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March 2018 Newsletter • Crescent City Connections Express Network • ABWA

Spring Into Action

Message from the President

Spring is a wonderful time of the year filled with rejuvenation! It is a time for growth. The word spring itself is defined as to rise, to leap, to move forward — in and of itself, quite an inspiring word.

In the spirit of spring, we clean out our houses, we plant flowers, we start exercise programs to shed winter weight. Spring is a time where we are truly energized by nature.

We can use this energy in our professional lives, too. Maybe it's time to leap into a new job or move forward with the business you've been contemplating.

Whatever your growth desire is, no doubt spring means action!



A fantastic way to spring into action is to sign up for a leadership role within ABWA or participate in our membership campaign and sign up a new member.

Spring is time for action, what are you waiting for?

Get moving!

Amy Landry



ABWA Celebrates 3rd Annual Equal Pay Day

When the third annual Equal Pay Day Celebration takes place in New Orleans on April 10, members of the Crescent City Connection Express Network will be out in force to mark the event.

The World War II Museum's American Sector/Stage Door Canteen at 945 Magazine St. will be the site for this year's celebration, being held from 4:30 to 7:30 p.m. It's part of a national event, held on this date to symbolize how far into the year women must work to earn what men earned in the previous year.



Having the third celebration is a victory for CCN President Amy Landry, who founded the local event along with the ABWA chapter. "From my training and development background, I wanted to create an event with a trainer's mentality where women walk away with skills and are empowered to be part of the solution," she said.

Reflecting that mission, at this year's event, "We will educate business owners and CEOs on compensation best practices from local companies that have championed a culture where talent is compensated regardless of gender," Landry said.

Tickets are available on the [CCCEN website](#). In a benefit for ABWA's Educational Scholarship Fund, the chapter is selling raffle tickets for a grand prize of two round-trip tickets from Southwest Airlines.

The event will open with a cocktails and compensation happy hour from 4:30 to 5:30 p.m., followed by a presentation by national speaker and writer Lelia Gowland on "Negotiation Strategies that Work for Women (and Everyone)." Next on the program will be "Creating a People-Focused Compensation Culture" by Nicole Patel, senior vice president of people at Lucid.

Following her presentation will be "Creating Gender-Balanced Leadership" by Melissa Greenwell, executive vice president and COO of Finish Line, Inc. She is the author of *Money On The Table, How To Increase Profits Through Gender-Balanced Leadership*.



The event will end with the grand prize drawing and an Equal Pay Salary Second Line.

Landry encouraged CCN members to purchase tickets and be in that number: "Thank you for being a significant part of ABWA, and it is time to toast to the positive change that we are seeking and ACHIEVING for business women in our community!"



At the chapter's March 15 meeting, Reshanda Yates, right, and Amy Brewer Bakay signed up members to attend the Equal Pay Day event.

CCC Leaders Attend Regional Conference

From March 22 to 24, Shawntele Green and Christi Felder (shown below) were excited to represent CCCEN at the ABWA Western Regional Conference in Sugarland, Texas. The theme for the 2017-18 year is "Be Bold, Be Brave, Be You!" And, they saw this theme put into action with flying colors!

The conference hosted a series of incredible speakers, including LaVeer Jovel, an award-winning professional public speaker, executive and life coach, who gave a two-part seminar entitled, "Mastering the Art of Negotiations." It provided skills for creating win/win situations that elevate your career.



Rene Street, ABWA executive director, gave a dynamic workshop on league leadership. The focus was on nurturing vitality and strength, as well as setting goals. She spoke about the importance of defining your league's purpose, understanding the needs of your membership, and then knowing how best to serve and engage them.

The networking and mentorship opportunities were outstanding! Shawntele and Christi were able to meet the national board of directors, officers from District II (Charlotte Osborne) and VI (Karen Oliver), and members throughout the country to share ideas, ask questions, and learn about the exciting things in store

for the remainder of the term.

If you couldn't make this conference, the National Women's Leadership Conference will be held in Augusta, Georgia at the Augusta Marriott Convention Center, Oct. 10-13, 2018. Think about attending — not only will you be a vital representative of our league, you will learn, grow and be inspired!

Ladies Night at Baby Cakes

Are you ready for some baseball? On Thursday, June 28, your ABWA Chapter is helping to sponsor Ladies Night and a vendor expo at the New Orleans Baby Cakes minor league baseball game at the Shrine on Airline, 6000 Airline Drive in Metairie.



Women business owners can take part in the expo to share information on their products and services. The 'Cakes, the AAA affiliate of the Miami Marlins Major League Baseball team, will play the Iowa Cubs at 7 p.m. that night. Gates will open at 6 p.m.

“Our goal is to take over the stadium,” said Amy Landry, CCC Chapter president.

Vendor opportunities are available for either \$250 or \$500. The prices include a table on the concourse, PA announcements, website promotions, social media shout outs and game tickets. To register, contact Angela at the Baby Cakes headquarters, 504-734-5155 [@](#), extension 207.

Financial Workshop Tackles Workplace Fraud

When the CCC Chapter held its second financial workshop on March 7, ABWA members were eager to learn about how to avoid problems of fraud in their businesses. The topic, “Fraud Awareness Briefing: How to Stay Ahead of the Bad Guys,” provided helpful tips that attendees could put into practice.

“As attempted fraud is on the rise,” said presenter Cindy Osmer, “We no longer talk about *IF* fraud will happen on a business account, but *WHEN* it will happen and how to use bank products to help protect funds in an account.” A member of the CCC Chapter, she also is vice president, Treasury Management Sales, at Hancock Whitney Bank. The bank sponsored the session.

The fraud workshop focused on the epidemic and evolving nature of cyber attacks on businesses, how banking fraud occurs and what you should be doing to protect your business. Presenters discussed both internal practices and external products that could help businesses protect the funds in their accounts, regardless of the size of the firm or the number of employees that it has.

Osmer pointed out simple things that can decrease the chances of losses from fraud, such as locking up blank check stock or taking five minutes each morning to quickly review what cleared your account the previous night.

“For larger businesses, where you may have an employee reconciling your account who has no financial interest in your business, using products like Positive Pay and ACH Positive Pay and setting controls, such as dual control when funds will be moved out of your account, can virtually eliminate the chance of fraud,” Osmer said.

ABWA member Daya Naef, who attended the workshop, said it “honed in on a lot of things I have been noticing already, like the sophisticated ‘phishing’ scams.” She pointed out the importance of employee training at all levels. An employee who didn’t change the company’s system-issued password, for example, can be the proverbial “weakest link,” she said.

The fraud workshop was part of a new series of financial topics developed by CCC Chapter President Amy Landry. The first workshop, held Dec. 8, was “Setting Your Business Up for Tax Success in 2018,” sponsored by Fidelity Bank and presented by Amy Corcoran, a CPA and vice president of finance for the CCC chapter.



CCC member Cindy Osmer leads the second financial workshop.

Miss a Meeting? Here are the Highlights!

January: Using the Power of LinkedIn

Crescent City Connections Express Network started off 2018 with a luncheon speaker designed to educate members on ways to make more connections through power use of LinkedIn. Edna G. F. Cooper, senior technical account manager with Microsoft Corporation, presented an informative session on “How to See and Be Seen with LinkedIn.”

Step one in expanding use of LinkedIn is to join groups — your university, your industry and your interests — by thinking creatively.



“Where do you want to be?” Cooper asked. “If you’re looking for a job, shoot high!” For example, when she was looking for an job in information technology, she joined groups for IT executives and security experts.

Once you’re employed, be sure to network outside your company; look at what your competition is doing on LinkedIn.

In her job, Cooper uses LinkedIn to learn about and stay in touch with current and future customers. She works closely with executives across multiple organizations, helping them use Microsoft Technologies to transform their business while staying secure.

February: Developing Your Personal Brand

Consultant Jessica Raeshide addressed the membership in March on a powerful topic: “Corporation of One – A Powerful Brand of Accountability for Optimal Success.”

The founder and CEO of Rare Insight, LLC, a human capital management firm, she talked about the importance of creating and living your own personal brand — how people see you, how you project yourself and what you portray to your employees.



She encouraged the members to envision themselves as a “corporation of one.”



“It’s about deciding what you want and setting goals to get it. You’re accountable for your own happiness,” said Rareshide, who recommended that every person develop a personal mission statement. “We can rise up and accomplish incredible things.”

March: Power to the Max

Business coach and author Tina Meilleur talked about “5 Ways to Stop Giving Away Your Power” at the March meeting. She is the founder and CEO of Design Your Success and the Academy for Business Success.

“Your power is your natural intuition — all the things you bring to the table as a woman,” she said. “It is your natural ability to problem-solve, collaborate and find solutions.”



Meilleur identified ways that “power gets away from us” in the work setting. She encouraged members to learn techniques to deal with people who are arrogant, who are bullying, who show jealousy, who create drama, and who are experts at button-pushing. What’s really happening below the surface in these cases is insecurity, fear, control, distraction and deflection.

To retain your power, she said, learn to resist taking the bait, focus on trust-building, recognize it’s often more about them and not about you, and understand “that we all share the same fears and vulnerabilities.” Summing up, she charged the members to “visualize and own your own power. It’s not a dirty word. Power is good, it’s awesome.”



Crescent City Connection Express Network members gather for the March meeting at The Cannery, 3803 Toulouse St.

Mark Your Calendar!

- April 10: Equal Pay Day Celebration, 4:30–7:30 p.m., World War II Museum’s American Sector/Stage Door Canteen at 945 Magazine St. Register at <http://abwaneworleans.org/register-for-equal-pay-day-2018/>
- April 18: You’re invited as Christi Felder presents “LinkedIn: Strategies for Elevating Your Career” to the New Orleans PMI (Project Management Institute) Chapter. From 6–8:30 p.m. at Andrea’s Restaurant: Register at www.pmigno.org.
- June 28: Ladies Night and vendor expo at New Orleans Baby Cakes minor league baseball game at the Shrine on Airline, 6000 Airline Drive in Metairie. Gates open at 6 p.m., first pitch at 7 p.m. To register, contact Angela at the Baby Cakes headquarters, 504-734-5155, extension 207.
- October 10–13, 2018: ABWA National Women’s Leadership Conference, Augusta, Georgia, at the Augusta Marriott Convention Center. Contact: Christi Felder at ccfbs1@gmail.com.
- April 4–6, 2019: ABWA Western Regional Conference, Reno, Nevada, at the Atlantis Casino Resort and Spa. Contact: Christi Felder at ccfbs1@gmail.com.

- October 2–5, 2019: ABWA National Women’s Leadership Conference, Kansas City, Missouri, at the Harrah’s Kansas City Casino and Hotel. Contact: Christi Felder at ccfbs1@gmail.com

Scholarship Update

We have four very qualified applicants for the Impact Scholarship! We will announce the winner in May. This scholarship is an opportunity for a female first- or second-year student attending an accredited four-year university. We are proud to offer \$2,000 to the winning student; the national board selects the winning applicant.

In addition, we are still accepting applicants for the Outright Grant that offers \$1,000 to a college student, junior or higher (minimum 60 credit hours—no maximum), with a 3.5 GPA. She must be a Louisiana resident attending a four-year university (not necessarily a Louisiana university).

Please tell any potential applicants that you know to contact Shay Edmondson at abwaccscholarship@gmail.com for application information. The deadline is May 15.

Interview with newsletter editor

Carol Schlueter



Hit PLAY on the image to watch a fantastic video interview with our newsletter editor,
Carol Schlueter.



Save The Date • May 8, 2018 • Add To Your Calendar

Spring Meet & Greet For Professional Women

Time: 5:00 – 7:00 p.m.

Location: Zea's, 5080 Pontchartrain Blvd, New Orleans

It's an *All Red Affair!*

Come out for our **Spring Membership Drive** and be greeted by the ladies of ABWA! Meet us on the patio at Zea's and experience "**The Be Drink**" made especially for us ladies with light refreshments and a **cash bar**.

We'll be giving away prizes all night long, but space is limited, so register yourself and a friend...or two!
(each guest you bring is an entry to win)

Your generous \$5.00 donation will benefit the **Crohn's and Colitis Foundation**.

Remember to wear your red! We can't wait to meet you!

The event will be published on Eventbrite, Friday March 30, 2018 to purchase tickets.

Changing Lives ... One Woman at a Time

CALLING ALL FUTURE ABWA CCCN BOARD MEMBERS!

Can you believe it's been almost a year since the current board took on their duties to continue to grow and evolve our chapter?

NOW is your turn!

If you have always wanted a leadership position, or simply are interested in getting more involved with ABWA CCCN, it is time to nominate yourself, or a friend, for one of the many positions on the board. Don't let this fantastic opportunity to slip through your fingers!

Email Donna Accardo (daccardo@garrityaccardo.com) for more details!

MEMBER ANNOUNCEMENTS



POSSIBLE EMPLOYMENT OPPORTUNITY

Dear ABWA Sisters,

Ms. Eileen Hodgins, has reached out to our organization if anyone is interested. She is seeking someone with a minimum of 5 years' experience in outside sales and the home improvement industry.

I've been in publishing for over 30 years and currently publish 7 magazines out of my office on the Northshore. I launched a new home improvement magazine 11 months ago, *TheHomeMag* a pure home improvement selling to the largest dollar industry.

Please feel free to contact me or send anyone you may know looking for a new position or career.

Thank you,

Eileen

Out Of Sight, Out Of Mind... Print Really Does Matter! Print advertising is as important & effective as your business card!!

TheHomeMag.com

Eileen M. Hodgins, Publisher

504-236-5981  C • 985-206-9598  O



Ladies Night Happy Hour Pop-Up
Taste / Shop / Sip / Gather / Learn

Friday, April 20th
5:00pm - 8:00pm

Join Nola Boards and Low Salt Kitchen at 519 Wilkinson Street in the French Quarter for a heart healthy low salt food tasting, cocktails & shopping!

NOLA BOARDS
custom and handcrafted
CUTTING BOARDS • COUNTERTOPS • FURNITURE
www.nolaboards.com

Peacock Prisms
www.peacockprismsjewelry.com

LOW SALT KITCHEN
www.lowsaltkitchen.com

ABWA Member?
Receive 15% off
At Nola Boards!

Do you know someone who has always wanted to become a makeup artist in the film industry?

Our own V.P of Communications, Ulla Gaudin, has written an exhaustive guide on this subject to help future TV and film makeup artists.

Please share/ read the article from [HERE](#)





INSPIRING, CONNECTING & CELEBRATING WOMEN

FestiGals is a specially planned weekend that brings women together in New Orleans to be inspired, connect and celebrate while supporting causes important to their well-being. FestiGals 2018 offers a myriad of activities to women of all ages and backgrounds.

Created for women, by women, this year's FestiGals celebration will feature:

- Uniquely New Orleans Experiences
- A Step Out Second-Line Parade, our centerpiece event
- Empowering and Enriching Events



JUNE 21-22

For more information,
visit FestiGals.org



FestiGals 2018

Dates: June 21-23

Description:

The 2018 FestiGals Weekend will bring women of all ages and backgrounds together for an enjoyable experience that will feature authentic New Orleans activities, designed for women, by women.

A focal point of this year's festivities will be the Step Up Second-Line Parade on Friday, June 22, the city's largest women's second-line parade with more than 1,000 glammed-up participants and marching groups dancing their way through the historic French Quarter. The fun will begin at the Mardi Gras Museum of Costumes and Culture and end with a blow-out party at Harrah's New Orleans Casino Theater with food, libations and, of course, dancing. The theme is "shining a light on domestic violence and sexual abuse", with proceeds from the event benefiting the New Orleans Family Justice Center. What a way to glow, New Orleans Style!

We have lots of a la carte events in planning for this year's celebration of women. Mark your calendars now for June 21 – 23 and check back with us for exciting new developments.

This is a special time here in New Orleans as we commemorate the Tricentennial of our city's founding. Come make history with us as we celebrate YOU!!!

Links:

Step Up FaceBook Event Page: <https://www.facebook.com/events/2100161870207145/>

Check back on www.festigals.org soon for ticket sales!

The ABWA Proud Code of Conduct

The ABWA Proud Code of Conduct was developed as a means of guiding all members in making ethical

decisions. The broad statements of the Proud 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.

- All members will serve as goodwill ambassadors for the American Business Women's Association.
- Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
- Members will always treat other members, their colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
- Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
- Members will not use their personal power to advance their personal interests.
- 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.


Vision Statement

ABWA Crescent City Connection Express Network

"The vision of ABWA CCCEN is to be recognized nationally and globally as an exemplary league that best connects Greater New Orleans career minded women by creating an empowering space that inspires women to increase their earning potential, develop leadership and business acumen skills, and to create meaningful, lasting relationships that enable members to grow into the very BEST versions of themselves."



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

 <https://www.facebook.com/ABWACrescentCityConnections/>

 https://twitter.com/abwa_neworleans  <https://www.linkedin.com/groups/6655932>

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