big-difference>



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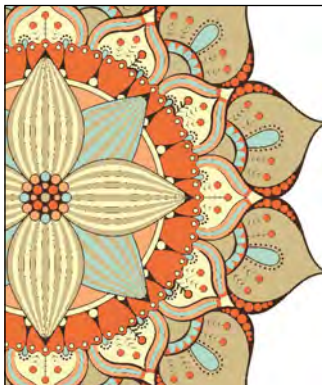
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To see a map of where all the BPW/FL local organizations are and to learn about their meeting dates/times/locations, visit <https://www.bpwfl.org/membership/local-organizations/>.



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# 100 Women Who Care

Hernando County's "Giving Circle, 100 Women Who Care, Nature Coast – Hernando" consists of local women who meet quarterly, pool funds, and vote for a local charity to receive the funds. This allows us to learn more about our community, discover more about local non-profits and participate in philanthropy. The selected charity receives the collective donation allowing us to provide a greater impact as a group. We have presented more than \$80,000 with matched funds from the Richard M. Schulze Family Foundation (Best Buy) to the charities that qualify.

This Chapter is built on the foundation 100 Women (currently 54) donate \$100 each quarter even if they did not vote for the selected charity and/or could not attend the meeting. We are actively seeking membership, with your help we could provide \$15,000 quarterly to a

Hernando County Charity, currently we are giving half that.

The original "100 Women Who Care" was started in November of 2006 by Karen Dunigan of Jackson, Michigan, as a brilliantly simple way to raise money efficiently and quickly for local charities/non-profits/worthy causes. Her group of 100 women, at their first one-hour meeting, each wrote a check for \$100 directly to the charity, raising \$10,000 to buy 300 new baby cribs for an organization in their city. Since then, they have grown to over 200 members, and similar groups are forming all over the country and even internationally!

We encourage you to join us, if you would like to find out more about the charities within Hernando County, wish to meet other like-minded women of philanthropy, and do not have a lot of

time but wish to be involved.

In the past we have presented funds to the Lighthouse for the Vision Impaired & Blind, Operation HeartF.E.L.T., The Veterans' H.E.A.T., Factory, ARC – Hernando, The Ability Tree, and many more.

For more information or to request a commitment form please.

Text/call Mary Crouse at 352-573-8561 or Email [100wwcnc@gmail.com](mailto:100wwcnc@gmail.com) Check us out on the web [www.100wwcnc.org](http://www.100wwcnc.org)

*Editor's Note: There are numerous chapters of 100 Women Who Care in Florida. See if there is one in your area. If not, then consider starting one!*

## 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!



BPW/FL  
Education  
Foundation

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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!

Can you believe that we're on the final stretch of the BPW year already? It's also nearly the end of the school year for our Scholarship House residents... unbelievable! Your Education Foundation board members have been working hard behind the scenes as usual, meeting every other month by Zoom. We've been supporting our House residents, finding creative ways to raise funds, and thinking of the future.

## Scholarship House News

Our two brick-and-mortar Scholarship Houses have stayed in good touch, with liaisons from the House residents participating in the board meetings. We sent goody bags and COVID supplies to both Houses for Valentine's Day. We also learned that both Houses needed replacements of some very basic items, so the Tallahassee House received new vacuums and kitchen equipment, and the FAU House got a new supply of pots & pans. The FAU House has also been freshly repainted and they're looking to spruce up their décor. If you're interest-

ed in helping, please contact Tami – they have a wish list of household items, especially Tupperware-type containers.

## Mentoring Opportunities

Don't forget about our program to pair BPW members as mentors with the residents of the Scholarship Houses. Visit the web site at <https://www.bpwfl.org/mentoring-program/> to find out more and to sign up! Even between semesters, the young ladies welcome your support to help them navigate their studies and plan for their futures.

## Fundraising

Many thanks to those of you who bought BPW/FL branded masks and pre-ordered t-shirts to help support the Foundation. Several of our members acted as "angels" to cover the cost of shirts for every Scholarship House resident, and we also sent each of them a BPW branded mask. We'll have some additional shirts for sale at State Conference. Also at the conference we'll look forward to our traditional "Hawg Callin," so bring your checkbooks!

## Do You Want to Get Involved?

There are three Director positions up for election in June. If you're interested or would like to learn more, contact Nominations Chair Sue Banks at [sabanks@earthlink.net](mailto:sabanks@earthlink.net).

Your Board of Directors is grateful for the support of members and LOs statewide. This is YOUR Foundation, and we are proud of the work that we do, which impacts the lives of women seeking higher education.

\*\*\*\*\*

Tami Simms, President  
BPW/FL Education Foundation  
[tami@simmsteam.com](mailto:tami@simmsteam.com)  
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P.S. If you're on social media, please "like" our Facebook page at [www.facebook.com/BPWFLedFdn](https://www.facebook.com/BPWFLedFdn)





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### **BPW/Florida's Mission**

*To achieve equity for all women in the workplace  
through advocacy, education and information.*



### **BPW Foundation's Mission**

*To empower working women to achieve their full potential  
and to partner with employers to build successful workplaces  
through education, research, knowledge and policy.*