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Chapter Vision Statement

To offer women the opportunity to network and grow personally and professionally through mentoring, education and team support.

GREATER OAKLAND NEWS

GREATER OAKLAND CHARTER CHAPTER CLARKSTON, MICHIGAN

www.abwa-greateroakland.org
A Chapter of the American Business Women's Association

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.

President's Letter

May 15, 2023

Hello Members

Hope this finds you well and happy as we move into the warmer weather.



There are lots of good ABWA events coming up to help women learn and grow. The Eastern Michigan Council meeting is June 10 at the Deer Lake Banquet Center. The program is "Planning a Successful Fundraiser" with EMC Chair Julie Sullivan and EMC Vice Chair Diane Nixon. Register at www.abwa-emc.org and click on meetings.

The event celebrating District V VP Mary Ceccanese, is July 14 & 15 in Ann Arbor. This is a great event so you won't want to miss it. Register at www.abwa-emc.org click on DVP Luncheon.

Save the date for the National Women's Leadership Conference October 4 – 7 in Chattanooga, Tennessee. You can register now or sign up for the payment plan.

This month, chapter member Nicole Walsh will speak on The 4 Pillars of Search Engine Optimization. Come learn how to increase your chances of being found on Google and other search engines. Also, we will be electing our chapter officers at this meeting so it's important to be there. I'm looking forward to seeing you all.

In ABWA Friendship
Mary Mills, President



Calendar of Events:

2023 Calendar

- June 10 – EMC Meeting, Deer Lake Banquet Center. Planning a Successful Fundraiser
- June 27 – Greater Oakland Meeting, Speaker Wanda Allen, Follow Up Strategies that will get more Clients and Close more Sales
- July 14-15 – District V Vice President Celebration and luncheon, Kensington Hotel, Ann Arbor
- July 25 – Greater Oakland Meeting
- October 4 – 7 – National Women’s Leadership Conference, Chattanooga

COMMITTEES

Audit

Best Practices
Jo Ann Huebner
Executive Board

Education
Jo Ann Huebner

Fundraising/Advertising
Jo Ann Huebner
Tammy Murray
Mary Mills

Hospitality
Tammy Murray

Membership
Executive Board

Newsletter
Mary Mills

Programs/ Professional Development
Executive Board

Publicity
Karen Conway

Top Ten

Website
Jo Ann Huebner
www.abwa-greateroakland.org

Woman of the Year
Mary Mills

GREATER OAKLAND CHARTER CHAPTER
Chartered September 17, 2000

2022-2023 Executive Board

President – Mary Mills
Vice President – Tammy Murray
Secretary – Lynn Pomerleau
Treasurer – Jo Ann Huebner

2023 Woman of the Year

JO ANN HUEBNER

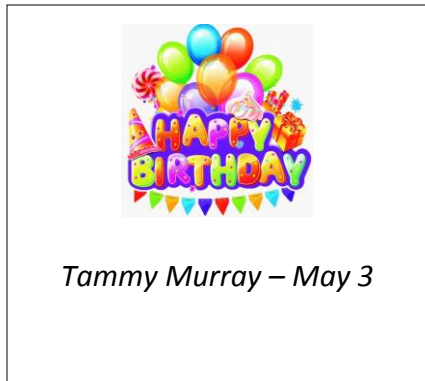


Greater Oakland Charter Chapter website
www.abwa-greateroakland.org



No May Anniversaries

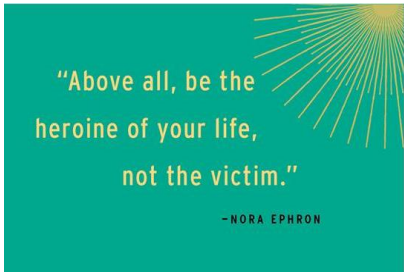
Tuesday
May 23, 2023
Program: The 4 Pillars of Search Engine Optimization
Speaker: Nicole Walsh, Entrepreneur
Hybrid Meeting
Nino's Italian House, Auburn Hills, MI and on Zoom
6:00 pm Networking/6:15 Introductions
6:30 Speaker
7:15 pm Meeting
Registration required by May 19, 2023 at www.abwa-greateroakland.org/events



Tammy Murray – May 3

Core Values for the American Business Women’s Association

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, 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 the 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.



ABWA’s Proud Code of Conduct

ABWA’s 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.

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.



Continuing the 90th Birthday Celebration



Karen Conway picked up Barb McKay for an adventure and a meet up with Lynn Pomerleau at Lynn’s UPS Store in West Bloomfield. Along with some flowers they had a fun time at The Library (Sports Pub & Grill) for lunch. Way to go ladies, and Barb keep that celebration going.



The 4 Pillars of SEO (Search Engine Optimization)

Keynote: Nicole Walsh, Entrepreneur
Member of ABWA - Greater Oakland Charter Chapter,



Tuesday, May 23, 2023
Nino's Italian House
4255 Baldwin Road, Auburn Hills, MI
48326

Networking/Intro...6:00 pm; Program...6:30 pm;
Dinner/Meeting...7:15 pm

Learn how to create a SEO (Search Engine Optimization) Strategy for your business to increase your chances of being found on Google, Bing, and other search engines.

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Changing Women's Lives
One Woman at a Time

For more information about ABWA's Greater Oakland Charter Chapter, send an email to:
abwa.greateroakland@gmail.com or visit our website at www.abwa-greateroakland.com.



Join the Greater Oakland Charter Chapter of ABWA on Tuesday, May 23rd for networking followed by a presentation by our member, Nicole Walsh, entrepreneur. Nicole is a 20-year veteran in the digital marketing space. She has worked in large corporations and now has her own business, helping brands market themselves online.

Nicole has led the digital transformation of multiple B2B (Business-to-Business) and DTC (Direct to Consumer) brands, even converting traditionally lead-gen websites to eCommerce. If you are trying to grow your digital marketing presence or launch a new/redesigned website, join us to find out how Nicole can help.

This is a hybrid meeting. In-person attendees will select their dinner upon arrival and are responsible for the cost of their food and drink, including tax and tip.

Bring your laptop or phone to follow along with Nicole.

Cost to attend virtually (using Zoom) is free. Registration to attend in-person or virtually is required at:

www.abwa-greateroakland.org/events/