

FLORIDA FEDERATION OF BUSINESS & PROFESSIONAL WOMEN

FLORIDA

WINTER 2022

BUSINESS WOMAN

Advocacy

Personal &  
Professional Tips:

ADVOCACY IN ACTION!

WIN FRIENDS & INFLUENCE PEOPLE

EASE WORKPLACE SQUEEZE

BPW/FL ANNUAL CONFERENCE

STATE COMMITTEE &  
LOCAL ORGANIZATION NEWS

BPW/FL EDUCATION FOUNDATION  
HAPPENINGS

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## BPW/FL Calendar of Events (2023)

<b>February</b> American Heart Month	<b>March-April</b> TBD Equal Pay Day
<b>March</b> Women's History Month 8 International Women's Day held annually to celebrate women's achievements throughout history and across nations	<b>May</b> Lupus Awareness Month  <b>June</b> 12-14 BPW/FL Annual Conference Embassy Suites by Hilton Ft. Lauderdale, FL <b>SAVE THE DATES!!</b> 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, 2023
Summer issue	August 1, 2023
Winter issue	December 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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# MESSAGE FROM THE PRESIDENT

Dear BPW/FL Members—

BPW/FL is half-way through the current BPW year and so this is a time to both reflect on what has occurred to date and to look forward to 2023. As I mentioned in the last issue of *Florida Business Woman*, this year BPW/FL is focusing 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) 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. You will find a status update on what we have accomplished with respect to the strategic plan actions in this issue and you can look at the marketing/public relations committee report to see what has transpired there. We are moving forward.

Everything that we do is within the context of our mission statement, achieving equity for all women in the workplace through advocacy, education and information. It came to light recently that there was no BPW definition of equity to be found within our governance documents and so one was added to the BPW/FL Handbook (see the bylaws committee report) to ensure that we all have the same understanding and expectations of the organization. Our mission statement says that we achieve that through advocacy, education and infor-

mation, which is why this issue of FBW focuses on advocacy. 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. You can find the current public policy platform on our website.

What does advocacy in action look like? This issue of FBW presents four stories of how individuals (both members and non-members) have acted when advocating. Hopefully you will find some lessons in what they have to say that you can apply to either public policy advocacy or organizational policy advocacy. Remember to check our public policy news on the website to find information relevant to our public policy platform.

As we energize BPW for the future, I ask that you save the dates for state conference, which will be held in Fort Lauderdale on June 12-14, 2023. This is the one membership meeting we have each year at which we conduct the business of both BPW/FL and the BPW/FL Education Foundation—we elect and install officers, approve budgets, approve a public policy platform, approve (or not) changes to the BPW/FL Bylaws, recognize the work of local organizations, and get to know one another better, all while having fun and broadening our horizons and our understanding of BPW. Not every LO functions the same way but as long as we all support and

work towards our mission, then we are in synch. All conferences cost money to put on and so we ask that in addition to attending, you help us find sponsors and vendors and consider putting an ad in the conference program. It's not too early to start.

I am excited about all that we have done so far and still plan to accomplish this year and hope that you are as well. You will be hearing from me regularly through the monthly BPW/FL e-newsletter.

I wish each of you a wonderful holiday season with friends and family and a Happy and Joyful New Year. Until the next issue of FBW, I extend to each of you my **Best Personal Wishes**,



Sheila Barry-Oliver, Ed.D.  
President, BPW/FL, 2022-2023  
sbo.bpw@gmail.com  
**"Energizing the Future Today"**



*"I'm convinced of this: Good done anywhere is good done everywhere. For a change, start by speaking to people rather than walking by them like they're stones that don't matter. As long as you're breathing, it's never too late to do some good."*

~ Maya Angelou



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# HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

It seems that in an issue focusing on advocacy, this is still relevant.

The following is an excerpt from **How to Win Friends and Influence People** by Dale Carnegie | Book Summary by Paul Minors

Everyone and I mean everyone can learn something from *How to Win Friends and Influence People*. The principles in the book are simple, but something a lot of us fail to use or remember. This book will help you to convince people to your way of thinking, avoid arguments and become more liked. If you're in a leadership or sales type role, I strongly recommend this book.

Born in 1888, Carnegie was a traveling salesman and had a brief stint in acting. Students wanted to pay him to teach them public speaking; this is when he realized this skill was valuable and part of his sales success. He moved on to teach public speaking at a local YMCA. His teachings were growing in popularity and after two years, he founded his own Dale Carnegie Institute. *How to Win Friends and Influence People* was one of the first best-selling self-help books ever published. Written by Dale Carnegie and first published in 1936, it has sold 15 million copies worldwide.

Carnegie has four key concepts:

1. Fundamental techniques in handling people.
2. Ways to make people like you.
3. How to win people to your way of thinking.
4. How to change people without giving or arousing resentment.

## *Fundamental Techniques In Handling People*

Carnegie's first concept is about handling people and what techniques to use. There are three key principles that you

need to follow when handling people, whether they are acquaintances, colleagues, employees or employers.

1. Don't criticize, condemn or complain; try to be understanding
2. Give honest and sincere appreciation
3. Arouse in the other person an eager want.

## *Ways To Make People Like You*

Something we all crave is acceptance from other people, Carnegie's second concept outlines six principles to help you get other people to like you:

1. Be genuinely interested in other people. It's not all about you.
2. Smile. Practice your smile.
3. Remember that a person's name is important.
4. Be a good listener and encourage others to talk about themselves.
5. Talk in terms of the other person's interests.
6. Make the other person feel important, and do it sincerely.

## *How To Win People Into Your Way Of Thinking*

This section of Carnegie's book has 12 principles, all focused on encouraging others into your way of thinking. Here's how Carnegie recommends you do that:

1. The only way to get the best out of an argument is to avoid it.
2. Show respect for the other person's opinions.
3. If you are wrong, admit it.
4. Begin in a friendly way.
5. Get the other person saying "yes, yes!"
6. Let the other person do a great deal of the talking.
7. Let the other person feel that an idea is theirs.
8. Try to see things from their point of view.
9. Be sympathetic to their opinions and desires.

10. Appeal to the nobler motives.
11. Dramatize your ideas.
12. Throw down a challenge.

## *How To Change People Without Giving Or Arousing Resentment*

The last concept in Carnegie's book discusses how to change people without arousing resentment; it's about how to be an effective leader. The nine key principles he covers are:

1. Begin with praise and honest appreciation.
2. Call attention to people's mistakes indirectly.
3. Talk about your own mistakes before criticizing other people.
4. Ask questions instead of giving direct orders.
5. Let the other person save face.
6. Praise the slightest improvement and praise every improvement.
7. Give the other person a fine reputation to live up to.
8. Use encouragement, make faults seem easy to correct.
9. Make the other person feel happy about doing the thing you suggested.

## *Key Takeaways*

- It's important to try and understand other people, what makes them tick.
- Try to see things from other people's perspective. Put yourself in their shoes.
- Always be honest and upfront.
- Learn how to be a good listener.
- Avoid arguments at all costs.
- Accept that people may have different opinions to you.
- Accept and acknowledge your own mistakes.
- Encouragement and praise are essential in getting people to do things for you.
- Don't give orders, instead ask questions.
- Never embarrass someone else, let them keep their pride intact.

*"Your smile is a messenger of your good will.  
Your smile brightens the lives of all who see it."*

*~ Dale Carnegie*



## GET YOUR CALENDAR READY

- ✓ Membership Luncheons on the first Thursday
- ✓ Meet Ups on the fourth Thursday
- ✓ Committee meetings each month
- ✓ 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 2023 AND WE HOPE YOU'LL JOIN US!

Stay tuned to [www.BPWStPetePinellas.org](http://www.BPWStPetePinellas.org) or subscribe to our Touch Base Tuesday Newsletter.



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## Bylaws

Greetings, members!

Since our last report in the *Florida Business Woman*, the Board of Directors approved the addition of the following Equity Statement to Chapter 1 of the Handbook:

### *EQUITY STATEMENT*

*Workplace equity for women means providing fair opportunities for all women based on their individual needs, talents, and strengths. Equity is distinct from equality in that the focus moves from providing everyone with the same resources and opportunities to recognizing that each employee has varying access to resources and privileges based on individual circumstances, which may hinder their ability to take fair advantage of opportunities. Achieving equity may require an investment in additional support as a temporary or permanent solution. Diversity and inclusion as well as understanding the impact of intersectionality are key to achieving workplace equity. Wage equity and diverse cross-level representation are two key measures of workplace equity.*

The committee has been hard at work behind the scenes, tasked with reviewing our governing documents carefully to identify any areas that aren't consistent with current practices. We will have several proposed amendments to the Handbook, which will be presented to the BPW/FL Board of Directors in early 2023. There will also be several proposed amendments to the Bylaws, which will be presented to the membership at the State Conference in June 2023.

Every member can access the Bylaws and Handbook on the state website [www.bpwfl.org](http://www.bpwfl.org). The committee stands at the ready to answer questions or to help you understand and/or make amendments to your Local Organization's governing documents.

We look forward to hearing from you!

*Tami Simms, BPW/FL Bylaws Committee Chair*

## Leadership

The BPW/FL Leadership Committee chose to frame our work based on tasks identified in the strategic goals matrix:

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.
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.

To that end, we first created a yearly program planning guide. We then created a current BPW/FL Resource Manual and a BPW/FL Member Recruitment and Retention Manual, using previous BPW/USA material as a foundation. All three documents have been shared with all LO presidents and can be found in the member only section of the BPW/FL website. We are now working on creating LO leadership training based on these resources. Those training sessions will be given in early 2023 and are open to all current LO leaders (officers and committee chairs) and anyone who is interested in becoming an LO leader. It will be a great way to better understand those positions. So STAY TUNED for announcements on when these sessions will be held.

The program planning guide is being updated to incorporate information on the mission statement and how to implement it in LO programs. Next we will address the current leadership training programs, i.e., individual development, young careerist and women in transition.

The Leadership Committee coordinated the virtual Equality Day Presentation on August 26 and the virtual Women in Transition Panel on Successful Career-focused Transitions held during National Business Women's Week. Both events were recorded and can be found on the

BPW/FL Website under Events.

With respect to sharing educational resources, BPW/FL is sharing what it develops with the LOs and the members. The next step is to have LOs share what they develop with BPW/FL and with other LOs and to have members share what they have with BPW/FL, LOs and other members. The reactivated 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, is a start.

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](mailto: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

Happy New Year!

The BPW/FL Marketing & PR Committee continues to make progress on its goal to reenergize the BPW brand. In the fall, we conducted a "competitive review" of similar organizations that operate in Florida. This analysis helped us to identify ways to differentiate the BPW/FL brand and make it more relevant and compelling to today's working women.

Based on the analysis, the committee has proposed the following brand platform:

- **Mission Statement:** "To achieve equity for working women through advocacy, education and connection." This slight revision to our current mission statement maintains a primary focus on achieving equity while being more inclusive of entrepreneurs, solopreneurs and remote workers. Replacing the word "information" with

# BPW/FL COMMITTEE NEWS

“connection” better reflects the unique value we bring to our members (as expressed by members themselves).

- **Vision Statement:** *“We envision a world where every woman is empowered to reach her full potential.”* The vision statement is intended to be both aspirational and inspirational. It uses terms and phrases that are already part of the common language used by BPW/FL and the LOs.
- **Core Values:** *Integrity, Professionalism, Teamwork, Generosity, Diversity/Equity/Inclusion, Support & Empowerment, Mission-Centered.* An organization’s core values serve as guideposts for how it operates and makes decisions.
- **Unique Selling Proposition:** *BPW/FL serves the ‘whole woman’ at every stage of her working life through a unique combination of programs: Professional Development + Policy Advocacy (public & organizational) + Personal Connection & Support.*
- **Brand Positioning:** *For working women seeking to connect with other women, BPW/FL offers a welcoming environment that facilitates career advancement, advocates for policies to improve their working lives, and fosters genuine friendships. Unlike other working women’s organizations, BPW/FL serves the ‘whole woman’ with programs that address their professional, political and personal goals.*
- **Brand Promise:** *A single organization where Florida’s working women feel supported, inspired and empowered to reach their full potential at each stage of their lives.*
- **Brand Essence:** *Women Empowering Women*

These recommendations were presented to the Council of Presidents in November and their input was still being incorporated at press time. If you would like to provide feedback, please send me an email at [patmilian@yahoo.com](mailto:patmilian@yahoo.com) or reach out to a committee member: Sheila Barry-Oliver (St. Pete-Pinellas), Michele Cavallo (St. Pete-Pinellas), Amanda Cummins (St. Pete-Pinellas), Zelda Ladan (Member at Large) and Kimberly Rock (Upper Keys).

Ultimately, the work of this committee is intended to make it easier to attract

new members across the state. Our next steps are to:

1. Document the final brand platform (once approved) along with recommended language and visual guidelines to ensure consistent branding across the LOs
2. Work with the Membership Committee to create tools and templates the LOs can use to incorporate the branding in their recruiting efforts
3. Recommend a marketing strategy to be implemented at the state level

Our work continues... if you would like to join in on the fun to come, please reach out!

*Patricia Milian, BPW/FL Marketing/ Public Relations Committee Chair*

## Public Policy

The Public Policy Committee continues to work on the creation of talking points for the new item on the public policy platform and to revamp the talking points for the rest of the platform. We have 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. 18 items have been posted over the last four months, so we encourage all members to check this page on a routine basis

We are investigating a possible software tool to enable us to track legislation relevant to our Public Policy Platform and discussing whether there will be a Lobby Day in 2023. Advocacy is more than simply having a Public Policy Platform. It is educating and informing our members and reaching out to those in positions to impact legislation.

*Kristin Smith, BPW/FL Public Policy Committee Chair*

## Technology

**Social Media:** The Technology Committee continues to focus on BPW/FL’s social media presence. Frequent posting on Facebook and LinkedIn are the primary platforms with less frequent Instagram posts with topics relating to our Public Policy Platform. Please follow us and like/share the posts to help us reach a wider audience and increase our brand

awareness.

**Website:** We are continuing to post the Member Spotlights on the website. Please consider submitting a bio! We also add our webinars and virtual presentations to YouTube and ultimately the website. Suzi recently assisted President Sheila in preparing the RFP for website support services. A task for the new year is to look at increasing our website SEO (search engine optimization) to improve our website’s position in search results pages. The higher the website is listed, the more people will see it.

**LO Tech Support:** The Technology Committee manages the BPW/FL Zoom account. Any Committee Chair or LO President is welcome to use it for virtual meetings; just contact Suzi to get on the schedule. And, please remember, if your LO doesn’t have a website, we can add a landing page to the BPW/FL website.

**Processes Review:** A long term project for the Technology Committee is to review all processes used by BPW/FL for website, member processing including payments, event registration, etc., compare to possible alternatives, and make recommendations for change if it is deemed beneficial to the organization.

*Suzi Youngberg, BPW/FL Technology Committee Chair*  
[suziyoungberg@gmail.com](mailto:suziyoungberg@gmail.com)  
305-393-6830

## Audit Committee

The Audit Committee scrutinized a random sample of deposits and disbursements across all fund categories as well as the general ledger for the operating fund. We found no material errors. Therefore, we believe your records are in order.

Suggestions were made to clarify payment identification (e.g., debit card, credit card vs. check); however, process is out of scope for this committee. These suggestions were shared and have been taken into consideration.

*Audrey Wood, Chair; Sue Banks and Jody Dazio, Committee Members*

*(Continued on page 12)*



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## BPW/FL ANNUAL STATE CONFERENCE

This year's Annual State Conference will be held in beautiful Ft. Lauderdale at the Embassy Suites by Hilton.

If you have ever wondered, how do I make a motion at a meeting (especially at our annual meeting); what is the importance of Roberts Rules of Order; or why do they keep harping on the By-laws? You need to come to the 2023 BPW/FL Annual State Conference from June 12 through 14.

Do you want to be a part of continuing to strengthen BPW/FL (and in turn your own Local Organization)? Have you ever thought of being on a committee, or running for an office, whether BPW or something else? If you answered yes, then you want to come to this year's conference where we will be concentrating on educating members not only on BPW, but on things that will help you in all of your boards and meetings.

Please go to the BPW/FL website for more information, including a link for your hotel reservations (no money will be held on deposit, just your credit card).

I look forward to seeing everyone in June.

*Jerri Evans, BPW/FL 2023 Conference Chair*





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This year's schedule is different. Conference will run from Noon Monday to Noon Wednesday.

**Monday, June 12**

Educational workshops

Discussion of business items to be adopted at the business sessions

**Tuesday, June 13**

BPW/FL and BPW/FL Education Foundation business meetings

Awards presentations  
Installation Banquet

**Wednesday, June 14**

Planning for next BPW year



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Our mission statement is “achieving equity for all women in the workplace through advocacy, education and information”. But what is advocacy? Advocacy is defined as any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others. Included here are four personal accounts of advocacy in action.

**From Christie Bruner**  
*Vice President of Advocacy*  
*St. Petersburg Area Chamber of Commerce*

Are you an advocate? Are you an activist? Do you aspire to be either? There is a subtle difference between the two. Everyone handles disagreeing with authority in a different way. Some ignore the issue, some complain about it, some march in the streets and some gather people together to take action. Teen protester, advocate, poet and artist Eva Lewis said it best, “To be an activist is to speak, to be an advocate is to listen.” Advocates elevate the cause, educate others about the issues and empower those around them to take action. Whether you may be concerned about the maternity leave policy at work, the quality of water in your hometown or the lack of affordable housing in your neighborhood – there is an opportunity to create change in your sphere of influence.

I became an “accidental advocate” when the oldest of my three daughters was in fifth grade. At the time I was a certified personal trainer and owned a stroller fitness franchise. My girls had grown up in this environment and I was a proponent of living an active lifestyle. As my daughters made their way through elementary school, one element was glaringly unlike my own elementary school experience – the kids did not participate in recess. I took this opportunity to use my passion for wellness and my skill in community building to bring parents together from my school and district to learn about practices at other schools. Why could some schools offer recess and not others? Teachers pass the blame to administrators, who passed the blame to the district, who then blamed the state.

When our newly formed local advocacy

group started asking questions and getting media attention, we found that other parents across the state were asking the same questions. We also found that a group of parents had already put together a bill that would be heard in the upcoming legislative session. The main need at that point in time was input from constituents and subject area experts. We needed to share our stories along with sharing the data. Data pointing to the benefits of daily recess for elementary students was abundant and overwhelming. But data alone did not solidify the success of this issue. Parents and teachers reported kids not being able to focus, being disruptive in class and showing signs of diminished social skills.

Through a variety of tactics including social media campaigns, email blasts, phone trees, letter writing sprees, trips to Tallahassee, meetings with legislators, speaking at committee meetings, circulating petitions, consulting experts, and convening press conferences, the bill passed after the second year of lobbying. Every elementary student in Florida now has access to 20 minutes of daily unstructured recess time.

Advocacy can look different to every person and every situation. I encourage you to follow your passions both personally and professionally to fight for what is important to you, and empower those around you to join in. By listening to each other and working together we can create meaningful change.

**From Sue Woltanski, M.D.**  
*Monroe County School Board,*  
*District 5*

I am a proud member of BPW/Upper Keys and was recently re-elected to my second term on the Monroe County School Board. I am a retired pediatrician, mother of two public school children and one of South Florida’s leading advocates for public education. My public education advocacy career began, like so many of my education advocacy colleagues, as a volunteer in my daughter’s kindergarten classroom. Soon I was serving on school and district committees, learning about the issues that impact our schools.

The first step in advocacy is to do your homework. When you find a cause you care about, do the research and study the issues. In 2010, when the Great Recession led to severe budget cuts, a program my 2nd grader relied on was eliminated. I began to research Florida’s funding formula. I discovered that my district was receiving special funding for children like mine, despite the elimination of their program. I started a parents’ letter writing campaign and, by year’s end, my district reinstated the program at every school.

My advocacy really took off when I became aware of the excessive amount of time our kids were spending taking standardized tests. I formed a local grassroots organization and spoke before the school board. The board created a task force to evaluate the amount of testing and I was appointed to serve on it. As a group, we were able to make recommendations, reducing the amount of time spent testing. Working together with the district, I was able to effect positive change.

Advocacy is all about relationships. If you want to effect legislative change, then you must get to know your local representatives and their staff. Be nice to the legislative aides! Treat them with respect and try to establish yourself as a resource for their office. Get to know the people in your community and participate in community-wide events. Organizations like BPW and Chamber of Commerce are great places to develop relationships within your community. These connections will make you a more effective advocate.

Work to establish relationships with advocates who share your goals. Living in the county furthest from Tallahassee, I became much more effective when I was able to team up with grassroots, education advocates from across the state. As a school board member, I’ve been appointed to serve on several legislative committees, advocating for issues at both the state and federal level. Many organizations need people willing to serve on their legislative teams. These teams are a great place to improve your advocacy skills.

*(Continued on page 11)*

# IN ACTION

When I first volunteered in my daughter's kindergarten class, I never thought it would lead to an advocacy career and I never anticipated running for public office, but it has been an amazing and rewarding experience. I have found my passion and used my gifts to support public schools. Along the way, I have made amazing friends and become better connected to my community. If you are passionate about an issue, I encourage you to find a way to advocate for positive change.

Email: [sue.woltanski@keysschools.com](mailto:sue.woltanski@keysschools.com)  
Blog/website: [accountabaloney.com](http://accountabaloney.com)

**From Kimberly G. Jackson, Esq.**  
**Executive Director, Institute for Strategic Policy Solutions, St. Petersburg College**

In October, I had the pleasure to serve on a dynamic panel with exceptional people who share my vision of responsible policy and was subsequently asked to discuss my distinct vision on policy advocacy in action based on my own experience. I did not hesitate to say yes because it is my keen observation that while words absolutely matter, OUR actions are essential to the soul. It is our shared human experience that makes us vulnerable, empathetic, willing to change our viewpoints and allows us to listen and what makes a true community.

I have always been a natural advocate. If you ask my family, they will say emphatically that I was "different!" But I did not feel special at all—I felt empowered to educate the people around me to make the world better. Too idealistic right? Yet that is what it takes to be a gladiator. You must have a willingness to serve the greater cause and understand that everyone does not share your vision and moreover has a right to NOT agree with your position.

*What worked, what didn't, how long did it take, what advice would you give others?*

Policy became personal to me when my daughter was diagnosed with Autism Spectrum Disorder (ASD). There are no words to describe what the beginning felt like. It was lonely. I did not understand her disorder. No one understood it. I remember thinking about other wom-

en. My specific thought was if you are in a stable relationship and you have equity and you have support and it's this hard, how is it for other people? That began my journey to Advocate on behalf of others.

In the beginning what worked was my candor. I simply shared my story. I talked to anyone who would listen. I explained the challenges of getting access to quality therapy and the financial burden of carrying it. I explained the mental health components associated with caring for someone with ASD and the lack of resources associated with it.

So, I said in the beginning that being honest helped. AND it did—BUT after a while people became fatigued of hearing our story and then we had to creatively find a different solution. I decided to reach out to legislators, leaders and community advocates who shared our story. I spoke with them directly and asked them to share their story as well. Most importantly I asked them to fight for funds and to change policies that would help families like ours—WITHOUT hurting the community at large.

I think you must be mindful when you are advocating. We must realistically acknowledge that everyone does not have our specific challenges. You do not want to advocate when you are having a difficult time. The better approach is to understand that advocacy must be weighed against societal concerns. It was not helpful when I pushed too hard. Having a pragmatic approach to policy, explaining how it should be funded and who should pay for it with substantive data was a more positive way of pushing policy.

It is always an interesting question when someone asks how long does it take to make an impact. I do not think there is any time limit. Some advocacy is short-lived because there is an event that is so overwhelming, it forces us to change. Conversely sometimes issues must stew. People must think about how they are impacted and why it personally matters to them before they are willing to support and contribute to change.

Here is my advice for what it is worth. Patience! If you truly have a vision to change—no matter what the issue is—

you should be willing to mark your path until you are able to see the harvest.

*"If you find it in your heart to care for somebody else, you will have succeeded."* ~Maya Angelou

*Kimberly is a native of Crete, Illinois, and 25 year resident of St. Petersburg, Florida. She is an attorney, political analyst, and thought leader. Kimberly has devoted her career to education, community leadership, and advocating for families who have minors with cognitive disabilities.*

**From Sheila Barry-Oliver, Ed.D.**  
**BPW/FL President**

My last position in the corporate world was as the founding Director of a global firm's diversity initiative. It all began when the firm's People Strategy Task Force recommended an approach with four elements, one of which was diversity. To that end, the Chief Personnel Officer and six women from around the firm formed the Diversity Planning Group. One of their recommendations was to create the Career Advancement program. I was part of the Diversity Planning Group and selected to be the founding Director of this new initiative. Importantly, the initiative had the backing of senior management, which is a critical factor in successful organizational policy advocacy. By definition, this position was one of internal organizational policy advocacy.

We created an advisory board consisting of client and support staff from around the globe, in both business sectors. Our initial focus was on improving the success rate for women, though never restricting our solutions to just women. With all my years of BPW experience (having just finished my year as BPW/VA President), this was something that resonated deeply with me. Though the firm's board consisted of leaders from both business sectors, the business models were vastly different, so one major challenge was to direct our efforts at policies and practices that worked in both settings. We collected data, using outside consultants to evaluate the firm from a diversity perspective, to do an environmental scan to identify what our competitors were doing, and to make

*(Continued on page 12)*



## ADVOCACY IN ACTION

*(Continued from page 11)*

recommendations.

Our first challenge was to secure understanding of what we were about and why this was not just a US EEO initiative by another name. We needed to ensure that everyone understood that diversity existed in many forms, not just race and gender, and that our goal was to ensure that all staff could advance in their careers to the maximum extent possible. We monitored percentage representation at each career level to evaluate our progress. We analyzed performance appraisals to identify differing metrics and language, leading to changes in the performance appraisal forms and guidance on language.

Over the four years that I led the program, we increased the representation of women at the senior levels of the firm significantly and launched a flexible work arrangement policy (specifically addressing part-time work, flexible work schedules, flexible location and job sharing), a formal mentoring program in one business sector, resource & referral programs, domestic partner benefits, and lunch 'n learn dialogue groups. All new policies and benefits were evaluated in terms of country specific legislation, so for example, the flexible work arrangement policy became guidelines rather than policy in countries where it would

have harmed staff as policy.

We held two global senior-level women's meetings and one senior-level African American meeting (the first time for such meetings in both cases). The meetings included panels and workshops on issues ranging from getting ahead and being recognized, to leveraging personal strengths, and achieving balance between work and private life. We sponsored luncheons for women candidates in one business sector because the acceptance rate for employment offers to women was significantly lower than for men. The luncheons included presentations by current staff and round table discussions of what individuals and organizations could do to improve the success rate of women.

Central to the initiative was training. All personnel took mandatory sexual harassment prevention training, the first time any such course had been rolled out across the firm. Embedded within this training were the basic concepts of diversity and cultural differences. Staff around the world came to understand that diversity can have different meanings in different countries but that respect for all staff was a foundational firm value. It was subsequently rolled into the new hire orientation of both business sectors. Affinity groups were created in both business sectors in addition to building

relationships with a diverse group of community organizations (one of those was BPW). Ultimately the work of the Career Advancement Program was moved from a corporate initiative to a business sector initiative. Today both business sectors are recognized for their diversity, equity and inclusion efforts.

What I learned is that advocacy requires having good data to support your cause, allies and sponsors to move changes forward, both senior level and grass roots driven initiatives, and patience because not everyone will see the need or agree to the need for change and it takes time to win them over. We only tried to change behavior, not beliefs, and even then not everyone agreed that they should change. I also learned that advocates need their own support systems because this kind of advocacy can be draining and can make one a target. Having given up my client base when I accepted this position, there was no path to return to client work when it was time to move on. But because I had begun a doctoral program to be better at what I was doing, I ultimately found the position that brought me the most reward in my career and that was in the classroom, teaching graduate management courses in settings with very diverse student populations.

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## STATE COMMITTEES

*(Continued from page 7)*

### 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 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](mailto:BusinessManager@bpwfl.org) and she can give you the address to send the check to.

### Nominations

*Interested in Becoming a BPWFL Officer?* 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 begin thinking about whether you or someone in your local organization would be a good fit and would be willing to serve. Read the relevant by-laws (and the BPW/FL Handbook) to learn the requirements & duties of each office. BPW/FL nominations are due no later than March 30 while BPW/FL Education Foundation nominations are due no later than May 15.

Have you ever consider becoming more engaged with BPWFL? Now is a great time to start considering a role at the

state level. Elected officers work as a team to navigate opportunities that will affect the future of our organization. In upcoming e-newsletters we will provide you with job descriptions and other details for you to consider. Please reach out if you would like to talk through ideas.

*Cory Adler, Nominations Chair*  
[cory.adler@yahoo.com](mailto:cory.adler@yahoo.com)

### Tribute

The Tribute committee was established to keep the members informed of the BPW/FL members that we have lost during the year. At State Conference we have a tribute table to honor these members. If you have lost a member, please go to the Members Login and complete the tribute form. In addition, please email a picture of your member to me at [joannorrbpw@gmail.com](mailto:joannorrbpw@gmail.com).

*Jo Ann Orr, Tribute Chair*

# BPW/FL STRATEGIC PLAN UPDATE

In June 2021 the BPW/FL Strategic Plan was emailed to every BPW/FL member. The Report can be found in the Member Resource Section of the state website at bpwfl.org. The final report resulted from six months of information gathering by the consulting team. The process consisted of weekly meetings with Focus

Groups composed of the Strategic Planning Task Force members as well as BPW members from around the state, meetings with the state leaders and the Board of Directors, a survey, and three town hall style meetings with BPW/FL members. The Strategic Plan was adopted at the 2021 Annual Conference.

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 with each committee preparing an action plan with due dates.

Provide Members with a summary of BPW membership dues, benefits and values.	Membership Committee — Waiting on Marketing Committee
Create a method for members to share their expertise and business focus.	Membership & Technology Committees — In Process
Share educational resources.	Leadership Committee — Reactivated Resource Links
Consider implementation of mentor/mentee program.	ON HOLD
Re-energize BPW/FL “Standing Committees”.	All committee chairs — DONE
Evaluate and consider updating current leadership development programs.	Leadership Committee
Create LO leadership training programs.	Leadership Committee — In Process
Educate LOs on the mission statement and how to implement it in their programs.	Leadership Committee — Almost Done
Consider updating mission statement & create brand platform	Marketing Committee — In Process
Create marketing committee & marketing plan	Marketing Committee — In Process
Create a Yearly Organization Plan with monthly meeting topics focused on BPW programs.	Leadership Committee — DONE
Provide needed support to LOs.	EC/BOD/COPD — Ongoing
Investigate the benefits of affiliating with the NFBPWC.	EC
Establish effective communication with membership.	EC/Technology & Marketing Committees — Monthly e-newsletters
Update the <i>Florida Business Woman</i> 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 — DONE
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 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 BPW/USA documents. To date an annual LO Program Planning Guide, a BPW/FL Resource Manual and a BPW/FL Recruitment & Retention Manual have been produced. Webinars for current and

potential LO leaders will be held in early 2023 .

We held a virtual event for Equality Day on August 26 and one on Women In Career-Focused Transitions for National Business Women’s Week during the third full week in October. Both sessions were recorded and can be found on the BPW/FL website. Travel to Tallahassee for Lobby Days in 2023 is still under consideration as is a software tool to allow us to stay informed on our issues.

All BPW/FL Governance documents were reviewed by the BPW/FL Bylaws & Handbook Committee with proposed changes forthcoming in 2023. The Marketing Committee continued the work begun at the 2021 annual conference and will be coming forward with recommendations in 2023.

We plan to take a strategic look at our operating structure and processes in 2023 to ensure that we are positioned to be successful moving forward.

## BPW/Englewood-Venice

Members of BPW/Englewood-Venice are doing two service projects for the holiday season. The first project is adopting a single mother and family through the Salvation Army and purchasing gifts for the family. One of our newer members, Jody Dazio, is heading up this project and \$736.54 was donated. The second holiday project is a gift exchange for low-income seniors who are members of the Senior Friendship Center in Venice. BPW/EV members adopted a senior and agreed to purchase gift(s) for them. The gifts will be distributed at the holiday party on December 15 at the Friendship Center in Venice.

On January 20, 2023, we are holding our annual Wine Tasting Event at Rumours Wine Bar. Cyndi Fredricks and Deb Straw are co-chairing this event. Sponsors have been secured and all details are being completed at this time.

On March 25, 2023, we are hosting another women's workshop. We're in the process of setting up all details for the event. Co-chairs are Stephanie Marcusky and Amanda Foster.

It will be a busy and enjoyable year. Wishing all BPW members across the state a wonderful holiday season and a healthy and successful 2023.

## BPW/Marathon

September was a slow month though hurricane season that was not wasted on us! We recharged with a social sail inviting both members and non-members out on a catamaran to recharge and network in a more relaxing atmosphere. It was very well attended with almost max occupancy of the boat and delicious food and drink for everyone.

October was also a blast turning back to an educational meeting with three different expert guest speakers focusing on different approaches to health and well-being for women. We had a certified and experienced Mindfulness facilitator, a health coach and personal trainer speak on nutrition, and a physical therapist discuss pelvic floor health. While a whirlwind of information, it was very well received and we hope to implement a regular health awareness month with

targeted speakers and topics.

We did celebrate National Business Women's Week this year with 3-4 highlighted member businesses every day of the week and one day of guest non-member bios all on our Facebook media page. That was also a well received promo for our membership and something we hope to continue next year.

The weekend before Thanksgiving, BPW/Marathon held our annual Sip & Shop event at a local resort. This event was led by Stephanie Zajac (our current treasurer) and Mallory Morton (past president) who did fabulous work in having the night run smoothly while being a bustling success for all vendors and shoppers alike.



## BPW/North Sarasota

The month of August was exciting for us! State President Sheila Barry-Oliver made an official visit with us in our monthly meeting. We were honored to have her bring greetings and updates on Federation activities. The meeting fell on the birthday of our member Cynthia Howard, so we had a grand celebration!



Our business session included planning for our Double Good Gourmet popcorn

fundraiser, which ran from September 15 to September 19. Double Good is only a four-day fundraiser, which is a quick and easy way to raise funds. The top sellers were Gwen Sermon, Cynthia Howard, Valerie Reeves and Jone Williams! Plans were also made for our holiday gathering on December 15 and for our holiday dance fundraiser on December 23.

In September, we held the 50th Anniversary of our LO, which was chartered on September 20, 1972 by a group of 20 women who firmly believed that there was indeed a place for them in the working world. Anne Weatherington was our charter president and she continues to be a member of our LO. The event was held at The Meadows Country Club. Several past presidents were in attendance.

Cynthia Howard shared information about Federation and Education Foundation events, one of which was a virtual event in observance of National Business Women's Week, celebrated the third full week in October. The panel discussion was on "Women in Transition."

November's meeting continued with discussions on upcoming events. Our guest speaker was Carlos Yancy, Bay-First Bank Vice President, who shared information on the bank's activities in the community. Discussion also included becoming incorporated through the Florida Department of State. We are looking forward to 2023!

## BPW/St. Petersburg-Pinellas

It's been a busy and exciting year so far! Our LO has hosted a series of impressive and informative luncheon program speakers who have covered a variety of subjects, including mental health challenges related to the pandemic, thriving in career transitions, advocacy through our partnership with the St. Petersburg Area Chamber of Commerce, and an update on Pinellas County from the county administrator. Our next program in early December will spotlight the Dress for Success organization, with the opportunity for our members to make donations to the cause.

We've also had many opportunities for members to meet up and network infor-



# (LO) NEWS

mally, as well as more focused networking events geared toward skills building. The most recent was a well-received program that was coordinated with our club's DEI committee, on How to Have Difficult Conversations.

BPW/St. Petersburg-Pinellas also held our annual Working Women's Forum, Advocacy in Action, during National Business Women's Week in October. This year's forum featured a trio of panelists and a moderator who led an interactive discussion on learning how to advocate for oneself in the workplace.

## BPW/Tampa Bay

The 2022 scholarships were awarded on November 14 to 8 outstanding students.



## BPW/Upper Keys

Empowering women in the Upper Keys to be educated voters, advocates for women's health and connected community members were our major goals over the past few months.

In **August** we hosted a 'Meet the Candidates Mixer & Networking Night' for a great "who's who in the Keys" crowd of close to 100 members and guests. Current elected office holders as well as candidates running for county, village, state and US congressional seats representing our community introduced themselves and mingled with the crowd. We took a break from politics for our **September** luncheon with featured speaker, Kate Banick. She walked us through the importance of affordable health care in our community and how The Good Health Clinic, the organization she leads, makes sure uninsured folks have access. Then Kate really schooled us on inequities in women's health care—from drugs that aren't tested on women, to longer ER wait times for women, to women's medical conditions that get a fraction of research spending—and what we can do about it.

In **October**, our featured evening event was both a Political Forum and a Celebration of Women in Business. Candidates running in nine different races for local, state and federal offices representing the Upper Florida Keys came forward to introduce themselves and respond to candidate-specific questions developed by our Public Policy Committee. Celebrating Women in Business was also on the agenda as we announced our 2022 Woman of the Year – Margie Smith (Florida Small Business Development Center at FIU) – and 2022 Business of the Year – Sandbar Books (Becky Washam, Owner).

**November's** event went back to focusing on connecting our members with each other for personal and professional networking. We had a fun group exercise to start and then broke into "speed dating"-style, one-on-one chats.

**Other activities** included monthly virtual Coffee Chats, a meet up at the local cinema to catch a movie together, and an online "Power Lunch" with our Woman of the Year and Business of the Year awardees. In the community, quite a few of our members and their organizations were nominated for the first ever "Best of the Upper Keys" awards organized by the Keys Weekly newspapers – and won!



Finally, as we approach the end of the calendar year, we're very close to maxing out the matching funds available from the Community Foundation of the Florida Keys for our new **Upper Keys BPW Scholarship Endowment Fund**. This fall an anonymous donor offered to match remaining donations needed to max out the Foundation's matching funds – which means that every \$1 raised by us since then became \$4 and got us even closer to our goal of a \$40,000 endowment! We're excited about this 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.

We look forward to a prosperous and fulfilling 2023 with a December Holiday Party, January luncheon program on mental health, and a Business Expo in the spring.

## LO ADVOCACY IN ACTION: St. Pete-Pinellas and Upper Keys



# 4 WAYS TO EASE THE WORKPLACE SQUEEZE

By Julie Winkle Giulioni

More than two decades ago when I was designing commercial training products, I worked on a ground-breaking project. The central premise was that mid-level managers faced a profoundly unique challenge, finding themselves between a rock and a hard place as they balanced, navigated and frequently absorbed the pressures from those who reported to them and those to whom they reported. Today, such a “bold” concept would be greeted with a big “duh” as it’s widely accepted that middle managers are in an increasingly untenably stressful position. News reports routinely explore the consequences of living in this vocational vice.

## The struggle is real – and universal

Unfortunately, however, this is no longer exclusively a middle management issue. No doubt, middle managers continue to feel the squeeze between the frontline and executives within their organizations. And today, it’s amplified as they wrestle with new remote and hybrid working configurations (and sometimes each other) regarding who works where and when.

But frontline individual contributors are feeling it, too. Over the past few years, many report that customer expectations have grown while their tolerance and grace have shrunk. Supply chain issues, persistent delays, inflation and other factors have resulted in customers who are more challenging than ever to sell to, service and satisfy. But the pressure isn’t coming from just one side. Frontline workers now feel the squeeze as they balance this with the heightened demands their managers continue to place upon them.

And, of course, the C-suite is not immune to these dynamics. Executives find themselves in a precarious position as well during these tumultuous times as they navigate the needs of everyone within the organization. This includes shareholders who have heightened economic concerns that must be staved off with quarter-after-quarter results.

A vice-like grip has descended upon us

all – regardless of role or level, amplifying other personal and professional pressures and contributing to unprecedented levels of burnout and mental health struggles. This isn’t healthy. And it’s not sustainable. Something must be done now to ease the current squeeze – while people still have some juice left in them.

## Ease the squeeze

If you’re feeling the squeeze, you’re not alone. Here are four steps you can take to reduce the pressure and give yourself – and those whom you lead – the space needed to breathe, think, and perform more effectively.



(Image credit: Antoni Shkraba/Pexels)

### 1. Map it out

Events and experiences layer upon each other, resulting for many in an amorphous, ambiguous and overriding sense of angst. That’s when it’s critical to step back and clarify exactly what’s happening. Take a sheet of paper and draw yourself in the center. Then, identify the sources of pressure, creating arrows pointing at you in the middle. Go back and highlight or make the most challenging pressures bigger or darker. Just getting it out of our heads and labeling the dynamics is a significant first step toward loosening the vice.

### 2. Discuss expectations

The “artwork” described above can be a helpful tool for facilitating a conversation around expectations with your manager. What’s most critical today? What might have fallen off the priority list without you being aware of it? Which of your goals most directly support your manager’s? Dialogue can help to align

both thinking and effort in a way that can reduce the pressure and offer greater clarity when you’re feeling the squeeze.

### 3. Deselect non-value-added activities

“Deselection” is something I’m hearing a lot about from the organizations with which I work. It’s counterintuitive in these days of escalating expectations and yet the activity acknowledges that we just keep piling more on our plates, never removing anything. Today, less is more, and success demands distinguishing (and acting upon) the must haves versus nice to haves.

### 4. Ask for help

None of us is in this alone. Work is a team sport. So, during times when the squeeze feels extreme, recruit those around you for the support you need. Call a “time out” when the pressures from one side or another are too great and ask for reinforcements. And return the favor. Research finds that helping others is a powerful strategy for reducing one’s own stress.

Let’s face it. Customers will likely not begin expecting less any time soon. And neither will shareholders. We can count on business and performance pressures to persist. That’s why it’s time for leaders and individuals alike to recognize the natural tension that exists – and to ensure that they’re taking steps to appease the unease of the squeeze.

*Julie Winkle Giulioni is a champion of growth and development in the workplace, helping leaders and organizations optimize the potential of their people. Named one of Inc. Magazine’s top 100 leadership speakers, she’s the co-author of the international bestseller “[Help Them Grow or Watch Them Go: Career Conversations Organizations Need and Employees Want](#)” and a forthcoming book, [Promotions Are So Yesterday](#),” published by ATD Press. Learn more about her work at [JulieWinkleGiulioni.com](#).*

<https://corp.smartbrief.com/original/2022/11/4-ways-to-ease-the-squeeze-on-managers>



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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/>.



*Lily Alcott*  
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Adults and Children



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## Thank you for your support

Iyonda Bell  
BPW/FL Education Foundation of the FL Federation of Business and Professional Women's Clubs, Inc. Housing Scholarship

Dear Business and Professional Women Florida,

I am sincerely honored and grateful to be the recipient of the BPW/FL Education Foundation of the FL Federation of Business and Professional Women's Clubs, Inc. Housing Scholarship. I am deeply appreciative of your generosity and support.

I am working on my Associate's Degree in Early Childhood Education. I look forward to achieving my goals of graduating from St. Petersburg College and working in the education field.

By awarding me this scholarship, you have allowed me to maintain my high GPA by relieving financial burdens. I thank you for your confidence and willingness to help me achieve my future goals. You have inspired me to help others to accomplish their goals.

Sincerely,  
*Iyonda Bell*



## IMPORTANCE OF BREATHING

I've been working with the concept of forgiveness for quite some time, for myself and to help my clients through those moments when they see no way to let what they did be okay. I've found many tricks and tools and subtle approaches towards forgiveness, but none as good as simply breathing and grounding oneself in the present. This is what I offered my client.

- "Can you take a deep breath?" I asked. "Maybe close your eyes and take a deep breath?" My client nodded and breathed.
- "Can you maybe put your hand on your heart," I asked, "With a sense of 'there, there, this stinks'?" My client smiled and nodded.
- "Can you be in this present moment and know that everything is okay right now? That what happened happened, and it is past?" My client nodded and smiled.

Over the years I've come to realize that nothing calms our racing minds, beating hearts, and churning emotions better than breathing. At least nothing calms mine better.

- I've come to know that when we smile, even if we don't feel like smiling, our brains think we're happy. We wouldn't smile if we weren't happy. And I've come to learn that when I can ground myself in the moment, when I can notice – really notice – my feet on the ground or my butt in the chair, I can remember that, in this moment, all is okay. I can dwell in the present moment and find – and see – the beauty in the present moment.

I can be Thoughtful – present, intentional, and authentic – and I can breathe in to calm my body, breathe out to smile, and dwell in the present moment knowing it is a wonderful moment.

<https://chatsworthconsulting.com/2022/12/06/>

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

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



BPW/FL  
Education  
Foundation

[www.EducationFoundationBPWFL.org](http://www.EducationFoundationBPWFL.org)

"Like" us: [www.Facebook.com/BPWFLEdFdn](https://www.facebook.com/BPWFLEdFdn)



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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!

Your Education Foundation Board of Directors meets every other month by Zoom, to carry out the business of supporting women seeking to further their education. We're pleased to report that Zeldia Ladan (Member-at-Large) was appointed to the Vice President position, and Cory Adler (St. Petersburg-Pinellas) was appointed Nominations Chair. There is currently a vacancy in one Director position; if you're interested in learning more about the responsibilities, please don't hesitate to reach out to me.

## Scholarship House News

Both of the Houses (Florida Atlantic University and Tallahassee) have had a busy fall with lots of activities. Each House elects a resident to serve as the liaison to the Board, and they are gifted a student membership in BPW/FL so

that they have full access to the membership resources. At FAU, the 2022-23 liaison is Daijah Downey, from Orlando, currently studying Health Administration with a minor in Health Information Systems. She's going into her last year of undergraduate school but plans on going back for her Master's in Public Health or Public Administration. This will be her last year in the BPW House. At the Tallahassee House, our liaison is Sheila Gomez, and we'll tell you more about her in the next issue.

## Direct Scholarship News

We've awarded three scholarships to students at St. Petersburg College for the spring semester, in the amount of \$1,500 each. Gretza Colmenero (age 48) is a repeat recipient, in her last year of study to earn a degree in Sustainability Management. Sharina Morrow (age not provided) is a junior, seeking a degree in

Educational Studies and Community Leadership. Demetria Coleman (age 47) is a sophomore seeking a Bachelor's Degree in Social Work.

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. See the letters of thanks from students we have helped below and on the previous page.

Tami Simms, President  
BPW/FL Education Foundation  
[tami@simmsteam.com](mailto:tami@simmsteam.com)  
Cell 727-743-6262

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P.S. If you're on social media, please "like" our Facebook page at [www.facebook.com/BPWFLedFdn](http://www.facebook.com/BPWFLedFdn)

Dear BPW/FL Education Foundation,

*My lifelong dream of attending medical school is finally moving forward, thanks to generous education scholarships like yours. Growing up in a less privileged background & community has not only submerged me with financial and academic challenges but has also helped me realize the value and positive impact that a college education and experience can provide.*

*I have just begun my 4th year in my undergraduate career as a senior at the illustrious Florida State University hailing from Lauderdale Lakes, FL and Montego Bay, Jamaica. I'm studying to earn dual degrees in Biological Sciences and Human Development & Family Science with dual minors in Chemistry and Child Development. It's been challenging in terms of my health but I know that my purpose is to achieve my professional and*



*personal goals for the welfare of society. My plan on impacting the world with my career is to bring attention*

*to the prevalent racial disparity in the birthing community between the minority ethnicities and the majority.*

*In addition, after I graduate, I plan on gaining more medical and travel experience by working in the neurodivergent field and taking the time to travel internationally as a way of congratulating myself for being one step closer to making a difference in the community. I want to normalize gap years for medical students because the pressure of the field can very well endanger the sanity of these professionals and if the doctors aren't sane, then we endanger our patients as well. This scholarship means the world to me and my BPW housemates brought and still bring me so much joy every day I step into the house. My college experience would definitely be dull if I didn't have the support and love from the girls around me; I will always be grateful for the blessings I received from the relationships.*

*I've gotten the opportunity to join a cultural dance troupe on campus, join a sisterhood and also be able to work in athletics and be around some amazing athletes while enjoying the fruits of eve-*

*rything else on campus that I would've never been privy to had I not gotten this scholarship. It is my safety net as I struggle with health issues and my learning disorder while going through school and the STEM program and it signals to me that despite the challenges I'm going through, someone believed in me enough to invest in my future, so not only can I not let myself down but I can't let you down either.*

*To close, my educational pursuits would not be possible without scholarship patrons willing to support medical education in order to give students such as myself the ability to pursue advanced STEM healthcare degrees. I am committed to my education and my future field, and I'm one step closer to becoming a United States Air Force Board Certified Doctor of Obstetrics & Gynecology and Maternal Fetal Medicine Fellow, thanks to your continued generosity. Once again, thank you for blessing me with this opportunity. Expect big things to come from me!*

Sincerely, Keron G.  
Southern Scholarship Foundation  
BPW House Supervisor



Business and  
Professional  
Women/FL

PO Box 1347  
Tavernier, FL 33070

**BPW/Florida's Mission**

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

