

## Novi Oaks Charter Chapter

Novi, Michigan

*A League of the  
American Business  
Women's Association*



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## President's Message

It seems like forever since I wrote my last message for the February issue of this newsletter, and I admit that I have been putting off writing this one.

and help with the registration table, decorating, and distributing door prizes. We encourage you to invite guests to this event. Visit [www.abwa-emc.org](http://www.abwa-emc.org) to register - \$20 until May 31, and \$25 as of June 1.

- Since she will be serving for a second year, the July 10 & 11 event to honor District V Vice President Cheryl Blair has been postponed until July of 2021.
- Other ABWA events have been moved, and I will update those dates on our agendas and future newsletters.

We are living a period in time that will shape our lives forever. Who would have thought that our entire society except for essential services could shut down? That people would be prohibited from leaving their homes at all – even to spend time in their own yards?

So many lives have been lost. Who would have thought that we could not hug our friends and loved ones – even at the time of their deaths? We lost my son's father-in-law last week, not to the virus, but likely because of it. After being sent home early in March with pneumonia, he eventually died because of blood clots that could not be discovered on a conference call with his doctor. It is heartbreaking.

I thank God for all of the people keeping our essential services up and running in spite of the dangers for themselves.

I realize more every day that there are so many things that I normally take for granted, and that I am blessed in more ways than I can count.

Crazy, but on April 22, I am watching the snow fall again. I pray that you and yours stay safe and healthy, and I look forward to the day that we can be together again.

Marcia Green  
2019-2020 Chapter President

We held our first ever virtual chapter meeting on April 8, which was attended by ten members and ten guests. Thanks go to our speaker, Deneen Troupe-Buitrago, who hosted us on her Zoom account. Our plan is to hold our May 13<sup>th</sup> meeting at the Holiday Inn in person, although we will still be using social distancing protocols. I will keep the chapter updated on that meeting via e-mail, and I hope you will join us.

National Executive Director René Street held a webinar on Thursday, April 9, a recording of which is available on Community Connections in the National Resources. Some very important announcements:

- The current National Board of Directors will be serving a second term since many chapters were not able to meet in person to vote to sponsor a candidate, and the in-person interviews (required) of the six District Vice President candidates by the top three officers could not be completed.
- ABWA's Spring Membership Recruitment Campaign has been extended through June 30, 2020. See page 3 for the flier showing the gifts for members who introduce new members to ABWA.

Other important updates:

- The Eastern Michigan Council event to honor the chapter Women of the Year, Top Ten candidates, and Protégé recipients has been moved from April 18 to Saturday, June 13, 9:00 a.m. to noon. Novi Oaks is hosting this meeting at the Uptown Grill on Maple Road between Haggerty and M-5. We encourage all of our members to attend

May 13, 2020

### The Psychology of Investing for the Financially Fit Female



Caitlin Falenski

Join us for Part 4 of our  
4-Part Series: Business &  
Personal Growth

Details on Page 7

This will be a Zoom  
meeting  
6:30 to 8:00 p.m.

Register at  
[Novi-ABWA.org](http://Novi-ABWA.org)

*The mission of the American  
Business Women's  
Association is to bring  
together businesswomen of  
diverse occupations and to  
provide opportunities for  
them to help themselves and  
others grow personally and  
professionally through  
leadership, education,  
networking support, and  
national recognition.*

## Bring in your Women In Business magazines!

If you do not keep your W.I.B. magazines, don't throw them out! We could use them to give to our guests. Please give them to our Membership Chair, Chris Struwe.



## 2020 EMC Events

Jun 13 – Novi Oaks,  
Uptown Grill,  
Commerce Twp.,  
9:00 a.m. / \$20

Sep 12 – TBD

Dec 12 – Cass River,  
Frankenmuth

Visit the Eastern Michigan Council website at [www.abwa-emc.org](http://www.abwa-emc.org) to register for EMC meetings, which all start at 9:00 a.m. The cost is \$20/\$21 online until 10 days before event. Cost goes up to \$25 after the deadline.

## Set Aside the Dates!

The **National Women's Leadership Conference** (NWLC) will be held at the Westin Hotel in Westminster, Colorado, on October 14-17, 2020.

\*Novi Oaks Charter Chapter reimburses the national conference registration fees for its members with at least 6 months of membership and who are active by working on events and attending meetings.

# Learning about ABWA: Opportunities within the chapter

## Chapter Executive Board

Traditional chapters in ABWA have four officers: President, Vice President, Secretary, and Treasurer. A Nominating Committee of three members is appointed at the March meeting, who contact all members with at least one year of membership to find out if they are interested in running for office.

The Nominating Committee presents the slate of candidates in April and the election is held in May. The newly elected officers meet with the existing board in May, June, and July to transition, and to establish goals for the following ABWA year, which runs from August 1 through July 31. In 2020, the new board will be installed at the July 15th Night of the Stars celebration.

Any board member may hold a particular office for a maximum of two years.

## Chapter Committees / Committee Chairs

The chairs of the various committees work with the board to make plans for the ABWA year, and to reach goals throughout the year. For Novi Oaks, the Standing Committees are as follows. If you are interested in working on any committee, please let the board know.

**Membership** – Chris Struwe: Collaborates with the board in maintaining the strength and vitality of the chapter by organizing and implementing a minimum of two membership recruitment campaigns (fall and spring) to attract new members and regain former members. Follows up with new members, and coordinates new member orientations (ABWA Aware & Share events).

**Programs / Professional Development** – Marcia Green: Delivers business and market-relevant programming at each monthly meeting. Uses the aggregate results from ABWA's Member Interest Survey to determine the programming topics that would best meet the needs of members and serve ABWA's mission. Stays within the budgetary guidelines and submits program information to the newsletter chair (speaker's name, photo, presentation title and overview, date and time).

**Newsletter** – Marcia Green: Designs, writes, publishes, and distributes the chapter newsletter to members, District Vice President, and to ABWA National. The newsletter should be published quarterly and either emailed or posted in Community Connections. Submits all newsletters for the Chapter's Best Practices Binder.

**Fundraising** – Chris Struwe: The one main fundraiser for Novi Oaks is the Autumn Brunch With Auction (see info at right). It is requested that all Novi Oaks members serve this project by

obtaining donated new items for the silent and live auctions, inviting guests, hosting a table (if possible), setting up the event the night before (or morning of), and attending and working during the actual event.

**Publicity** – Holly Hengstebeck: Coordinates the development of a plan that increases the visibility of the Chapter's notable initiatives within the community (e.g., write and send promotional information to community social and media outlets) and to maintain the Chapter's website, Instagram, and Facebook content.

**Education** – Karen Wernette Kolc: Serves as a liaison between the Chapter and the Stephen Bufton Memorial Educational Fund. The Education Committee shall:

- Monitor the league's contributions to the fund, and the amount of scholarships awarded for the Award Year.
- Manage Impact Scholarships including the criteria for each scholarship sponsored.
- Submit applicant(s) for the Business Skills Tuition Reimbursement program to [jmiller@abwa.org](mailto:jmiller@abwa.org).
- Monitor scholarship applicants' fulfillment of the online application process.
- Report status on initiatives to the Chapter's Executive Board.
- Provide end-of-year written summary of activities and accomplishments to the Executive Board to be placed in the Best Practices submission notebook.

## We're Looking for Items and Volunteers!



Novi Oaks' major fundraiser is the 16<sup>th</sup> Annual Autumn Brunch With Auction, which will be held on Saturday, October 3, 2020 at the Holiday Inn in Livonia – 11:00 a.m. to 2:00 p.m. Early-bird pricing is \$30. Mimosas included / credit cards accepted!

We have raised over \$10,000 each year for the past five years. The funds raised are used for the Impact Scholarships and to fund the education of our members who attend ABWA national conferences.

Want to become involved? Talk to Chris Struwe.



## SPRING MEMBERSHIP RECRUITMENT CAMPAIGN—MARCH THROUGH MAY



# RISE TO THE CHALLENGE

## IN THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

# THANK YOU!

*At Vera Bradley, flower power is always in style. Unique bold patterns and attention to details are synonymous with Vera Bradley's distinctive bags and accessories. We think Vera Bradley is a perfect incentive to kick off the 2020 Spring Membership Campaign. Recruit one, two, or three (or more) members, and as our thank you to you, we will send you a Level I, II or III incentive **while supplies last!** This is a limited offer, so don't hesitate. **Rise to the challenge** today and ask your friends, co-workers or relative to join ABWA during the spring membership campaign, **March 1 – June 30***

### LEVEL ONE

ENROLL ONE NEW MEMBER



This might be the perfect case for quick errands. Tuck your ID, cards and maybe a little cash inside and you're ready to travel lightly. A hinged ring will hold your keys, too.

- Two compartments
- ID window on back
- Zip pocket
- Hinged ring
- Pin-snap and zip closures

Dimensions:  
5.00" w x 3.00" h

### LEVEL TWO

ENROLL TWO NEW MEMBERS



For more than the basics, this plastic-lined case holds bottles, brushes and all of your girl gear! Pretty and practical, a winning combination!

- Front zip pocket
- Main compartment is PVC lined
- Zip closures

Dimensions:  
7.75" w x 5.75" h x 2.75

### LEVEL THREE

ENROLL THREE OR MORE NEW MEMBERS



Vera Bradley thought of everything a great travel bag needs! There's a large central compartment and enough pockets to keep all your necessities organized on the road.

- Exterior features one slip and two zip pockets
- Interior features five mesh pockets
- Trolley sleeve
- Carry-on compliant
- Removable strap
- Zip closures

Dimensions:  
18.50" w x 12.50" h x 7.50" d  
with 6.50" strap drop; 52.50" removable, adjustable strap



WWW.ABWA.ORG 1-800-228-0007



### Reminder!

Members must make a paid reservation each month, at least one week prior to the meeting. You may mail your check or register at:

[www.novi-abwa.org](http://www.novi-abwa.org)

### Set of Core Values for the American Business Women's Association

1. Giving Members a Voice
2. Treat People With Dignity (Proud Code of Conduct)
3. Lifelong Learning
4. Focus on Creating Value for Members
5. Achievement
6. Visionary Leadership
7. Focus on the Future
8. Focus on Results
9. Manage by Fact
10. Manage for Innovation

### Novi Oaks Charter Chapter – 6pm on the 2<sup>ND</sup> Wednesday of each month at the Holiday Inn Detroit Northwest at Laurel Park in Livonia (I-275 @ Six Mile)

**May 13:** Caitlin Falenski will present, "The Psychology of Money for the Financially Fit Female." Flier on page 7.

**June 10:** Cindy Carlton will present, "Brand Matters: Understanding Your Personal Brand Equity." Flier on page 8.

Please pay \$23 online via PayPal or credit card at [www.novi-abwa.org](http://www.novi-abwa.org) or mail your check for \$22 made payable to ABWA to 1748 Beechmont, Keego Harbor, MI 48320 to arrive no later than one week prior to a meeting.

*Members, please send an e-mail to Chris Struwe at [cbstruweABWA87@gmail.com](mailto:cbstruweABWA87@gmail.com) if you will NOT be attending a meeting or are planning on paying at the door.*

**For planning purposes, online or mailed reservations are preferred one week prior.**

### EASTERN MICHIGAN COUNCIL

**June 13, 2020:** The Novi Oaks Charter Chapter will host this event to honor the chapter Women of the Year, Top Ten nominees, and Protégé Award recipients at the Uptown Grill at 3100 E. West Maple Road, Commerce Township, MI, starting at 9:00 a.m.

### THE JULY EVENT TO HONOR CHERYL BLAIR HAS BEEN MOVED TO 2021.

**2020 Council Board:** Council Chair Gail Frahm, Vice Chair Kelle Hruska, Communications Officer Heather Naugler, and Finance Officer Gwendolyn Guy.

Regular meetings feature networking at 9:00 a.m.; Breakfast meeting at 9:30 a.m. Cost is \$20 / \$21 online. Visit [www.abwa-emc.org](http://www.abwa-emc.org) to register! Deadline is ten days before any event – the price goes to \$25 after that date.



Eastern Michigan Council members from eight chapters and National Members at the event to honor District V Vice President Marilyn Lash on Saturday, July 13, 2019.

## SAVE THE DATE!

★ Saturday, July 9 & 10, 2021 ★

Weber's Boutique Hotel  
Ann Arbor, MI



### Luncheon Honoring ABWA 2019-2020 District V Vice President Cheryl Blair

Sponsored by District V Councils: Eastern Michigan & Cardinal Crossroads



## ABWA's Proud Code of Conduct

1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.



**A League of the  
American Business  
Women's Association**



Novi Oaks Charter Chapter  
Marcia Green, President  
Newsletter Editor

Novi Oaks Charter Chapter  
5236 Oak Hill Trail  
Commerce Township, MI 48382

Phone: 248-330-6315  
Email: mgreenABWA@gmail.com

### 2019-2020 Chapter Executive Board

President ..... Marcia Green  
Vice President ..... Karen Rea  
Secretary ..... Mary Gantt  
Treasurer ..... Christina Struwe

### 2021 Top Ten Nominee:

Karen Rea

### Novi Oaks' 2020-2021 Woman of the Year:

Pat Plamondon

### 2019 Council Woman of the Year:

Marcia Green

### 2019-2020 National Executive Board

President ..... Sharon Godbee  
Vice President ..... Trina Nkhazi  
Secretary-Treasurer ..... Anne O'Neill  
District V-Vice President ..... Cheryl Blair  
Executive Director ..... Rene' Street

### ABWA National Headquarters

9820 Metcalf Avenue, Suite 110  
Overland Park KS. 66212

(800) 228-0007 / [www.abwa.org](http://www.abwa.org)

### Novi Oaks Charter Chapter Meeting Details:

When: The **2nd Wednesday** of each month

Where: Holiday Inn Detroit Northwest – Livonia, at 17123  
Laurel Park Drive N., Livonia, MI 48152 (NE of I-275  
and Six Mile).

Time: 6:00 p.m. networking, dinner is served at 6:30  
p.m. Meeting follows.

Cost: \$22.00 via mail or \$23.00 via the web

For reservations, mail your check made payable to ABWA  
to 1748 Beechmont, Keego Harbor, MI 48320, or visit  
[www.novi-abwa.org](http://www.novi-abwa.org) to pay via PayPal or credit card.

**Attendees must make pre-paid reservations for  
meetings. Deadline is one week before each meeting.**

Members: Inform Chris Struwe if not attending.

### Novi Oaks Charter Chapter's Vision Statement:

*Novi Oaks Charter Chapter educates and  
empowers women to help them achieve their  
personal best.*



**DO YOU KNOW A FEMALE STUDENT WHO COULD  
USE \$2,000 TOWARD HER BACCALAUREATE,  
MASTERS, OR DOCTORATE DEGREE?**

**The Novi Oaks Charter Chapter of the  
American Business Women's Association (ABWA)  
is offering two \$2,000 Impact Scholarships  
through the Stephen Bufton Memorial Education Fund (SBMEF).**

**Applicant eligibility requirements are:**

- Female U.S. citizen seeking a Baccalaureate Degree or higher.
- Michigan permanent resident attending a Michigan College or University authorized to confer degrees at the Baccalaureate level or higher.
- Has achieved a cumulative GPA of 3.0 or better on a 4.0 scale.
- Must submit all necessary documents, including 3 reference letters, official school transcripts, and must complete the online application.
- Must be sponsored by an eligible ABWA chapter or express network.

To begin the application process, please send an e-mail to Education Chair Karen Kolc at [NoviOaks.Edu@gmail.com](mailto:NoviOaks.Edu@gmail.com) indicating your interest in the scholarship.

**The application and all supporting documents must be received online and completed by May 15, 2020.**

**The scholarship recipients will be notified in July of 2020.**

**Thank you!**

Karen Wernette Kolc, Education Chair  
Novi Oaks Charter Chapter  
American Business Women's Association  
[NoviOaks.Edu@gmail.com](mailto:NoviOaks.Edu@gmail.com)  
**[www.novi-abwa.org](http://www.novi-abwa.org)**



**RISE TO THE CHALLENGE**  
IN THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

## THE PSYCHOLOGY OF MONEY FOR FINANCIALLY FIT FEMALES

**Presented by Caitlin Falenski, Financial Advisor, CSRP® in the Baniszewski Falenski Group of Oppenheimer & Co. Inc.**

Being a Financially Fit Female means more than balancing a budget and creating a plan. It's appreciating the role that money plays in your life, understanding its purpose and investing in yourself.



Caitlin will walk you through how your individual personality type is correlated to managing your finances. Your personality is a gift that allows you to enjoy life in ways that are unique to you. A greater understanding of who you are may give you the confidence to explore your personal finances at a much deeper level than you ever dared to before. For more about Caitlin, visit <http://fa.opco.com/baniszewskifalenski/>.

**WEDNESDAY, MAY 13, 2020**

**6:30 TO 8:00 P.M. MEETING/PROGRAM / NO COST TO ATTEND**

**THIS WILL BE A ZOOM MEETING – PLEASE REGISTER AT [WWW.NOVI-ABWA.ORG](http://WWW.NOVI-ABWA.ORG)**

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION WELCOMES ALL WOMEN AND MEN AS MEMBERS. [WWW.ABWA.ORG](http://WWW.ABWA.ORG).  
QUESTIONS? E-MAIL CHAPTER PRESIDENT MARCIA GREEN AT [NOVIOAKSABWA@GMAIL.COM](mailto:NOVIOAKSABWA@GMAIL.COM)

**PLAN TO ATTEND OUR 16<sup>TH</sup> ANNUAL AUTUMN BRUNCH WITH AUCTION**

BID ON OVER 200 NEW ITEMS IN THE SILENT AUCTION AND ON THE BEST ITEMS IN THE LIVE AUCTION!

GRAB YOUR FRIENDS AND COME SIP MIMOSAS WHILE YOU SHOP. WE ACCEPT CREDIT CARDS!

EARLY BIRD TICKETS ARE \$30 (\$32 ONLINE) – VISIT [WWW.NOVI-ABWA.ORG](http://WWW.NOVI-ABWA.ORG) TO REGISTER.

**HELP FUND SCHOLARSHIPS - SATURDAY, OCTOBER 3, 2020, 11 A.M. TO 2 P.M.**

AT THE HOLIDAY INN DETROIT NORTHWEST 17123 N. LAUREL PARK DRIVE, LIVONIA, MI 48152

**ABWA**  
AMERICAN BUSINESS WOMEN'S ASSOCIATION  
Novi Oaks Charter Chapter



**RISE TO THE CHALLENGE**  
IN THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

## **BRAND MATTERS: UNDERSTANDING YOUR PERSONAL BRAND EQUITY**

*What do you stand for, and how is it received by the people around you? In this working session, you will begin to explore the power of your personal brand and how to make it matter.*



**PRESENTED BY CYNTHIA CARLETON, BFA, OWNER, LAMPSTAND LLC**

As an experienced Creative Leader and Brand Strategist, Cindy Carleton consults with organizations to create key messages and strategic stories that build brand and grow business. Cindy's past professional experience includes an extensive career at Valassis providing creative agency services for Fortune 500 and small business clients such as P&G, McDonald's, Macy's and Cottage Inn Pizza. This brand expertise continues through her extensive work in personal equity consulting. As the owner of LampStand LLC, she has worked with business resource groups, community organizations, and individuals to provide knowledge and tools to better understand their personal brand and the power of strategic equities in purpose-led career and business performance.

**WEDNESDAY, JUNE 10, 2020**

6:00 P.M. NETWORKING - 6:30 P.M. MEETING/PROGRAM (INCLUDES DINNER)

**THE HOLIDAY INN DETROIT NORTHWEST - LIVONIA**

17123 N. LAUREL PARK DRIVE - LIVONIA, MICHIGAN 48152 (NEAR 6 MI & I-275)

VISIT [WWW.NOVI-ABWA.ORG](http://WWW.NOVI-ABWA.ORG) TO REGISTER ONLINE - \$23

**PAID RESERVATION DEADLINE IS ONE WEEK PRIOR TO EACH MEETING**

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION WELCOMES ALL WOMEN AND MEN AS MEMBERS. [WWW.ABWA.ORG](http://WWW.ABWA.ORG).

QUESTIONS? E-MAIL CHAPTER PRESIDENT MARCIA GREEN AT [NOVIOAKSABWA@GMAIL.COM](mailto:NOVIOAKSABWA@GMAIL.COM)

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AT THE HOLIDAY INN DETROIT NORTHWEST 17123 N. LAUREL PARK DRIVE, LIVONIA, MI 48152

**ABWA**  
AMERICAN BUSINESS WOMEN'S ASSOCIATION  
Novi Oaks Charter Chapter





**American Business Women's Association**  
9820 Metcalf Ave., Suite 110 • Overland Park KS 66212  
(800) 228-0007 • Fax (913) 660-0101

## Membership Application

Benefits of membership begin the date your application and payment are received and processed at ABWA National Headquarters. For renewal purposes, membership starts on the first day of the month following the date the application and payment are processed and renews annually. Dues payments are non-refundable and non-transferrable.

Date: \_\_\_\_\_

First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last Name: \_\_\_\_\_

### Affiliation Information:

Do you plan to join a local league? ☐ Yes ☐ No If yes, league name \_\_\_\_\_

*Note: Participation in an ABWA local league is contingent upon timely payment of annual National dues.*

Name of Member Sponsor (if applicable): \_\_\_\_\_

### Address and Contact Information:

Home address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Primary phone contact: \_\_\_\_\_ Primary e-mail address: \_\_\_\_\_

Do you have a Facebook account: ☐ Yes ☐ No Facebook Name: \_\_\_\_\_

**Note:** An e-mail address is required to access your membership information and conduct business online at [www.abwa.org](http://www.abwa.org). By providing your e-mail address, you are authorizing ABWA to contact you by e-mail.

### Personal Demographics (for statistical purposes only):

Birthday (MM/DD): \_\_\_\_\_ Birth Year (YYYY): \_\_\_\_\_ Gender: ☐ Female ☐ Male

### Business Owner, Employment and Education Level Demographics (for statistical purposes only):

Your Company's Name: \_\_\_\_\_ Your Title: \_\_\_\_\_

Are you a business owner? ☐ Yes ☐ No Description of products/services: \_\_\_\_\_

Highest Level of Education Completed:

☐ High School/GED ☐ Vo-Tech ☐ Associate's Degree ☐ Bachelor's Degree ☐ Master's Degree ☐ Doctorate Degree

### Enclosed is my ABWA National dues payment of:

☐ \$115 ABWA National Membership

☐ \$ 50 ABWA National Student Membership

*\*To qualify for student membership, include a class schedule reflecting enrollment in 12+ credit hours per semester.*

**Payment Information:** ☐ Check: Mail check with application to ABWA, 9820 Metcalf Ave, Suite 110, Overland Park, KS 66212

☐ Visa ☐ MasterCard ☐ Discover # \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Security Code (3-digit code on back of card): \_\_\_\_\_

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Signature

The American Business Women's Association is a non-profit organization which is serviced by ABWA Management, LLC, a company organized for profit. All ABWA income is received by ABWA Management, LLC and, in exchange, the company provides all necessary services and materials to the ABWA membership. All dues include a one-year subscription to *Women in Business*®, ABWA's official publication. Dues are not deductible as a charitable contribution for Federal income tax purposes; however, they may be deductible under other provision of the Internal Revenue Code.