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June 2019 Newsletter • Volume 3, Issue 4 • New Orleans, Louisiana • ABWA

Message From Your President:

CCCEN Shines Brighter Than Ever

Happy summer, everyone! I truly hope that you're keeping cool and making plans to spend time with family and friends in the sun!

I've never been particularly skilled at growing orchids. When I received one as a gift from ABWA in 2017, I wasn't exactly sure how it would turn out. In January 2018 we had a hard freeze and I forgot to bring it inside (or rather, I didn't read the care instructions). It lost its flowers and leaves and became a sad looking spider of old roots. So, I put it in a quiet place of my shady porch and kept it watered. Lo and behold, 18 months later I noticed something spectacular. It sprouted a new stalk and went into full bloom, healthier than ever! Some asked me what I did to bring this little plant back to life, as orchids are notoriously finicky. But, really what happened was, the entire time I thought it was gone it was working hard to regenerate itself. It reminded me of something a basketball coach once told me, which is success is the 1 percent of the work you see, and 99 percent of the work you don't see.



On the contrary, the growth, hard work, and incredible vitality CCCEN has experienced since last August is certainly NOT going unnoticed. Since our last publication, CCCEN has awarded our largest Stephen Bufton Memorial Education Fund Impact Scholarships (\$8,000 total, plus student memberships) to four outstanding and consummate role models to the ABWA mission. Our May ["Red Carpet Affair" Awards Ceremony](#) was the most memorable yet! We recognized 11 Protege Recipients, applauded 7 charter members for meeting their 5-year CCCEN milestones, and gave standing ovations to Liz Brockman (our Top Ten Woman of the Year Nominee) and Becky Livaudais (our 2019 Woman of the Year recipient) for their incredible service and dedication to fulfilling the mission of ABWA this past year. (Keep reading on for details on these inspiring women).

Our retention numbers continue to increase as we see many faces, both new and seasoned, jump in to share their gifts and learn new skills. This is partly due to the CCCEN board and leadership listening closely to you! We have completed the first release of a much needed overhaul of our digital platform so that we can better serve our membership. We will soon be adding some never-before-seen features that will make it easier for you to stay involved. For example, as an active member, you will have the option to store your payment information with us and, with text reminders, you can register on the spot or renew your dues automatically. But, you will need to keep your [online profile](#) updated! By doing so, others can quickly find you and you'll be able to take advantage of the many discounts and benefits of being an ABWA member.

And, please mark your calendars in October for two very important events. The first will be the ABWA National Leadership Conference in Kansas City, Missouri, from October 2-5. There will be several CCCEN delegates going and we are working on covering much of the cost of travel so that more people can learn, build lifelong relationships, and join the excitement as CCCEN accepts its very first Level I Best Practices award on stage! The second event will be our 5th annual Women Can DRIVE Business Symposium (#DRIVE2019) on October 29 at NOLA Motorsports Park, Avondale. All proceeds will go towards benefiting scholarships and professional development for women in the southeast Louisiana community.

We will also be releasing more opportunities for you to showcase your business and get to know other powerful leaders through monthly luncheons, happy hours, breakfasts, and business showcases. There is so much happening with ABWA that I encourage you to stay informed through our [website](#), by following us on [Facebook](#)/[Instagram](#)/[LinkedIn](#) (#abwanola), or by checking our emails. And, be sure to contact us at info@abwaneworleans.org if you are interested in any of these events or opportunities.

I look forward to seeing what the new fiscal year will offer and the fantastic energy our incoming board will bring as leaders. We're here to help you take your goals up to the next level and fulfill your biggest dreams. All you need to do is reach out, ask questions, stay engaged, and never stop shining!



Your ABWA Sister,
Christi Felder, PMP, CSM, PMI-ACP
2018-19 President, Crescent City Connections ABWA

June 20 Meeting: Learn About SEO and Cheer at New Officer Induction

It will be an exciting day for the CCCEN members on Thursday, June 20, when the league's June meeting brings both the installation of new officers for the coming year and an excellent speaker, Kelli Schilling of Outfox It Services, who will talk on *"Move your Website Up the ranks with SEO."*

ken will discuss what Search Engine Optimization (SEO) really is and how it can help your business. Learn what Google is looking for to increase your website's ranking, and how different web-based applications can also affect your SEO.

We are also very pleased to welcome to our meeting Rebecca Dollinger, 2018-2019 District II Vice President and a Trustee for the Stephen Bufton Memorial Educational Fund of the ABWA National Board of Directors.



Rebecca, shown at left, will induct our newly elected 2019-20 CCCEN Executive Board:

- President- [Amanda Polkey, CSP](#)
- President Elect- [Cindy Osmer](#)
- VP of Finance- [Lori Jackson](#), CFEI (2nd term)
- VP of Communications- [Wendi Smith Lloyd](#), CPC
- VP of Membership- [Melissa Buras](#)
- VP of Programming- [Elizabeth "Liz" Glaser Broekman](#) (2nd term)
- VP of Marketing- [Dana Johnson](#)
- Past President / Advisory- [Christi Felder](#)

Currently, Rebecca is a 2019-2020 approved candidate for National Secretary/Treasurer for the National Board of Directors. For the past four years, Rebecca has been a member of ABWA and the Outlook Positive Express Network (OPEN) located in Dallas. She was OPEN's 2017 Woman of the Year, and 2019 Top Ten Nominee. She is the owner of StyleWriter, Inc.

Kelli Schilling is a creative professional, web developer, and business owner with 25 years of experience who specializes in creating unique web-based experiences for her clients. She also has extensive experience in coding and information technology, which makes her a requested speaker for technology-based topics.

After working for several international companies both in Boston and New Orleans, she started her own company, Outfox IT Services LLC. Her company helps small and medium-sized companies get the customized web exposure they need at affordable prices, developing flexible sites made to grow with the needs of the client.

NEW LUNCHEON REGISTRATION PROCESS

• In order to receive preferred member pricing for the monthly luncheon, you must log into your ABWA account from the website.

- Pre-registration is cutoff at midnight on Wednesday prior to the luncheon. After the cutoff, the luncheon price increases to the walk-in price.
- If you save your credit card information in your profile, we will text you two weeks prior to the luncheon, if you have not registered. If you RSVP, we can automatically register you to make sure you get the preferred member price.
- If you have problems logging into your account, please [email us](#).



Why join ABWA? Listen to what your CCCEN members have to say!

4 Deserving Students To Receive Scholarship Grants

CCCEN has provided a total of \$13,525 in SBMEF awards (including the scholarship and 1-year student membership to ABWA) since 2017.

Four outstanding young women from our area are receiving scholarship awards from CCCEN this year through the Stephen Bufton Memorial Educational Fund. The 2019 recipients, two earning advanced degrees and two undergraduates, each will receive \$2,000 plus a one-year student membership to CCCEN.

This year's recipients are undergraduates Paris Price and Tia Carter, and graduate-level students Jennifer Heard and Marcela Hincapie.

"There was a great applicant pool this year," said Theresa Barnard, who heads the scholarship committee. "We sent out the information to as many people as we could — it was a team effort. The applicants did all the heavy lifting, having to fill out the application, submit a bio, submit transcripts, and get three letters of recommendation."

To be eligible, applicants must be a resident of Jefferson, Lafourche, Orleans, Plaquemines, St. Bernard, St. Charles, or St. Tammany parishes, and have a 3.2 minimum GPA.

Here are backgrounds submitted by our four recipients:

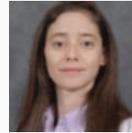
- **Paris Price:** She plans to obtain a Bachelor of Science Degree in Chemistry, a Bachelor of Arts in Communications, and a Business Minor. After undergraduate studies, she plans to go to medical school and work for an MD to become an anesthesiologist. She currently holds a 4.64/4.0 cumulative GPA at Mount Carmel

tutoring, and as an office assistant/secretary at Patco Mechanical, Inc.

• **Jennifer Heard:** Her personal mission statement is to lead, challenge, and motivate herself and others to achieve excellence as a lifestyle. As a proud native New Orleansian, Jennifer loves her city and considers herself to be a foodie and a change agent. She has been a consummate professional throughout her career as a public relations coordinator and journalist for almost 10 years, and as an educator for 18 years. This life-long learner is pursuing a doctoral degree from Xavier University of Louisiana in Educational Leadership. Her goal is to positively impact public education in the Greater New Orleans area by becoming an educational leader and entrepreneur. Currently, Jennifer is employed as an academic coach at a school that serves children of military families. She serves her community in various capacities including supporting youth sporting events, running the Leading Ladies program, serving at her church, hosting local youth summer camps, and participating on a new school design team.



• **Marcela Hincapie:** She is a veterinary technician from Delgado Community College and future doctor of pharmacy from Xavier University of Louisiana. She has worked during 13 years in the veterinary medicine field. Currently she is beginning her second year in the pharmacy program at Xavier (GPA 3.8) and expects to graduate in 2022. She is the Student Liaison for the Association of Student College of Clinical Pharmacy, a member of the Diversity Committee, and a member of the Planning Committees of the Cultural Night and Latinos Health Fair events that Xavier hosts every year. Marcela is currently completing training in pharmaceutical care and compounds for veterinary patients. She wants to complete a residency in veterinary pharmacy and/or compounding pharmacy with the goals to provide compounding services to both human and veterinary patients and satisfy the specific needs for patients requiring special compounded medications that are not available in the market. Her long-term vision is to have her own independent pharmacy that incorporates veterinary and human medicine with the objective to provide quality patient care and compounding services to all patients.



• **Tia Carter:** She is a rising senior at Xavier University of Louisiana pursuing a degree in premedical biological sciences. Not only is she a student, but also a New Orleans native, mentee, mentor, volunteer, and leader. She is determined to bring prosperity to her New Orleans community and continue to make beneficial changes globally. She has always had a strong mind, full of curiosity to learn about the world around her. She frequently engages in opportunities that allow her to experience and appreciate cultures worldwide. She takes a special interest in learning about why and how things in life transpire. Her ultimate purpose is to spread positivity to every individual she encounters.



ABWA's Impact program provides a league the opportunity to customize a scholarship within the fund's program parameters. The league must fund each grant by making a contribution of \$1000 plus \$100 for each one funded. In addition, the league must purchase a gift membership.



It was Ladies Night on May 23 at the New Orleans Baby Cakes minor league baseball game, and your ABWA chapter was there. Staffing an information table about our league are, from left, Becky Livaudais, Wendi Smith Lloyd, Cindy Osmer, and Kay Oplinger. Congratulations to Becky and Liz Broekman for being honored at the Baby Cakes All-Star Women in Business Ceremony at the game!

ABWA Crescent City Connections Launches New Website!

The vision for the new CCCEN ABWA website was a fresh, inviting and modernized design that enhances our brand in an effort to continue to provide rich content and information to members in an efficient way. To increase retention, simplify manual admin processes, reduce volunteer burnout, and nurture membership engagement and leadership opportunities.

Noticeable Features:

- Simply login to your community profile and easily checkout for a luncheon and upcoming event at the discounted member rate. No need to plug in your contact details each and every time. Have the option to store your credit card information safely and securely. (If you do not login you will be charged the early bird non-member rate of \$33 or \$40 at the door)
- A new improved "MEMBER COMMUNITY" to help you grow your business. Please login and update your profile so you maximize your companies exposure and brand to fellow members. For all current CCCEN Members you will receive email reminders that your "ABWA Anniversary" is about to expire with the option to renew 100 percent online, seamlessly and effortlessly.
- Interactive organizational chart to help you stay connected with the CCCEN leadership and opportunities.
- Earn MEMBERSHIP BADGES and display them on your profile. Be recognized for being an outstanding member.
- A Committees page to help guide you to serve as a committee chair or co-chair, or contributing time and skills as a committee member. These are excellent ways to gain experience in leadership and building effective teams.
- As a CCCEN Member you can now post and get the word out about your own events. Just fill out the submission form on the Events Page.
- New and improved MEMBERSHIP section. All prospective new members will now fill out an online application and complete the payment process 100 percent online. No more paper applications!

Have questions about your COMMUNITY PROFILE? Reach out to VP Of Marketing [Mckenzie Ellis](#) and VP of Membership [Becky Livaudais](#).

Get Ready to Socialize at Sala Nola June 26

By Sylvia Camp

Please mark your calendars for our **next social: Wednesday, June 26, from 5-7 p.m. at Sala Nola**. It is located in the Bucktown area – 124 Lake Marina Ave, New Orleans, LA 70124. There is a parking lot and plenty of street parking around the restaurant. **Please RSVP** if you can attend.

In order to have these wonderful networking opportunities each month we do need a member to sponsor it. For \$300, your sponsorship will cover the following ways to promote your company:

- *Name and logo on the website event
- *Name and logo on the Facebook event page
- *Mention in the email In the Know that goes to all members
- *Opportunity to set up signage and/or a table at the event to showcase your business
- *A list of attendees to follow-up with afterwards
- *Business Showcase Table at the next monthly luncheon you attend.

If you and your company would like to sponsor this first event, please [email me](#) immediately! If you are not yet a member, become one so that you can promote your business. I have a list of venues to tackle but if you have any connections, preferably female owned or with a female chef, please let me know. I look forward to seeing many of you on Wednesday, June 26.

ABWA's 4th Annual Equal Pay Day on April 2

Benefited Scholarships for Business Women

Our 4th annual Equal Pay Day Celebration in New Orleans was held April 2, 2019, and it was the first time the format extended to both students and seasoned professionals via two separate events throughout the day.

Equal Pay Day was originated by the National Committee on Pay Equity (NCPE) in 1996 as a public awareness event to illustrate the gap between men's and women's wages, which is approximately 80 cents on the dollar nationwide. In Louisiana, that gap is **the worst in the nation**, with its working women earning about 65 cents. The day in April is selected to illustrate how far into the following year a woman must work in order to bring home the same amount of pay her male counterparts earned in that same year.

To address the lack of awareness in how to best negotiate for pay, promotions, and better benefits, CCCEN invited keynote speaker, Amedra Jordan, PhD, a 2019 Top Ten Business Woman of ABWA and subject matter expert, to provide practical techniques for evaluating, negotiating, and articulating their worth confidently in the pursuit of their next advancement opportunity. The event also raised \$2,500 in scholarship and professional development funds for ABWA Crescent City Connections Network league.

In addition to learning new skills, attendees enjoyed food, networking, door prizes, plus a little fun competition, as bowling teams received prizes for highest score and team spirit. We are especially grateful to our sponsors for making this event possible: Garrity Accardo Architects, Hancock Whitney Bank, Hyatt, Harrah's Casino, Erica Knisely, Jessica LeBlanc, Loyola University, Mary Jane Walsh, Fidelity Bank, MS Benbow & Associates, Microsoft, UNO, and Cookies by Design.

Get to Know Your CCCEN Executive Board

Would you like to know more about the officers who lead the executive board for CCCEN? Here is more information about your leaders.



Amanda Polkey, President-elect, is a Certified Staffing Professional, Founder/Coach/Consultant, BCT. She has 20 years consulting experience in the staffing and recruitment industry and is in the process of starting up an LLC called Business and Career Transitions. She is a dynamic sales and operations manager, mother, homemaker and entrepreneur. She successfully assists businesses with growth and stability during their most transitional periods. Her innate passion for consulting and energetic spirit has contributed to the successful launch and profitable growth of businesses in various industries.

Amanda believes in steady, consistent and transparent communications to efficiently connect client opportunities with the skill and chemistry of career professionals. She holds respect, trust, and a partnership mindset in high regard as the building blocks needed to thoroughly understand organizational challenges and positioning. Honest communications are critical to stabilizing an internal foundation, and ultimately to achieving the client's end goals.



Lori Jackson, Vice President of Finance, is a financial educator and coach who helps empower individuals through financial literacy to reach their fullest potential. Before starting a business dedicated to financial competence, Lori worked as a financial advisor as well as a supply chain analyst. Lori developed a unique skill set while working in these industries: creating retirement plans, providing financial advice, negotiating contracts, and managing inventories.

These skills allow Lori to think outside the box, combining her love of helping others with her analytical mindset. Lori now teaches others the importance of money as it relates to all areas of their lives. She also provides individual coaching to help her clients reach specific goals. Lori uses her passion, knowledge, and skills to guide her clients to financial success.



Becky Livaudais, Vice President of Membership, owns Live-A-Day Marketing and Graphic Design. She embodies a multitude of artistic, creative and journalistic talents that have been developed and nurtured over her entire life. Along with her in-depth exposure, education and experience to the printing and media world, she brings to her clients the confidence of a person who will lead them to success in marketing and printing.

Today she helps clients with marketing solutions, incorporating print, direct mail and social media. She is always searching for providing her clients the best possible return for their investment in her talents. Becky's time away from her professional life is spent in several pursuits. Of primary interest and importance is her work as a volunteer for the Crohn's and Colitis Foundation, spearheading the 50 Faces of the Irritable Bowel Disease photo essay and developing ways to bring awareness to these diseases at the annual Crohn's and Colitis Foundation's Take Steps Walk.

Get Ready To DRIVE On October 29!

Our popular Women Can DRIVE Business Symposium is coming up this fall, so mark your calendars. It will be on Tuesday, October 29; doors open at 9 a.m.; program begins at 10 a.m. at NOLA Motorsports Park, Avondale, Louisiana. Contact us at info@abwaneworleans.org, attention

Cindy Osmer, for more information.



Jump in the Spotlight With Business Showcase

Beginning in January, 2019, we started a program called the Business Showcase. Each month, three or four ABWA CCCEN members' names are randomly selected to participate in the business showcase from the attendees at the previous luncheon. Members can choose to participate in the showcase for the following month or push their showcase back one month. The purpose of the business showcase is to allow ABWA CCCEN members to promote their business or a nonprofit organization that they are involved in. As of the May luncheon, the participants have included:

- Sylva Kamp, Dignity Memorial
- Julie Morse, Rodan & Fields
- Theresa M. Barnard, Waterfront Wealth Management
- Marguerite Ostreicher – New Orleans Area Habitat for Humanity
- Rachel Matherne – Loyola University Continuing Education
- Erin Dizimmo – Garrity & Accardo Architects
- Sandra Dartus – New Orleans Jazz Museum, Beauregard-Keyes House & Garden, Hotel de la Monnaie
- Jo Ann Kostik – Jo Ann Kostik Interior Designs
- Tara Waldron – Homestead Title Corp



For additional information, contact [Cindy Osmer](#).



Celebrating CCCEN's Award Winners for 2018-19

Congratulations to our 2018-19 CCCEN award recipients! We celebrated their accomplishments at our Red Carpet Affair on May 16. These consummate leaders truly shined the brightest this year — we're so proud of you!

Woman of the Year: **Rebecca Kostik-Livaudais**

The highest local honor, the Woman of the Year is reviewed and nominated by the Awards committee. It is awarded based on a qualification and points system, which has been approved by the Board.

National Top Ten Woman of the Year Nominee: **Elizabeth "Liz" Glaser Broekman**

This person is nominated by the general membership, reviewed by the awards committee, and selected by the Board.

Five Year Certificates: Jeanne Bergeron, Christi Felder, Kim Hasney, Amy Landry, SHRM-CP, Carol A. Newman, Rachel L. Nunez, and Halley Yellin.

Protégé: Amy Bakay, SHRM-SCP, Theresa Barnard, Elizabeth "Liz" Glaser Broekman, Erin DiZimmo, Mckenzie Ellis, Lori Jackson, CFEI, Sylvia Kamp, Jessica LeBlanc, Rebecca Kostik-Livaudais, Amanda Polkey, CSP, and Jessica Rareshide.

Selected by the Board, Protégé awards are based upon outstanding members completing their first year.



At left are three terrific Women of the Year award winners for CCCEN. This year's honoree, in the center, is Elizabeth "Liz" Glaser Broekman, with previous honorees Christi Felder, left, and Amy Landry, right.



Above, five-year award winners proudly show their certificate



In the photo at left, Carol A. Newman, left, presents the National Top Ten Woman of the Year Nominee award to Elizabeth "Liz" Glaser Broekman.



Looking Ahead to the ABWA National Conference



It's not too early to make plans to attend the ABWA National Women's Leadership Conference 70th Anniversary Celebration, October 2-6 at Harrah's North Kansas City Casino and Hotel in Kansas City, Missouri.

Here is additional information to consider.

Registration:

The cost of registration is \$570 for ABWA members. Early bird registration ends August 21.

Hotel:

If you choose to stay at Harrah's North Kansas City, the hotel rooms run about \$111 per night for Wednesday and Thursday and about \$160 per night for the weekend. You do not have to stay at Harrah's. The address of the hotel is: 1 Riverboat Drive, North Kansas City, MO Phone: 800-427-7247

Several CCCEN members have booked an Air BnB about 15 minutes from the hotel.

Note: Christi Felder will be staying at the Marriot. She says, "I'm willing to take on a roommate, free of charge, since I'm cashing in some Bonvoy points. This offer is on a first come, first serve basis. If anyone is interested they can contact me at ccfbs1@gmail.com."

Airfare:

The closest airport is Kansas City International (MCI). Flights cost about \$300 - \$350. Southwest Airlines is one option.

Registration opens at 2 p.m. on the October 2, with the General Session beginning at 5 p.m.

• CCCEN assistance:

Financial assistance from CCCEN is pending the financial position of the organization. This will be determined and communicated when the 2019-2020 budget is established.

Mark Your Calendars For These Upcoming Events!

Thursday, June 20

Monthly CCC Chapter luncheon, 11 a.m., at The Cannery, 3803 Toulouse St. in New Orleans. Guest speaker, Kelli Shilling, Outfox It Services, and installation of new board members.

Wednesday, June 26

June 26, 2019: 5-7 p.m. at Sala Nola – 124 Lake Marina Ave, New Orleans, LA 70124.

Thursday, August 1

New ABWA year begins; 2019-20 board takes office.

Wednesday, Oct. 2–Saturday, Oct. 5

ABWA National Women's Leadership Conference, Harrah's Kansas City Casino and Hotel, Kansas City, Missouri.

Tuesday, October 29

CCCEN DRIVE Conference, NOLA Motorsports, Avondale, La.

March 19, 2020

New Orleans Chamber of Commerce, 2020 Power Up: Women's Leadership Conference, Hyatt Regency, New Orleans.

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 CCEN 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 Core Values:

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. Achievements
6. Visionary Leadership
7. Focus on the Future
8. Focus on Results
9. Manage by Fact
10. Manage for Innovation



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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