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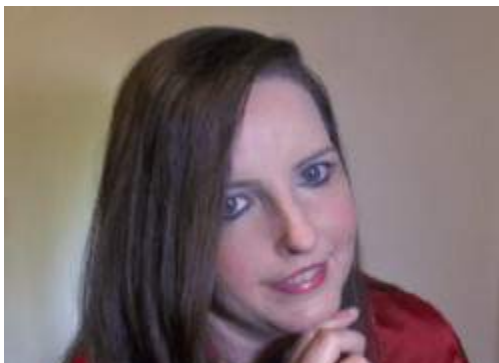
June 2018 Newsletter • Crescent City Connections Express Network • ABWA

Moving Ahead to 2018-19

Message From Your New President: *Be Part of Our Growth!*

Wow, what an INCREDIBLE year it has been! Amy Landry, our current president, often says, “ABWA is here to fill your cup and help you GROW.” And, that’s just what I envision for the coming year as I take the helm as CCCEN president on August 1.

This October will mark my 10th anniversary with ABWA. I remember clearly my very first ABWA meeting at the LaCapitale chapter in Baton Rouge. I remember how I didn’t know anyone in the room, how I’d just started a new job in a new city and didn’t have any business contacts. I remember how welcomed I felt, how included, and how inspired I was by listening to speakers like former governor Buddy Roemer and Jeff Kleinpeter with Kleinpeter Farms Dairy. My vision is to recreate this experience, each and every meeting, for every person, from seasoned members to first-timers.



ABWA is all about being here to inspire you to be your best, to break out of your comfort zone, to bring out your inner leader. I used to be painfully shy and unable to look people in the eye. I overcame my fear by joining Toastmasters and also the programming committee at the LaCapitale chapter. In doing so, I was able to learn so much about elevating executive presence — meeting new people who were eager to help me progress my career. So, when offered the opportunity to bring ABWA back to New Orleans in



2014, following a nine-year post-Katrina absence, I didn't hesitate to volunteer as formation adviser! Now, look how far we've come in these four years!

I also was shy about the possibility of being chapter president one day. But, with the encouragement and nurturing of so many wonderful people (especially Amy!), I finally realized it is time. I can't wait to see what's in store this year! In the words of the Jamaican-American singer and actor Harry Belafonte, "The way to live with purpose is to leave the world a better place than when you came to it." May this be the legacy we all leave together this year.

How would you like to be a part of our growth? How can we help YOU achieve YOUR goals this year? We'd love to hear from you and keep in touch!

Your ABWA sister,
Christi Felder

Reflections From Your Outgoing President: 'Incredibly Proud of ABWA'

Wow, what a year it has been for ABWA! As I wind down and our new board takes over on August 1, I want to take a moment to express what an honor it has been to serve as president of ABWA Crescent City Connections Express Network.

The one word that fully describes how I feel right now is **PROUD!**

I am SO incredibly proud of ABWA. Our mighty members, our dedicated committee members, our talented board members, our thriving and expanding programs, our new board, and on and on... There were so many "pinch me" moments this year of success and accomplishments within ABWA. I am very happy that ABWA continues to evolve and inspire daily. And, I am humbled to have played such a role in this evolution the past three years.

One of my favorite quotes is "*Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.*" (Margaret Mead) I can attest that I have witnessed this firsthand in ABWA. We are truly paving the path for the future and advancing women in business!



It is bittersweet seeing things come to an end, but it is easier to hand over the reins to a team that is excited and ready! So, here's to the new leadership team and prayers for them to soar even higher!

Thank you all for the love and the support! YOU'RE THE BEST! AND I LOVE YOU!

With much gratitude,
Amy Landry

Don't Miss These Summer ABWA Meetings!

July: Financial Strategies for Women



Theresa Barnard
ADPA, Financial Advisor with
Waterfront Wealth Management

The next American Business Women's Association luncheon on July 19 will feature Theresa Barnard, ADPA, financial advisor with Waterfront Wealth Management, who will discuss a topic key to all members: "Knowledge is Power – Financial Strategies for Women."

The networking luncheon will be held on Thursday, July 19, from 11 a.m. – 1 p.m. at The Cannery, 3803 Toulouse St. in New Orleans.

Barnard is an 18-year veteran of the financial services industry. As a female in the financial services industry, she knows firsthand the unique challenges that women may face in building financial security. Enlisting the help of a financial advisor can help reduce the stress of a busy life and help you feel confident and in control.

She recognizes that women are more likely to experience an income gap, live longer, and fulfill multiple roles at work and at home. Also, women are often impacted by specific life changes differently than men. In this presentation, Barnard will take a close look at the way these four areas impact women's financial lives and offer strategies to feel confident about your finances, both now and in the future.

Barnard built a successful financial advisory practice in Tulsa, Oklahoma, before partnering with Brock and Associates, one of the more successful American Express Financial Advisor practices in the nation. In 2010 she relocated to New Orleans to partner with Rufus Cressend. Together they have developed Waterfront Wealth Management, an innovative financial advisory practice that focuses on meeting client needs with a collaborative approach utilizing the unique talents of the entire advisory team.

Through her comprehensive approach, Theresa can help clients identify what is important to them and conceptualize their dreams, developing a personalized plan to help them realize financial security and a confident retirement.

August: The NOLA Tricentennial

The CCC August luncheon is one that no New Orleanian should miss — a chance to hear the city's top tourism official talk about the 300th birthday of our city.

On August 16, the ABWA membership will hear guest speaker Mark C. Romig, president and chief executive officer of the 2018 NOLA Foundation (support arm for the city's Tricentennial) and the New Orleans Tourism Marketing Corporation (the city's official leisure travel promotion agency). He will discuss "One Time in New Orleans, The Tricentennial



Mark C. Romig

Campaign.”

APR President and Chief Executive Officer
2018 NOLA Foundation and New Orleans
Tourism Marketing Corporation (NOTMC)

The networking luncheon will be held on Thursday, August 16, from 11 a.m. – 1 p.m. at The Cannery, 3803 Toulouse St. in New Orleans.

A native of New Orleans, Romig has been involved in a variety of historic and milestone events throughout his career, including the development of the Hotel Inter-Continental New Orleans, the 1984 Louisiana World’s Fair, and the wildly successful Idea Village New Orleans Entrepreneur Week. Prior to joining NOTMC, he served several years as vice-president of marketing and public relations for the Delta Division of Hospital Corporation of America. Mark joined HCA after a 16-year career at Peter A. Mayer Advertising.

After his father Jerry’s successful 446 consecutive game career as stadium announcer for the New Orleans Saints, Mark became stadium announcer for the Saints 2013 season and continues the family tradition to this day.

ABWA's 3rd Annual Equal Pay Day Celebration Benefits Scholarships for Business Women

A celebratory group of more than 150 joined with the Crescent City Connections chapter of ABWA on April 10 to mark Equal Pay Day. The chapter championed the equal pay discussion for a third year and raised money to support the development of business women by partnering with New Orleans businesses, Geocent and Lucid, who are dedicated to ensuring equitable pay.

The event was held on National Equal Pay Day at the National World War II Museum in downtown New Orleans. Proceeds from the event benefit the scholarship programs of ABWA.

Having the third celebration is a victory for CCC President Amy Landry, who founded the local event along with the ABWA chapter. “From my training and development background, from working for Walt Disney to founding my own company, 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 educated business owners and CEOs on compensation best practices from local companies that championed a culture where talent is compensated regardless of gender,” Landry stated.

The event was sponsored in part by Lucid and Geocent, two local technology companies.

Geocent’s vice president of human capital and ABWA member, Josies Delaune, said, “My priorities lie in making sure our employees are paid equitably and that our employee population is representative of the communities where we work. I constantly look for resources to help our team reach these goals, and I’m looking forward to learning impactful strategies from this Equal Pay Day event.”

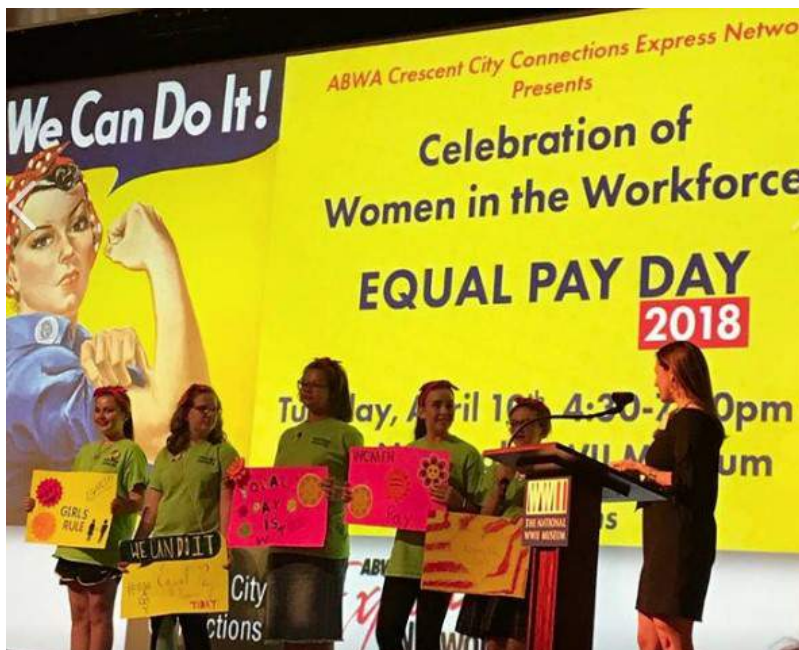


CCC members prepare the registration table prior to the Equal Pay event at the World War II Museum.

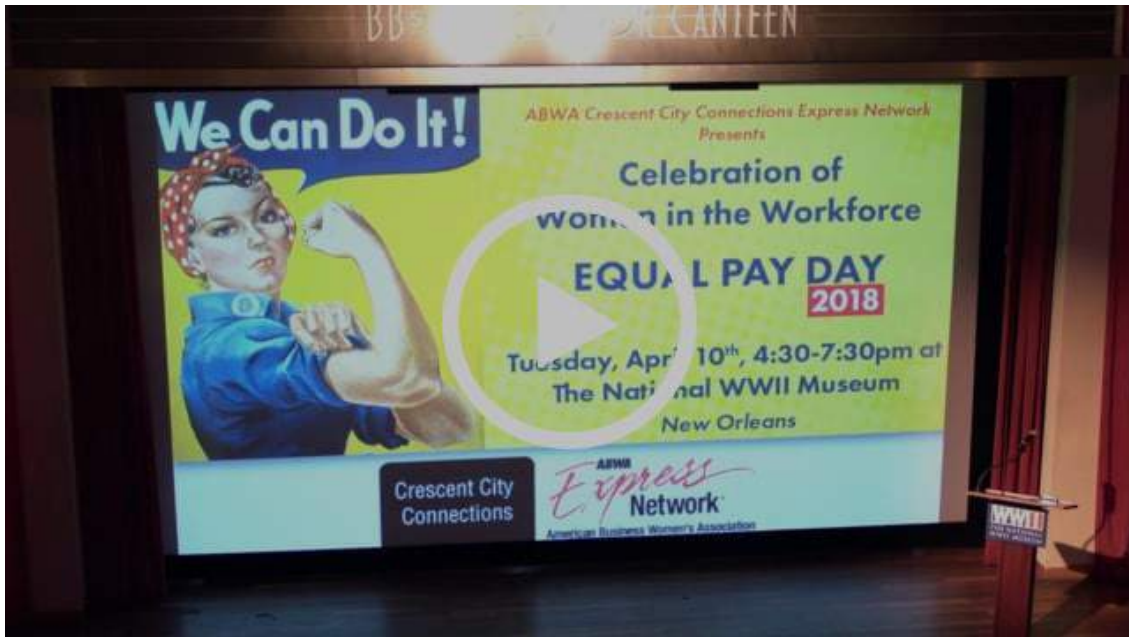
Speaking on behalf of event sponsor Lucid, Nicole Pelengaris Patel took the stage to educate attendees and local business owners on how Lucid is leveraging data on a daily basis and how the company uses data to create compensation strategies that are fair across genders.

“Data can be powerful when leveraged in the right ways,” said Patel, Lucid’s senior vice president of people. “I am most proud of the opportunities I have had building HR infrastructure while also creating a people culture that partners with the business. I have made this happen by hiring best-in-class employees and fostering a work environment where the human resources function truly helps grow the business through employee programs that build a diverse, inclusive, and equal work community.”

When the speeches were finished, attendees joined ABWA’s Amy Landry in a celebratory second line, complete with a brass band. Landry said, “New Orleans has, in the past, maintained a reputation as lagging in supporting women in their careers. But companies like Lucid and Geocent are paving the way and we are thrilled that we partnered with them for this event.”



A Girl Scout troop joined in the Equal Pay Day celebration, adding their statements that "Girls Rule!"



Watch this video to get an excellent wrap-up of the successful Equal Pay Day event.



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 LADIES' NIGHT**

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For Powerful Networking, Attend ABWA's National Leadership Conference in Augusta, Georgia, Oct. 10-13

The 2018-19 CCCEN board would like to hear from you! Are you thinking about attending the national ABWA conference in Augusta, Georgia, on Oct. 10-13? The board is considering including within this year's budget limited financial assistance to those who want to attend but need a bit of financial help. If you are interested in attending, please contact Christi Felder at ccfbs1@gmail.com or 504-715-8148, ☎ no later than **July 15**.

The 2018 National Women's Leadership Conference features nationally acclaimed authors, presenters, and entertainers discussing topics that are timely, integral, and invaluable to women who want to succeed in any environment.

It kicks off on the afternoon of Oct. 10 with "Pre-Conference Workshops for the Entrepreneur in You." That



evening, a general session will introduce the 2019 Top Ten American Business Women and end with a 70th anniversary launch party. Events on Oct. 11 will feature the election of national leaders, seminars and the annual meeting, with installation of the new board of directors and a message from the national president.

On Oct. 13, the session wraps up with the Woman of the Year/Top Ten breakfast, seminars, exhibits, and a keynote speech by Dan Thurmon, a dynamic speaker, author and performer. He is president of Motivation Works, Inc. and author of *Success in Action*.



A new member of ABWA CCC, Amanda Polkey will serve as president-elect for 2018-19. Learn more about her in this video.

'Getting To Know You' Over Breakfast Works for CCC Members

By Lisa Picone-Love

On the morning of April 26, a group of 21 ABWA members and “future” members enjoyed a lovely breakfast at The Country Club in the Bywater. It was very informal as the everyone chatted and networked over coffee for a bit, then sat down to a delicious breakfast of eggs, sausage, potatoes, fruit and yogurt, and homemade baked goods.

Everyone had a wonderful time and commented that breakfast was a refreshing change for an ABWA event. Lisa Picone Love, the outgoing vice president of programming, says that the chapter is going to be doing breakfasts quarterly now, and we hope we continue to have more members and future members join us!

Member Jessica Rareshide said, “Stepping into the Country Club’s extraordinary environment was quite spectacular, especially viewing the huge hand-painted flowers on the walls. Best of all, I was surrounded by new ABWA CCC friends who discussed business ideas while enjoying the delicious breakfast.”



CCC members (from left) Becky Livaudais, Amanda Polkey and Jessica Raeshide joined other members and guests for breakfast on April 26 at The Country Club.

Miss a Meeting? Here are the Highlights!

June luncheon: Award Winners, New Officers in the Spotlight

When the CCC Chapter met in June to honor its yearly award winners, the ABWA District II vice president, Charlotte M. Osborne, was on hand to announce and congratulate the honorees, as well as install the new slate of board members for 2018-19.

Taking office on August 1 will be Christi Felder, president; Amanda Polkey, president-elect; and the following vice presidents: Lori Jackson, finance; Becky Livaudais, membership; Liz Broekman, programming; McKenzie Ellis, marketing/public relations; and Reshanda Yates, communications.

Outgoing president and charter member Amy Landry received the honor of being the chapter's National Top 10 Woman of the Year Nominee, while new president Christi Felder was this year's Woman of the Year Award winner. Felder, who will take office as president of the chapter on August 1, has been an ABWA member since 2008 and helped found the CCC Chapter. She raised \$6,500 in ABWA scholarship funds through a matching gift program at her employer, Microsoft.

Other contenders for Woman of the Year were Donna Accardo, Shay Edmondson, Ulla Gaudin, Amy Landry, Shawntele Green, Cindy Osmer and Lisa Picone-Love.

Osborne also honored the Protégé Award winners — Barbara Barach, Shay Edmondson, Ulla Gaudin, Julie Morse, Lisa Picone-Love, Carol Schlueter and Mandy Simpson.

A 24-year member of ABWA who has served on its national board, Osborne spoke at the meeting about "Getting Value from your ABWA Membership."

She said, "I focus on the mentoring of new ABWA members to help them grow professionally and personally through their ABWA membership and to realize the value of that membership."

As a district vice president, she represents ABWA National and chapters in Arkansas, Louisiana, Mississippi, Oklahoma and Texas.



May luncheon: "How Do We Use Our Gifts for Good?"



Klassi Duncan provided a positive reminder to CCC members at the May 17 luncheon — “It’s a good thing to take a moment to think about all the things we’re grateful for.” And not just that, she also wants us to develop an action plan to use our gifts for good.

Duncan is director of the Women’s Business Resource and Entrepreneurship Center at the Urban League of Louisiana, which assists entrepreneurs in opening a business, hiring employees, learning to pay applicable business taxes, adding to the wealth and vitality of the region, and becoming a profitable business venture. She has 12 years of experience in entrepreneurial training, small business development, supplier diversity, sustainability and business process improvement.

Her message to ABWA members centered on cultivating the habit of being grateful through daily prayer, affirmations (such as “I am worthy” and “I will win today”) and keeping a daily gratitude journal.

Everyone needs to know what their gifts are, and how best to use them, she says. “Our gifts are no good if they’re not being used. Reach out, let people know! Develop an action plan for sharing your gifts for good,” Duncan said.



ABWA District II Vice President Charlotte Osborne, right, inducts the new CCCEN officers at the June meeting. They are, from left, Lori Jackson, vice president, finance; Amanda Polkey, president-elect; Christi Felder, president; Becky Livaudais, vice president, membership; Liz Broekman, vice president, programming; and Reshanda Yates, vice president, communications. Not pictured is McKenzie Ellis, vice president, marketing/public relations.

Scholarship and Education is a Win-Win!

By Shay Edmondson

Our annual scholarship drive was a huge success!

Many thanks to everyone on the Education & Scholarship Committee — Jodi Archer, Barbara Barach, Christina Garrett, Carolyn Olsen and Carol Schlueter



— for all of their hard work, as well as the membership for your help getting the word out there. It was an unbelievably blessed year in terms of contributions to make the program possible, so let's not forget Microsoft and our powerhouse liaison and advocate there, Christi Felder.



Theresa Barnard has graciously accepted Chair of Education and Scholarship for 2018/2019, and I'll serve under her. I hope many of you will consider reaching out to her to assist in this worthy venture!

We will be announcing and presenting the scholarships at the July luncheon. Hope to see you all there to welcome our two newest young members!

Mark Your Calendar!

Thursday, June 28

Ladies Night Out at New Orleans Baby Cakes baseball. First pitch, 7 p.m., gates open, 6 p.m. at the Shrine on Airline, 6000 Airline Drive in Metairie.

Thursday, July 19

Monthly CCC Chapter luncheon, 11 a.m., at The Cannery, 3803 Toulouse St. in New Orleans. Theresa Barnard, financial advisor with Waterfront Wealth Management, will speak on "Knowledge is Power — Financial Strategies for Women."

Wednesday, July 25

CCC Happy Hour at Mellow Mushroom, 5:30 –7:30 p.m., 3131 Veterans Memorial Blvd. in Metairie.

Thursday, August 16

Monthly CCC Chapter luncheon, 11 a.m., at The Cannery, 3803 Toulouse St. in New Orleans. Mark Romig, president and CEO of the New Orleans Tourism Marketing Corporation, will speak on "One Time in New Orleans, the Tricentennial Campaign."

Thursday, September 20

Annual ABWA Women Driving Business Retreat, NOLA Motorsports Park, 11075 Nicolle Blvd., Avondale, Louisiana.

Wednesday–Saturday, Oct. 10–13

ABWA National Women's Leadership Conference in August, Georgia.

MEMBER ANNOUNCEMENTS

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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](#)



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."

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