FEBRUARY 2023 Vol 9, Issue 6

AMERICAN BUSINESS WOMEN'S ASSOCIATION

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DISCOVER your story IN ABWA

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

February 16, 2023

Hello Members

I hope all is well with you. We certainly have had a February adventure, weather wise!

You still have time to register for our Regional Virtual Conference March 10 and 11. This regional conference will include all 6 districts, with breakout sessions by district included. The conference overview information was sent to you so you can check on the tentative agenda and the speakers. I hope you will attend; it is always a worthwhile event.

Looking ahead, please save the date for our National Women's Leadership Conference, October 4 – 7 in Chattanooga Tennessee. This conference is always worth the time and travel. This one could even be a fun road trip. Think about it and say yes. ☺

Our meeting this month will include an update and discussion on the spring membership event(s), 2023 Woman of the Year voting, the scholarship information update and our new board secretary. We will also have a discussion on the nominating committee which will be elected at the March meeting. This committee is responsible for preparing the slate of officers for election to the Greater Oakland Board in May for the 2023-2024 chapter year.

Our speaker, Mary Cravets will present - More Clients, Less Marketing which means getting more with less work. I think we all would love that, so I'll see you on Zoom.

In ABWA Friendship
Mary Mills, President

Chapter Vision Statement

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

Calendar of Events:

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

2022 Woman of the Year

Mary Mills

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

2023 Calendar

- **February 28, - GOCC Meeting, Speaker Mary Cravets, More Clients, Less Marketing, 6 pm on Zoom**
- **March 10-11 - Virtual Regional conference**
- **March 15 – District V VP Zoom Call 7 pm**
- **March 28, Greater Oakland Meeting, Speaker Cheryl Schmandt**
- **April 15, Eastern Michigan Council Meeting, Deer Lake Banquet Center**
- **July 14-15 – District V Vice President's luncheon, Kensington Hotel, Ann Arbor**

Deborah Marsac – 2/28/14, 9 years

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

Newsletter
Mary Mills

Programs/ Professional Development
Executive Board

Publicity
Karen Conway

Tuesday
February 28, 2023

Program: More Clients, Less Marketing

Speaker: Mary Cravets, Client Generation Expert

Virtual Meeting

Zoom at no cost

6:00 pm Networking/6:15 Introductions
6:30 Speaker
7:30 pm Meeting
Please Register by Feb 24, 2023 at www.abwa-greateroakland.org/events

No February birthdays

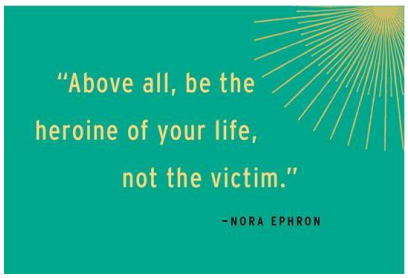
Top Ten

Website
Jo Ann Huebner
www.abwa-greateroakland.org

Woman of the Year
Mary Mills

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.

ABWA 2023 WOMAN OF THE YEAR NOMINATIONS

WOMAN OF THE YEAR

We had one nomination for Woman of the Year

Jo Ann Huebner

Jo Ann joined ABWA on October 12, 1988. She has been actively involved in ABWA as an Ambassador, as a speaker for Greater Oakland and other Michigan Chapters, attends National and Regional Conferences and is a 2010 ABWA Top Ten. She has been Secretary and Treasurer for Greater Oakland.

Jo Ann is currently the Treasurer and chairs the Education Committee and maintains contact with the scholarship recipients. This year she chaired the Dessert & Silent Auction fundraising event, finding the location, tracking and logging in all of the auction donations, contacting and collecting donations from various companies and keeping track of deadlines. She worked with the staff at the location for set up of the auction. Jo Ann continues with chairing the website committee and as a Board member, she contributes to the Programs Committee.

Jo Ann retired from Campbell Ewald advertising, but now works at Crittenden Hospital as a hospital admin coordinator and also works at the Toffee Shop helping to make, pack and send out orders. She continues to assist her neighbor with grocery shopping and taking her to medical appointments.

Greater Oakland Charter Chapter of the American Business Women's Association Presents

More Clients, Less Marketing

How to Create More Leads and Income by Doing LESS

Keynote: Mary Cravets, Client Generation Expert

Greater Oakland Charter Chapter

Tuesday, February 28, 2023
Virtual Meeting

6:00 pm - Networking
6:15 pm - Welcome and Introductions
6:30 pm - Program
7:15 pm - Meeting

Learn "a coach approach to marketing"

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.

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, February 28 for networking followed by a presentation featuring Mary Cravets, a Client Generation Expert and International Speaker, who helps entrepreneurs significantly grow their businesses without working nights and weekends. Using her methods, most of her clients increase their income by 50% or more. Mary's clients include the former CFO of Microsoft North American, thought-leaders in the coaching industry and rising stars in a variety of other professions, including doctors, lawyers, consultants and graphic designers.
https://youtu.be/Mubx8Z7iLGg?list=TLGG_jnaG6AlcWkxNjAyMjAyMw

Mary is also an avid roller coaster enthusiast, obsessed with otters, longtime NAWBO member and a member of her local NAACP branch.

This is a virtual meeting.
Cost to attend the meeting / program virtually (using Zoom) is free.
Registration to attend is required at: *www.abwa-greateroakland.org/events/*
Cost to attend the meeting / program virtually (using Zoom) is free