

FLORIDA FEDERATION OF BUSINESS & PROFESSIONAL WOMEN

FLORIDA BUSINESS WOMAN

FALL 2022

Energizing the Future
Today

Personal & Professional Tips:

SPOTTING GOOD LEADERS
NEGOTIATING WORKPLACE
AWKWARDNESS
EMBRACING BOREDOM

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

2022-2023 BPW/FL Officers & Executive Committee

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BPW/FL Calendar of Events (2022)

<i>August</i>	11	International Day of the Girl	
6	National Sister's Day	11	Voter Registration Deadline
26	Women's Equality Day	16-22	National Business Women's Week
<i>September</i>	29	Early Voting Begins	
Hispanic Heritage Month		<i>November</i>	
17	National Women's Friendship Day	5	Early Voting Ends
		8	Election Day (VOTE!!!)
<i>October</i>		<i>May/June</i>	
Domestic Violence Awareness Month		To Be Announced	
Breast Cancer Awareness Month			

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:

Winter issue	December 1, 2022
State conference issue	April 1, 2023
Summer issue	August 1, 2023

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

Dear BPW/FL Members—

It is with great humility that I serve as your president for 2022-2023. I have been a member of BPW for 43 years and am passionate about the organization and its mission. I joined BPW in Virginia when I was in the information technology/management consulting field, which did not have many women. I was the only woman in my Toastmasters group in Massachusetts (I actually had to join under my initials because women were not allowed to join), I was the only woman in my MBA classes, I was the first woman to hire individuals into an IT firm's training program and the first woman to rise to the level of division vice president in that firm. Basically it was very lonely being the only woman in the room.

So I looked for an organization where I could meet other professional women and found BPW. It was and remains today an organization focused on achieving equity for women in the workplace through advocacy, education and information. This mission statement was adopted at the 1982 National Convention in San Antonio, TX, as part of adopting a strategic plan. We met for hours, working right through the breaks. It was a transformational experience for me.

I've had the opportunity to rise through the leadership levels of BPW at the local, regional and state levels in the positions of treasurer, secretary, vice president, president and parliamentarian. I served as BPW/VA president in 1992-1993. In Virginia, the state officers were also the officers of the state foundation. I served on the BPW [USA] Foundation

Scholarship Committee for a number of years. I also served as the Board of Trustees Chair for the BPW [USA] Foundation in 2005-2007, just before I moved to Florida. I have taken and taught the Individual Development program in both Virginia and Florida—a program that has adapted over the years. Although I was over the age to be a young careerist when I joined BPW, I was the Young Careerist Chair in Virginia in 1987 and had the pleasure of accompanying our state young careerist to national conference in Honolulu, HI, which was great fun.

I tell you all this to let you know that I am passionate about BPW and all it has to offer. I have benefited in my career from the development opportunities I have had in terms of team building, leadership, and speaking skills. I have acquired all my professional service providers through BPW. My career did not lend itself to securing business through BPW as all my professional business was acquired through submitted proposals in response to Requests for Proposals (RFPs). However, I know that other BPW members have grown their businesses through their BPW contacts.

BPW has a long history of advocacy in terms of both public and organizational policy. Read the article in the *Winter 2021 Florida Business Woman* on this to learn more. Both public policy and organizational policies impact our ability to achieve equity in the workplace. You can find the current public policy platform on our website—keep it in mind when you vote. You can also find news that is relevant to our platform on our website. Most importantly be sure that you vote.

This year BPW/FL will focus its efforts on two major tracks: fulfilling the 2021



strategic plan actions (which was begun last year after delivery of the strategic plan at state conference—you can find the strategic plan in the member only area of the website) and looking at our branding to determine who we are and how we market ourselves. This will also necessitate looking at how we operate to determine if it is the most effective way to achieve our mission given today's environment and our size. The BPW/FL Standing Committees are all charged with carrying out these strategic plan actions. We will keep you informed along the way. If you want to be a part of this, just let me know.

I am excited about all that we plan to accomplish this year and hope that you are as well. You will be hearing from me regularly through the monthly BPW/FL newsletter, but until the next issue of FBW, I extend to each of you my **Best Personal Wishes**,

Sheila

Sheila Barry-Oliver, Ed.D.
President, BPW/FL, 2022-2023
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"Energizing the Future Today"



Amanda C. Cummins, Esq.
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Business Manager	Cindi Irwin	Upper Keys	BusinesManager@bpwfl.org
Website	StudioX		

Please contact the above committee chairs if you would like to help; contact information can be found at www.bpwfl.org.

HIRE MULTI-STATE TO EMBRACE NATIONWIDE TALENT POOL

The advent of working from home is here to stay, and employers looking for the employees they need are accessing the multistate talent pool more than ever. Examine some of the barriers associated with employing across multiple state lines and learn about a solution. Many positions, including technical, professional and customer service roles, can even be filled at a lower cost by hiring in multiple states where competitive wages and associated employment costs are lower.

Hiring across state lines comes with some basic concerns, including the unemployment tax filing by state of residence of employee. Employers often must establish new account numbers in each state, and the “new business” tax rate will likely apply in new state of operation. Employers should be aware the start-up rate is usually among the highest.

Multistate workers’ compensation coverage will need to be effective timely on the first day of employment for the new hire. Is the current insurance carrier licensed to provide coverage in every state? Will the multistate operations include any states that sell the workers’ compensation coverage directly from the state, meaning they are a monopolistic

state for providing workers’ compensation?

Will the multistate operations include hourly employees? If so, time and attendance, minimum wage requirements, and other rules may apply specifically to the state.

Professional business regulation, including licensure, is frequently handled state by state further complicating multistate operations. Employers should have a system for the ascertaining the status of certification and/or education of professional staff. On-going monitoring of continuing education requirements also need to be in place. Sales employees driving vehicles across multistate territories may have additional insurance requirements.

State specific income taxes may be applicable to the wage and salary earned by multistate employees in their home state. Each represents a new set of rules to follow, beginning day one of payroll accrual. Some cities and municipalities have employer taxes to be filed as well.

Employee benefits can be challenging to provide with multistate employee groups. Even if the incumbent carrier is national in scope, the plans currently

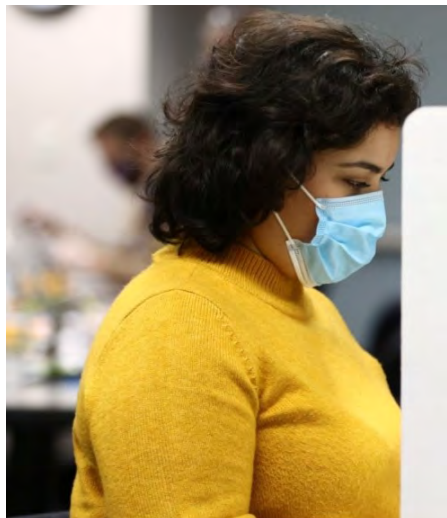
offered in one state (i.e., HMO or NHP options) may not exist in the new state.

Multistate employers can rely on a Professional Employer Organization (PEO) to provide a co-employment relationship enabling the company to transfer many of the employer responsibilities that distract from operations. Independent business owners gain economy of scale advantages with other business owners contracted with the PEO, yet remain autonomous in their core operations. The selection of employees, hiring decisions, compensation strategies, and terminations are all made by the business owner with professional expertise from the PEO. Far different than simply a payroll provider, the PEO is the recognized co-employer when it comes to paying payroll out of its own accounts, e.g., payroll tax withholding and administration, workers’ compensation, employee benefits including health insurance, and 401(k) retirement plans.

Samantha Bond Richman, a BPW/St. Petersburg-Pinellas member, is an independent insurance agency owner and specializes in representing companies seeking professional employer organization (PEO) based solutions.

WOMEN OUTNUMBER AND OUTVOTE MEN BUT ...

THEY DON'T VOTE ALIKE



Female voters are not a sure bet for Democrats, recent research on voting says.

While Black, Latina and Asian American women voted for Democratic President Joe Biden by large margins, 55% of white women voted for then-incumbent, Republican Donald Trump, and 44% chose Biden, who went on to win.

The data challenge any notion that women are a monolithic voting bloc with a shared sense of identity.

"There's no singular sort of women's vote in the American electorate," says Claire Gothreau, a research associate at

the Center for American Women and Politics (CAWP) at Rutgers. "Yes, women are more likely to vote Democratic than men. But once you look at gender data disaggregated by race, by age group, education, religiosity, there are these really big differences. For example, white women have pretty consistently voted Republican in presidential elections."

Still, across all age groups, women do tend to vote more Democratic, with more white women voting for Democrats than white men. In addition, a CAWP analysis found that unmarried women tend to vote at a higher rate than unmarried men, but married couples tend to vote at similar rates as each other.

There's also an education gap, according to the analysis. Educated voters across demographic groups tend to vote more Democratic, but the gap isn't as large among voters of color. Sixty-four percent of white women with a college degree voted for Biden, while 45% went for Trump.

No matter how they vote, women play a huge role in U.S. elections.

"They've registered and voted at higher rates than men in every presidential election since 1980," Gothreau says. "They outnumber men, at least in the past couple of elections, by about 10 million. So, even though men outpaced women in terms of some other forms of political engagement like donating and running for office, the fact that women outvote men is meaningful."

But that doesn't mean they all vote for

female candidates. The numbers suggest that race is a stronger shared identity than gender," Gothreau says.

Meanwhile, women of color are wielding increasing power in the U.S. electorate, Gothreau says. Nonwhite people accounted for about one-third of the electorate in 2020, which is the largest share ever.

The voting power of Black women was evident in the most recent presidential election cycle.

"Black women are a demographic group that tends to turn out in extremely high numbers, and I think that definitely played out in 2020," Gothreau says. "In key swing states where Black women turned out, in urban areas, in places like Georgia, that was just critical to the Biden victory. And it is the case, particularly in recent elections, that Black women have one of the highest turnout rates."

And she expects Black women and other women of color to become even more influential at the ballot box going forward.

"More and more, Gen Zers (young people up to age 24) are able to vote, and they're a more diverse generation," Gothreau says. "So, I think in the future, we're going to see, in particular, younger women of color holding a lot of sway in our elections."

https://www.voanews.com/a/usa_all-about-america_women-outnumber-and-outvote-men-they-dont-vote-alike/6205437.html

Jerri Evans
Immediate Past State President, BPW/FL

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

BPW/FL COMMITTEE NEWS

Bylaws

Greetings, members! We have a larger committee than any in my recollection, representing a reasonably wide geography. Thank you to these individuals for their willingness to serve:

- Tami Simms, Chair (BPW/St. Petersburg-Pinellas)
- Janine Duffy (BPW/St. Petersburg-Pinellas)
- Kathy Hardesty (BPW/Halifax)
- Lorraine Pollock (Member-at-Large, formerly Orlando)
- Susan Roberts (Member-at-Large, formerly Orlando)
- Sheila Barry-Oliver, BPW/FL President, Ex-Officio (BPW/St. Petersburg-Pinellas)
- Mary Giddens, Parliamentarian, Ex-Officio (Member-at Large)

The BPW/FL Bylaws were revised to incorporate the amendments passed at the State Conference regarding eligibility to run for state offices. (The current bylaws can be found on the state website.)

The committee met in July to consider several items. As of press time, a proposal is being sent to the BPW/FL Board of Directors to add an Equity Statement to the Handbook in a similar fashion as we have a Diversity Statement. (The Handbook may be amended throughout the year by the Board.) Editorial updates have been made to the Handbook to reflect the 101st State Conference.

The committee also agreed to present a proposed bylaws amendment to the membership for vote at the 2023 State Conference that adds reference to the fact that the BPW/FL President and President-Elect automatically serve on the Board of Directors of the BPW/FL Education Foundation. (Amendments to the bylaws are made by the membership.)

Every member can access the BPW/FL Bylaws and Handbook on the state website www.bpwfl.org. The committee stands at the ready to answer questions or to help you understand and/or make amendments to your LO's governing documents. We look forward to hearing from you!

Tami Simms, BPW/FL Bylaws Committee Chair

Leadership

The BPW/FL Bylaws state that the Leadership Committee shall be composed of a Chair and at least three members and shall be responsible for the implementation of BPW's Signature Programs, with subcommittees of Individual Development, Women in Transition and Young Careerist and shall coordinate programs at the state and local level. As appropriate there shall be an Individual Development and Young Careerist speak-off at state conference. The committee has chosen to consider these programs holistically rather than setting up a subcommittee for each.

We have chosen to frame our work based on our tasks identified in the strategic goals matrix, which are:

1. Share educational resources.
2. Evaluate and consider updating current leadership development programs.
3. Create LO leadership training programs.
4. Educate LOs on the mission statement and how to implement it in their programs (working with the Bylaws Committee).
5. Create a Yearly Organization Plan with monthly meeting topics focused on BPW programs.

We are focusing initially on #5 and then #3. Once those are completed or near completion, we will move on to #2 and #4, taking into account the work that was done last year by the leadership task force.

Sharing educational resources (#1) can occur in a number of ways: BPW/FL can share what it develops with the LOs and the members; LOs can share what they develop with BPW/FL and with other LOs; and members can share what they have with BPW/FL, LOs and other members. All this requires is those who have educational resources to identify those resources and transmit them in a shareable form. BPW/FL is happy to be the broker for this sharing. BPW/FL already provides a number of resources in the members-only area of the website.

We've recently reactivated the Resource Links tab in the members-only area of the website, which allows members to submit recommendations on electronic resources (i.e., URLs), be they ongoing

information resources, news resources, training resources—whatever might be useful and relevant to our members.

The Leadership Committee currently consists of Sheila Barry-Oliver as chair along with Jerri Evans and Esther Bird. Since all these individuals are already occupied with other board commitments, we are looking for two non-board members to join us. If you are interested in being on the Leadership Committee, please contact Sheila at sbo.bpw@gmail.com. We plan on being an active committee with information being shared with LO leadership and members throughout the year.

Sheila Barry-Oliver, Acting BPW/FL Leadership Committee Chair

Marketing/Public Relations

The BPW/FL Public Relations (PR) Committee has been recast more broadly as a Marketing & PR Committee, with our first order of business being to reenergize the BPW brand. The purpose of this initiative is to make the brand more relevant and compelling to today's working women so that we can attract new members throughout Florida. The scope of work to be done includes:

- Revisiting the BPW mission and vision
- Defining the core values of the organization
- Clarifying the unique benefit(s) BPW offers to its members
- Establishing how we will convey that value consistently across all LOs going forward

This process was kicked off during the state conference in May with a hands-on workshop entitled, "How to Power Up Your Brand." A huge thank you to the many conference attendees who engaged enthusiastically in that discussion! The insights captured during that session will serve as a starting point for the committee's work over the coming weeks.

If you participated in the workshop and have notes or ideas you would like to share with the committee and/or if you are interested in participating in the process going forward, please reach out to me via email at patmilian@yahoo.com.

BPW/FL COMMITTEE NEWS

Whether or not you attended the conference session, you are invited to share your perspective on the BPW brand. You can do that by contacting me or any other committee member with your responses to these questions:

- *What made you join BPW... and what makes you stay?*
- *What is the primary value BPW brings you?*
- *Are you a member (or have you been a member) of other/similar organizations?*
- *What does BPW offer you that is unique/different from those organizations?*

The committee members are: Sheila Barry-Oliver (St. Petersburg-Pinellas), Michele Cavallo (St. Petersburg-Pinellas), Amanda Cummins (St. Petersburg-Pinellas), Zelda Ladan (Member-at-Large) and Kimberly Rock (Upper Keys). We look forward to hearing from you!

Patricia Milian, BPW/FL Marketing Committee Chair

Membership

I hope there were at least a few dog days of relaxation in your summer! In my household we are getting ready for school, high school swim season, and the start of college applications. While there is activity in many of the LOs around educating our membership so they can be informed voters this season, which is a core part of what we do, the Membership committee is focused on tasks identified as priorities across the organization in the Strategic Planning Exercise that fall under our domain of maintaining and expanding membership. Please join us for the next BPW/FL Membership Committee meeting, which is focused on so many critical issues to the sustainability of our organization.

Three initiatives from the Goals Priority Matrix Task List, which was the product from the strategic planning exercise in 2020-2021, that fall under the Membership Committee will be the focus of our work this year: (These are not in chronological order.)

1. **Task:** Provide members with a summary of BPW membership dues, benefits and values. **Action:** This will be primarily updating the membership pamphlet and having the drafts reviewed by the Marketing Committee for consistency in branding and language.
2. **Task:** Create a method for members to share their expertise and business focus. **Action:** Develop data collection instrument; define how data will be maintained; collect/upload data. A survey was completed by this committee and sent to the prior year's Executive Committee, but we must first coordinate with the Technology Committee to accomplish with one survey a few more things they are trying to do before it gets pushed out to the membership and we need to also coordinate on the details about how best to get that done using the software that as we understand it we are already using to support our website.
3. **Task:** Provide marketing materials for LOs. **Action:** We have marketing materials from St. Petersburg, Gold Coast, and Upper Keys as some LOs are farther along on this than others. We'll be reviewing these and once the Marketing Committee finishes their branding work for the state organization, we'll be constructing a statewide membership brochure with the Marketing Committee to finalize a piece that can be localized for use by any LO.

Our membership is the strength of our organization and I would love to personally invite you to lend your expertise to this effort. Please email me at margie.bpwfl@gmail.com to get involved in this committee. We will be meeting by Zoom Thursday August 18 at 7 pm. Reach out to me directly and I'll send you the link.

Margie Smith, BPW/FL Membership Committee Chair

Public Policy

The Public Policy Committee had our first meeting following state conference on June 28, meeting via Zoom. For those who may not have attended state conference, we want to make sure that all members of BPW/FL are aware that the

Public Policy Platform that passed for 2022-2023 included a new item on Voting Rights and Access. It reads:

Free and fair elections are the foundation of our democracy. BPW/FL supports legislation that is aimed at expanding voters' access to the polls, including the expansion of early voting and online voter registration. We also support measures designed to protect the right of all American citizens to vote, in fairly drawn legislative districts, and therefore oppose any legislation that is designed to restrict or dilute voting access for the members of any segment of the population, whether the discrimination is based on race, gender, or disability.

Our committee is now working on the creation of talking points for this new item and continuing to revamp the talking points for the rest of the platform.

We have also prioritized sharing information about legislation or issues that impact any of our Public Policy Platform planks with the membership via the Public Policy News page on the BPW/FL website, and we encourage all members to check this page on a routine basis.

Kristin Smith, BPW/FL Public Policy Committee Chair

Technology

The Technology Committee has been off to a slow start this year, but is picking up momentum. Unfortunately, two members who had agreed to serve on the committee have since withdrawn. Currently, the Committee consists of Suzi Youngberg as Chair and Theresa Sutter from BPW/Upper Keys. We are looking to add members if anyone is interested. No technological background needed! Just a desire to help.

One of our primary focus items so far has been social media. We are putting a lot of time and thought into posting on topics that are helpful and relevant to our mission. You can help by following BPW/FL on our social media platforms, and liking, commenting and reposting content.

(Continued on page 11)

Business owner. Grandmother. Truffle hunter.
A life well planned allows you to

LIVE YOUR LIFE.



While you may not be transitioning your business and sharing a new passion with your granddaughter – your life is just as unique. Backed by sophisticated resources, a Raymond James financial advisor can help you plan for what’s important to you. That’s **LIFE WELL PLANNED.**

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LEADERS, LEADERS EVERYWHERE EVERY DAY

By Robyn McLeod

Recently my husband and I had a conversation about “natural born” leaders. In my line of work, I certainly believe that leadership can be taught, nurtured, developed, and encouraged in just about anyone. However, we talked about memorable people who have crossed our paths, at work and outside of work, who possessed certain traits and ways of being that made them leaders in their roles – no matter their title, position, or pedigree. All of these people – from the Sales manager who came up through the ranks without a college degree to the wise elder at our neighborhood diner – are everyday leaders who make a difference. Here’s how to spot them in your organization:



- **They are self-aware** – Everyday leaders know themselves. They understand their strengths, admit to their weaknesses, and are able to adapt and flex to situations based on that understanding. They are able to step back and reflect on their actions, and they are willing to ask for support, seek feedback, and hear others’ opinions about how they can bring their best self to work.
- **They connect the dots** – Everyday leaders may not have the seat at the table that titled leaders have, and they therefore may not be privy to as much information. Instead they pull from a variety of sources to gather information they need, draw connections, and synthesize ideas for those around them.
- **They ask questions** – Everyday leaders know that real communication, trust, and interpersonal effectiveness comes not from taking up all of the air space, but by asking questions of others and then shutting up to really listen to what others have to say.
- **They are both interesting and interested** – Everyday leaders have unique stories to tell about their life experiences and passions. People find them interesting, well-rounded, and able to be at ease in any environment. And they show a genuine interest in learn-

ing about others as well.

- **They possess competence and character** – Everyday leaders have the all-important formula for trust – they are competent in their roles and they have strong character. They demonstrate a command of their work responsibilities and have knowledge and experience that they share with others. They also are people whose behaviors let you know that they are honest, open, fair, and have integrity.
- **They are listened to** – Everyday leaders have “EF Hutton moments” because of the level of credibility and goodwill they have built. When they talk, people listen.
- **They garner loyalty** – People gravitate toward everyday leaders because of their natural ways of being and interacting with others. Because everyday leaders build trust and treat others fairly, colleagues, clients, and friends are extremely loyal to them.

One of the most common leadership issues we hear from clients is the leader who was promoted because of his or her strengths as an individual contributor and who is now struggling due to a lack

of interpersonal leadership skills. Instead of focusing solely on the technical and functional competencies of potential management candidates, make it a practice of seeking out the everyday leaders in your organization. Your employees and the organization will be better for it.

Who are the everyday leaders in your midst? What other traits do they possess?

If you enjoyed this post, you can read more like it in our book, *The Power of Thoughtful Leadership: 101 Minutes To Being the Leader You Want To Be*, available on Amazon.

For support in identifying the everyday leaders in your organization and in developing the skills of everyday leadership in your employees, contact Robyn at rmcleod@chatsworthconsulting.com.

Click [here](#) to receive The Thoughtful Leaders™ Blog posts via e-mail and receive a copy of “Ending Leadership Frenzy: 5 Steps to Becoming a More Thoughtful and Effective Leader.”

<https://chatsworthconsulting.com/2022/07/14/leaders-leaders-everywhere-every-day-4>



We're Building Powerful Women with great events coming to you this fall

Mad Hatter's Equality Day Tea Party
August 20 from 2 to 4 pm

Working Women's Forum: Advocacy in Action
October 19 from 5:30 to 7:30 pm

- ✓ Membership Luncheons on the first Thursday
- ✓ Third Thursday Educational Workshops
- ✓ BPW Meet Ups on the fourth Thursday

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

Business and Professional Women / St. Petersburg Pinellas



Visiting the Florida Keys this Fall?

Join an BPW/Upper Keys event!

- **Weds. September 21 Luncheon**
- **Weds. October 19 Evening Political Forum**
- **Weds. November 16 Luncheon**

Stop by these member-run restaurants, shops and attractions!

Key Largo:	Tavernier:
<ul style="list-style-type: none"> • Amoray Dive Center • Cirque Salon Studios • Doc's Diner • Chamber of Commerce Visitor Center 	<ul style="list-style-type: none"> • Gardenia's Bistro • Jellyfish Daydreams • Sandbar Books

Islamorada:

- Florida Keys History & Discovery Center
- History of Diving Museum
- Olive Morada





upperkeysbpw.org



Business and Professional Women / Upper Keys

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NAVIGATING WORKPLACE AWKWARDNESS

Small moments of excruciating tension

The meeting has been going on for almost an hour already, but the end is now in sight. The vast majority of attendees have already got the cursor lined up over the “leave” button; freedom, or at least a five-minute break, is a click away. And then whoever is chairing asks a simple but terrible question: “Does anyone have anything they want to add?”

Cue almost unendurable suspense. If the chairman’s voice is the next you hear, it’s all over but the ritual waving at the camera. But if any of your other treasured colleagues speak up, your plan for a nice cup of tea is destroyed. The silence stretches for a period of seconds. Almost safe. “There is just one thing,” says Lauren from procurement, oblivious to the tiny dreams she has dashed and the fleeting hatred she has aroused.

For most people, the workplace is not a stage for high drama. Careers are punctuated by only a few defining moments, from the interview for the top job to the m&a deal that upends an industry. Although some companies and departments are marked by bullying and burnout, more fortunate employees experience suspense through a series of micro-dramas. Some small moments of great tension happen often enough that they are almost tropes.

The pandemic has created many of these moments. A big Zoom call is under way, with lots of people on the line. Everyone is muted, save the speaker and one unfortunate soul, who has managed to unmute themselves. A lot of rustling can be heard. A family conversation is going on, a small slice of domestic life being broadcast inadvertently into the work-

place. It’s almost too much bear. What if they have a blazing row? What if someone says out loud what everyone is thinking about the speaker? The horror of mild public embarrassment looms, and it is stomach-churning. “Jesus, this is unbearable,” you say to yourself, and realize you are also unmuted.

Email can also evoke emotion. There is panic, after you send a message to the wrong person and frantically scramble to hit “undo” or “delete”. There is dread, when an email arrives from the person who is reliably wrong about everything and you know that opening it will mean conflict and wasted time. And there is mortification on behalf of other people, when an all-staff missive from the chief executive goes out about a new initiative and someone hits “reply all” on their message congratulating the boss on their utter brilliance.

Presenting is a low-stakes, high-tension act. “I’m going to share my screen,” you say, and press the button that promises just that. The presenting icon circles and circles, and you wonder if it will ever stop. Then you pick the wrong tab to share and everyone can see your calendar, including the entries marked “Job interview”. Then you share your whole screen and suddenly infinite, ever-smaller versions of yourself appear. It is a similar story in the real world. The clicker doesn’t work, so you hopefully press it a few times and the deck suddenly jumps forward to the slide that gives away your unexpected strategy recommendation.

The offline world offers other moments of diminutive drama. Entering and exiting meetings while they are still going on is stressless in a virtual environment; in the real world, you have to negotiate

your way past colleagues and whisper apologies.

The working lunch is not a problem online: camera off, microphone off, nosh away. In person you must choose items that can be eaten quickly, efficiently and silently. Eating crisps during an in-person presentation sounds like setting off a firework display in a monastery. Taking a bite of some sandwiches risks a carnivorous version of the magician’s handkerchief trick, as you find yourself slowly pulling an entire side of beef into your mouth in one go.

If you do not recognize any of these miniature dramas, one possible explanation is that you are already the boss: life is generally a lot less tense if you have ludicrous amounts of self-belief and get to set the rules. But for many employees, as well as almost everyone in Britain, this is what suspense looks like, not remotely dangerous but teeming with the possibility of awkwardness.

If you and someone else have started making a point at the same time, do you keep going and hope that he gives way? What conversation can you start and finish in the time it takes for the lift to go five floors? And so on. The workplace can be a place of planet-changing ideas and epic rivalries. Day by day, it is a theatre of mild agitation.

For more expert analysis of the biggest stories in economics, business and markets, sign up to Money Talks, The Economist weekly newsletter.

*By Bartleby, The Economist columnist on management and work
<https://www.economist.com/business/2022/07/14/how-to-navigate-workplace-awkwardness>*

STATE COMMITTEES *(Continued from page 7)*

Another top focus of the committee is reviewing the survey results from the technology/communications survey sent to our members last month. We want to be sure that BPW/FL is communicating with and reaching our members in the most productive manner, and providing useful information. One of our longer term goals will be reviewing and re-searching our member processing system. We hope to determine if changes are needed to the current process and

make recommendations accordingly.

The Member Spotlight that is featured on our website continues to be a challenge. If you have not submitted a bio and photo for the spotlight yet, we need you! It’s a great way to promote yourself, your business or cause, to a statewide audience and for us to get to know each other better! Submit your story today to Suzi Youngberg, Technology Committee Chair at suziyoungberg@gmail.com.

Suzi Youngberg, BPW/FL Technology Committee Chair

Breast Cancer Fund

For those not familiar with the Breast Cancer Scholarship, any BPW member in good standing may go to the BPW/FL website, members section, and complete a brief application to nominate an individual who is going through breast cancer treatments or

(Continued on page 15)

ANNUAL MEETING HIGHLIGHTS

A Quick Synopsis

A total of 38 BPW/FL members and guests representing 9 local organizations and members-at-large attended the 2022 BPW/FL Annual Conference either in person or via Zoom on May 18-22. Four first time attendees were present.

State conference began with a 2021-2022 Board of Directors meeting on Thursday. Friday was a day of education with five educational workshops (Know Your Voting Rights, Building Your Business by Building Relationships, Public Speaking Secrets Revealed, Women, Wealth and Equality and Advocating for Equity). Speakers included Julie Marcus, Mary Owens, Amonda-Rose Igoe, Renee Baker and Dawn Hunter.

Saturday focused on the business of the Federation including approving the budget and the public policy platform, adopting two bylaws changes, and the election of officers as well as the business of the Education Foundation including approving a budget and electing officers. The awards presentation recognized all the hard work and accomplishments of BPW/FL LOs during the 2021-2022 BPW year. The Council of Presidents Delegate to the Executive Committee was announced. The Education Foundation held its annual Hawg Callin as well as a very creative “spin the wheel” fundraiser; A total of \$4,732 (which included a \$3,500 grant) was raised. Finally the newly elected BPW/FL officers were installed.

On Sunday morning, The 2022-2023 Board of Directors met to discuss the coming BPW year.

Lifetime Achievement Award

Helen K. Leslie was the recipient of the Lifetime Achievement Award. Helen turned 100 on April 7, 2021, and sadly passed away on January 18, 2022, at which time she was still a BPW member, having been a member for 78 years. Throughout her life, Helen Krauss Leslie served as an outstanding leader in local, state, national and international communities. She was listed in the Who’s Who of American Women and Who’s Who of the South and Southwest multiple times.



In 1940, Leslie enrolled at St. Petersburg Junior College and was the only female in her Mechanical Drawing class. In 1943, she

graduated from Auburn University with a Bachelor of Science in Business Administration as one of only two female graduates in the Business College. Leslie was president and owner of J&W Supply House, Inc. and co-owner, secretary and treasurer of Krauss Company, Krauss Roofing Company, Inc., and Stone and Clay Products Corporation. She also served as a member of the St. Petersburg Chamber of Commerce, Board of Directors for the St. Petersburg College (SPC) Foundation, the Advisory Committee for Vocational, Technical and Adult Education for the Pinellas County Schools and co-chair of the Executive Committee for Goals for St. Petersburg. She received the Outstanding Service to St. Petersburg citation in 1962. Leslie was active in state-wide organizations including the Florida Commission on the Status of Women, the Florida Elections Commission and Florida Textbook Evaluation Committee.

Nationally, she served as chair for the Defense Advisory Committee on Women in the Service, a member of the National Advisory Council for Small Business Administration, National Safety Council’s Women’s Conference, and the Committee on Employee Recruitment and Job Development for the U.S. Chamber of Commerce.

Leslie’s membership in BPW involved activities at the local, state, national and international level. She served as President of BPW/FL in 1951-52 and President of BPW/USA in 1965-66. The speech she gave at her installation in 1965 can be found in the Library of Congress as well as on the BPW/FL website in the members-only area. During her tenure as President of BPW/USA, the Federation and/or the Foundation:

- Fostered the growth of Nike (high school) and Samothrace (college) Clubs at the local level.
- Set National Business Women’s Week (NBWW) to be celebrated during the third full week of October.
- Objected to the use of “male” and “female” in classified newspaper ads under the enforcement of Title VII and the EEOC.
- Testified before Congress against policies that permitted discrimination against women in government employment.
- Studied the issue of ‘part-time employment’ and its effect on women.

Internationally, she served as chair of the Congress of BPW of the Americas, as well as the Hemispheric Friendship Committee of BPW/USA. She made six Hemispheric Friendship trips to Central and South America, helped to organize BPW clubs in Costa Rica and Nicaragua, and was a guest of the West German Government in 1965 to promote international understanding.

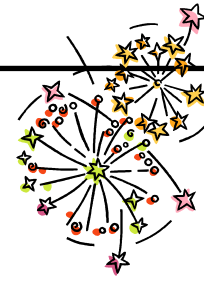
The SPC Alumni Association presented Helen Leslie with the Outstanding Alumna Award in 2012. “Helen is a wonderful example of what a person can achieve when they combine passion, talent and a first-rate education,” said John Brown, President of the Alumni Association. Helen K. Leslie was truly unique.

BPW/FL 2022-2023 Public Policy Platform

The proposed 2022-2023 Public Policy Platform was adopted as presented. The adopted platform can be found on the BPW/FL website (<https://bpwfl.org/advocacy/>). A new item was added this year and the six items are:

- Item 1: Equality for All
- Item 2: Economic Equity, Opportunity and Self-Sufficiency
- Item 3: Safe Workplace
- Item 4: Health Care
- Item 5: Environment
- Item 6: Voting Rights and Access

ANNUAL AWARDS



- Educational Programming: **BPW/St. Petersburg-Pinellas**
- Leadership: **BPW/Upper Keys**
- Membership +5: **Jill Keuhnert (BPW/Upper Keys)**
 - ◊ **Top Recruiter: Tami Simms (BPW/St. Petersburg-Pinellas)**
- Membership Management:

<ul style="list-style-type: none"> ◊ ≤ 20 members: BPW/Gold Coast ◊ 21-39 members: BPW/Englewood-Venice ◊ 40+ members: BPW/St. Petersburg-Pinellas 	<ul style="list-style-type: none"> Retention BPW/N. Sarasota & BPW/Ft. Lauderdale BPW/Halifax BPW/Marathon
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- Most Creative Fundraiser: **BPW/St. Petersburg-Pinellas**
- Public Policy: **BPW/St. Petersburg-Pinellas**
- Technology: **BPW/St. Petersburg-Pinellas**
- LO of the Year: **BPW/Upper Keys** and **BPW/St. Petersburg-Pinellas**

BPW 2022-2023 Annual Awards
 Start preparing now to submit for the annual awards competition. Award criteria are at www.bpwfl.org, members only section, under the "membership" category.

Remember: you cannot receive an award if you do not submit an entry.

STATE CONFERENCE IN PICTURES



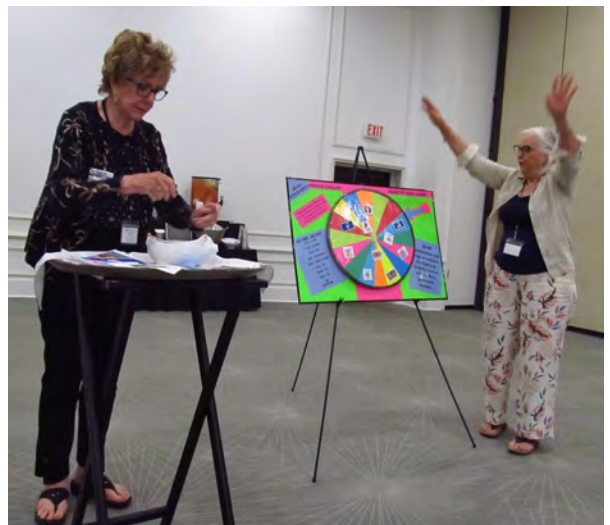
Members of BPW/St. Petersburg-Pinellas



First Time Attendees



Members of BPW/Upper Keys



BPW/FL Education Foundation Fundraising

MORE PICTURES



Newly Installed BPW/FL Officers



Presentation of the flags



Full room of an actively engaged audience.



Members Posing at the Installation Banquet

Past State Presidents (L-R): Suzanne Dalton, Mary Giddens, Zeld Ladan, Carole Tolomeo, Sue Banks, Jerri Evans, Tami Simms and Sheila Barry-Oliver



BPW/FL 2022-2023 BUDGET

Income		Secretary	250
Conference & Meeting Income		Treasurer	250
Annual Planning Meeting	1,200	Council of Presidents Delegate	250
Lobby Days	1,500	Parliamentarian	250
Fall Conference Income	2,000	Executive Committee Meetings	0
State Conference Income	15,000	Total Executive Committee Expenses	3,750
Conference Revenue from Reserves	0		
Total State Conference Revenue	20,000	Florida Business Woman Magazine	
Total Conference Income	24,700	Publication & Mailing	2,600
Dues		Standing Committees	
Member at Large (11 @ \$90)	990	Bylaws	175
Member of Local (265 @ \$65)	16,055	Leadership	175
Student of Local (5 @ \$26)	130	Membership	175
Student at Large (2 @ \$35)	70	Public Policy	175
Total Dues	17,245	Public Relations	175
FL Bus. Woman Advertising	1,500	Technology	175
Interest Income	250	Total Standing Committees	1,050
Technology Upgrade (Fd Bal Transfer)	1,900	Special Committees	
Lobbyist Fund Transfer	0	Audit	0
Appropriation of Prior Year Funds	61,621	Breast Cancer/Wellness	50
Total Income	<u>\$107,216</u>	Budget	0
		Strategic Planning	0
		Tribute	50
		Total Special Committees	100
Expenses		Administrative Expenses	
Conference & Meeting Expenses		Annual Corporate Filing Fee	61
Annual Planning Meeting	1,200	Awards and Citations	100
Lobby Days	1,500	BPW/FL Web Site & Maintenance	2,000
Fall Conference Expenses	2,000	Liability Insurance	770
State Conference Expenses	20,000	Marketing & Advertising	2,000
Total Conference & Meeting Expenses	24,700	Office Supplies	250
Contract Personnel		Postage	250
Management Consultant	50,000	Quickbooks Online	960
Business Manager		Bank Service Charges	900
Contract	12,000	Contingency	1,500
Expenses	325	Technology Upgrade	1,900
Total Business Manager	12,325	Total Administrative Expenses	10,691
Web Services	2,000		
Total Contract Personnel	64,325	Legislative Research (from restricted fund)	0
Executive Committee Expenses		Total Expenses	<u>\$107,216</u>
President	1,500	Net Income	\$0
President-Elect	750		
Vice President	500		

STATE COMMITTEES *(Continued from page 11)*

diagnostic testing related to breast cancer. Once the application is reviewed by the executive committee and approved, the recipient will be mailed a check for \$250 with a letter from the State President.

Also, on the BPW/FL website under Breast Cancer is a donate button. Anyone can donate to this fund and help BPW/FL fulfill all requests. If your LO has collected funds for the BPW/FL

Breast Cancer Fund during this past year, please contact Business Manager Cindi Irwin at BusinessManager@bpwfl.org and she can give you the address to send the check to.

Nominations

In 2023, we will elect a BPW/FL Vice President, Secretary, and Nominations Chair and three BPW/FL Education Foundation Directors. 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. Until we get a Nominations Chair, reach out to any current officer in either BPW/FL or BPW/FL Education Foundation to learn more.

LOCAL ORGANIZATION

BPW/Englewood-Venice

Our local organization is beginning to recover from a major loss of members in the 4th quarter of 2021. We continue to have several guests attend each dinner meeting and almost every month we get one or two new members.

At our June meeting we gave our first scholarship and at our July 19 meeting we will honor two other recipients. These meetings have quickly become very important to our members who work so hard to raise the money to give to deserving women. Some of our newest members are getting involved and participating in our activities, which I see as a very good sign. This is like a dream come true and certainly helps a great deal.

Coming up in October will be a jewelry making event for members and their guests. Also, our annual wine tasting event is scheduled and has always been a huge success in the past. We will be doing another Christmas program through the Salvation Army. In the past we have adopted several families with single mothers and given great gifts per the list of items they need. And, of course, our holiday party will be held in December as well.

We're recharged and excited about future events to come throughout the year 2023. It's going to be a great year for BPW/Englewood-Venice.

BPW/Ft. Lauderdale

1928-2022



It is with heavy hearts that we announce the passing of our dear friend, Elizabeth Athanasakos. She was a light in this world, and now we need to continue shining "Betty's" light by carrying it

within us in our own lives. Betty Athanasakos was a "grass roots" member of BPW/Fort Lauderdale. She was one of the LO's organizers and served as LO President and in July 1990 became President of BPW/USA.

BPW/Gold Coast

BPW/Gold Coast added a new twist to the monthly meetings. While still unable to meet in a public place, we keep our members connected via zoom. We still hold in person dinner meetings at a member's home but for the members unable to attend due to distance or health, we have a Zoom option. This enables us to keep all connected and part of the decisions for our LO.

We are happy to add a new member to our LO. With the loss of Hernando County, Tiki Bates transferred her membership to our LO at her renewal date. Because of Zoom, our local members welcomed Tiki to our group via Zoom at our June meeting.

Our long time Annual Suit drive has morphed into a year-round collection. In June, we donated 22 dresses, 14 skirts, 50 causal tops, 47 blouses, 6 purses, and 2 pairs of shoes to our local YWCA domestic abuse shelter. In July, we connected to a new local non-profit that collects prom attire. We were able to add 5 long gowns, 3 short gowns, 1 embellished top, 1 long skirt, 12 evening purses and an assortment of jewelry. We manage to find a home for everything that is donated to us.

BPW/Marathon

BPW/Marathon has had a busy, hot summer! After induction of the four returning board members in May,

we set our focus on ramping up exposure in our community. We had a housekeeping meeting in June where we prioritized returning LO meetings to the basics (from wearing name tags to resuming themed meetings), focusing on recruiting members through various outreach opportunities, getting an annual calendar out to the LO members, and compiling tentative speakers to continue with our professional speaker series.

We had members participate in a local playground rebuild in June, hosted a float decorating party before the holiday, won Best Overall Float in the 4th of July parade, and had a local speaker come out to share her experience in starting her own non-profit organization. We have plans to have a teacher come out in August to speak about a local organization that supports underserved populations of students in the community through purchase of school supplies, food and clothes.

Our hope is to continue to support and grow in membership of both women in business as well as those in "atypical" business roles that are just as heavily involved in serving and giving back to the community we all love so dearly.

BPW/North Sarasota

Another year and another opportunity! BPW/North Sarasota is committed to our mission of achieving equity for all women in the workplace through advocacy, education and information. How do we do that? When we "Energize the Future Today" - through our programming and being active and connected in our community.

So, what did we do the last three months of the 2021-2022 conference year? We



BPW/Marathon Members

(LO) NEWS

were planning, planning, planning – for our H’attitude Scholarship Luncheon and Hat Show, our scholarship reception, state conference and our end of year activities. We hosted our Fifteenth H’attitude Luncheon in June with over 150 in attendance. We recognized three women in our community who are making a difference in the lives of families, youth and children. We were excited to have so many members from BPW/FL in attendance to help us celebrate! The true meaning of sisterhood. We also presented five scholarships to graduating high school seniors.

We elected our officers for the 2022-2023: Deanna Manigo, president; Wendy White, first vice president; Gwen Sermon, secretary; Valerie Reeves, treasurer.



BPW/N. Sarasota Officers

Our LO was selected to receive a Community Service Award from the Sarasota Martin Luther King, Jr. Celebration Committee at its annual breakfast in January but due to COVID, the event was postponed until May. It was such a great honor to be recognized for the work we have done in our community for over 40 years.

In June, three members attended State Conference at Saddlebrook Resort at Wesley Chapel: Deanna Manigo, Gwen Sermon and Cynthia Howard. State Conference is always a great time to reconnect with our BPW sisters, be energized by great speakers, and attend leadership workshops.

Our planning meeting for the 2022-223 club year was held in July. We formalized our calendar of events and fundraising activities and formed our committees for the year as we look forward to embracing our new theme: “*Energize the Future Today.*”

BPW/St. Petersburg-Pinellas

We began the BPW year with the installation of officers (two of whom are new officers) and a half-day planning session. We had 12 members in attendance at state conference. Since then, our LO has been energized and busy! We have many committees working on a variety of projects, including plans for a Mad Hatter’s Tea Party in celebration of Equality Day, and plans are also coming together for our annual Working Women’s Forum, which will take place during National Business Women’s Week on October 19.

We continue to develop our partnership with the St. Petersburg Chamber of Commerce, which has been helpful in growing our membership over the past year. Our regular monthly luncheon meetings have featured speakers covering topics of current interest, including a Pride week program on LGBTQ issues, a presentation on gender and racial justice in our local housing market, and the impacts on mental health of stresses brought about by the pandemic. On alternating months we have a legislative moment and Diversity, Equity and Inclusion (DEI) moment.

We have also begun offering a once per month evening session on practical business and life skills, with our first two sessions focused on building our members’ skills in the use of Microsoft Teams. We continue to hold our once per month Meet Ups, which give our members, and prospective members, an unstructured opportunity to socialize in a variety of fun venues around the area.

Lastly a number of our members are serving at the BPW/FL level: Sheila Barry-Oliver as President, Michele Cavallo as President-Elect, Vicki Faulkner as Secretary, Kristin Smith as Public Policy Committee Chair, Tami Simms as Bylaws Committee Chair and President of the BPW/FL Education Foundation, Jerri Evans (Immediate Past BPW/FL President) as 2023 State Conference Chair, Audrey Wood as Audit Committee Chair, Amanda Cummins as a member of the Marketing Committee and Janine Duffy as a member of the Bylaws Committee.

More information can be found at www.bpwstpetepinellas.org.

BPW/Upper Keys

It’s been a hot and busy summer here in the Upper Keys, but there’s no slacking off in our community of working women when it comes to supporting each other personally and professionally! At our annual membership meeting in May, we installed a new Board of Directors for the coming year.

- Almost all of last year’s Directors are staying on for another term, while two new members, Amy Young and Margie Smith, have joined with fresh energy and ideas. We thank Immediate Past President Suzi Youngberg for all her service!



BPW/Upper Keys Board

- We held a Board retreat in early June, in part to review results of our recent membership survey, including overwhelming support for the value of membership. In another important finding, the top two responses to the question “Why are you a member” were: **Support equity for working women and Give back to the community.** With that feedback in mind, and a bunch of fantastic “magic wand” ideas for new programs, we’ve got our work cut out for us.

In May we also officially launched the **BPW/Upper Keys Scholarship Endowment Fund** to provide essential funding for the BPW/Upper Keys Adult Women’s Scholarship Program, a key component of our mission to help women achieve equity in the workplace.

- Our opening deposit to establish the fund at the Community Foundation of the Florida Keys was immediately doubled, thanks to a limited dollar-for-dollar offer from the Peter MacDougall Match for Agency Endowments Fund.
- Thanks to additional donations already

(Continued on page 20)

BPW/FL STRATEGIC PLAN UPDATE

In June 2021 the BPW/FL Strategic Plan was emailed to every BPW/FL member. The Report can also be found in the Member Resource Section of the state website at bpwfl.org. The comprehensive final report resulted from almost six months of information gathering by the consulting team. The process consisted of weekly meetings with Focus Groups that were composed of the Strategic Planning Task Force members as well as BPW members from around the state, meetings with the state executive leaders and the Board of Directors, a survey, and three town hall style meetings with BPW/FL members. The Strategic Plan was adopted by the conference body at

the 2021 Annual Conference.

Last BPW year, we made some progress against the plan:

- **A Task Force was appointed to re-search the possibility of creating a Statewide Virtual LO.** It was determined that a virtual meeting of the Members-at-Large (MALs) should be held. From there monthly meetings were scheduled.
- **A Task Force reviewed the modules contained with the Leadership and Individual Development Training programs.** A task force recommended updates to the training modules for professional development training. An

RFP was issued to update the modules and one proposal was received but no action was taken.

- **A BPW/FL monthly newsletter was initiated to increase communications from the state organization.**
- **The state magazine, Florida Business Woman (FBW), was given a newly designed front cover.**

The strategic plan presented 21 actions for consideration. In order to continue with the work begun last year, those 21 actions have been assigned to the BPW/FL Standing Committees and each committee is preparing an action plan with due dates.

Provide Members with a summary of BPW membership dues, benefits and values.	Membership Committee
Create a method for members to share their expertise and business focus.	Membership & Technology Committees
Share educational resources.	Leadership Committee
Consider implementation of mentor/mentee program.	ON HOLD
Re-energize BPW/FL “Standing Committees”.	All committee chairs
Evaluate and consider updating current leadership development programs.	Leadership Committee
Create LO leadership training programs.	Leadership Committee
Educate LOs on the mission statement and how to implement it in their programs.	Leadership & Bylaws Committees
Consider updating mission statement & create brand platform	Marketing Committee
Create marketing committee & marketing plan	Marketing Committee
Create a Yearly Organization Plan with monthly meeting topics focused on BPW programs.	Leadership Committee
Provide needed support to LOs.	EC/BOD/COPD
Continue to investigate the benefits of affiliating with the NFBPWC for future consideration.	EC
Establish effective communication with membership.	EC/Technology & Marketing Committees
Update the Florida Business Woman magazine look.	FBW Editor — DONE
Provide marketing materials for LOs.	Membership & Marketing Committees
Inform LOs of the option to hold hybrid meetings and the option to use BPW/FL Zoom account.	COPD/Technology Committee
Launch a new fully virtual LO.	Task Force
Provide additional technology seminars on “how to” topics.	Technology Committee
Evaluate ways to increase the number of registered users on the BPW/FL website.	Technology Committee

Since state conference, the Technology Committee distributed an Information Sources survey, which is now being analyzed to better inform our use of social media and the content of the website.

The Leadership Committee is actively working on updating previous materials to provide program planning and leadership information to the Local Organizations.

Our plan is to hold a virtual event for Equality Day on August 26 and for National Business Women’s Week during the third full week in October and to travel to Tallahassee for Lobby Days in 2023. Stay tuned for more details.

ADVICE FROM THE IRS THAT MAY BE OF INTEREST

Knowing how the IRS contacts taxpayers can help protect people from scammers

Scammers often pose as the IRS to steal taxpayers' personal information. They may reach out through fraudulent phone calls, emails, texts or social media messages. It's important for taxpayers to understand how the IRS contacts people, so they don't fall victim to identity thieves.

Generally, the IRS will mail a notice or letter to a taxpayer first.

- Taxpayers can search IRS notices by visiting [Understanding Your IRS Notice or Letter](#). However, not all IRS notices are searchable on the site.
- Be aware that fraudsters sometimes claim they already notified the taxpayer by mail or reference an IRS notice to make their scam seem legitimate.
- Taxpayers may check their [secured online account](#) or contact the IRS to confirm legitimacy of a notice.
- Debt relief firms often send unsolicited tax debt relief offers through the mail.

The IRS may send taxpayers a notice about filing past due tax returns. They should send their past due return to the address provided in the notice. Taxpayers can use the [prior year forms, instructions and publications](#) on IRS.gov to file past due returns or they can work with a tax professional.

After mailing a notice or letter, the IRS may call a taxpayer.

- IRS revenue agents or tax compliance officers may call a taxpayer or tax professional after mailing a notice to confirm an appointment or to discuss items for a scheduled audit. The IRS encourages taxpayers to review, [How to Know it's Really the IRS Calling or Knocking on Your Door: Collection](#).
- The IRS does not leave pre-recorded, urgent or threatening messages. In many phone scams, victims are told if they do not call back, a warrant will be issued for their arrest.
- Private debt collectors, contracted by the IRS, can call taxpayers to collect certain outstanding inactive tax liabilities, but only after the taxpayer and

their representative have received written notice.

- Private debt collection shouldn't be confused with debt relief firms who will call, send lien notices or email taxpayers with debt relief offers.

The IRS doesn't initiate contact with taxpayers by email to request personal or financial information.

- Taxpayers shouldn't reply to a phishing email from someone who claims to be from the IRS, because the email address could be spoofed or fake. Emails from IRS employees will end in IRS.gov.

The IRS doesn't send text messages or contact people through social media.

- Other than IRS Secure Access, the IRS does not use text messages to discuss personal tax issues, such as those involving bills or refunds. The IRS also will not send taxpayers messages via social media platforms.
- Scammers may text a taxpayer with a phony message about COVID-19 or "stimulus payments." These messages often contain bogus links claiming to be IRS websites or other online tools.
- Fraudsters also will impersonate legitimate government agents and agencies on social media and try to initiate contact with taxpayers.

IRS revenue officers and agents may make in-person visits.

- IRS revenue officers and agents routinely make unannounced visits to a taxpayer's home or place of business to discuss taxes owed, delinquent tax returns or a business falling behind on payroll tax deposits.
- IRS revenue officers will request payment of taxes owed by the taxpayer. However, taxpayers should remember that payment will never be requested to a source other than the U.S. Treasury.
- When visited by someone from the IRS, taxpayers should always ask for credentials. IRS representatives can always provide two forms of official credentials: a pocket commission and a [Personal Identity Verification Credential](#).

Here's what businesses need to know about the enhanced business meal deduction

The IRS encourages businesses to begin planning now to take advantage of tax benefits available to them when they file their 2022 federal income tax return. This includes the enhanced business meal deduction. For 2021 and 2022 only, businesses can generally deduct the full cost of business-related food and beverages purchased from a restaurant. Otherwise, the limit is usually 50% of the cost of the meal.

To qualify for the enhanced deduction:

- The business owner or an employee of the business must be present when food or beverages are provided.
- Meals must be from restaurants, which includes businesses that prepare and sell food or beverages to retail customers for immediate on-premises or off-premises consumption.
- Payment or billing for the food and beverages occurs after December 31, 2020, and before January 1, 2023.
- The expense cannot be lavish or extravagant.

Grocery stores, convenience stores and other businesses that mostly sell pre-packaged goods not for immediate consumption, do not qualify as restaurants. Employers may not treat certain employer-operated eating facilities as restaurants, even if they operate under contract by a third party.

Here's what business owners need to know about certain costs:

- The cost of the meal can include taxes and tips.
- The cost of transportation to and from the meal isn't part of the cost of a business meal.

Entertainment events:

Business owners may be able to deduct the costs of meals and beverages provided during an entertainment event if either of these apply:

- the purchase of the food and beverages occurs separately from the entertainment
- the cost of the food and beverages is separate from the cost of the entertainment on one or more bills, invoices, or receipts.

received from our members and supporters, our endowment currently stands at more than \$28,000 at the end of July.

- The goal is to raise another \$6,000 to max out the matching funds before they run out. That would bring our total endowment value to \$40,000 – enough to fund at least one scholarship annually, in perpetuity!

We've had great turnout for recent events and are looking forward to a busy fall.

- In June, more than 50 BPW/Upper Keys members and guests came out for a wonderful evening of networking in Tavernier. Our amazing host and sponsor, Gardenia's Bistro, is located inside a beautiful Keys plant nursery and they spoiled us with delicious healthy snacks, great wine and a garden setting that was absolutely magical.

- In July, our monthly luncheon featured Upper Keys League of Women Voters president (and LO member) Ginette Hughes. We had a great crowd of about 50 women (and men!) eager to network, get important updates on our work to empower women in our community, and learn about being prepared to vote in Monroe County this election season.

Looking ahead, we're gearing up for an exciting **series of election season events** to meet candidates running for local office, organized by our Public Policy Committee. BPW/Upper Keys has hosted these programs every two years, during every election cycle since the 1980s.

- For our August event, we've invited all candidates for local office to join us and meet our members and guests just ahead of the August 23 Primary Election.
- In October, we'll host our Political Forum, where candidates will have


the opportunity to introduce themselves, answer candidate specific questions, and speak to our membership.

Finally, on a personal note, our LO acknowledges that the recent Supreme Court decision regarding reproductive rights for women stirred strong and diverse reactions among us. We took time to talk through our thoughts and feelings with each other during our July BPW/Upper Keys board meeting and online Coffee Chat event. Women spoke about their own reactions and those of their daughters or other young women in their lives. We talked about our own health experiences. We wondered what this means in our community, in our state and in other states. Most importantly, we listened to each other, felt heard, and perhaps came away with a little more understanding of others. We'll continue to raise this and other issues that affect working women in our community in the months ahead.

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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/>.

HEAR ME ROAR

OSRQ Media hosted the sixth annual Together We Roar Leadership and Awards Luncheon in Sarasota on Friday, May 13, 2022. The event and awards ceremony were designed to foster an environment of dynamic business networking and to recognize leadership and positive community engagement among women in Sarasota and Manatee counties.

Samantha Bond Richman, founder of Sam Bond Benefit Group, was in attendance to celebrate the occasion and to learn who among the many qualified nominees would win the competition she helped judge. Since 2014, Bond Richman has actively supported the event as one of the invited judges of the nominated business women who apply. Her role as one of the judges includes careful review of the applicants' written responses to questions covering leadership, innovation, ability to overcome challenges, and community involvement.

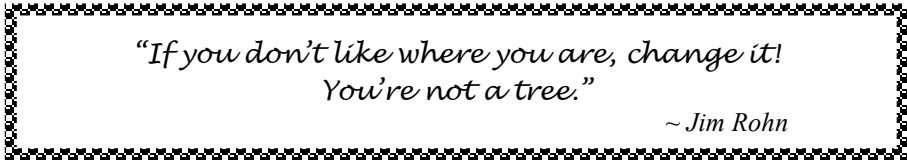
Over 260 women representing a diverse mix of professions and industries met for the first time since the last awards event in 2019 before the Covid-19 pandemic. SRQ Media's CEO, Lisa Liang, joyously welcomed the attendees, and celebrated the opportunity to meet once again, and to strengthen the community.

Connecting different women leaders is a source of inspiration for Bond Rich-

man. "You need to surround yourself with strong people, and learn from them," she says. "Sharing in the inspirational stories of these women who have overcome a variety, and in some cases, multiple hardships at once to achieve great success is truly humbling."

The Together We Roar Leadership and Awards Luncheon recognizes those who have participated in the Women Who Roar program, a year-round program that works to empower women by providing them the tools and resources to help them be at their best while giving back to their communities. From networking to mentorship, the Women Who Roar Initiative is designed for women leaders to address and overcome the challenges many women experience along the road to success.

Samantha Bond Richman is founder and president of Sam Bond Benefit Group, an insurance agency catering to the needs of businesses for their employee benefits. Sam Bond Benefit Group is a certified Small Business Enterprise and certified Woman-Owned Business Enterprise by the Pinellas County Board of County Commissioners. Bond Richman previously served as President of the Network of Executive Women Tampa Bay, and is currently a member of BPW/St. Petersburg-Pinellas.




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EMBRACE BOREDOM

In our increasingly loud, distracting world, we're seldom bored. But just doing nothing has its perks.

Why it matters: Filling our brains with the constant flood of junk food from our phones — tweets, Facebook and Instagram posts, tabloid gossip — leaves little room for creative and original ideas, studies show.

- That's why one of the most productive times for brainstorming is when we're in the shower, experiencing a rare digital detox.

What's happening: With stimulation right at our fingertips, our tolerance for being bored has evaporated.

- Two-thirds of American adults routinely look at their phones even when they're not pinging or buzzing.
- And the problem is worse for the next generation: A whopping 87% of U.S. teenagers have iPhones.

Zoom out: Science makes a case for boredom.

- In one study, published in the *Academy of Management Discoveries*, researchers lulled a group into boredom by instructing them to sort beans by color. Another group was given a far more interesting craft to do.

- After that, each group was directed to come up with good excuses for tardiness. The bored group bested their counterparts on both number and creativity of ideas, as judged by an objective outside group.

- Another study concluded that boredom motivates people to seek out novelty. Our minds wander when we're bored, and we think of new things to try.

Boredom is also good for our kids, the Child Mind Institute notes. Learning to deal with being bored helps children learn flexibility, planning skills and problem-solving.

What to do: Try it! Here are our tips on how to take a break from — or limit your reliance on — your devices.



- **Start small:** When you're in line at the store, just stand there instead of reaching for the phone. Or go for a short walk without a podcast or music.

- **Take some time** to embrace being bored and see where it leads you.

Axios Finish Line By Mike Allen, Erica Pandey and Jim VandeHei, Jul 19, 2022

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

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



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NEWS FROM THE EDUCATION FOUNDATION

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



**BPW/FL
Education
Foundation**

Greetings, BPW/FL members!

We're excited to be into a new BPW year, and to have new opportunities to support women in their goals of achieving higher education.

Scholarship House News

Both of the Houses (Florida Atlantic University and Tallahassee) will be resuming classes for fall semesters in August. We'll be sending "welcome back" goody bags to each House with school supplies and snacks to get them through



their study hours. Both Houses will select liaisons to represent them on the Education Foundation Board of Directors, and we'll introduce them to you later.

Direct Scholarship News

We've awarded three scholarships to students at St. Petersburg College for their fall semester, in the amount of \$3,000 each. Christina Houston (age 34) is a substitute teacher for Pinellas County Schools, and is working towards a degree in Nursing. Gretza Colmenero (age 48) is in her last year of study to earn a degree in Sustainability Management. Emmaline DiBello (age 29) is studying Biotechnology Laboratory Technology. We're pleased to continue this scholarship, which was created in 2013 – nearly ten years ago now!

Leadership Opportunities

The office of Vice President and the position of Nominations Chair for the

Education Foundation are both vacant as of press time. If you or another member of your LO might be interested in serving in one of those positions, we encourage you to consider it! The Board meets by Zoom every other month on the 4th Thursday (meetings closer to the 2023 State Conference will be monthly).

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

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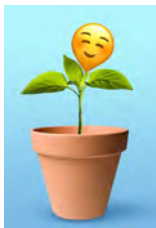
P.S. If you're on social media, please "like" our Facebook page at www.facebook.com/BPWFLedFdn

Our house plants don't just look nice. They make us happier and healthier.

Why it matters: Many of our jobs keep us indoors — away from nature — and the pandemic magnified that problem. But it turns out being around nature is essential to health.

Here are just some of the perks:

- Interacting with plants can increase life satisfaction, reduce anxiety and stress, spark creativity, boost productivity and even mitigate symptoms of PTSD and dementia.
- And certain plants are natural air purifiers for your house.



"When we have plants in our home or take a hike, we see decreases in anxiety and stress," says Melinda Knuth, a horticulture professor at North Carolina

State. "Just being around a plant can decrease the cortisol levels in our saliva." Humans get a subconscious positive jolt from the smell of flowers, the chirping of birds and the sound of rushing water, she says.

What's happening: Plants sales soared during the pandemic as Americans coped with being stuck inside by bringing nature into their homes.

- Plant nurseries in the U.S. saw sales jump 10%-15% in 2020. Many of these sellers were small, mom-and-pop shops that are now thriving due to our revived interest in plants.
- And a whopping 89% of consumers owned at least 2 houseplants in 2021.

Zoom in: Watering and tending to plants and then watching them bloom is great for our minds.

- A key sign of poor mental health is losing interest and pleasure in activities. Plants can curb that by bringing

passion and routine into our lives, says Justin Puder, a psychologist in Florida.

- Asiyah Muhsin, a wellness coach and retired nurse, started buying plants to cope with her own mental health after a suicide attempt. "They made me feel safe, heard and seen," she says. Now she uses plant-caregiving to help clients.
- The Horticultural Society of New York — the Hort — understands the value of people-plant relationships. They offer "[Rikers GreenHouse](#)" — a two-acre plot of land on Rikers Island where experts guide incarcerated individuals through therapeutic horticulture.

The bottom line: Consider buying a plant from a local nursery to brighten up your home — or add to your collection if you're already an avid plant owner — and reap the benefits.

<https://www.axios.com/2022/07/14/how-plants-make-us-happier-and-healthier>



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BPW/Florida's Mission

*To achieve equity for all women in the workplace
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