

# Neapolitan Notes

20 YEARS OF SERVICE TO NAPLES' BUSINESS WOMEN

## August Chapter Meeting Notice

Tuesday, August 25th  
Naples Hilton, 5111 Tamiami Trail

5:30p to 6:00p registration / networking  
6p - Dinner is served  
6p to 8p Program—"LEARNING AND GIVING"

A PRESENTATION FROM YOUR PRESIDENT AND BOARD ABOUT THE BUDGETTING PROCESS WITH YOUR VALUABLE INPUT— This is your opportunity to help shape our direction for the new ABWA Year.

This is the meeting that we previously had in September of each year. However this year moved it up to August in order to open the September meeting to guests and begin our regular programming. Please consider the August meeting as the most important meeting of the year. Approval is needed from a quorum standpoint, but more importantly, as a sign of confidence and support from you to your hard-working and involved board.

Reservations are a must and are due the Thursday prior to the meeting. For the August meeting that deadline is August 20th.

See Hospitality article for more details.



### IN THIS ISSUE

ABWA Test.....	2
Advertising Rates.....	6
Archive.....	6
Birthdays.....	4
Business of the Month.....	1/3
Committee List.....	6
Hospitality.....	5
Meeting Notice.....	1
Member Benefits.....	5
Power Tip.....	3
President's Message.....	2
Professional Development.....	4
Proud Code of Conduct.....	5
SW FL Council Update.....	3

### ABWA MISSION STATEMENT

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 to grow personally and professionally through leadership, education, networking support and national recognition.

**JOCKEY**  
*Person to person.*



## BUSINESS OF THE MONTH

*Shirley Rose - 239-989-5828*

"Everytime I go to work, it turns into a party"  
[www.myjockey2p.com/Shirleyrose](http://www.myjockey2p.com/Shirleyrose)

# President's Message by Toby Buerger



Toby Buerger  
2009-2010 Chapter President

Happy New ABWA Year! Welcome to all the new board members and thank you for your service. We held a planning retreat on Saturday August 15, 2009 with the board and other members who attended. Look out for more details to come from that in future communications.

I am looking forward to Thursday August 20, 2009 for the Greater Naples Area Chamber of Commerce Trade show. This will be our 3rd appearance there and it proves to be a great referral source for new members for our chapter. Sandi Colliflower is our chair again for this and if you can help out please contact her. The trade show goes from 3pm to 7pm and it will be held at Edison State College in Naples.

Spring Conference dates and location announcement from national has been delayed due to another location in the country had problems with their date and location. Now the entire calendar needs to be reworked. We are in communication with National weekly about Spring Conference. There are rumors as to where and when our conference will be held out there amongst the SWFL ABWA area, please disregard these, they are purely rumors.

I am very excited by Kena Yoke and Michele Reed's planning of a brand new Holiday Auction. We learned more about it at the retreat and look for details to come out shortly. Please start now soliciting businesses for raffle items and gift certificates. It takes at least 1 donation from each member to make Holiday Auction a successful event.

Our Best Practice Submission was entered to National on Friday July 31, 2009. Thank you to all who helped me put this massive entry together. And we are now waiting for the

results. I hope I get to go and buy that red cocktail dress soon for my National Convention trip.

I want to share a message on our WIN portal with you from Kerrie Craven, ABWA National :

*Congratulations to the members of Neapolitan on taking the final step in becoming a Best Practices Group! We've received your submission and will complete the review process within the next few weeks.*

*We hope you've begun shopping for your red dress to wear to the Best Practices Award Ceremony at the 2009 National Women's Leadership Conference September 24-26!*

*We've extended the early cut-off until Aug 27, so register today by visiting the Upcoming Events page at [www.abwa.org](http://www.abwa.org)!*

*This is an event you will want to be a part of!*

*Best of luck to you from the ABWA National Team!*

Last but not least, please join me on Tuesday August 25, 2009 at 5:30pm Hilton Naples for our Chapter Meeting. This meeting is closed to guests and non members. Members only due to the fact we are presenting our annual budget to you, the members, for your approval. We need a quorum at this meeting and I hope you can join us there for this event. We will be adding an element of fun to the meeting be on the lookout for that in coming communications. Have a great month and see you all soon.

*Toby Buerger*

## TEST YOUR ABWA KNOWLEDGE

By Jean Flewelling

- All of these are ABWA themes adopted over the years, except?
  - Beyond our Heritage
  - ABWA, organization on the go!
  - Equity Through Responsibility
  - Meeting Today's Challenge
- The first issue of Women in Business was in?
  - 1949
  - 1950
  - 1951
  - 1955
- Membership numbers broke 100,000 in this year?
  - 1968
  - 1978
  - 1988
  - 1998

Answers: D, A, B

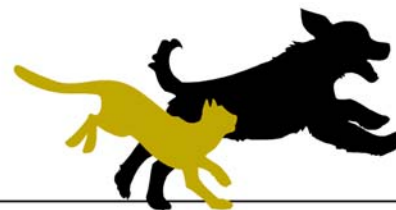
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**— N A P L E S —**



# Southwest Florida Council Update...by Jean Flewelling

*Lynne Drowne, our current District I VP, was in attendance to explain the reasoning behind WIN and other changes at ABWA National.*

Here's what else is happening at Council:

Templeton. More details to come next month.

**Sat, Aug 29—Professional Development/ABW Day—**  
**Speaker:** Ms. Charlie Howe, from Chico's, on "How to Have Your Cake and Eat It Too!"  
**Where:** Colonial Country Club, Ft. Myers.  
**When:** 9a to 3p  
**Reservation Deadline:** 5PM Wed, Aug 19th!

**Sat, Oct 24—Next Council Meeting—**Elections for 2010 take place. Save the Date.

**Sat, Jan 23—2010 Council Woman of the Year Luncheon—SAVE THE DATE and here's why:** Neapolitan Chapter is the host. We honor the 2009 WOYs from all chapters in council, including Toby Buerger, our President and Vicki Marlett, 2008-2009 ABWA National President will be our speaker!

**Sat, Oct 17—Women Empowering Women**  
Seminar featuring 3 dynamic local speakers: Downtown Diva Stephanie Davis of the NewsPress, Lee County Commissioner Tammy Hall and Angel of the Arts, Pamela

If you did not attend Council on Saturday, August 8<sup>th</sup>, you missed a great opportunity for Professional Development. Neapolitan's own Jenny Craig wowed everyone at our third quarter meeting when she presented *Insider Tips for Stress Management in Today's Economy*. She was hot and she was brilliant and no one wanted her to stop talking because her words were so empowering! Way to go, Jenny! Thanks for making it a great day.

## POWER TIP: Listening vs. Selling



In today's economy or perhaps any economy the importance of taking time to hear the needs of the people you serve may be of more importance than the actual sale at the time, if your product is good and you believe in what you are doing those sales will come sooner or later. If not you have been a person of integrity and it shall be noted by those with whom you deal. Keep on trucking and smile it costs so little. Your Mary Kay Independent Beauty Consultant for 15 years, I love what I do and the product sales itself you jut have to keep finding faces that will try it, if not so be it. Let them get wrinkles as a friend of mine said. (A little humor ladies) it takes fewer muscles to smile than to frown.

Judy Jacobs

## BUSINESS OF THE MONTH



*Shirley Rose*  
239-989-5828

I've spent the last couple of weeks trying to define and introduce my business. It has changed so much. I spent the first part of my career designing and tailoring clothes for a living. So my understanding of fabrics and fit is my specialty. Unable to focus on designing and catering to a special clientele that could afford special services, I started to sell Doncaster clothing (the best kept secret in fashion) to my clients. Not only did this allow them to have personal service and unique beautiful clothing, it also allowed them to maximize their time. I was doing fittings at 1:00am. Over the past 20 years, I've supplied my ladies with most of their clothing needs from several different clothing lines. I handled their fittings and alterations providing full service. I have spoiled a lot of women over the years and have loved every minute of it! [www.doncaster.com](http://www.doncaster.com)

Today my clientele has changed. Most of my clients are on the east coast and are getting older as am I. Naples has not been very good with Doncaster. The lifestyle here is so laid back and comfortable so I introduced Jockey2p line. It was developed so women could come together and have fun for an evening and get rid of the stress of the day. Women designed can have their own part time business with a full time income and stay home to take care of their children, or simple have extra income. For me, it's about helping women achieve their dreams and become the best they can be. I love the Jockey line, it is perfect for Florida.

I'm offering an ABWA special this month. Book a party in the next 3 weeks and get a hoodie jacket free just for booking. An average party of \$600 in sales gets you \$90 in free

product, 3 items at 1/2 price and for each booking from your party, you receive 1 item at 70% off. Not bad for an evening of fun. [www.jockey2p.com](http://www.jockey2p.com) for a look at the online catalog.

I help you in any way with your clothing issues. Let me clean out your closet. This helps me understand your style. Fact is you only wear about 20% of what's in your closet. When I work with you, I take in your personality, your body shape and coloring to create a style that is truly you.



# Professional Development

By Ingrid Kacsmarek

*DELEGATION : Learning to share the load*

John Henry Patterson, founder of National Cash Registered Company, used to walk into his departments and order his managers to take 2 weeks vacation. His motive: to determine whether a subordinate had been adequately trained to take over the supervisor's job on short notice. The key to such training, Patterson believed, was delegating—providing the subordinate with the experience, knowledge and responsibility needed for a smooth transition. Today's leaders have more subtle ways of setting up a leadership escalator, but effective delegation remains one of the most difficult challenges in running a business.

There are many reasons. Delegation has a high potential for people problems. Managers may hand down too much or too little responsibility and have unrealistic expectations. Delegates may feel they are being asked to assume responsibilities for which they are not being adequately paid, or sometimes, with good reason, believe the boss is using

delegation as a front for dumping unpleasant chores on them.

The delegation process should be approached carefully, and should begin by addressing some basic considerations. Among them:

- What delegation is and is not.
- Which functions should be delegated, and which should not.
- Why you should delegate, and why some managers will not.
- How to make sure, if you manage managers, that they are delegating.

### What is delegation?

It is far more than issuing orders and walking away with the expectation that they will be met by a specific deadline. Actually, effective delegation requires a certain amount of participation by the delegator. The manager must define responsibilities being assigned to individuals or groups, and then work with them in developing objectives, priorities and the two-way communication needed to properly adjust the process on the basis of experience.

The manager grants specific, clear-cut authority

commensurate with the objectives and establishes a climate of freedom. But the manager also determines, by monitoring performance, which individuals and groups can handle even more extensive responsibilities than those delegated to them. He/She provides guidance needed to help the delegates make increasingly complex decisions. Finally, the manager determines rewards and penalties, both monetary and non-monetary, that the performance justifies.

There are 3 key phrases the manager uses in effective delegation. One is "let me have your recommended objectives." Mandating objectives is not delegation. It is just old-fashion workplace autocracy.

The second phrase is "when can you check back with me?" If subordinates participate in establishing deadlines, they will be more committed to reporting their progress.

The third phrase managers should use as a permanent guideline for delegation: "Come to me with answers, not just

AUGUST



**Simona Cook**  
8/24

**Raven Lamoreux-Dodd**  
8/24

**Rachelle Youmans**  
8/27

If we missed your birthday, update your member profile!

problems." The alternative is reverse delegation, in which the subordinate tries to evade their responsibilities by turning to the manager for all decisions.

**What delegation is not.** It is not dumping unpleasant chores on subordinates, nor is it abdication of authority or avoidance of decisions. Delegation does not mean loss of control or responsibility—a manager's responsibilities include training subordinates to make increasingly complex decisions. A major objective should be to push as many decisions as possible down into the organization, where the information for decision making is more readily available.

Part 2 to follow next month.

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## LOCAL ABWA MEMBER BENEFITS

### ABWA Members Information Resource Table

Attention one and all – don't miss your chance  
for a member benefit!

Support your businesses at the Chapter meeting.

Utilize the Business Information table  
available for ABWA members only.

As a member you have the opportunity to place  
your business information and business cards on  
the table at each Chapter meeting.

There is limited space so only brochures and  
cards are permitted. Please see Carrie Kerskie  
prior to the meeting if you have any questions.

Members stop by the member information table  
at the meeting.

*Support your ABWA sisters!  
[www.abwaneapolitan.org](http://www.abwaneapolitan.org)*

*Visit the national website for additional benefits  
[www.abwa.org](http://www.abwa.org)*

## gulfshore BUSINESS

Gulfshore Business Offer 25% Discount on Advertising  
for ABWA Neapolitan Members

By Nina DiSessa-Christensen

Gulfshore Business and Gulfshore Life have been the  
major sponsors of our Women in History event, as well  
as long-time supporters of ABWA Neapolitan Chapter.  
In addition to their sponsorship for our events, Rob  
Wardlaw the Associate Publisher, is offering an added  
benefit to our members a 25% discount for the attached  
advertising opportunities.

Remember all members will receive 25% off when  
they mention ABWA.

Rob Wardlaw  
Associate Publisher  
*Gulfshore Business & Gulfshore Business Daily*  
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239-449-4145

# Hospitality

By Margot Osborne

As Hospitality Committee Chair for the second year, the wrinkles in the reservation process have been worked out and I am looking forward to assisting you and your guests attending dinner meetings this year.

Sandi Colliflower, our member and also our liaison to the Hilton chef, gives the chef the dinner count for ordering the food on the Thursday before the meeting so that is our deadline for reserving as well. Now for the boring but necessary details:

- All credit card PayPal reservations must be received by 3:00p of the Thursday before the meeting. NO EXCEPTIONS.
- If you are mailing in a check, we need that in our mailbox by the same Thursday (note change from Friday) before the meeting. The mail is so iffy these days we are not receiving things in a timely manner. Hence the change.

If all else fails and you want to come to the meeting after reservation deadline, you make call me at 273.6325, but understand that you cannot be guaranteed a dinner. (You must pay for the meeting either way.)

Our August meeting will be a good test of the system, because it only open to our members. See you there!

## ABWA Proud Code of Conduct

1. All members will serve as goodwill ambassador 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 and in good faith.
4. A member serving in a leadership position for ABWA will:
  - Maintain compliance with ABWA National, Chapter and Express Network bylaws.
  - Maintain her national membership dues at all times.
  - Not use her positional power to advance her personal interests.
5. 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.



**Linda M. Beaudry ACC**  
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Home & Fax (239) 514-2472  
Toll Free (866) 441-4418

# Archive Request:

## Notice to all members

Search through your files!

We are collecting articles, press releases or photographs of you and/or your ABWA sisters out and about involved in the community events or their businesses or ABWA.

We are in the process of collecting items for our yearly Chapter 2008-2009 scrapbook. Please submit any items at the next meeting or any time at the Hilton with Nina.

Be vigilant if you come across anything in the next several months please make sure you keep it and supply our Archive Chair, Raven Lamoreux-Dodd

Please send scanned photos or articles to: Raven at [Raven@coachforce.com](mailto:Raven@coachforce.com) or bring to Chapter meeting. Or mail them to her at: Raven Lamoreux-Dodd 3835—8th Avenue NE Naples, FL 34120

Please include credit information and/or date, names and event. Thank you.

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# Neapolitan Chapter: Officers & Committee Chairs

## EXECUTIVE BOARD

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2009 WOY Council Luncheon Chair  
Jean Flewelling  
See District Council Representative

Spring Conference Committee Chairs  
Chair 1—open  
Chair 2—open

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(members and non-members - same rate)

Be sure to tell your colleagues and other businesses too!