

Novi Oaks Charter Chapter

Novi, Michigan

A League of the
American Business
Women's Association



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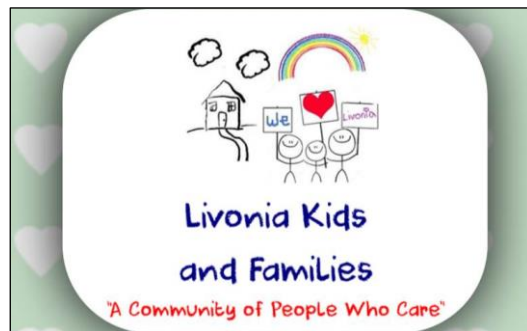


President's Message

There is a special kind of magic this time of year. As I'm writing you all this message, I can see lights and decorations outside my office window. The city is alive with activity, and there is a feeling of anticipation in the air.

People are preparing to host family and friends, and to celebrate the winter holidays. I'm looking forward to all of that, as well as just spending quiet time by the fire. I'm fortunate to have a warm home and a family to share it with – it's the perfect time to stop and reflect on our blessings, and to take time to share those blessings with others who are not so fortunate.

Each year, Novi Oaks Charter Chapter chooses a non-profit organization to support. Livonia Kids and Families (LKaF) has been a fantastic partner to us, having co-sponsored our Clothing Cove fashion show this past May. Novi Oaks, in turn, contributed \$1,040 of the ticket proceeds from that event to Livonia Kids and Families.



At our December 8th meeting, we will learn more about LKaF. They do so much for so many! Qualifying families within Livonia are provided with items from the Franklin Food Pantry. Their programs currently assist 160 families, representing approximately 800 adults and children.

As of December 2015 LKaF is an approved Gleaners food partner. They've expanded the reach of the pantry over the years to 16 schools within the Emerson triad, where there is a fairly large concentration of Title 1 eligible families.

Through LKaF, Novi Oaks is adopting a family of two people for Christmas. We ask that, if possible, our members donate either Kohl's gift cards or cash to go toward gifts. A few gifts and any remaining cash and gift cards will be given directly to the family.

The board is actively planning upcoming speakers, and we think you will really enjoy our January meeting on publicity. Jill Lublin is an international speaker and the author of 4 bestselling books on the topic - valuable information you can use for any group or company. Please register early and share this opportunity with your network!

I am truly looking forward to closing out this year of growth with all of you. 2022 is just around the corner, and I am excited to reach and grow with this amazing group.

Wishing you a peaceful spirit,

Holly Hengstebeck
2021-2022 President

January 12, 2021

Get Known Everywhere Using Publicity



JILL LUBLIN

Helping you understand what the media is looking for so you and your brand can stand out, get noticed, and go from unknown to newsworthy!

*\$15 in person includes dinner
Networking & Dinner at 6:00 p.m.
Zoom / Program at 6:30 p.m.*

Register at
Novi-ABWA.org/events

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.

Novi Oaks Charter Chapter – 7:00 p.m. Zoom Orientations:

Members and guests are welcome to join us to learn more about ABWA and the benefits of membership. Get answers to questions about ABWA. No cost. Register on the events page at www.novi-abwa.org/events.

The third Wednesday of every month from 7:00 to 7:45 p.m.

Holly Hengstebeck is a 2022 Top Ten!

We are so proud of our President, Holly Hengstebeck, who is a 2022 Top Ten. Holly joined ABWA in April of 2008. She has served on the board several times and has been honored as the chapter's Woman of the Year.

In January of 2020, at our 30-year anniversary celebration, she was recognized as the Novi Oaks Charter Chapter's Woman of the Decade 2010-2020. Her leadership and innovation were the keys

to the revitalization of the chapter, and we are forever grateful.

Holly is the Director of Finance at Detroit Thermal. She holds a BS in Finance and an MBA from Wayne State University, where she is also a mentor through the Wayne State University Mike Ilitch School of Business Corporate Mentorship Program.



As a leading organization for working women, the American Business Women's Association takes recognition to a national level with the prestigious Top Ten Business Women of ABWA program. The Top Ten is the highest honor awarded to a member in ABWA. These women are applauded for their career accomplishments, community involvement and of course, their contribution to ABWA.

Congratulations to the 2022 Top Ten Business Women of ABWA!



CINDY OSMER
Crescent City Connections
Express Network
Metairie, Louisiana



FELICIA D. CARTER JOHNSON
Birmingham Charter
Chapter
Birmingham, Alabama



NANELL MAWBEY
Outlook Positive Express
Network
Dallas, Texas



RHONDA SCOTT-JOHNSON
Oxon Hill Charter Chapter
Greenbelt, Maryland



KIM STENGEL
Women of Vision Express
Network
Kingwood, Texas



SANDRA DELAGARZA
Women Growing Together
Express Network
Victoria, Texas



HOLLY HENGSTEBECK
Novi Oaks Charter Chapter
Novi, Michigan



NICOLE TRAVIS
Cy-Fair Express Network
Cypress, Texas



DR. APRIL D. MURDAUGH
Orange Park Charter Chapter
Orange Park, Florida



KATHY SCHOOLEY
W. Des Moines Charter
Chapter
W. Des Moines, Iowa

Nominations for the Top Ten and Chapter Woman of the Year take place in January, with elections in February. Nominees for Woman of the Year are chosen for their contributions to the chapter during the previous calendar year.

The Autumn Brunch With Auction was a Success!

Our 16th **Autumn Brunch With Auction**, was held on Saturday, October 2, 2021, at the Burton Manor in Livonia! The beautiful ballroom was twice as large as our previous locations, with lots of room for social distancing. The doors opened at 10:00 a.m. with the bidding beginning and coffee and Mimosas flowing!

A lovely brunch was served, and everyone had a fun morning of bidding on many, many gift-worthy items and gift certificates. Our auctioneer, John Hruska, kept us going on the Live Auction. We loved the Burton Manor location and brunch, and the staff was great!

At our auctions, we always accept credit cards, which helps in our guests' shopping efforts. With the silent and live auctions, there were plenty of great decorations, gift certificates and gift cards, toys, jewelry pieces, household items, art, and accessories. And the food and wine selection was exceptional!

Our happy shoppers definitely found some great deals! Everyone helped in "Changing Women's Lives . . . One Woman at a Time."™

In spite of the pandemic, we were able to succeed with the continued generosity and support of area business people, our members, family, co-workers, and friends. Thank you to everyone who helped us - including our many guests.

Novi Oaks raised just over \$11,600 for scholarships and member education with this event. The auction has grown since the first event held in 2005, where we offered 26 baskets for auction. Novi Oaks now offers from 200 to 250 items each year, and we have raised over \$10,000 per year since 2013.

Proceeds are used to fund the \$1,000 Bettie Archer Johnson Scholarship at Madonna University and to fund scholarships and grants through the ABWA Stephen Bufton Memorial Educational Fund (SBMEF). In 2020, 2021, and now 2022, we have awarded and will award two \$2,000 scholarships through the SBMEF.

In 2021, as always, our members and guest hostesses created fantastic table decorations, which added to the fun for this morning event (see pictures below). Each table is hosted by a friend or member in a theme of her choice. Seeing the decorations is half the fun! (Pictures from the 2019 auction can be seen in the September 2019 newsletter, which can be downloaded from the Home page or the Scholarships and Education page.)

We are already planning our 2022 auction - location and date to be determined. We look forward to the next event, and we hope you will join us. Business sponsors of this event are always appreciated!



Virtual National Women's Leadership Conference – November 4-6

The ABWA National Women's Leadership Conference (NWLC) on November 4-6 was a virtual event again this year.



Exec. Director Rene' Street

After an opening welcome from Executive Director Rene' Street, the six districts were able to break into separate meetings to discuss membership and retention goals. District Vice President Cheryl Blair led the District V session.

National President Sharon Godbee then presided over Part I of the Annual Meeting and was able to give her outgoing President's message. Secretary-Treasurer Anne O'Neill presented her annual reports for ABWA and the Stephen Bufton Memorial Educational Fund (SBMEF).

ABWA elects its officers every year at the NWLC. There are three top officers and six District Vice Presidents, all of whom also serve as Trustees for the SBMEF. See page 5 for the newly-elected National Board of Directors.

The pre-recorded 3-minute candidate speeches were presented, and all members in attendance were able to vote electronically. There was a runoff election for Secretary-Treasurer, with our own DVP Cheryl Blair winning!

Gail Frahm of the Cass River Charter Chapter in Frankenmuth will serve as the 2021-2022 District V Vice President. Look for email messages regarding her District V Zoom calls, and try participating – it's very interesting.

The new 2021-2022 National Board of Directors was installed during Part II of the Annual Meeting. These officers took office immediately following the conference, and they will serve until the NWLC in 2022. In the 72-year history of ABWA, only the outgoing board served for two years in a row due to the COVID-19 pandemic. Our voting rules have since been amended to allow for electronic voting. We are grateful to all of the outgoing and ingoing officers for serving.

TRAINING

At the NWLC, members may choose between Track A or B. Track A attended "Leadership, the Professional Life, and Leisure," a 2-day program presented by Dr. Mark Haug, PHD, JD, from the Kansas University School of Business. On Saturday, they attended Franklin Covey's 6-hour program, "Multipliers: How the Best Leaders Ignite Everyone's Intelligence," presented by Jean White.

Track B attended several shorter (some fun!) sessions over 3 days, including: Go For The "No's" by Lisa Lieberman-Wang; Reimagine Your Future, and Create the Life You Want by Dr. Kym Harris-Lee; Smart Phone Success & Terrific Tablets by Randy Dean - *The E-mail Sanity Expert*®; Liar, Liar, Pants On Fire by Traci Brown; The Fine Art of Building Business Relationships: *One Conversation at a Time* by Debra Fine; Panel Discussion with Traci Brown and Debra Fine; Thanksgiving Favorites - *Virtual Cooking Demonstration* by Chef Mark Kalix; Wines that Wow! by Jonathan Will; Planning and Etiquette for the Holidays by Karen Harris; and Festive &

Flattering: How to Ditch the Ugly Holiday Sweaters and Look Great this Holiday Season by Morgan A. Wider.

The Top Ten and 2022 American Business Woman of ABWA were recognized on Friday afternoon, followed by the Best Practice recognition for leagues at all three levels. Leagues in levels 1 and 2 made some VERY entertaining and fun videos.

KEYNOTE SPEAKERS

ABWA always has fantastic keynote speakers, and this year did not disappoint! On Thursday, Sima Dahl presented "Personal branding strategies to catapult your career." On Friday morning, Katie Linendoll presented "Innovations in Technology."

On Saturday, Amelia Rose Earhart presented "Crew." Not a descendant of Amelia Earhart as she had once been told, this young woman did fly around the world, and her story was fascinating and inspirational.



Keynote Speaker Amelia Rose Earhart

For some fun, on Friday night they had a "campfire" session, complete with s'mores and a recipe for a s'more-tini. A s'more kit had been sent to each early bird registrant. As you can see, President Sharon Godbee and Rene' Street (below) were able to have fun as s'more leaders around the campfire!

Around the Campfire and Under the Stars!



Novi Oaks sponsors members to attend the NWLC in the fall and the regional conferences in the spring. If you would like to attend, please plan ahead. ABWA offers payment plans.

Congratulations!

2021-2022 National Board of Directors of the American Business Women's Association

National Officers



Trina Nkhazi
National President



Mary Stephenson
National Vice President



Cheryl Blair
National Secretary-Treasurer

District Vice Presidents



**Rachelle
Jamerson-Holmes**
District I
Vice President



Tracy Morgan
District II
Vice President



Janelle Burlin
District III
Vice President



Joyce Wright
District IV
Vice President



Gail Frahm
District V
Vice President



Kerrie Underhill
District VI
Vice President



Reminder!

Members, please make a reservation each month, at least one week prior to the meeting. You may register at:

www.novi-abwa.org

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

Our core values are the foundation for which the American Business Women's Association (ABWA) was founded on in 1949. They're reflective of the ethos of the ABWA culture and have been integral to creating an enduring and supportive community for generations of women in the workplace.

1. Selfless Leadership – Be committed to doing the right thing, always. Be transparent in your actions even when no one is looking!

2. Building Community – Be committed to creating sustainable ABWA communities where women can connect, learn, and grow together.

3. Value and Seek Diversity – Be committed to recruiting new members from diverse cultures, ages, work industries and experiences.

4. Manage for Innovation and Excellence – Be committed to original thinking and delivering excellence in everything you do.

5. Lifelong Learning – Be committed to enhancing your own business knowledge, skills, and acumen. Be unafraid to make mistakes, iterate, err and try again.

6. Focus on Facts and Own Results – Be committed to using "data" to drive your decisions and actions and be accountable for your performance, good and bad.

7. Choose to Make a Difference – Be committed to unlocking a member's potential and inspiring/motivating her to become the best version of herself.

8. Celebrate – Be committed to celebrating members' achievements.

Novi Oaks Charter Chapter – 6:00 pm in-person meetings, as follows:

All meetings will be held both in-person at 6:00 p.m. (cost \$15 includes dinner) and via Zoom at 6:30 p.m. (no cost). **PRE-REGISTRATION IS REQUIRED.**

Wednesday, December 8: Holiday Celebration featuring a presentation about **Livonia Kids and Families**, a non-profit that serves disadvantaged families. Those who wish to contribute may bring Kohl's store gift cards or cash.

Wednesday, January 12: "Get Known Everywhere using Publicity,"

presented by Jill Lublin

Discover how to be the #1 Influencer in your industry by boosting your credibility and amplifying your media visibility.

Meetings are held at the Livonia Chamber of Commerce office at 33300 Five Mile Road in Livonia (NE corner of Farmington Road). Please visit www.novi-abwa.org/events for fliers and details of each meeting or event. **PRE-REGISTRATION IS REQUIRED.**

Novi Oaks Charter Chapter – 7:00 p.m. Zoom Orientations:

Members and guests are welcome to join us to learn more about ABWA and the benefits of membership. Have a chance to ask questions about ABWA. No cost. Register on the events page at www.novi-abwa.org/events.

Orientations are on the third Wednesday of the month, 7:00 – 7:45 p.m.

EASTERN MICHIGAN COUNCIL

Visit www.abwa-emc.org for details and to register for EMC events.

Saturday, December 11, 2021 – Holiday Celebration at the Green Acres Golf Course 7323 Dixie Hwy. Bridgeport, MI. 48722, 8:30 a.m. networking and 9:00 a.m. breakfast.

Regular, in-person EMC 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 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 Cheryl Blair on Saturday, July 17, 2021.



ABWA's Proud Code of Conduct

The Proud Code of Conduct was developed as a means of guiding all members in making ethical decisions. The broad statements of the code of conduct that are listed below are not expected to cover all conduct for all situations. This is why the Proud Code of Conduct was created as a living and fluid code.

- As an ABWA member, I will serve as a goodwill Ambassador for the American Business Women's Association.
- As an ABWA member, I will adhere to the Association's Bylaws and comply with the Association's Brand Guidelines.
- As an ABWA member, I will not use my personal power or influence to advance my own interests.
- As an ABWA member, I will not allow my personal beliefs or convictions to alienate other members, prospective members, and sponsors at any level of the ABWA organization (local, regional or national).
- As an ABWA member, I will always treat member colleagues, the ABWA National Team, guests, speakers, vendors and sponsors with dignity and respect.



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



Novi Oaks Charter Chapter
Marcia Green, Treasurer
Newsletter Editor

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

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

2021-2022 Chapter Executive Board

President..... Holly Hengstebeck
Vice President..... Christina Struwe
Secretary Veronica Cruz
Treasurer Marcia Green

2022 Top Ten:

Holly Hengstebeck

Novi Oaks' 2021-2022 Woman of the Year:

Veronica Cruz

2021-2022 Council Woman of the Year:

Heather Naugler, Tipacon Charter Chapter

2021-2022 National Executive Board

President..... Trina Nkhazi
Vice President..... Mary Stephenson
Secretary-Treasurer..... Cheryl Blair
District V-Vice President..... Gail Frahm
Executive Director..... Rene' Street

ABWA National Headquarters

P.O. Box 4757
Overland Park, KS 66204-0757

(800) 228-0007 / www.abwa.org

Novi Oaks Charter Chapter Meeting Details:

IN PERSON MEETINGS:

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

When: 6:00 p.m. Networking and Dinner
6:30 p.m. Introductions, then presentation.
Meeting follows.
Zoom portion begins at 6:30 p.m.

Cost: \$15 includes dinner / Zoom is no cost

Where: Livonia Chamber of Commerce, Suite 212
33300 Five Mile Road, Livonia
NE corner of Farmington Road

TO REGISTER visit www.novi-abwa.org/events

PRE-PAID RESERVATIONS REQUIRED

Novi Oaks Charter Chapter's Vision Statement:

Novi Oaks Charter Chapter educates and empowers women by supporting them to achieve their personal best.



NOVI OAKS CHARTER CHAPTER'S 2021 HOLIDAY CELEBRATION

SUPPORTING NON-PROFIT
LIVONIA KIDS AND FAMILIES

What We Do



Food Pantry



Job Shell Program

WEDNESDAY, DECEMBER 8, 2021

6:00 DINNER / NETWORKING IN PERSON | 6:30 P.M. MEETING / ZOOM / PROGRAM

PLEASE REGISTER AT WWW.NOVI-ABWA.ORG/EVENTS

NO COST TO ATTEND ZOOM | \$15 TO ATTEND IN PERSON (INCLUDES DINNER)

LIVONIA CHAMBER OF COMMERCE OFFICE

33300 FIVE MILE ROAD, LIVONIA, MICHIGAN (NE CORNER OF FARMINGTON ROAD)



ABWA ORIENTATION – DECEMBER 15

7:00 TO 7:45 P.M. LEARN ABOUT ABWA / NO COST TO ATTEND

ZOOM MEETING – PLEASE REGISTER AT WWW.NOVI-ABWA.ORG/EVENTS



Get Known Everywhere Using Publicity

Discover how to be the #1 Influencer in your industry by boosting your credibility and amplifying your media visibility.

Based on her international bestseller, *Guerrilla Publicity*, Jill Lublin shares simple strategies and provides cost-effective short-term, doable tactics. Helping you understand what the media is looking for so you and your brand can stand out, get noticed, and go from unknown to newsworthy.



JILL LUBLIN

Jill Lublin is an international speaker on the topics of Radical Influence, Publicity, Networking, Kindness and Referrals. She is the author of 4 Best Selling books including, *Get Noticed...Get Referrals* (McGraw Hill) and co-author of *Guerrilla Publicity* and *Networking Magic*. Her latest book, *Profit of Kindness*, went #1 in four categories. She is a master strategist on how to position your business or organization for more profitability and more visibility in the marketplace. She is CEO of a strategic consulting firm and has over 25 years' experience working with over 100,000 people plus national and international media. Jill teaches a virtual Publicity Crash Course and consults and speaks all over the world. She also helps authors to create book deals with major publishers and agents, as well as obtain foreign rights deals. Visit publicitycrashcourse.com/freegift and jilllublin.com.

WEDNESDAY, JANUARY 12, 2022

6:00 DINNER / NETWORKING IN PERSON | 6:30 P.M. MEETING / ZOOM / PROGRAM

PLEASE REGISTER AT WWW.NOVI-ABWA.ORG/EVENTS

NO COST TO ATTEND ZOOM | \$15 TO ATTEND IN PERSON (INCLUDES DINNER)

LIVONIA CHAMBER OF COMMERCE OFFICE

33300 FIVE MILE ROAD, LIVONIA, MICHIGAN (NE CORNER OF FARMINGTON ROAD)

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION WELCOMES ALL WOMEN AND MEN AS MEMBERS. WWW.ABWA.ORG.
QUESTIONS? E-MAIL PROGRAM CHAIR MARCIA GREEN AT NOVIOAKSABWA@GMAIL.COM



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. 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.