

FLORIDA FEDERATION OF BUSINESS & PROFESSIONAL WOMEN

FLORIDA BUSINESS WOMAN

SPRING 2023



**Energizing the Future
Today**

Personal &

Professional Tips:

SPRING CLEANING AT WORK

REDUCING STRESS

MULTIGENERATIONAL WORKPLACES

BPW/FL ANNUAL CONFERENCE

**STATE COMMITTEE &
LOCAL ORGANIZATION NEWS**

**BPW/FL EDUCATION FOUNDATION
HAPPENINGS**

2022-2023 BPW/FL Officers & Executive Committee

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BPW/FL Calendar of Events (2023)

May		September
5	Award submissions due date	Hispanic Heritage Month
		17 National Women's Friendship Day
June		October
12-14	BPW/FL Annual Conference Embassy Suites, Ft. Lauderdale—Make your hotel reservation now!	Domestic Violence Awareness Month Breast Cancer Awareness Month
		11 International Day of the Girl
August		15-21 National Business Women's Week
6	National Sister's Day	
26	Women's Equality Day	

BPW/FL's Mission

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

Florida Business Woman

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

Upcoming advertising and copy deadlines:

Summer issue	August 1, 2023
Winter issue	December 1, 2023
State conference issue	April 1, 2024

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 has been a whirlwind of a year as president. I came into office only having one week's notice that this was about to happen and although I had been a state BPW president before, that was 30 years ago and a different time and place.

This year has been focused on energizing our future today. As such we have:

- Developed resource materials for our members (the BPW/FL Resource Manual, BPW/FL Member Recruitment and Retention Manual, Program Planning Manual), which can be found in the members only section of the BPW/FL website
- Presented multiple webinars to both our members and non-members (Equality Day webinar in August, Women in Transition webinar in October, Gender Pay Equity in March, three LO leadership webinars in January, February and March), with another Women in Transition webinar planned for May,
- Begun the development of a marketing plan,
- Created a new public policy platform for the members to consider at state conference,
- Updated the BPW/FL Handbook so that it is more in line with what we actually do,
- Prepared bylaws amendments to be considered by the members at state conference, and
- Sent monthly emails to ensure that you were fully informed about what is happening at the state level.

Most significantly we have worked with strategic planning consultants to reimagine who and what we are. You will hear about this at state conference.

I often hear the question: what do I get for my state dues, so let me fill you in. Dues money based on this year's budget is allocated as follows:

- 52%: Contract personnel (business manager and web services contract)
- 14%: Executive Committee Expenses
- 4%: Standing Committee Expenses
- 4%: net FBW cost
- 7%: marketing (not used this year)
- 19%: administration (website software, insurance, QuickBooks, credit card fees, office supplies)

Dues money is spent on the cost of doing business. To date, development of program materials has been done by member volunteers.

In addition, we allocated \$50,000 from reserves for management consulting related to strategic planning and we used \$1,400 in funds reserved for lobbying to fund LobbyTools for one year.

Speaking of state conference, **May 12 is the last day to secure a room at the low rate of \$169 at the Embassy Suites in Ft. Lauderdale and the last day for the early conference registration rates.** There is much to accomplish at state conference, which can only be successful if our members attend and make their voices heard. But you also get to know other members from around the state (and we have a great diversity of occupations, interests, career histories, and LO events and activities) and have some fun. Please do join us and consider

being (or securing) a sponsor or placing an ad in the conference program.



For those with really sharp eyes, yes, that is a new picture of me without eye-glasses since my cataract surgery. It's amazing how bright everything looks now!

Nike, the Winged Victory of Samothrace, is one element of the BPW emblem and is on the cover of this issue because of what it represents. It is the symbol of strength, progress, freedom, triumph, facing squarely the winds and waves of prejudice and all other limitations. As we consider our future as part of the strategic planning effort, it seems most appropriate to highlight our strengths, progress and the future possibilities for us as an organization.

This is my last issue of FBW as President. I extend to each of you my Best Personal Wishes and I hope to see you at state conference in June.

Sheila

Sheila Barry-Oliver, Ed.D.
President, BPW/FL, 2022-2023
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5 TIPS FOR SPRING CLEANING AT WORK

By Cloey Callahan

Spring has officially arrived, and it's starting to feel like it too, with the trees budding and more birds chirping outside of our office windows. The season's arrival has long been associated with cleaning and organizing our homes, but the new season also presents an opportunity to re-evaluate and reset in all areas of our lives, including work. Using the change of seasons as a reset can help us boost productivity, increase focus and, ultimately, show up to work with a better mindset.

"Spring cleaning is a great way to filter all the unnecessary or ineffective stuff and redistribute your resources wisely," said Olga Shapovalova, strategic management expert and business-to-business director at Headway, an education technology startup. "We need to be focused and productive every day for success and this is like doing a checkup for your everyday routine."

We spoke to three professionals to learn what they recommend workers add to their spring cleaning checklist.

1. Look at what's bringing you joy

Marie Kondo was onto something when she said we need to ask ourselves what sparks joy. "Look at your calendar and see what causes you distress or makes you more anxious and then things that give you joy," said Dr. Anisha Patel-Dunn, psychiatrist and chief medical officer at LifeStance Health. "Is the ratio comfortable for you?"

If you have an opportunity to move things around, Patel-Dunn suggested you do it. While sometimes we might not have the power to change everything we want that's not bringing us joy at work, there are some things we can do. For example, if there is a meeting that is causing you stress because it's right before you need to pick your child up from school, it would be worthwhile to ask whoever it's with if it can be moved. Or, if you are working with someone who has a different way of going about things, it could be helpful to add a call with them to figure out the best way to work together so that both parties can be successful.

"While you might not be able to do it today, as you look at April or May, there is an opportunity to really restructure your workday and your time," said Patel-Dunn.

2. Redefine relationship dynamics

If you haven't been happy with how your dynamic is with a boss or colleague, it might be the right time to schedule a meeting to discuss how the relationship could operate better for everyone. Shapovalova said it's all about ensuring alignment of goals between colleagues. "We're trying to practice radical candor to provide clear feedback, help people grow and foster internal mobility," said Shapovalova. "It's getting in line with our own ambitions and skills and the current business needs." While it requires psychological safety to have those conversations, they usually pay off, creating a win-win for workers and the company.



"Personal development should be the main focus for daily workflow," said Shapovalova. On the side of leaders who are partaking in spring cleaning, it's worth eliminating excessive supervision, which can result in decreased engagement, Shapovalova added.

3. Automate repetitive tasks

Artificial intelligence is on the rise this year, and more platforms are helping us streamline our work. Miya McClain, vp of product management at work management platform Smartsheet, suggested taking advantage of automation tools and considering how they can help elim-

inate repetitive tasks. "It's about becoming more efficient at accomplishing everything you need to do," said McClain. "Whether it's color coding in your calendar, or email rules, or using platforms like Smartsheet. I can have a to-do list and have things I can check off automatically. It takes away a lot of work for you."

Additionally, McClain suggested taking inventory of your desktop and getting more organized there. "We know workers today are using 11-plus applications to get your job done," said McClain. "It's no longer about just Word, Excel and Slack. I don't know what I'm working on and it slows my computer down as well." Aside from this, it's a good time to clear out your inbox and get things sorted so you can head into the warmer months feeling more organized. Shapovalova suggested creating a labeling system for your emails if you don't have one already.

"If I have a lot of unread messages, I always think about them," said Shapovalova. "That's why I try to read everything, but label it low to high importance. It gives me the opportunity to sort through it in a more productive way."

4. Clean your physical workspace

Whether you're working at home or in the office, or on a hybrid schedule, it's worthwhile to spruce up your work area. "Whether it's digitally or in a physical workspace, a lot of people look at how their office is designed," said McClain. "Having a beautiful physical workspace is really important." This could look like swapping an old printer you don't use for a potted plant, or organizing a stack of books and putting them on a new bookshelf.

"I'm a huge post-its person, so I write down things I need to get done at work and in my personal life or even just write down quotes," said McClain. "Those are all good things, but eventually I have to clean them out and recycle them." Changing out your post-it notes, displaying new photos of your family or friends, or changing the layout of the room can help create a more rejuvenated

(Continued on page 17)

We have a lot happening in 2023 and we hope you'll join us!

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



- ✓ Membership Luncheons the first Thursday
- ✓ Meet Ups on the fourth Thursday
- ✓ Committee Opportunities
- ✓ Signature Events

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



We appreciate BPW/Upper Keys
members who served BPW/FL this year:

- Gina Boilini -- Secretary of the BPW/FL Education Foundation
- Patricia Milian -- Chair of the BPW/FL Marketing Committee
- Margie Smith -- Chair of the BPW/FL Membership Committee
- Suzi Youngberg -- BPW/FL Technology Committee
- Jill Kuehnert -- BPW/FL Director



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BPW/FL COMMITTEE NEWS

Bylaws

Greetings, members!

Those of you who serve on the BPW/FL Board of Directors know first-hand that the Bylaws Committee has been busy! A total of 17 (yes, 17!) amendments to the handbook were adopted by the board in March. Several sections were reworked to update processes and roles that have changed. I'd like to offer my sincere thanks to the committee members who worked diligently to prepare the proposed amendments: Lorraine Pollock, Kathy Hardesty, Susan Roberts, Janine Duffy and of course Parliamentarian Mary Giddens and BPW/FL President Sheila Barry-Oliver. I'd also like to thank State Conference Chair Jerri Evans, Treasurer Jo Ann Orr and Business Manager Cindi Irwin for their input on their areas of expertise.

Next, we'll be preparing proposed bylaws amendments for your consideration at state conference. You'll receive them ahead of time so that you have an opportunity to carefully review the proposals. After the conference, the committee will revisit the model LO bylaws. If you have any suggestions for consideration, please share them!

Every member can access the 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 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 this year 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 pro-

grams.

5. Create a Yearly Organization Plan with monthly meeting topics focused on BPW programs.

We focused initially on #3, #4 and #5, all of which are complete. #2 has been deferred to the next BPW year.

We created and delivered LO leadership training based on the BPW/FL Resource Manual. Those training sessions were held in early 2023. The presentations and the videos can be found in the member only section of the website, under documents for the former and under webinars for the latter.

The program planning guide has been updated to incorporate information on the mission statement and how to implement it in LO programs.

We presented a Women In Transition (WIT) webinar in October (you can find the video once again on www.bpwfl.org under Events) with another planned for May. The October webinar addressed career-focused transitions while the May webinar will address the impact of personal transitions on one's career.

The Leadership Committee coordinated the virtual Equal Pay Day webinar presented in partnership with the Department of Labor's Women's Bureau. The recording can be found on the BPW/FL website under Events.

With respect to sharing educational resources (#1), 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.

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

Marketing/Public Relations

After drafting a proposed brand platform for BPW/FL in late 2022, the Marketing Committee temporarily paused its activities early this year while the state strategic planning process got underway. The intent was to give the strategic planning team time to uncover any new insights or strategic direction that might call for

changes to the proposed language in the brand platform.

As of press time, the strategic planning process has entered its final stages and the Marketing Committee is back in action. Our first priority has been to recommend an updated BPW/FL Mission Statement, to be voted upon at the state conference in June. In finalizing our recommendation, the committee has weighed a year's worth of input garnered through meetings and discussions with members, LO presidents and the state Board of Directors. We carefully deliberated every word choice, with the goal of refreshing the mission statement without compromising its core intent.

The revised wording will be voted upon at the state conference via a proposed bylaws amendment. We encourage all members to weigh in by attending the annual business meeting during the conference. It will be, quite literally, a 'mission-critical' vote!

In the meantime, the committee will continue with the work of documenting the brand platform, developing standard marketing language and visual guidelines, and working with the Membership Committee to help the LOs incorporate the new branding into their recruiting efforts. For these next steps to move quickly, we will need more 'hands on deck' to assist with copy and design tasks. If you're interested in helping, please reach out!

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

Public Policy

Since January, with the aid of our new tool, LobbyTools, the committee has posted frequently on the public policy page of the BPW/FL website on news related to our existing Public Policy Platform. Two action alerts were sent to members based on pending committee action on a piece of legislation directly related to the current public policy platform.

The Public Policy committee met recently and made progress toward updating and streamlining a new Public Policy Platform to be proposed at the upcoming State Conference. The draft has been

BPW/FL COMMITTEE NEWS

forwarded to all board members, with the expectation that LO presidents will share the draft with the members at their April meetings. Based on feedback from the strategic planning discussions, the proposed platform is shorter and more actionable. The talking points have also been reworked, in an effort to explain how the various planks intersect to advocate for the rights of working women.

Kristin Smith, BPW/FL Public Policy Committee Chair

Technology

The Technology Committee is actively working with our President and Business Manager to fulfill one of our Strategic Plan Goals - Create a method for members to share their expertise and business focus. We have the capability to add a member's organization/business to the member database, and are currently testing the conversion and integration of that data into the online member directory. Some of the LOs capture the information and we will work with the others to add what they have or to provide it manually.

Another of our goals is to increase registered users on the BPW/FL website. Competitions between LOs to get registered users and digital "scavenger hunts" are coming soon.

The remaining goal is to create technology webinars. We have a list of topics and are reaching out to members with knowledge on those subjects for assistance. In light of the recent phishing/scam emails that were received by many BPW/FL members, look for a webinar on recognizing scams and phishing training.

The committee chair continues to manage all social media as well as the member spotlights on the BPW/FL website. Please follow and engage with our social media outlets, and consider submitting a bio for the Member Spotlight.

Suzi Youngberg, BPW/FL Technology Committee Chair
suziyoungberg@gmail.com
305-393-6830

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 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.

Conference

Our Annual State Conference will be held Monday, June 12 at noon through Wednesday, June 14 at noon. At our conference we will do many things, including elect new officers to work with President-Elect Michele Cavallo as she leads BPW/FL through its next stages. We are setting the ground work now in strategic planning that we hope will provide BPW/FL leadership and members with a framework for moving forward. Even though the time for nominations has passed there is still an opportunity to run from the floor at conference. I encourage you to think about being part of the leadership of BPW/FL as we revitalize and move forward. To use an adage from President John F. Kennedy in his inaugural address, ask not what BPW/FL can do for you – ask what you can do for BPW/FL.

We always talk about the value of meeting other members throughout the State or having an opportunity to see those we have met in the past, but maybe didn't stay in touch with through the ensuing year. While all of this is important, let us not forget that our Annual State Conference is an opportunity to provide direction to YOUR State leadership. There

will be presentations this year that will hopefully provide you with the reasons why we follow our guiding documents (bylaws and handbook) and why we conduct our meetings following the guidance of Robert's Rules of Order, Newly Revised. We will also have a presentation and opportunity to review the proposed Public Policy Platform before voting on it during the Business Meeting, among other things.

With all of this said, there will still be ample opportunity to socialize with those you know and to meet others. BPW/FL is sponsoring a social hour on Monday during the resort's Managers Happy Hour and don't forget the fun we will all have during the installation banquet.

I look forward to seeing you at the BPW/FL Annual State Conference in June.

Jerri Evans, BPW/FL Conference Committee Chair

Nominations

Interested in Becoming a BPW/FL Officer or a BPW/FL Education Director?
In 2023, we will elect a BPW/FL Vice President, Secretary, and Nominations Chair and three BPW/FL Education Foundation Directors. Although the March 30 deadline for BPW/FL nominations to be included in this issue of *Florida Business Woman* has passed, individuals can still be nominated from the floor (with the caveat that all the same paperwork and LO endorsement are required) while BPW/FL Education Foundation nominations are due no later than May 15. Nomination forms for both organizations can be found in the members-only area of the website under Resource Documents.

Cory Adler, Nominations Chair
cory.adler@yahoo.com

Tribute

At the 2023 State Conference, in Fort Lauderdale, we will be paying tribute to members we have lost in the past year. So far this year I know of one member to whom we will be paying tribute at the

(Continued on page 21)

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EXECUTIVE COMMITTEE REPORTS

President-Elect Michele Cavallo

I am honored to be your incoming State President and hope to see you at the State Conference in June where I will be installed. I am excited about the year ahead and leading this prestigious organization. It is not lost on me the long list of talented, strong women who have come before me in this role. One of the reasons I am hoping you will join me at State Conference is because we are going to share the results of the Strategic Planning efforts and I think you will be excited to hear what lies ahead for BPW/FL. Like many organizations with over 100 years of legacy, we have seen ups and downs through the years and find ourselves at a turning point. The good news, as I have seen the early results of the Strategic Planning efforts, is that we have much to be proud of and a great framework that will lead us successfully into the future. I am also hoping to entice you to consider participation in the BPW/FL organization. Perhaps there is an elected position you would consider or equally as important, perhaps to lead or join one of the Standing Committees – Bylaws, Technology, Marketing, Membership, Public Policy and Leadership. If you are interested to learn more about how you can join us to help shape the future of BPW/FL, please contact me at michele.cavallo@duke-energy.com.

Treasurer Jo Ann Orr

After the 2022 State Conference, I contacted President Sheila to ask if anyone had come forward to fill the vacant Treasurer's position. She informed that no one had at that time. After some deliberation, I submitted my name for consideration by the Executive Committee. I have had the pleasure of joining the BPW/FL Executive Committee many times in the past, so I am familiar with the responsibilities of Treasurer. If you have any questions regarding LO Treasurer responsibilities or need help in any way, please feel free to contact me at joannorrbpw@gmail.com or at 305-393-1863



Is proud to endorse Cynthia S. Howard as a candidate for Vice President of BPW/FL.

We are grateful for her dedicated service to our local organization, for the work she is doing on the state level and her work with BPW/FL Education Foundation. We are excited that she wishes to continue contributing her time and efforts to BPW.



Carole J. Tolomeo
Mobile: 954-648-6876
cjtolomeo@aol.com

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

Jerri Evans
Immediate Past State President, BPW/FL

We are stronger together.
jerri0679@gmail.com

DON'T JUST SET SMART GOALS, SET THE RIGHT GOALS

By Jesse Lyn Stoner

Goal setting is powerful. No doubt about it. Research shows you are likely to perform at a higher level if you set SMART goals. But how do you know what are the right goals to set? Goals are milestones that mark the way on your journey. If you set the wrong goals, you will get sidetracked. Too often, after working hard to achieve a goal, people discover they have been chasing the wrong goals.

The right goals line up with where you want to go.

When your goals are connected to a larger purpose, you see why they are important and it helps answer the question “What’s next” once they are achieved. When you see a clear line of sight between your goals and your personal vision, it’s easier to stay motivated.

If you choose a goal because you think it’s something you *should* do, it will be difficult to stay committed. This is why so many diets fail. It is easier to stay committed to a diet if you see exactly how it will help you live the life you really want.

When you are clear about where you’re going, your goals become the means to get there.

What really matters to you?

The kinds of goals you set usually depend on the needs and desires that are most pressing in your life currently. Your priorities are likely to change at different points in your life. They will look different in your 20’s than when you’re in your 50’s. But if you look back, it’s likely you will see a common thread – that the most important drives in your life have remained consistent.

Knowing your key drivers helps you set the right goal. For example, if one of your priorities is around a career, first identify why career is important to you. Is to achieve wealth? Recognition and appreciation? Meaning or personal satisfaction? It might be all of these, but one is primary. If you’re not sure which, try rank ordering them. If your key driver is for wealth, your career goals will focus on increasing earnings. If recognition is your key driver, you might take a job



that pays less but has an important title. If meaning is your key driver, your career goals might focus on contribution.

Three steps to choose the right goals.

1. Identify your current priorities in relation to what really matters.

Consider these areas of your life in relation to your vision for where you want to go. What are your priorities right now, and what are the key drivers? For example, if education is one of your priorities, what is the key driver – financial, intellectual stimulation or career?

- **Home** (where you live)
- **Physical Health** (exercise, nutrition, medical)
- **Financial** (wealth, savings)
- **Work/ Career** (paid or volunteer)
- **Emotional Well-Being** (happiness, equanimity, resilience)
- **Intellectual Stimulation** (thinking, learning)
- **Intimacy** (love and deep personal connection)
- **Social Relationships** (friends, colleagues and people you are involved with)
- **Fun** (recreation, hobbies, play, creative pursuits)
- **Community and Global Citizenship** (your relationship with your community and globally)
- **Environment** (your relationship with the environment and nature)
- **Spiritual** (where you find meaning, purpose and connection)

2. Identify some actions you could take around your priorities that

would advance you toward your vision.

You might want to set goals to obtain stability or for growth and development, depending on the priority. Consider actions that are:

- Most desperately needed right now,
- Will leapfrog you forward, or
- Will give you some quick wins.

3. Choose 3-5 of these actions for goal setting.

You can only effectively focus on 3-5 goals because it’s hard to keep more than that front and center. It doesn’t mean that other areas of your life are not important. Make your goals SMART – specific actions that are observable and measurable, a stretch and yet attainable, and with a deadline.

Set Up Your Goals For Success

Once you’ve identified the right goals and made them SMART, use these tips to set up your goals for success.

- **Write your goals down and put them somewhere visible.**
The act of writing goals is important. It’s not enough to just keep them in mind. The act of writing them helps you make them more clear and crisp. Put your written goals somewhere visible, where you’ll see them every day. Goals that are filed in a drawer are likely to be forgotten. You don’t have to study them each day. If they are somewhere visible, your eyes will glance over them regularly, giving you a gentle subliminal reminder.
- **Don’t keep your goals a secret.**
Make your goals visible. If you share them with others, they will be able to point out opportunities you’re not aware of. They might have some suggestions you haven’t thought of. And they will be able to offer support as you proceed.
- **Set up processes and practices that support your goals.**
Supporting processes and practices are the engine that enable you to take continued action on your goals. What regular practices and routines are needed to develop the habits that will

(Continued on page 19)

THE BEST STRATEGY FOR REDUCING STRESS

By Peter Bregman

Imagine you're sailing in the Bahamas, sipping a cold drink and listening to the water lapping the sides of the boat. Relaxing, right? Not for my friend Rob.*

Rob is not usually stressed-out. For many people, Rob's daily work would be hair-pulling stressful — he's a real estate developer who routinely deals with a multitude of nagging problems related to renters, banks, lawsuits, property management, and rapidly changing valuations. But Rob routinely handles it all with steadiness and perspective.

So why was he stressed that blissful day on his boat? The same reason most of us get stressed: frustrated expectations. Rob had an important call to make and his cell phone wasn't working. He was experiencing the gap between what he expected to happen and what was actually happening.

That's the underlying cause of stress and it's afflicting us more these days than ever because our expectations keep rising, thanks in part to exponential improvements in our technology.

In a hilarious interview with Conan O'Brien, the comedian Louis C.K. talked about how everything is amazing right now and nobody's happy. He tells the story of being on a plane and, for the first time, experiencing working internet at 30,000 feet. He was amazed. The person in the seat next to him was also surfing the web happily until the connection dropped. The man immediately threw his arms up in the air and yelled, "This is bullshit!"

"How quickly the world owes him something he knew existed only 10 seconds ago." Louis C.K. said. I fall into this trap, and most people around me do too. We expect more not only from our technology, but from each other and from ourselves.

Rob is usually laid-back in the face of his ever-present problems precisely because they're ever-present. He expects them. Renters always have complaints. Banks always want more information. Lawsuits happen. Valuations always change. These things are routine and he has routine responses to them, so they don't stress him out.

But that day on his boat, Rob was expecting his cell to work. So the cell outage far from land, where there's no alternative means of communicating his absence on an important phone call created a stressful unmet expectation.

So what can you do about the stress and frustration that comes from unmet expectations? You have two choices: Either change the reality around you or change your expectations.

Sometimes it's possible to change reality. Continuously frustrated with an employee? Try to help him improve his competence. If that doesn't work, you can fire him.

But often the reality around you is difficult to change. What if it's a peer with whom you're frustrated? Or maybe an entire department? You can't fire them all. Maybe you can stop working with them, but that's probably not in your control. You could quit, but that brings with it a host of new stress.

In my experience, trying to change reality isn't usually a stress *reliever*, it's a stress *creator*. A small thing — like changing my seat on an airplane — can be such a pain that even if it works it's often not worth the struggle. And the bigger things — like getting more accomplished in a day — can be even more frustrating. That last example is especially frustrating because it's an expectation I have of myself so I really believe it should be in my control.

Which leaves us with what I've come to believe is the best strategy for reducing stress: Change your expectations.

In other words, get used to not getting what you want. I know this isn't consistent with the kind of go-get-'em attitude most of us have been taught to embrace. But most of the time, fighting reality is not worth the effort. Either you can't change what's around you, or the fight is more stressful than the reward.

If changing your expectations proves too hard, your next best move is to get some perspective.

Imagine a scale from 1-10 with 10 being the worst reality you can imagine. Like

living in a war zone or being in the World Trade Center on 9/11. Maybe 9 is a serious illness that most probably will result in death. Perhaps 8 is something that will forever alter your life, like going to jail or an accident that puts you in a wheelchair. Let's say 7 is something that temporarily alters your life like losing your job or having to move out of a home you can no longer afford.

Do you see where I'm going with this? Almost everything we freak out about is somewhere in the 1-2 range of dashed expectations. In other words, our moods and our stress levels are determined by events that actually matter remarkably little.

That's useful to remember when you find yourself utterly irritated at your cable company because they erroneously added \$5 to your bill or keep you on hold for 30 minutes while they investigate the matter. Or when a direct report gives you work you consider sloppy. I'm not saying don't correct the work. I'm simply suggesting it may not be worth getting worked up about.

That's not always easy. A number of small stressors add up to a lot of stress and it's natural to be stressed by things that don't really matter in the whole scheme of things. I do it all the time.

But we can substantially reduce our stress by recognizing that in many situations, we have become perfectionists in realms where perfection isn't necessary, realistic, or even useful.

Rob's stress was highest when he thought the problem was just with his cell phone. But, eventually, he found out that there was a cell outage throughout the Bahamas. Somehow, that helped him change his expectations. He knew there was nothing he could do.

And once he settled into his new reality, he was able to get some perspective. Where was missing that call on the scale from 1 to 10? No more than a 1.

And just like that, no cell service for 12 hours turned into a real vacation.

*Name changed

<http://blogs.hbr.org/bregman/2012/07/the-best-strategy-for-reducing.html>

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Business and Professional Women/FL

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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

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Candidates for BPW/FL Office



**Vice President
Cynthia Howard**

BPW/North Sarasota endorses Cynthia S. Howard for the office of Vice President.

Cynthia has been a member of BPW for 47 years, having joined the organization in 1976. She served two terms as president, and

in virtually every office of the LO including vice president, secretary and treasurer. She also chaired or served on standing committees and special committees. For the past ten years, she has served as Public Relations chair and webmistress of the LO's website.

Cynthia served the Federation as Vice President for 2022-2023 and as a Director with the BPW/FL Education Foundation, where she gained more knowledge about the operations of the Federation and the Foundation. She wanted to "sit at the table" so that she could better serve her local organization with the knowledge she gained.

Cynthia is very active in her community and volunteers with youth through various organizations. She is co-advisor of the Safe Children Coalition Achievers Program, a career readiness program for middle and high school students, and is the Advisor for the Sarasota NAACP Youth Council. She is also a member of the Executive Committee of the Sarasota Branch of NAACP and is Chair of the Branch's Annual Fundraiser.

**Secretary
Vicki Faulkner**



I would like to be the Secretary of BPW/FL again and continue to help the Florida Federation of Business and Professional Women's Clubs keep its history and current actions well, especially in diverse and changing times. I believe that correct documentation is very important.

I have been a member of BPW since Fall 2003, having joined in Morgantown, WV, as a student member. I have been in Florida since May of 2006. I have held positions that allowed me to be involved with both the Board of Directors and the Executive Committee. I have been a part of a few committees on the State level and chaired Technology and Leadership for several years. I have completed the full Individual Development and Young Careerist programs.

I was Secretary for BPW/St Petersburg-Pinellas for two years. I am versed in *Robert's Rules of Order*, debate, and standard bylaws procedures. I tend to take detailed notes wherever I may be. I multitask easily. I am proficient in most software suites and learn others quickly if needed.

I have been endorsed by my Local Organization, BPW/St Petersburg-Pinellas, and encouraged to run for and hold higher office at BPW/FL.

Important Business Items for State Conference

The budget committee is in the process of creating a proposed budget for 2023-2024 and the proposed budget will be available on the BPW/FL website for all members to review before state conference.

The bylaws committee is actively working on proposed bylaws amendments, which will be emailed to all active members at least 30 days before conference in accordance with bylaws provisions.

The proposed public policy platform was sent to all BPW/FL Board of Directors members in the first week of April for them to review and in particular for the LO presidents to review with their members with comments and suggestions due back to the Public Policy Committee by April 30. The committee will take all that feedback under advisement and present a proposed public policy platform for approval by the Board of Directors at their meeting on May 15. After that, the proposed platform will be posted to the BPW/FL website for all members to review before state conference.

Code Of Ethics

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

2023 Annual State Conference – “Energizing the Future Today” – Schedule June 12 –14, 2023, Embassy Suites in Ft. Lauderdale

Monday, June 12, 2023 <i>Educational programming designed to build attendees Personally, Professionally and Politically</i>	
11:00 a.m. – Noon	Registration
12:00 – 12:30 p.m.	Welcome from BPW/FL President Sheila Barry-Oliver, Ed.D. Ice Breaker (over lunch)
12:30 – 1:15 p.m.	Mary Giddens, Effectively Using Parliamentary Procedure
1:30 – 2:30 p.m.	How To Lobby Effectively
2:45 – 3:45 p.m.	Open Discussion About Tuesday’s Business Items Budget, Bylaws, Public Policy
3:45 – 4:30 p.m.	Registration
5:00 – 6:30 p.m.	Fellowship Reception
	Dinner on Your Own

Tuesday, June 13, 2023 <i>Business Sessions</i>	
7:30 – 9:15 a.m.	Registration
7:45 – 8:45 a.m.	Past State Presidents Breakfast (PSPs Only)
8:00 – 8:45 a.m.	First Timers’ Orientation
9:00 – 9:15 a.m.	Welcome
9:15 – 9:45 a.m.	Structured Session
9:45 – 11:45 a.m.	BPW/FL & Education Foundation Business Meetings/Strategic Planning
Noon – 1:00 pm	Luncheon
1:00 – 1:30 p.m.	Foundation Hawg Callin’
1:30 – 2:00 p.m.	Awards Ceremony
2:00 – 4:00 p.m.	BPW/FL & Education Foundation Business Meetings/Elections
4:00 – 5:00 pm	Looking Forward: Marketing and Membership
6:30 – 8:30 p.m.	Banquet/Installation of Officers/Glass Ceiling Award (Dress: South Florida Evening Chic)

Wednesday, June 14, 2023	
9:00 – 10:00 a.m.	2023-2024 Board of Directors Meeting
10:00 – 11:00 a.m.	Plenary Session Open to All: President’s Vision for Moving Forward
11:00 – 12:00 Noon	2023-2024 Executive Committee Meeting

Sponsorship Levels Available

- Presenting—\$5,000
- Platinum—\$2,500
- Gold—\$1,000
- Silver—\$500
- Bronze—\$250

**In Fond Memory of our Charter President
Ann M. Weatherington
February 26, 1931 - February 25, 2023**



BPW/North Sarasota honors the life of Ann M. Weatherington, who was the club's charter president in September 1972. Ann remained a member of BPW for over 50 years. She served two terms as president and held several offices in the club, serving as chairperson of many committees. She also served as Treasurer for District 9.

Ann had a career in nursing that spanned over 27 years. She received a Bachelor of Science Degree in Nursing from the City College of New York. She worked at Sarasota Memorial Hospital before taking a position at the Sarasota County Health Department where she retired from in 1966. Ann made an impact on the lives of the citizens of Newtown and surrounding areas and was known as the "community nurse". She was the one that many

folks called when they had a medical problem or needed medical advice. Ann was active in the community and served on the Board of Directors of the American Cancer Society, Sarasota Sickle Cell Foundation, Inc., a member of the American Association of University Women and the American League of Women Voters. She was 91 years old at her death.



Please join the members of BPW/St. Petersburg-Pinellas in thanking the women of our local organization who have served BPW/Florida with their time and talents over the last year.

Sheila Barry-Oliver
President 2022-2023, Leadership Committee Chair,
Florida Business Woman Editor

Terri Evans
Immediate Past State President, State
Conference Chair

Cory Adler
Nominations Chair

Michele Cavallo
President-Elect

Kristin Smith
Public Policy Chair

Vicki Faulkner
Secretary

Carolyn Wiggins
Education Foundation Director

Tami Simms
Education Foundation President, Bylaws Chair

Audrey Wood
Audit Chair

We'd also like to send our best wishes to **Vicki Faulkner** as we endorse her for another term as Secretary to serve beside **Michele Cavallo** as she becomes our next BPW/FL President.

LOCAL ORGANIZATION

BPW/Englewood-Venice

Election and installation of new officers will be held at our monthly meeting on April 18. The nominating committee was successful in finding a full slate of officers for the coming year.

The slate of officers running is: President, Cyndi Fredricks; 1st Vice President Kathi Obendorfer; 2nd Vice President, Sue Hogrefe; Secretary, Teresa Karaffa; and Treasurer Kristina Bow.

Our last two fundraising events were successful and enjoyable for all who attended. The annual Wine Tasting Event (held on January 20) was spearheaded by Cyndi Fredricks and Debi Straw. The attendees had a great time and everything was perfect for that event.

Our Professional Women's Workshop was held on March 25. The chair was Stephanie Marcusky. Stephanie deserves accolades for the excellent job she did. We had four great speakers and offered a lovely lunch.

Moving forward the new officers will determine the events we will be holding. It has been a pleasure serving our local organization as their President. I sincerely wish the officers for 2023-2024 much success in their endeavors.

BPW/North Sarasota

We are at the end of another great BPW year! In keeping with BPW/FL's theme - "Energizing the Future Today"- our goal was to accomplish this through programming and workshops.

The 2022-2023 club year was busy as usual. We attended leadership and other workshops such as the Women's Equality Day Webinar, the Equal Pay Day Webinar, and a panel discussion on "Women in Transition". We continued to grow as an LO through issues management and we were energized by guest speakers, such as Mr. Carlos Yancy from Bay First Bank. Mr. Yancy spoke on services offered by the bank to the community such as business loans and special incentives for customers over 50. Guest speakers also included Dr. Meccasai Zabriskie, Associate Professor of Sociology and Ariel Campbell from

New College of Sarasota. They spoke on changes being implemented at the college.

In September, North Sarasota celebrated our 50th Anniversary. Several past presidents were in attendance. At our March meeting, we had three surprise guests from Girls, Inc. present to announce that our very own member, Cynthia Howard, was chosen to receive the "She Knows Where She's Going" award. We are so proud of Cynthia who was taken by surprise at the announcement. She is so deserving of receiving this special award for her work in the community.

We were saddened by the news that our charter president, Ann Weatherington, passed away in February. Ann was a member of BPW for 50 years and made a positive impact on our LO. She was 91 years old.

Deanna Manigo, Gwen Sermon and Cynthia Howard are off to State Conference!!

BPW/St. Petersburg-Pinellas

BPW/St. Petersburg-Pinellas has been very busy, as usual. In December, we welcomed Laurel Jones, Chair of the Board of Directors for Dress for Success Tampa Bay. I'm pleased to report that we FILLED her car with donations from our members. We also had a wonderful holiday party at the home of BPW/SPP President Kristin Smith. In January we welcomed St Petersburg College Professor Tara Newsom, who addressed how Thomas Paine's quote ("The Times Have Found Us") is relevant to today's political climate and our BPW/FL Public Policy Platform. Professor Newsom is the founding director of St. Petersburg College's Center for Civic Learning & Community Engagement, which is strategically designed to create diverse civic leadership through public service.

Our February luncheon meeting, which celebrated Black History Month, featured St. Petersburg Mayor Ken Welch. Mayor Welch is our city's first African Ameri-



can mayor, and he delivered a strong report on the state of our city to a sold-out crowd. We welcomed Robin O'Dell as our March luncheon speaker, who did an informative presentation on women in the arts, and what it means to curate well-known art collections at prestigious local museums. At our upcoming April luncheon, in addition to holding our annual election for next year's officers, we will have a presentation from Denise Kelly, urban strategist, who will discuss affordable housing and its impact on women in traditionally female-dominated careers.

On March 14, Equal Pay Day, our LO hosted its 20th annual "Unhappy Hour" in recognition of women's ongoing efforts to achieve pay equity. This year's event was at a new venue, Webb's City Cellars, and was well attended. We also got wonderful publicity via an article about the event in *The St. Pete Catalyst*, a local online publication, which was also published in the weekly newsletter of St. Petersburg's Mayor, Ken Welch. We continued with our monthly meetups on the fourth Thursday of the month, which provide members and guests an opportunity to socialize and get to know one another better outside the structure of a formal meeting setting. We move the meetups around the area to encourage greater participation.



(LO) NEWS

We look forward to attending state conference on June 12-14 in Ft. Lauderdale to support current members who serve at the state level and to welcome in the new BPW/FL President, Michele Cavallo, a BPW/St. Petersburg-Pinellas member.

BPW/Upper Keys

This season we've been busy empowering women in the Upper Keys to participate directly in the next chapter of women's history by supporting each other and important causes while getting more involved in our BPW!

In December we held our annual Holiday Party. Beyond the lovely waterside location, yummy food, festive outfits and fun ornament exchange, it was a real celebration of what BPW/Upper Keys is all about - friendship, connection, professional and personal development, and support for the working women of the Upper Keys. And we raised over \$700 for the Domestic Abuse Shelter here in the Keys!

Our January luncheon featured a powerful speaker from our community, Edith Bricker on the topic of mental health. She gave an incredibly moving talk that included her personal experiences, resources and timely opportunities to advocate for mental health nationally, here in Florida and right here in the Keys. When mental health issues emerge, acting sooner is better than later. And there are resources available to help, including the 988 Suicide & Crisis Lifeline and the National Alliance on Mental Illness (NAMI).

In February, our evening event had a breezy tiki vibe with boat drinks and yummy local charcuterie. It was especially fun to connect with some of our newest members for the first time in person, as well as all the gal-pal-valentine guests who joined the fun. Local author Tanya Hackney was our special guest and gave an inspiring talk on partnership and the power of pursuing big dreams together. Lots of us related to her story about learning to drive the boat! March's event focused on the business of BPW itself. In addition to inducting new members, a team of current and past leaders in our LO presented an overview of our organization at the state and local level. With an emphasis on the value of membership and opportunities to explore new professional horizons by being involved in our work, we're looking forward to engaging more members in our committee and board work.



Other activities included monthly virtual Coffee Chats and a meet up at the annual Garden Walk to explore local homes on tour together. We've also started up a Community Job Board to promote jobs available in our Upper Keys working



with our members' organizations.

Finally, as we turned the calendar year over to 2023, we got confirmation that we'd achieved our goal of maxing out the matching funds available from the Community Foundation of the Florida Keys for our new Upper Keys BPW Scholarship Endowment Fund. Our \$40,000 fund keeps growing and will provide essential funding for the Upper Keys BPW Adult Women's Scholarship Program, a key component of our mission to help women achieve equity in the workplace. We'll be accepting applications for the spring award cycle through April 15.

We look forward to an exciting spring season ahead with a Member Expo in April and our Annual Meeting in May. Can't wait to see everyone at the State Conference in Ft Lauderdale in June!

SPRING CLEANING

(Continued from page 4)

and revitalized feeling for your office space.

5. Add mindful moments to your calendar

While spring cleaning is beneficial in clearing out things from the past few weeks or months (or maybe even years), it's also time to set new habits. "Add mindful moments, moments for mental health and self care," said Patel-Dunn. "Maybe it's a break to just step outside

of the office and go for a walk, grab a cup of tea." Patel-Dunn suggested at least two breaks per day during which you are stepping out and getting movement.

"It's so healthy and helpful for overall well-being for mind and body," said Patel-Dunn. "It's an opportunity to make sure you're addressing your self care at work. That's really what I think spring cleaning and clearing is." The spring cleaning process isn't going to happen overnight or even in a week. Patel-Dunn said its best to break it down into small steps.

"Maybe you start with Mondays, and you look at your Monday and see what feels good about it and what you might want to change," said Patel-Dunn. "Maybe the next week, you look at your Tuesday. Break it down into pieces. Even putting on the calendar in June or September to revisit something, there is an opportunity to set yourself up with reminders."

<https://www.worklife.news/culture/spring-cleaning/>

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 — DONE
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 — Deferred
Create LO leadership training programs.	Leadership Committee — DONE
Educate LOs on the mission statement and how to implement it in their programs.	Leadership Committee — 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 — Deferred
Provide additional technology seminars on “how to” topics.	Technology Committee — In Process
Evaluate ways to increase the number of registered users on the BPW/FL website.	Technology Committee — In Process

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

The Leadership Committee updated 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 were held.

We held a virtual event for Equality Day on August 26 and one on Women In Career-Focused Transitions in October. Both sessions were recorded and can be found on the BPW/FL website. Another Women In Transition virtual event is planned for May 2023. Lobby Days were deferred to 2024; we acquired a software tool to allow us to stay informed on our public policy issues.

All BPW/FL governance documents were reviewed by the BPW/FL Bylaws

Committee; updates to the Handbook were approved by the Board of Directors and bylaws amendments will be presented at state conference. The Marketing Committee continued the work begun at the 2022 annual conference with recommendations coming soon.

We are taking a strategic look at our organization to ensure that we are positioned to be successful moving forward. Recommendations will be presented at state conference.

YOU ARE PROBABLY BETTER THAN YOU THINK

By Allison M. Vaillancourt

A lot of really good people I know seem to be having a crisis of confidence lately:

- A colleague asked to meet me for a drink to discuss whether it would be futile to express interest in a position for which he was clearly well qualified.
- A super smart and well-regarded work friend revealed her anxiety about submitting an application for my institution's signature leadership program.
- A professional associate from another university asked me whether he would be competitive for a role that seems smaller and less complicated than the one he holds now.

These crisis-of-confidence conversations have been occurring at the same time I've been hearing search firms, hiring committees, and award-review teams say, "There is nobody good out there." They all report plenty of applications, but few viable candidates.

All of which has prompted me to do some pondering. How can it be that so many qualified people are interested in new opportunities at the same time that those looking for good people say there is a no one available? I see two likely explanations. One is that decision makers are overlooking obvious talent by insisting on unicorns — perfect-in-every-way candidates who are hard to come by. That happens but I don't think it's the real answer. What is more plausible is that especially talented people have convinced themselves they aren't good enough. Rather than risk rejection, or criticism for being overly ambitious, they hang back and leave the spoils to mediocre people with moxie.

So what is up with these really smart and incredibly insecure people? How can they not recognize their own obvious talents?

By now we are all familiar with what Paul Clance and Suzanne Imes dubbed the "impostor syndrome," the feeling of phoniness in high-achieving people who doubt their intelligence, creativity, or capability. Not only do people with this syndrome feel secretly unworthy, they worry constantly that their incompetence will be revealed and then life as they know it will come to an ignominious end.

According to varied sources, people like Maya Angelou, Tina Fey, and Sonia Sotomayor have admitted to feeling like impostors, so if you are feeling insecure, you are certainly in good company. But letting insecurity hold you back isn't helping you or the people who need your talents. So what are some strategies you can employ to strengthen your self-confidence?

Remind yourself that others have recognized your talents. When people come to you for assistance or advice, what are they seeking? What comes easily to you but proves difficult for others? Make note of both your subject matter expertise, but also your ability to translate complex concepts, communicate with difficult people, or see patterns and connections. What are your unusual talents and how can they be applied in the roles you are seeking?

Acknowledge where you fall short and consider the implications. No one is good at everything. You accept that as normal if you have a fair amount of self-confidence, but if you don't, you see your deficits as proof of your incompetence. People who can splice DNA are not always good at writing poetry, and those who can deliver captivating keynote speeches sometimes struggle to do math in their heads. I struggle with maps, board-game instructions, and furniture assembly, so I have chosen jobs

that do not require these skills. It has worked for me so far.

Surround yourself with people who will tell you the truth. The most successful people I know have established a brain trust of friends and colleagues who speak to them honestly. Brain-trust members notice strengths and are willing to point out opportunities for shoring up skills or softening rough edges. If these people think you are competent, believe them.

Ask yourself what is making you afraid. What is the worst thing that could happen if you express interest in an opportunity for which you are actually not competitive? Will the reviewers laugh and mock you? No, they will be too busy wading through the stack of other people who are unqualified. I have served on hundreds of search committees and award-review panels and we never spend much time thinking or talking about the people who move to the "no longer under consideration" category.

Consider the risk of not trying. You will not be rejected, but you will not be further ahead, either. Not trying is basically failing without the possible upside of success.

If you have noticed that marginally impressive people keep getting ahead of you, and are wondering why that is, consider the possibility that they are simply braver than you are.

Allison M. Vaillancourt is vice president for institutional effectiveness and human resources at the University of Arizona, in Tucson.

<https://chroniclevitae.com/news/1369-you-are-probably-better-than-you-think>

GOALS

(Continued from page 9)

support your goal? For example, would it help to set up a regular exercise time?

4. Track progress and revisit your

goals.

Goal setting should be an ongoing process. Some of your goals might be accomplished sooner than others. And in that case, set a new goal for the next milestone. Or you can add an entirely new goal as your priorities change.

Set aside time for reflection on how your goals are aligned with your vision — At a minimum, once a year, and ideally more frequently.

<https://seapointcenter.com/set-the-right-goals/>

DEVELOP AN ENGAGING MULTIGENERATIONAL WORKPLACE

By Jikku Venkat



The modern workforce is more multigenerational than ever, with employees of all ages working side by side. The Pew Research Center reports that more Millennials are in the workforce than any other generation (35%). Gen X makes up the second-largest percentage of the workforce (33%), and baby boomers are not far behind (25%). Gen Z makes up the smallest percentage (11%), but this is changing as more and more members of this generation enter the workforce.

This can present some challenges when it comes to engaging all employees, as different generations often have different motivators. However, there are some general principles that can be applied to help ensure that all employees are empowered and feel invested in their work. By taking the time to consider the needs and motivations of each generation, you can create a work environment that is fulfilling and productive for all.

Here are five questions to consider when working to strengthen a multigenerational workplace:

How do you make employees aware of and work towards the company's business goals?

Setting and achieving business goals is key to any organization's success. In order to ensure that everyone in the company is aware of and working towards these goals, it is important to have a system in place for sharing them across the organization. This system can include clear expectations from managers to their teams regarding how their job contributes to larger business objectives and tools to track and manage individual performance goals. By doing this,

everyone will know what to do to help the company succeed.

In what ways do you promote knowledge exchange between employees?

The benefits of having employees from different generations are vast. One such benefit is the wealth of experiences and knowledge employees can bring to the table. By creating opportunities for employees of all ages to learn from each other and exchange knowledge through mentoring, organizations can promote strength and empathy among colleagues. This can lead to stronger, more long-lasting relationships in the workforce.

What are your company's policies on hybrid or remote work?

A mandated return-to-office may not work for all generations. Balancing the needs of your people with those of the business leads to significantly better employee retention and engagement. By taking the time to identify, define, track and improve hybrid or remote work policies, companies show their employees that they are committed to communication and transparency. This is especially important in multigenerational workforces where there may be a wide range of working styles. By taking the time to identify and articulate the work model, companies create a sense of cohesion and trust among employees – leading to better communication and productivity for all.

Could your workplace be more flexible?

There is no one-size-fits-all answer for creating a flexible work environment. However, employers can consider allow-

ing employees to work remotely, or have flexible hours so that they can have the option of working outside of traditional work hours or working on-site if they prefer. Additionally, employers can consider providing flexibility windows with no meetings during certain times of the day or during the week. This will allow employees to work flexibly without having to worry about scheduling conflicts.

How do you communicate company information to employees?

Communication inside the workplace has traditionally been done via email or face-to-face. However, the younger generation consumes and engages with information differently. Employers should consider the best way to communicate with all their employees depending on the topic and the medium. Group text messages can be used for quick updates, while 1:1 phone calls can be used for more sensitive or personal information. Company-wide email newsletters can keep everyone informed of major changes or events, and virtual meetings can be used for important discussions that need everyone's input.

With these questions in mind, companies can create a workplace that is truly fulfilling for all generations represented. What have you found to be the most effective way of engaging multigenerational employees in your workplace?

*Jikku Venkat is the co-founder and chief executive officer of **WorkEQ**, a technology company helping organizations embrace workplace changes.*

www.benefitspro.com/2022/12/09/5-questions-to-ask-when-developing-an-engaging-multigenerational-workplace/

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



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COMMITTEE NEWS

(Continued from page 7)

conference. If you have lost a beloved member, please go to the members only section on the BPWFL.org website and complete the Tribute form. I would also like a picture of the member in jpg format. That can be emailed to me at joannorrbpw@gmail.com.

Jo Ann Orr, Tribute Chair

CALLING ALL BPW/FL MEMBERS!!

Have you ever thought, "What can I do to help with our annual conference?", but felt you were too far from the area? Do you like getting goody bags at conferences and going through them to see what is inside? If you said yes to any of these questions, I have an answer for you! We are looking for members who will assist with items for our goody bags at the annual conference in June. If you are a business owner and want all of our attendees to know about you and your business, please think about providing an item for the bags. Not a business owner, but you have friends or relatives who are? See if they might like to donate an item to get their name out there. If you have something to add to the goody bags or are willing to ask others, please reach out to me at jerri0679@gmail.com. The Conference Committee and I would be happy to add your item to our list of goody bag items. Thank you.

Conference Committee

MAY 12 IS THE KEY DATE

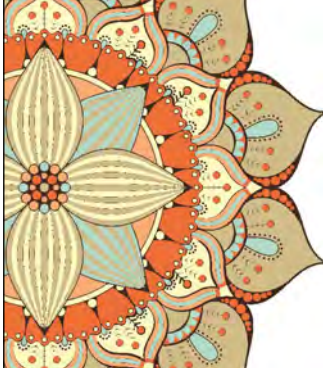
Reserve a room at the hotel at the room block rate:

<https://bit.ly/3Xlp6eP>

Register for conference at the early bird rates:

www.bpwfl.org/2023-annual-conference

Rates go up after May 12!!!



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WHAT REALLY MATTERS IN THIS MOMENT?

By Lisa Kohn



It's a beautiful spring day. It's the first beautiful spring day. And just as I was about to settle into my to-do list and heaping "got to get this done" pile, a friend texted me. "You up for a walk?" Now, I know that I didn't have time to take a walk. There were things that I needed to get done...and get done now... Or were there?

Many of my deadlines are real, and quite a number are self-imposed. I am lucky that there are times when I have flexibility for how and when I get through my projects, and sometimes I have to remind myself that there are times when I have flexibility for how and when I get

through my projects.

And today, contrary to the incessant "you have to's" in my brain, was one of those times when I reminded myself of that flexibility. So today, rather than plugging ahead with my to-do list, I stopped and smelled the roses. Or rather, I went for a walk on the beautiful day with my good friend.

I coach my clients to fully show up when they show up – to think through how they want to be and what they want to accomplish, and then to give each moment their all. I also coach them to be aware of when the push to do things NOW is only an internal push, and to make sure that they make time for things that they enjoy. Things that will fill their soul and fuel their creativity. That will give them a break from endless doing and problem solving, and allow them space to experience and relish – so that they can return to their tasks at hand and be even more productive and effective. To make time for the things that really matter.

Sometimes it is focusing on the task at hand – the emails I need to respond to, the blog post I need to write, the program I need to develop for a client – that really matters. And sometimes what really matters is carving out time for the moments – be they brief or long – that will stimulate or calm me, & the people around me.

What really matters? When I look back on this day – from tomorrow or a few years further – what will have been a good choice as to how I spent my time? It varies. And I wish us all the wisdom, and flexibility, to thoughtfully and intentionally choose. What really matters to you? How do you choose to spend your time?

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.

<https://chatsworthconsulting.com/2023/03/23/what-really-matters-in-this-moment-3/>

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!

Time flies faster every year it seems. As we near the end of our BPW year, your Education Foundation Board of Directors is excited to be planning for the annual Hawg Callin' event at state conference. In addition to the traditional procession of accepting checks from members and LOs who have raised funds throughout the year to support the Foundation (thank you!), you can expect a 50/50, some silent auction items to bid on, and a lively game to play.

We'd like to thank Carolyn Wiggins from BPW/St. Petersburg-Pinellas for filling the vacancy on the board of directors that we reported in the last issue. Hopefully, some of you will be willing to take new director positions, which become available soon. Supporting the mission of the Education Foundation is quite rewarding, and the time commitment is minimal. If you're interested, please contact Nominations Chair Cory Adler-Leidersdorff.

Scholarship House News

Both of the Houses (Florida Atlantic University and Tallahassee) received goody bags to welcome the residents back for the spring semester. At FAU,

they are busy with campus activities and recruiting events. Keep in mind that our BPW House is the only residential facility on campus that isn't a traditional dorm. The ladies whom we support have a really unique experience. Oh, and they're hoping to have a few of their residents attend state conference in Ft. Lauderdale!

The Tallahassee House unfortunately suffered damage over the winter break due to a frozen pipe bursting, so they've been working without a kitchen since then. The good news is that they've just gotten a brand new one (see picture below), and we'll be working with them to help outfit it with new supplies. As of press time, there are plans to join the House residents for a virtual pizza party dinner.



Direct Scholarship News

At state conference, we'll be discussing the future of our direct scholarships. The fund that's been supporting the St. Petersburg College Foundation for the last ten years will have been depleted after one more round of awards. You, the members, will decide whether to take monies from the balance sheet to continue the scholarships, or go in a different direction. Please take a moment to read the letter below from one of our recent recipients; it's always nice to hear what the impact of our support means to those who receive the scholarships.

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
BPW/FL Education Foundation
tami@simmsteam.com
Cell 727-743-6262

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

Dear BPW/Florida,

My name is Emmalyne DiBello and I would like to say thank you for the scholarship for this fall semester.

With this scholarship, I now know that my classes are paid for this semester along with my supplies and books. I do not always have enough funds to cover for my classes. This scholarship helps take the stress and concerns of being able to afford school off my mind and lets me

know I can continue my education. I very much appreciate having the scholarship and knowing that my education will continue forward and that I do not have to give up on school.

This award is a blessing in my life because I don't have much financial support other than myself and this scholarship is major support in my education. With this scholarship, I will continue to stay on track with my academic goals and stay in school to one day graduate with my

degree and have a fulfilling life. Thank you so very much for this opportunity to continue my education and keep working on my academic goals.

I am in school for Biotechnology Laboratory Technology and hopefully I can follow my dream career of studying sharks. I would love to be able to study sharks and use them for cancer research to help humans. I want to help people be more informed on how important sharks are and that they can help us too.



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BPW/Florida's Mission

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

