

FLORIDA FEDERATION OF BUSINESS & PROFESSIONAL WOMEN

FLORIDA

WINTER 2021

BUSINESS WOMAN



Personal & Professional Tips:

GETTING PUBLISHED
PRACTICAL MINDFULNESS
LEARNING AND RELEARNING

BPW/FL EDUCATION HAPPENINGS

STATE COMMITTEE &
LOCAL ORGANIZATION NEWS

STATE CONFERENCE PLANS!

2021-2022

Advocacy and
Public Policy

2021-2022 BPW/FL Officers & Executive Committee

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BPW/FL Calendar of Events (2021-22)

<i>February</i> American Heart Month	<i>March-April</i> TBD Equal Pay Day
<i>March</i> Women's History Month 8 International Women's Day held annually to celebrate women's achievements throughout history and across nations	<i>May</i> Lupus Awareness Month <i>May</i> 19-22 BPW/FL Annual Conference Saddlebrook Resort Wesley Chapel, FL SAVE THE DATES!! Make your hotel reservation now!

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:

State conference issue	April 1, 2022
Summer issue	August 1, 2022
Winter issue	December 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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Visit BPW/FL at www.bpwfl.org.

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MESSAGE FROM THE PRESIDENT

BPW Members:

As I write this article, we just celebrated Thanksgiving and the holiday season is upon us. By the time this issue hits your mailbox and is posted to the website, we will be approaching a new year!

It is hard to believe that it has already been six months into my term as your State President. I am proud of what the leadership team has accomplished as we have completed the first half of the 2021-2022 BPW year. Increased communication from State directly to the membership was one of the recommendations from the 2021 Strategic Plan and was a priority goal of mine. With the assistance of BPW/FL's Technology Chair Sheila Barry-Oliver, we have established a monthly e-newsletter to share information from State with the membership more frequently than just the three issues of the state magazine. The monthly newsletter is emailed directly to all members and includes updates from the standing committee chairs and other informational news. Have you been receiving and reading yours? Be sure to look for it in an email from BPW/FL around the middle of each month.

One of the best information and resource tools we have as members is the BPW/FL website, www.bpwfl.org. I encourage you to visit the site regularly as we update it often with new information. After leadership voted to issue a position statement on Anti-Choice Legislation filed in Florida on recommendation of our Public Policy Committee, we added

a new Public Policy News page for the Public Policy Committee to post updates and information to keep our members informed relative to the issues on our Public Policy Platform. <https://www.bpwfl.org/public-policy-news>. We have also recently updated the Events page with information regarding the 2022 State Conference. <https://www.bpwfl.org/2022-bpw-fl-annual-conference/>.

You will see reports in this issue from the standing committee chairs who are working on goals to increase the value of your membership, as well as the visibility of BPW/FL to help grow our membership. Despite the challenges that living with COVID continued to bring to all of us in 2021, our local organizations (LOs) were back to meeting and holding events these last few months, and you will see reports in this issue from the LOs on what they have been doing.

A change has taken place in the business office, and I would like to welcome our new Business Manager, Cindi Irwin, who started with us on December 1, 2021. We are looking forward to working with Cindi and will be formally introducing her to the membership in the December monthly e-newsletter and on the website. I would like to thank Tiki Bates for the professionalism and dedication that she has provided to the business office as BPW/FL's Business Manager for these past few years. Tiki stayed on during our search for a new Business Manager and her training for which we are most grateful. Tiki will be missed in

the business office, but we are looking forward to her continued involvement as a BPW member.



As we reflect on and move beyond the challenges that 2021 brought to all of us personally and professionally and into the new year of 2022, I want to thank each of you for your continued membership. BPW/FL thrives as an organization relevant to the working women of Florida due to your support, and we are nothing without our members. I am also most grateful to those in leadership positions at the state and local level and appreciate their dedication to the organization. I and the state leadership look forward to continuing to grow and improve the organization in the coming year at the state level and to assisting our LOs so that our members continue to see value from their membership.

With Best Personal Wishes for a most joyous holiday season and a Happy New Year!

Sheri

Sheri McCandless
President, BPW/FL, 2021-2023
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MINDFULNESS FOR PEOPLE TOO BUSY TO MEDITATE

Mindfulness has become almost a buzzword. But what is it, really? Mindfulness is, quite simply, the skill of being present and aware, moment by moment, regardless of circumstances.

For instance, researchers have found that mindfulness can reprogram the brain to be more rational and less emotional. When faced with a decision, meditators showed increased activity in the posterior insula of the brain, which has been linked to rational decision making. This allowed them to make decisions based more on fact than emotion. This is good news since other research has found that reasoning is actually suffused with emotion. Not only are the two inseparable, but our positive and negative feelings about people, things, and ideas arise much more rapidly than our conscious thoughts, in a matter of milliseconds. We push threatening information away and hold friendly information close. We apply fight-or-flight reflexes not only to predators but to data itself.

In order to reap the benefits of mindfulness, there are specific techniques that you can practice to improve your skills. You may have heard about a mindfulness-enhancing technique where you sit in stillness and practice meditating for a period of time before going about the rest of your day. This is definitely valuable. But I have a bias for being able to practice mindfulness all day, in every circumstance. In essence, you start living all of life mindfully and over time there is no distinction between your formal practice and making a presentation, negotiating a deal, driving your car, working out, or playing a round of golf.

Try a technique I call “micro meditations.” These are meditations that can be done several times a day for 1-3 minutes at a time. Periodically throughout the day, become aware of your breath. It could be when you feel yourself beginning to become stressed or overwhelmed with too

much to do and too little time, or perhaps when you feel yourself becoming increasingly distracted and agitated.

In becoming aware of the breath, notice how you are breathing. Is it shallow or deep? Are you holding your breath and in so doing perhaps also holding your stomach? Or hunching your shoulders?

The next step is to start breathing so that you are bringing the breath into the belly. Do not strain. If it feels too unnatural to breathe into the belly, then perhaps bring the breath down to the lower chest. If the mind wanders, gently come back to the breath — without judging yourself for momentarily losing focus.

You will notice that by regularly practicing this micro-meditation you will become more aware and more calm. By practicing this regularly you will train yourself to be more and more mindful, and increasingly calm and focused. You can create reminders for yourself to practice these meditations two-to-four times a day; every hour or so; or before you go to a meeting — whatever is feasible. You can also use them on an ad-hoc basis to prepare for a meeting or a presentation, when you are stressed, or when multitasking is eroding your concentration. Micro-meditations can put you back on track, and help you develop your mindfulness muscle.

A second technique I use is “mindfulness in action.” Instead of adding a new routine to your day, you just experience your day a little differently by paying attention in a particular way, for seconds at a time.

For instance, if you have ever found yourself in a meeting and suddenly noticed that you missed what was just said or that you were “somewhere else” for the last few minutes, chances are you stopped listening. You could have been thinking about your next meeting or everything on your to do list, or perhaps you just zoned

out or were focused on an incoming text message. This is incredibly common. Unfortunately, it is the cause of huge misunderstandings, missed opportunities and wasted time.

When in a meeting, try, to the best of your ability, to *only listen* for seconds at a time. This is harder than it sounds, but with practice you will be able to listen continuously, without a break in concentration. Whenever you notice that your mind has wandered, come right back to listening to the voice that is speaking. You may have to come back dozens of times in a single meeting. That is extremely common; we don’t actually realize how often the mind wanders. Always bring yourself back gently and with patience. All you are doing is training the mind to be right here, right now.

These techniques quite literally train the mind and rewire the brain. And as a result, three critical things happen. First, your ability to concentrate increases. Second, you see things with increasing clarity, which improves your judgment. And third, you develop equanimity. Equanimity enables you to reduce your physiological and emotional stress and enhances the chances that you may find a creative solution.

Practicing mindfulness – and reaping its benefits – doesn’t need to be a large time commitment or require special training. You can start right now – this moment.

Maria Gonzalez, MBA, is Founder and President of Argonauta Consulting Inc. Her most recent book is Mindful Leadership: The 9 Ways to Self-Awareness, Transforming Yourself, and Inspiring Others. She has recently launched the Mindful Leadership App.

<https://hbr.org/2014/03/mindfulness-for-people-who-are-too-busy-to-meditate/>

PRACTICAL MINDFULNESS SUGGESTIONS

<p>Physical:</p> <ul style="list-style-type: none"> • Exercise • Food Choices • Cup of Tea • Massage • Hot Tub 	<p>Mental/Creative/ Expressive:</p> <ul style="list-style-type: none"> • Journal • Reading a Good Book • Making Art • Singing 	<p>Relational:</p> <ul style="list-style-type: none"> • Time with a Friend • Out Socializing • Help Others • Quality Time with Loved Ones 	<p>Spiritual/Nature Based:</p> <ul style="list-style-type: none"> • Walk in Nature • Pray • Kayak or Other Outside Activity • Gratitude Practices 	<p>Emotional:</p> <ul style="list-style-type: none"> • Time for a Good Cry • Listening to Music • Range of Therapeutic Support
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Wendy O’Leary

REPORTS FROM THE EXECUTIVE COMMITTEE

Vice President

Happy New Year to all my BPW/FL sisters! I hope this message finds each one of you in good health, spirit and with great energy to kick off 2022.

As you know, the pandemic is still lingering, and we continue to be tested in many ways. You can only imagine how my travel business has been affected over the last 19 months, as countries worldwide are struggling. During these unnerving times, it is even more important to support each other. This statewide organization you are a member of is the perfect platform to bond, to hear each other and to stand strong together. I encourage you to reach out to your BPW sisters and learn about their successes and challenges.

Through BPW, you can connect with mentors, colleagues, and friends who can assist you in advancing your career or business and making the right connections. A good place to start is to learn more about them on the BPW Florida website, where members are spotlighted. <https://www.bpwfl.org/member-spotlight/> You, too, can be featured,

giving members statewide the chance to learn about you and connect.

I look forward to growing my relationship with all of you and that we finally may live in a healthy world again filled with happiness and laughter.

Warm Regards, *Ilja Chapman*
BPW/FL Vice President 2021-2022
Ilja.bpwfl@gmail.com, 305-998-8348

Treasurer

My two terms as Treasurer end in June 2022. That means I'm not eligible to run again. And it's always good to have new perspectives on the BPW/FL Executive Committee. Please consider this an invitation to think about becoming involved in this way. I will be around to train whoever takes my place.

Don't let the title of Treasurer scare you. The state uses the online version of QuickBooks. The business manager does much of the work. However, I reconcile the bank transactions and author and present the reports each month. If you have questions, give me a call at 727-525-9723.

The IRS recently reminded taxpayers that a special tax provision will allow more Americans to easily deduct up to \$600 in donations to qualifying charities on their 2021 federal income tax return. Ordinarily, people who choose to take the standard deduction cannot claim a deduction for their charitable contributions. But a temporary law change now permits them to claim a limited deduction on their 2021 federal income tax returns for cash contributions made to qualifying charitable organizations. Nearly 9 in 10 taxpayers now take the standard deduction and could potentially qualify. Individual tax filers, including married individuals filing separately, can claim a deduction of up to \$300 for cash contributions made to qualifying charities during 2021. The maximum deduction is increased to \$600 for married individuals filing joint returns.

The IRS reminds taxpayers to make sure they're donating to a recognized 501(c)(3) charity such as the Education Foundation of FFBPW. To check the status of a charity, you can use the IRS [Tax Exempt Organization Search](#) tool.

Helen Igar, BPW/FL Treasurer

Sheri McCandless, 2021-2023 President
Connecting our Future to our Past with Pearls of Wisdom

Business and Professional Women / FL

Jerri Evans
Immediate Past State President, BPW/FL

We are stronger together.
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Stampin' Up!

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BPW/Fort Lauderdale
President 2020-2021
BPW/FL President 1993-1994

BPW

BPW/FL COMMITTEE NEWS

Bylaws

Greetings, members!

Thanks to BPW/North Sarasota and BPW/Englewood-Venice for working on their LO bylaws. If your local organization hasn't revisited its bylaws in a while, now would be a good time. There have been a number of revisions to the Model LO Bylaws over the last few years. You can find the model bylaws in the members' section of the BPW/FL web site. This committee stands at the ready to help you determine if there are mandatory updates needed to your bylaws, and we can also be helpful with specific issues that your LO may have.

As the BPW year moves along quickly, it'll be time soon for your LO to elect new leadership. We hear from many of you that term limits make this task difficult. If you'd like to explore how to manage that, please reach out – we can help!

We'd still love to have more participation on this committee. You don't have to be a "policy wonk" to serve – in fact, it's an excellent opportunity to learn more about how good governance can make a huge difference in the success of your organization. We look forward to hearing from you.

Tami Simms
BPW/FL Bylaws Committee Chair

Membership

The BPW/FL Membership Committee met on October 21 and December 2. Please join the committee if you are interested in growing the membership and making it more relevant to the needs of our members and working women generally across the state.

We are working on some specific initiatives:

- **Knowing Each Other**—Retaining members by growing our ability to know each other statewide and be a true network. One aspect of this is a fun online directory. If you or a friend have expertise in which tools would be most appropriate to make this a reality, please let me know as we are examining options.
- **Growing new and existing local organizations (LOs)**—Increasing our cover-

age geographically across the state of Florida where we have some traction and interest and providing support such as collateral to existing LOs, which will involve coordination on messaging with the Public Relations Committee and the Technology Committee, and planning for outreach to potential chapters. This involves coming up with specific manageable growth initiatives to these markets. Did you know we have members working to build new or revitalized LOs in Tampa? Contact Ciara. Jacksonville? Contact Darlene S. Key West? Contact Marlene. Find contact info in the online member directory. These initiatives include outreach for some new college chapters (virtual initially) and refining related marketing resources for getting in front of new potential members statewide.

- **Women in Transition**—Identifying ways we can be a resource to women in various life transitions from identifying on-ramps back into the workforce after leaving it to have kids or switching careers, retiring or starting a business.

Is there a piece of this that you recognize as right in your wheelhouse? Know an organization that does some of these things with which we should be collaborating? Email me at Margie.bpwfl@gmail.com with your ideas/input or to join the discussion. Hope to connect with you soon!

Margie Smith
BPW/FL Membership Committee Chair

Nominations

In 2022, we will elect a BPW/FL President-Elect, Vice President, Secretary, Treasurer (two-year term) and Nominations Chair and a BPW/FL Education Foundation President, Vice President, Secretary and Treasurer. It is not too early to be thinking about whether you or someone in your local organization would be a good fit and would be willing to serve. Read the relevant bylaws (and the BPW/FL Handbook) to learn the requirements and duties of each office. Carole Tolomeo, BPW/Ft. Lauderdale) has been appointed Nominations Chair for both BPW/FL and BPW/FL Education Foundation, so reach out to her at cjtolomeo@aol.com to learn more.

Technology

The Technology Committee continues to expand BPW/FL's reach through social media, energize our website with relevant current content, support the BPW/FL monthly e-newsletters, enable the efforts of other state committees, and support the LOs however we can, e.g., creating a webpage for LOs that do not have a website. We plan to update our member processing so that it is easier for both the LOs and the state business manager, as well as to collect additional demographic and occupational data about our members to support our diversity, equity and inclusion efforts.

You can support all these efforts by liking or following our social media (you can get to them through the BPW/FL home page), by submitting information about yourself to be a weekly member spotlight, by volunteering to support the new social media marketing effort that will begin in the new year and by registering as a user of the BPW/FL website. There is some great content there (a benefit of membership) which you are missing out on if you are not registered. We are looking at how to provide more information about our members, e.g., occupation, business experience, so that we can support each other's businesses and get to know each other better. But that only works if the membership actively participates, so we hope that you do.

Sheila Barry-Oliver
BPW/FL Technology Committee Chair

Tribute

BPW/Marathon is sad to report that member Mickee Brown lost her battle with colon cancer on November 9. Mick-



BPW/FL COMMITTEE NEWS

ee was a long time BPW member who served as President and worked on many fund raising projects. She moved back to Georgia for a short time but returned to Marathon to continue her efforts on behalf of BPW. She worked as the Business Manager for Arlington Electric and is survived by her son, Charlie. BPW/Marathon will miss her positive energy and creativity that she brought to the local organization.

If you have a member who has passed, please do not wait until the end of the BPW year to report to me. The report form is on the BPW/FL website in the members-only area. Also please send a picture in jpg format. My email is joannorrbpw@gmail.com and my phone number is 305-393-1863.

Jo Ann Orr, BPW/FL Tribute Chair

“Women must do their part to invent the future. We must start thinking of ourselves as the people responsible for making public policy.”

*~ Elizabeth Janeway (1913-2005),
Working Woman Magazine, July
1987*

2022 State Conference Committee



The Conference Committee met on December 1, 2021, to continue the work of planning our 2022 Annual State Conference. We are taking some of the valuable information we learned last year and putting it to good use this year. We are hopeful to provide you with continual updates, regarding speakers and fun things to do on the BPW/FL event page, which can be found at <https://www.bpwfl.org/2022-bpw-fl-annual-conference/>. The page already has the resort registration link; note that the conference rate is good for three days before and three days after conference, subject to availability. We anticipate having conference registration available by February 2022.

The Committee would like your input on the type of Annual State Conference you, the membership would like. We would like to know if you prefer all plenary sessions (everyone in one room) or if you prefer breakout sessions. This is really important as we move forward with speakers, speaker gifts, meals, etc. We would also like to know the type of fun activities that would interest you. Please email me with your thoughts at jerri0679@gmail.com.

Our theme this year is Pearls of Wisdom. We look forward to weaving this theme throughout the conference and not just as part of the installation banquet.

We hope to see everyone **May 19-22, 2022**; in the inter im if you have any questions or would like to participate in planning, please reach out to me at the email above.

Jerri Evans, 2022 State Conference Chair
We are stronger together.

LO ADVOCACY SPOTLIGHT

BPW/St. Petersburg-Pinellas Legislative Committee Update

The Legislative Committee of BPW/SPP has been busy during this pre-legislative session time. There have been many bills presented and many of those are moving their way through committees.

As of the writing of this article there are a couple of key items of legislation directly related to BPW/FL's Public Policy Platform that we are keeping an eye on, and

they are: HB 111 and SB 308 "Crimes Evidencing Prejudice" and HB 167 "Abortion". The BPW/SPP Legislative Committee has compiled a letter in support of HB 111 and SB 308 and one in opposition to HB 167.

On November 29 HB 709 and SB 1036 "Reproductive Health Care Rights" were filed. The committee will be reviewing this proposed legislation and, if appropriate, will prepare a letter in support of this legislation which will also be made availa-

ble to our membership.

If you are interested in sending a letter to your congressional delegation, or all legislators, please feel free to modify the letter so that it will be from you as a Member-at-Large or a member of another Local Organization. You will find the templates on the BPW/SPP website, at <https://bit.ly/3iI8lsE>.

*BPW/St. Petersburg-Pinellas
Legislative Committee*

BPW: A LONG HISTORY OF PUBLIC POLICY ADVOCACY

For many current members of BPW/FL, their concept of the nature of BPW is primarily formed by their individual experience as a member of their own local organization. For those who've been able to participate in the annual state conferences, or years ago in the national BPW/USA conferences, it's easy to see that there is a wide variety in the culture and programming inside individual LOs. But each LO, as well as BPW/FL, shares in the rich history of BPW's political advocacy and activism.

BPW/USA was the first organization created to focus on the unique issues of working women. Our roots date back to World War I, when the U.S. government needed a group to assist with mobilizing women to assist with the war effort, and so BPW was officially founded in July 1919. Years later, in the 1930s, the membership of BPW focused their advocacy efforts on fighting legislation that was designed to deny jobs to married women, and they also lobbied successfully to end the workplace preference for hiring unmarried persons, which was a legal practice at the time. And BPW became one of the very first women's organizations to endorse the Equal Rights Amendment in 1937.

Following World War II, with the massive influx of women and minorities into the labor force in the U.S., BPW turned its attention to the issue of wage discrimination. They lobbied for the Women's Equal Pay Act, the first legislation requiring equal pay for women, which was introduced to Congress in 1945 – although it took another 18 years before this act was signed into law. When President John F. Kennedy finally signed the

Women's Equal Pay Act into law in 1963, he gave the pen that he used to the President of BPW/USA in recognition of the key role that BPW had played in finally securing passage of this important piece of legislation.

Over the next several decades, BPW continued to advocate forcefully for laws to protect and promote the interests of working women, such as the Family and Medical Leave Act (1993); the Pay Equity Employment Act (1994); the Equal Pay Act (1994); the Paycheck Fairness Act (1997); and the Lilly Ledbetter Fair Pay Act (2009).

Although pay equity has certainly been one of the most visible issues that BPW has advocated for over the years, our organization has also had a history of advocating for other workplace equity improvements, including legislation to prevent sexual harassment, expand opportunities for women veterans, promote health care reform, and advance work-life balance and dependent care laws.

BPW/FL has also been active in legislation over the years. The 50th anniversary issue of FBW highlighted some of the activities that occurred between 1919 and 1969. In 1936 BPW/FL focused on a bill granting women "a free dealer's license", which finally passed in 1943. In 1963 BPW/FL proposed to the Governor of Florida that he create a Commission on the Status of Women in Florida. Thus in 1964 Florida joined 30 other states who already had such a commission. Ten appointees to the first commission came from the membership roster of BPW/FL. In 1967 BPW/FL Past President Helen Leslie (BPW/St. Peters-

burg-Pinellas) became chair of the commission and five BPW members served with her.

In 1967, Florida finally passed the Jury Duty Bill to allow women to serve on juries, an achievement that resulted from six years of advocating for this change. In 1969, the Equal Pay Act prohibiting wage discrimination on the basis of sex was signed into law, again after many years of BPW/FL advocating for this.

Once BPW/USA merged with the BPW Foundation in 2009, much of the momentum for advocacy at the national level seems to have been lost, without the guidance of a strong national organization. But BPW/FL, and other state organizations around the country, continue their advocacy work on issues important to working women. BPW/FL has a Public Policy Platform that is voted into place every year at our state conference, and the current platform, approved in June 2021, centers on five key items:

- Equality for All
- Economic Equity, Opportunity and Self-Sufficiency
- Safe Workplace
- Health Care
- Environment

If you'd like to learn more about the specifics of each of these, the full Platform can be found at: <https://www.bpwfl.org/advocacy/>. It is my hope that we can revive our advocacy activities here in Florida for the mutual benefit of all working women, for our generation and for those that will follow.

Kristin Smith, Public Policy Chair

TIPS AND TRICKS FOR MEETINGS WITH ELECTED OFFICIALS

- One of the best times to plan for an in-district meeting is during a Senate or House recess. This time is designated for legislators to meet with their constituents in their home states or districts.
 - Take pictures outside the office or during the meeting with the elected official if allowed. You can share the pictures on social media.
 - Personalize your comments and provide local context — elected officials often prioritize issues that directly affect their constituents. Personal stories and local examples help illustrate why your issue is important.
 - The legislator's response won't always be clear, so listen carefully. What is the person saying about the issue? What questions or concerns do they have that
- might be answered? Pay attention to the direct and indirect statements of support or opposition.
- If you don't know the answer to a question your legislator asks, say you'll find out and then follow up. Contact our national office to assist with answering these questions.

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BUSTING THROUGH YOUR FEAR ...

What do you have on your list to accomplish in the new year? Do you aspire to write a book? A best-selling novel? A self-help book? Your memoir? As a businesswoman, I have found many of us wish to write and publish at least one book. But unfortunately, not everyone ends up accomplishing this dream. Why?

- It may seem daunting.
 - Writing takes discipline.
 - Selling your book requires marketing skills and persistence.
 - Sharing your story may be uncomfortable.
- AND
- You have to overcome your fear.

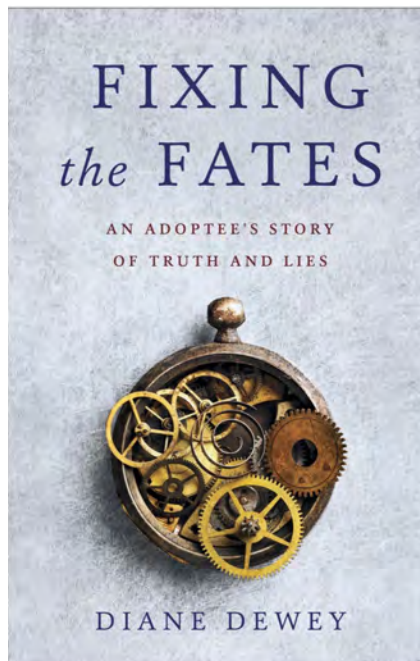
Fear is what holds people back in their life and business. And writing a book is one of the biggest fear-busting tasks you can tackle. I know because I pushed through my fear this year, twice, and self-published *Confidence Mastery for Couples-Roadmap to a More Intimate Relationship* and *Life & Love Lessons-How to Discover Confidence Through Your Spiritual Journey*.

Yes, writing was daunting at times. But I learned to manage my time, push through my fear, and take time where I needed to, which helped me accomplish my goals and feel good. The author and writer community is incredibly supportive. So, in the spirit of support and sharing, it was fun to learn that there are two other published authors in the BPW/FL membership—Diane Dewey and Rose Marie Ray. Here are excerpts from my conversations with them and what they had to say about their journey and where they are now.

Diane Dewey is the author of *Fixing the Fates-An Adoptee's Story of Truth and Lies*. Available on Amazon, Paperback,



eBook, and Audible.



“Writing to me is centering and grounding. I do it by necessity,” says Diane. “It helps me figure out what I am thinking and feeling. Having an exercise of putting things into words is very focusing, and I do tend to feel at odds when I am not writing.”

Diane currently does a lot of book doctoring. She works with authors whose manuscripts can use some help. And help is in the sense of being seen and heard and developing their voice. “I help people get their message out; extract the essence of what’s already there.” She also edits to some degree from a content point of view. “How do we make the manuscript stronger?”

Diane also notes, “Being challenged means being open, so working with someone as a book doctor allows someone to be defensive but also being able to ask them, ‘Is this really what you want?’ It’s a dialogue. And as an author myself, I would say an important one.”

Final thoughts? “Writing is totally fun and can be agonizing like Hemmingway said, ‘Bleed unto the page.’ It’s the cleansing and purging that is fun. I feel much more alive, and it’s validating, ‘I am here and being seen.’” Again, she nailed it.

Diane has weekly live podcasts on

Voice America called Dropping In, on which she interviews authors after reading their book. In addition, she is working on her second memoir, which is a series of short stories—stay tuned! Rose Marie Ray, aka Rosie, is the author of *Superwomen Do It Less-Or A Helluva Lot Better!* I dare say that sometimes we are moving forward so fast that we forget the journey of the brave women before us who pushed through challenges to increase our rights. Speaking to Rosie reminded me of this and increased my appreciation of those women.

In the ‘60s, Rosie sold computers in NYC at the forefront of technology. She worked her way up from being a secretary to being a computer programmer to the #1 sales rep in the world in 1985.



She continued to work hard and deliver for her clients and Honeywell. At that time, there were no women in management. Rosie shared an eye-opening example; being the sole female out of 64 sales reps and not being invited to the sales meeting. Horrifying in this day and age, but common back then.

In 1975 she led a path-breaking legal case in the State of NY and won based on discrimination and equal job pay and opportunity. Rosie then moved to Dallas, TX, and unfortunately, had a similar experience at her next company. But starting in 1992, she started “the fight for her life” and was eventually laid off.

So, she was grateful when she ended up discovering her local BPW chapter through an ad in the local paper. From then on, she was very active in BPW and later went on to be a successful Bed & Breakfast owner in St Petersburg, Flori-

... TO MAXIMIZE YOUR POTENTIAL

(Continued from page 10)

da, close to where she lives now with her fiancé of 17 years. She is also a proud mother of two.



Rosie is the epitome of a superwoman, and it's not surprising that Rosie speaks and writes from a place of confidence in knowing we are not alone. When we talked about her vast experience, she shared, "You have to be honest in your relationship." Passionate life advice, agree?

To take a quote from Rosie's book, "We are strong, willing, and able to achieve our goals and do whatever is necessary to take care of ourselves and our families."

Let's all take a page from her book into this new year. And if you wish to write a book, I hope this inspires you to go for it!

Melinda Van Fleet is a Sales Strategy & Success Coach for businesswomen. Her two books—Confidence Mastery for Couples and Life & Love Lessons—can be found on Amazon in paperback, eBook, and Audible. You can connect with her further at www.melindavanfleet.com.



Note: Melinda is a member of BPW/Upper Keys and Diane and Rosie are members of BPW/St. Petersburg-Pinellas.

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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LOCAL ORGANIZATION

BPW/Englewood-Venice

Our members are working hard and moving forward with fundraising events and parties scheduled throughout 2022. When the holidays are behind us, we will be presenting our special H'Attitude Luncheon on February 12, 2022. The event will be held at the Plantation Golf and Country Club and our speaker will be Dr. April Glasco, who is the perfect choice. Dr. Glasco is the President/Founder of Second Chance/Last Opportunity, a non-profit organization she founded about 40 years ago. Her life is an example of what a positive attitude can do. She will speak about "How Your Attitude Changes Your Life". We'll have raffles and a hat parade so everyone can see the lovely and fashionable hats and vote for their favorite. BPW members, if you can attend the event, that would be wonderful. Cost is only \$40. Visit our website to sign up and see details at bpwev.org.

In May we will be hosting our annual BFF Event. BFF stands for: best friend forever or the best female friend, however you want to think of it. The event will include a great dinner, musical entertainment, and a comedy act. We'll have raffle baskets galore and lots of fun. The only cost is the price of your dinner. This event is always a big hit and very successful.

The final big event for 2022 will be our annual Wine Tasting, which will be held in November. Jeanne Fairweather has agreed to chair the event and she has a committee to assist her with all the planning and preparing. Plans are forming and decisions are being made now. This event has been our biggest fundraiser for many years and is always a great success.

After those events, it will again be time to prepare for holiday season 2022. There will be parties and celebrations with our BPW/EV sisters and a sigh of relief that the hard work for the year is behind us.

BPW/Gold Coast

BPW/Gold Coast welcomed past BPW/FL Secretary Peggy Sutton Beyer back into membership. Previously a member

of BPW/Jupiter, Peggy found she missed the connections, issues and friendships that are a part of the BPW experience.

At our recent December Holiday in-person social, we collected our gift donations for the Back to Basics Angel Program. We are proud that we were again able to help support this woman-created non-profit by purchasing specific basic items, such as, sneakers, socks, underwear (the basics) plus a small personal item for children in Palm Beach County. This holiday season, the program provided personalized items for 10,122 children (last year the number was 8,100 children). While our group fills a very small number, we are proud to be "small fish in a large pond instead of small fish without any pond."



In the last few months, our never ending Women Helping Women Suit Drive provided both casual and work appropriate clothing to two non-profit groups who support survivors of domestic abuse. In the last few months, we delivered three trunk loads of items plus some personal care items.

BPW/Marathon

On October 2, BPW/Marathon, sponsored and woman-powered a rest stop for a 100-mile charity bicycle ride, The ReMARCable Tour de Keys. It was our honor to have some snacks and water on hand for these athletes and spread some encouragement at the halfway point of their journey.

On November 17, BPW/Marathon hosted their annual Sip & Shop event. Designed for local vendors to showcase their wares, the evening offered light hors d'oeuvres and a cash bar for Marathon residents to enjoy as they got a head start on holiday shopping. Featuring

jewelry, clothing, home decor, health and beauty items and more, the event directed all proceeds to fund the BPW/Marathon Stacie Kidwell Memorial Scholarship Fund for graduating MHS seniors.



Coming up this winter, BPW/Marathon will be hosting their Annual Keysino Night, which is always a hit. We are meeting monthly on the first Thursday of each month at 5:30 pm at the Ocean Sotheby's Art Gallery in Marathon, FL.

BPW/North Sarasota

BPW/North Sarasota continues to perpetuate our goal to achieve equity for all women in the workplace through advocacy, education and information. We accomplish this through collaborations with other organizations in our community and through our monthly programming.

We began the BPW year with a "refresher" course on parliamentary procedures presented by past parliamentarian, Mary Giddens. At our August meeting, member Glenda Williams gave us an overview of the duties and responsibilities of our officers and committee members and a brief history of BPW. We also began planning our activities for Domestic Violence Awareness Month in October.

In September, our program featured two spoken word artists: our own member, Melanie Lavender, and "Whit the Poet", a traveling poet. They both shared words of inspiration and encouragement to us.

As part of our activities for National Business Women's Week and the 49th anniversary of our LO, we held a "Sistas in the Park" event, an opportunity for us to come together and interact with like-minded women in our community. Even

(LO) NEWS

though it rained that day, we did come together, had refreshments and shared encouraging words. In recognition of Domestic Violence Awareness month, we presented toiletry items to a local organization called Queens of Domestic Violence, whose mission is to spread awareness of domestic violence, informing women that they do not have to stay in an abusive relationship.



Because of our many years of service in the Sarasota community, our LO was selected by the Martin Luther King, Jr. Celebration Committee to receive a Community Service Award at its annual breakfast on January 17, 2022! We are thrilled and honored and will share pictures in the next edition.

We had a new member to join us, Estraiuca Grayson! Estraiuca is self-employed and is a realtor and nurse practitioner. She is also a traveling nurse and will be initiated at our next meeting.

We wish all our BPW sisters a happy holiday season!

BPW/St. Petersburg-Pinellas

BPW/St. Petersburg-Pinellas has enjoyed a very active quarter. As we head into the holiday season, we have a lot to be thankful for. We started this quarter with our revamped August 28 Equality Day event, charcuterie and beverage of choice listening to live music instead of our traditional high tea; it was a huge success. Our signature event, the Working Women's Forum (WWF), was a tremendous success. Held in October and titled Great Reset, our WWF Co-Chairs Tami Simms and Alizza Punzalan-Randle led a fantastic group of BPW member volunteers who delivered a terrific forum with awesome panelists who held an important conversation about women resetting their lives and careers during the pandemic.

Our monthly luncheon programs have been interesting and informative. We



received an Economic Forecast for Women in 2022; learned about a successful community policing program and partnership with liaisons who help to deescalate issues before police action is needed; we heard from our local abuse shelter CASA (Community Action Stops Abuse); and had an interesting presentation about equity-driven health and wellness practices. Our legislative committee has been very active as the assault on women's rights this year has been significant. We recently shared with our state legislators our position on proposed legislation that impacts women. We shared our opposition to HB167 "Abortion"—the fourth plank of BPW's Public Policy Platform is Health Care. The platform states, in part, that our organization "... supports legislation that ensures reproductive choice and full access to all reproductive health education and services, including prescriptions." Our support was for HB111 and SB308 "Crimes Evidencing Prejudice"—the first item on BPW's Public Policy Platform is Equality for All. We also joined a local march in opposition of the Texas laws limiting reproductive choice for women.

Our Technology committee has been busy updating our website and creating a new BPW/SPP member directory app. We entered into an agreement with our local Chamber of Commerce to co-facilitate a leadership series for women and share membership benefits. Finally, our Philanthropy Committee presented some wonderful opportunities to help our community. We collected food and financial donations for Kind Mouse, a local charity that feeds chronically hungry children. We prepared holiday cards for a local nursing home. And, we are holding a book drive over the holidays. We learned that every holiday season,

the Carter G. Woodson African American Museum holds a book drive to provide books to children in the community. We will be collecting books on diversity—books that fit the mission of the museum to "enhance our ability as a society to respect, value diversity, and foster equal rights and social justice."

A busy time indeed for BPW/SPP. We wish all our BPW friends a wonderful holiday season. Merry Christmas, Happy Hanukkah, and Happy Kwanza. Whatever holiday you celebrate, we wish you all the best!

BPW/Upper Keys



September social.



September luncheon meeting.



October Expo.

GET YOUR CALENDAR READY

- ✓ Membership Luncheons on the first Thursday
- ✓ Member Meet Ups on the fourth Thursday
- ✓ Committee meetings each month
- ✓ Unhappy Hour for Equal Pay Day

PLUS

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

WE HAVE A LOT HAPPENING IN 2022 AND WE HOPE YOU'LL JOIN US!

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



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MAKE LEARNING A PART OF YOUR DAILY ROUTINE

Summary. In our increasingly “squiggly” careers, where people change roles more frequently and fluidly and develop in different directions, the ability to unlearn, learn, and relearn is vital for long-term success. It helps us increase our readiness for the opportunities that change...more

Our capacity for learning is becoming the currency we trade on in our careers. Where we once went to work to learn to do a job, learning now *is* the job. Adaptive and proactive learners are highly prized assets for organizations, and when we invest in our learning, we create long-term dividends for our career development.

Reid Hoffman, the founder of LinkedIn, shared that when assessing founders of potential investments, he looks for individuals who have an “infinite learning curve”: someone who is constantly learning, and quickly. Satya Nadella, the CEO of Microsoft, echoed the importance of learning when he said, “The learn-it-all will always do better than the know-it-all.”

However, it’s not as simple as acquiring new knowledge. In our increasingly “squiggly” careers, where people change roles more frequently and fluidly and develop in different directions, the ability to unlearn, learn, and relearn is vital for long-term success. Based on our experience designing and delivering career development training for over 50,000 people worldwide, working with organizations including Virgin, Unilever, and Microsoft, we’ve identified several techniques and tools to help you make learning part of your day-to-day development.

Learning

Since we spend so much of our time, energy, and efforts at our day jobs, they provide the most significant opportunities for learning. The challenge is that we don’t invest intentionally in everyday development — we’re so busy with tasks and getting the job done that there’s no space left for anything else. Deprioritizing our development is a risky career strategy because it reduces our resilience and ability to respond to the changes happening around us. Here are three ways to take ownership of your learning at work.

Learn from others

The people you spend time with are a

significant source of knowledge. Creating a diverse learning community will offer you new perspectives and reduce the risk that you’ll end up in an echo chamber. Set a goal of having one *curiosity coffee* each month, virtually or in person, with someone you haven’t met before. This could be someone in a different department who could help you view your organization through a new lens or someone in your profession at another company who could broaden your knowledge. You can extend your curiosity even further by ending each conversation with the question: “Is there anyone else you think it would be useful for me to connect with?” Not only does this create the chance for new connections, but you might also benefit from a direct introduction.

Experiment

Experiments help you test, learn, and adapt along the way. There are endless ways you can experiment at work — for example, using different tools to increase the interactivity of your virtual presentations, exploring the impact of camera-on versus camera-off meetings, switching from video to phone calls, or even trying out new negotiation tactics.

For an experiment to be effective, it needs to be a conscious choice and labeled as an opportunity for learning. Keep a *learn-it-all log* where you track the experiments you’re running and what you’re learning along the way. It’s important to remember that you should expect some experiments to fail, as that’s the nature of exploring the unknown.

Create a collective curriculum

In a squiggly career, everyone’s a learner and everyone’s a teacher. As a team, consider how you can create a collective curriculum where you’re learning from and with each other. We’ve seen organizations effectively use *skills swaps* where individuals share one skill they’re happy to help other people learn. This could look like a creative problem-solver offering to share the processes and tools they find most helpful, or someone who has expertise in coding running beginner lunch-and-learn sessions. Skills swaps are a good example of democratized development where everyone has something to contribute and is learning continually.

Unlearning

Unlearning means letting go of the safe

and familiar and replacing it with something new and unknown. Skills and behaviors that helped you get to where you are can actually hold you back from getting to where you want to be. For example, a leader might need to unlearn their default of always being the person who speaks first in meetings. Or a new manager might need to unlearn always saying “yes” as their workload increases.

During the pandemic, we were all forced to unlearn some aspects of our lives, like how we collaborated on work or what school looked like for our kids. Unlearning feels uncomfortable, but the past couple of years have reminded us how adaptable we can be. Here are three ways to make unlearning an active part of how you work.

Connect with challengers

We unlearn when we look at a problem or opportunity through a new lens. This is more likely to happen if we’re spending time with people who challenge us and think differently than we do. The purpose of connecting with challengers is not to agree or debate but to listen and consider: What can I learn from this person?

Seek out people who have an *opposite experience* from you in some way. For example, if you’re in a large organization, find someone who has only ever worked for themselves. If you have 25 years of experience, find someone just starting out. People who have made different choices and have different areas of expertise than you are a good place to discover a new source of challenge. Asking people, “How would you approach this challenge?” or “What has your experience of this situation been?” is a good way to explore an alternative point of view.

Identify habits and hold backs

We all have habits that helped us get to where we are today. However, habits can create blind spots that stop us from seeing different ways of doing things or new approaches to try out. Our brains use habits to create mental shortcuts that might make us miss out on opportunities to reflect on and unlearn our automatic responses.

Create a *habit tracker* by writing down all the actions and activities you do by default over the course of a week. Pick three habits to consciously unlearn and try out a

new way of working. For example, if you habitually set up meetings, see what happens when you leave it to someone else. If you habitually problem solve, try out asking for other people's perspectives first. Testing your habits helps increase your awareness of your own actions.

Ask propelling questions

Propelling questions reset our status quo and encourage us to explore different ways of doing things. They often start with: How might we? How could I? What would happen if? These questions are designed to prevent our existing knowledge from limiting our ability to imagine new possibilities. They fast-forward us into the future and prompt positive action in the present.

To put propelling questions into practice, it's helpful to pair up with someone else and take turns asking and answering questions. These five peer-to-peer propelling questions can get you started:

- Imagine it's 2030. What three significant changes have happened in your industry?
- How might you divide your role between you and a robot?
- Which of your strengths would be most useful if your organization doubled in size?
- How could you transfer your talents if your industry disappeared overnight?
- If you were rebuilding this business tomorrow, what would you do differently?

Relearning

Relearning is recognizing that how we apply our strengths is always changing and that our potential is always a work in progress. We need to regularly reassess our abilities and how they need to be adapted for our current context. For example, collaboration remains as important as ever, but maybe you're relearning how to do it in a hybrid world of work. Or maybe you've made a career change and you're relearning what it looks like to transfer your talents to a new setting. Here are three ways to use relearning to stay nimble in the face of

change.

Stretch your strengths

One of the ways to make your strengths stronger is to use them in as many different situations as possible. If you become too comfortable applying them in the same way, your development stalls. *Strengths solving* involves relearning how to use your strengths to offer support and solve problems outside of your day-to-day work. This could be in your networks, organizations you volunteer for, or even side projects you're involved in. For example, one of our workshop participants is a commercial marketing director who applies her creativity not only in her day job, but also in the successful brownie business she started during lockdown.

Get fresh-eyed feedback

Looking at your skills from someone else's perspective will help you identify opportunities to relearn. Asking for feedback can help open your eyes to your development blind spots and take back control of your growth. When your objective is to relearn, we find that presenting people with *even-better questions* works particularly well to provide them with the safety to share candid feedback. For example: How could I make my presentations even better? How could I make our team meetings even better? What's one way I could do an even better job of progressing my performance?

Relearn resilience

Relearning takes resilience, and if you feel pessimistic about the progress you're making, you might be tempted to give up. Refocusing on what's working well can help you continue to move forward.

Try writing down three *very small successes* at the end of each day for two weeks. Your successes can come from your personal or professional life, and though it can be hard to spot them at first, the more you do this, the easier it gets. A very small success could include asking one person for feedback, helping a colleague prepare for a presentation, or even encouraging your toddler to eat a vegetable! At the end of two weeks, you'll have 42 very small successes, creating the motivation and momentum to continue investing in

your development, even when it feels hard.

We can't predict how our careers will develop or what the world of work will look like in the future. Investing in our ability to learn, unlearn, and relearn helps us increase our readiness for the opportunities that change presents and our resilience to the inevitable challenges we'll experience along the way.

Helen Tupper and Sarah Ellis are the cofounders and CEOs of Amazing If, a company with an ambition to make careers better for everyone. They are the authors of The Sunday Times number-one bestseller, The Squiggly Career, and host of the Squiggly Careers podcast. Their TEDx talk, "The best career path isn't always a straight line," has over one million views. Prior to Amazing If, Helen Tupper held leadership roles at Microsoft, Virgin, and BP and was awarded the FT & 30% Club's Women in Leadership MBA Scholarship and Sarah Ellis's career included leadership roles at Barclays and Sainsbury's before she became managing director at creative agency Gravity Road.

<https://hbr.org/2021/11/make-learning-a-part-of-your-daily-routine>



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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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Adults and Children

BUILDING TRUST IN THE BOARDROOM

Governance is a collaborative effort. A productive collaboration relies on trust among team members and building this trust is critical to the board's ultimate success.

Board members — as team members — must be able to rely on each other openly and without reservation. The chair, individual board members, and the board as a body must develop a trusting relationship with each other and with the chief executive to consolidate mutual efforts and objectives. In short, when trust is present, everyone is driven by a common goal and shares information openly, accepting positive interdependence.

Give and take

Honesty, respect, caring, integrity, and accountability: These are all elements closely tied to trust. In a group setting, members depend on each other; their individual and collective performance is based on reliability. Each member is committed to contributing to the common goal while entitled to expect the same from others. Trust is a two-way street — give and take must be on equal footing.

Building trust in the boardroom

A board is not a static entity — members come and go. Term limits continually test group dynamics. Under these circumstances, a board has a challenge to create a culture of trust and loyalty that survives the flux of membership. New members need to be incorporated in the team from the first meeting on. This may mean their taking an active approach to board participation in order to become fully integrated. By accepting assignments and following through, new members build their own reputation as a trustworthy peer.

This culture of trust is present when board members feel free to debate, question, openly examine, and even argue with each other's points of view without turning the discussion into — or perceiving it as — a personal attack. Differing opinions should be a welcomed tool to get to the heart of the matter under consideration. Respect for each other's contributions is the true foundation for professional reliance and interdependence.

Trust in the boardroom also assumes that appropriate confidential issues remain classified. Without that basic principle, the reputation of the organization may be endangered, openness of deliberation may be compromised, and individual board members may worry about what not to say rather than participate in a free exchange of ideas.

Board and the chief executive: Building and maintaining trust

The board and the chief executive are connected by the need to support each other in their respective roles. Board decisions are deficient without the inside professional perspective that the staff leader provides. The board must be able to trust that information it receives is timely, accurate, unfiltered, and includes all the elements that allow it to make educated and wise decisions. The board has the fiduciary duty to oversee the activities in the organization. In that capacity, it needs a healthy dose of constructive skepticism that is reasonably balanced with trust in the integrity and competence of the chief executive to avoid intrusiveness and micromanagement.

The chief executive needs to feel empowered and trusted as he or she engages in accomplishing the mutually accepted goals without the board needing to second-guess management actions. Equally, the chief executive must be able to count on the board's support with confidence. He or she must be able to go to the board for guidance, direction, or protection if a situation so demands without losing face. Unhindered communication builds trust between the board and the chief executive, and that trust must be earned.

Trust in the organization

Every tax-exempt organization must earn the trust of its constituents. The board has the responsibility to ensure that the donors, customers and clients, staff, and any other stakeholders — including the general public — can feel confident that the organization is focused on its mission, is efficient in allocating its funds, and is able to show that it makes a difference for the public good. The board must ensure that reporting is guided by appropriate transparency and that all the necessary processes and procedures are em-

ployed to achieve this: making the Form 990 easily available, sharing audited financial statements, projecting the organization truthfully in its materials and brochures and so forth.

Mechanisms for building trust

- As the board incorporates trust in its role as the organization's representative, in its own methods of operating and in its relationship with the chief executive, it should keep the following in mind:
- Disclosing and making access easy to organizational documents describing financial and programmatic achievements are essential to gaining the public's trust.
- Transparency of processes for appointments for board positions and hiring the chief executive eliminate concerns about unfair treatment or discrimination.
- Incorporating a culture of positive dissent in the boardroom encourages board members to share opinions and accept counter-comments without turning issues into personal conflicts.
- Regularity of executive sessions removes secrecy from these meetings that allow board members to openly and in confidence discuss internal issues without staff present.
- Regular KPAWN (what Keeps the President AWake at Night) meetings provide a safe, trusting environment for the chief executive to share personal and position-related challenges with the board.
- Annual chief executive performance evaluations allow for honest feedback and assessment of achievements under fair conditions if they are based on mutually agreed-upon goals.
- Board self-assessment builds trust and confidence among board members as a collective effort to judge how the team is working together.

<https://boardsource.org/resources/building-trust/>

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!

Your Education Foundation Board of Directors continues its work behind the scenes, meeting every other month by Zoom. We've had a very productive several months since State Conference.

Scholarship House News

We finalized the creation of a permanent endowment with our partners at the Southern Scholarship Foundation (SSF) for capital improvement and maintenance at the Tallahassee BPW House. There's a new sign outside and a new roof on the House. They had a COVID-19 outbreak during the Fall semester, during which time we contributed to meal deliveries because quarantine prevented them from having their regular cooking schedule. We've also welcomed a partner to serve with us as House Champions – Pamela Paulk, who is an SSF alumna, recently retired from Johns Hopkins International.

I was able to pay a visit to the BPW House at Florida Atlantic University in Boca Raton just as the Fall semester began. The House residents have been engaged in campus activities and recruiting for a few open spaces at the House. They would love to have any BPW-branded materials (pens, pencils, mugs, paper pads, etc.) to use in their House promotions – if any of you can provide those types of materials, please do! We provided shirts (tees and polos) to the new residents, and also shared the re-

maintaining inventory of the “beachy piggy bank” tees that we produced last year.

We sent monies to both Houses to help them enjoy holiday meals for Thanksgiving and the December holidays. They



both received welcome goody bags at the beginning of the Fall semester, and we'll plan to send another round to them in January.

Direct Scholarship Updates

We've approved three award recipients for the Spring semester at St. Petersburg College, and have recommended three awards of \$3,000 each to the SPC Foundation, which administers our Housing Scholarship there. We have transferred restricted funds from our balance sheet to SPCF to keep those scholarships going strong.

DOES YOUR LO GIVE DIRECT SCHOLARSHIPS? We'd like to create a list that people can reference of all the local scholarships that are available

around the state. Further, we'd like to explore the opportunities to create new direct scholarships that can fill in the geographic spaces where there aren't existing resources. Please let us know what you're doing!

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.

We are grateful for the support of members and LOs statewide. This is YOUR Foundation, and you should be proud of the work we do that impacts the lives of women seeking higher education.

Tami Simms, President
BPW/FL Education Foundation
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P.S. Congratulations to Secretary Gina Boilini (BPW/Upper Keys) on the birth of a baby girl, Nina, her third child.

P.P.S. If you're on social media, please “like” our Facebook page at www.facebook.com/BPWFLedFdn

A Global View of Women's Education

- Women make up more than two-thirds of the world's 796 million illiterate people.
- According to global statistics, just 39% of rural girls attend secondary school. This is far fewer than rural boys (45%), urban girls (59%) and urban boys (60%).
- Every additional year of primary school increases girls' eventual wages by 10-20%. It also encourages them to marry later and have fewer children, and leaves them less vulnerable to violence.
- While progress has been made in reducing the gender gap in urban primary school enrolment, data from 42 countries shows that rural girls are twice as likely as urban girls to be out of school.
- Rural women's deficits in education have long-term implications for family well-being and poverty reduction. Vast improvements have been seen in the mortality rates of children less than 5 years old since 1990, but rural rates are usually much higher than urban ones.
- Data from 68 countries indicates that a woman's education is a key factor in determining a child's survival.





Business and
Professional
Women/FL

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BPW/Florida's Mission

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



**Connecting our
Future to our Past
with Pearls of Wisdom**