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*"Opportunities are usually disguised as hard work, so most people don't recognize them."*

~ Ann Landers  
1918—2002

## MESSAGE FROM THE PRESIDENT

**"GET 10 IN 2010"**  
**You have to believe it to achieve it!**

I would like to thank our members and guests for attending our January meeting and for welcoming our guest speaker, Mr. Mark Anthony, who captivated our large audience with his stimulating presentation!

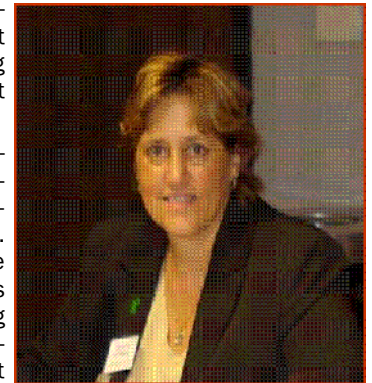
Congratulations and thank you to our members, sponsors and donors for your contributions and dedication to making our 2009 Holiday Gala a successful and fun evening! It was a pleasure to present Sue Parker, President of Space Coast Women Express Network with a check for their share of the proceeds from this initial collaborative event.

Exciting plans are currently underway for our Chapter to host a champagne brunch and a networking/table top event that will provide our members, busi-

nesses and agencies in the community the opportunity to meet others. We will be announcing the date and additional details at the February meeting.

We are in the process of forming committees for the networking brunch and our major fundraising event, Texas Hold 'Em. We welcome and encourage members to share their ideas and serve our Chapter by joining or chairing one of these committees. Please give me a call at 321 431-1850 if you would like to participate.

Please remember that the ABWA District I Conference is quickly approaching! Several of the executive board members are planning to attend this exciting conference scheduled for May 21 and 22 at the Naples



Susan Averill

Beach Hotel in Naples. For more information on conference fees, speakers and events, or to register, please visit [www.abwa.org](http://www.abwa.org). Our hotel reservations for ABWA's commitment of rooms must be received by April 22, 2010. I hope we can have strong attendance and representation from Oceanside!

I look forward to hearing our guest speaker, Dr. Marie Benoit and seeing everyone at our next meeting on February 23!

~ Susan Averill



Anita Carbone, Sue Parker and Susan Averill  
 Presentation of proceeds check from 2009 Holiday Gala to  
 Space Coast Women Express Network

## FEBRUARY FEATURED SPEAKER



**Marie Benoit, Ph.D.**

Marie Benoit, Ph.D., a former tenured professor at McNeese State University, Lake Charles, Louisiana, went on to become a successful entrepreneur for over 20 years with her own training company based in Northern Virginia. Marie has con-

ducted countless workshops for professionals in the workplace, and has taught thousands of corporate executives how to improve their bottom line. Having earned her B.S. and M.S. degrees at Northwestern State University in Natchitoches, Louisiana and her doctorate at the University of North Texas, Marie has impressive credentials that translate complex subjects into simple terms that anyone can understand.

Today her mission is much more personal: to put a dent in the health crisis in America, one presentation at a time. Have you ever questioned how or why the processing of foods is something every person should understand but the topic is too complicated? Marie can assist in bridging this gap.

What are antioxidants? Free radicals...? What do these words really mean and why should we care? With the right perspective and knowledge you can make informed choices.

If living longer, feeling better, and looking younger is of interest to you, your co-workers and employees, then don't miss Dr. Benoit's informative and entertaining presentation entitled: *Discover the Power of Healthy Chocolate!*

## Community Events



To register as a vendor or for more information, please contact Dallas Dannic at 321 436-2994 or [dallas.bocrentals@yahoo.com](mailto:dallas.bocrentals@yahoo.com).

### "Life 101" Self Development Course



Life 101 could be the title of a manual for how to live our lives. Discovery Institute, P.A. of Rockledge, Florida presents this 8-week educational workshop that is designed to help you explore self-esteem, rebuild self-confidence and motivation; and develop skills to build and re-build interpersonal communications. Learn how to focus on developing skills to manage life and career transitions and how to manage difficult decisions and conflict situations.

The 8-week course will be held Monday evenings March 1 through April 19, 2010, from 6:30 to 8:30 p.m., and will be presented by Lola Mitchell, MA, Human Relations and Educational Consultant. The registration fee is \$160 with a 10% discount for prepayment.

Please contact the Discovery Institute, Rockledge, Florida at 321 631-5538 for registration and information.

## CHAPTER COMMITTEE REPORTS

### Membership

Let's extend a warm welcome to our newest member, Laura Chiesman!

Chapter dues of \$25 were payable at the end of January. If you have yet to pay your dues, please remember to bring your check to the February 23 meeting. Dues checks can also be mailed to P. O. Box 360151, Melbourne, FL 32936 or paid online using PayPal.

### Woman of the Year & Top Ten Candidate

Please contact Barbara Jones, Chair of the Woman of the Year & Top Ten Committee at [sundivers-fund@bellsouth.net](mailto:sundivers-fund@bellsouth.net) to nominate a member or to request applications. Deadline to submit completed applications to the Woman of the

Year & Top Ten Committee is Tuesday, February 23, 2010.

Barbara's committee is responsible for selecting a non-ABWA member panel of judges composed of prominent community business leaders, and for providing judges with candidate applications and judging forms. The Woman of the Year and Top Ten Candidate will be announced at the March meeting on Tuesday, March 23, 2010.

### Fundraising/Advertising

The Chapter is inviting members to serve on the committee for the Texas Hold 'Em Fundraiser tentatively scheduled for later this spring. If you would like to share your ideas and serve on this committee, please contact Susan Averill at 321 431-1850.

### Publicity

Chapter monthly meeting information and featured guest speaker are published in the Business Agenda column of Florida Today as well as the online Community Calendar of the Cocoa Beach Area Chamber of Commerce web site.

### Newsletter

The Oceanside Charter Chapter Newsletter is published on the Chapter web site at [www.abwaoceanside.org](http://www.abwaoceanside.org) and on the Oceanside Charter Chapter ABWA WIN Team Board at [www.abwa.org](http://www.abwa.org).

Please send submissions to [acarbhone@cfl.rr.com](mailto:acarbhone@cfl.rr.com) by the second Wednesday of the month.



## 2009 - 2010

### EXECUTIVE BOARD

#### President

Susan Averill  
[averill441@cfl.rr.com](mailto:averill441@cfl.rr.com)  
 321 431-1850

#### Vice President

Barbara Cheney  
[beejaycheney@yahoo.com](mailto:beejaycheney@yahoo.com)  
 321 987-5106

#### Secretary

Jenny Wall  
[jwall@cfl.rr.com](mailto:jwall@cfl.rr.com)  
 321 459-1661

#### Treasurer

Anita Carbone  
[acarbhone@cfl.rr.com](mailto:acarbhone@cfl.rr.com)  
 321 684-0790

## 2009 - 2010

### COMMITTEES

#### Professional Development

Open

#### Fundraising/Advertising

Sue Averill (Acting)

#### Membership

Barbara Cheney (Acting)

#### Newsletter

Anita Carbone

#### Program

Sue Parker

#### Publicity

Sue Parker

#### Website

Jessica Brace

#### Reservations

Barbara Cheney

#### Woman of the Year & Top Ten Candidate

Barbara Jones

We're on the web!

[www.abwaoceanside.org](http://www.abwaoceanside.org)



# MEMBER PROFILE



**Cathy Bucklin**

Cathy Bucklin is the owner of Elmo's Barber and Beauty Salon located at 1363 Cypress Avenue in Melbourne. Named after a favorite family pet, Elmo's Barber and Beauty Salon has established a reputation with local customers, especially veterans. In addition to offering generous discounts to veterans, Cathy has been a long-term volunteer at a local Veterans of Foreign Wars

(VFW) Chapter. Cathy has six close relatives who have served to defend America., and believes that making veterans feel welcome and appreciated not only improves her bottom line, but also is the right thing to do.

After the tragic events of September 11, 2001, Cathy's business, like many businesses, took a turn for the worse. Even though many small businesses closed their doors, Cathy refused to surrender to the circumstances. Instead, she refocused her marketing efforts and constantly worked to improve her business networks and marketing efforts.

Refusing to be dissuaded by yet another tragic event, the cancer related death of her fiancé, Cathy moved forward in her attempt to continue building her dreams. "It was a hard time to go through personally - a lot of the older veterans were really there for me." This difficult time in Cathy's life sparked her motivation to offer house calls in private homes and nursing facilities. She realized how much of a demand there is for this service

and how grateful homebound clients and family members are for her compassionate services.

If overcoming obstacles and maintaining a positive attitude in spite of adversity is the American way, then Cathy sets a fine example for all of us. Upon being asked if she would do anything differently, Cathy mentions the support and training she received at the Brevard Community College SBDC. "I only wish I had taken more courses and used more of the free resources that they make available."

Cathy is an active member and supporter of the VFW, a past president of Oceanside Charter Chapter, and a member of the Melbourne-Palm Bay Chamber of Commerce, the American Cancer Society (Locks of Love) and the March Of Dimes. In 2007 Cathy was nominated for *Business of the Year* with the Brevard County Status of Women. Cathy is also a Home Health Aide and is a Certified Nursing Assistant with three years of nursing school experience.

*"That's why I got into this business. I have something unique and special I can give to these people."*

*~ Cathy Bucklin*

## Save the Date

### ABWA 2010 District I Conference

Naples Beach Hotel

Naples, FL

May 21-22, 2010

Keynote speaker: Myra Janco Daniels, author of *Secrets of a Rut Buster*.

Saturday Program: *How to Manage Emotions and Excel Under Pressure*

For conference fee schedule and to register, please visit [www.abwa.org](http://www.abwa.org). Hotel reservations for ABWA's commitment of rooms must be received by April 22, 2010.

### 2010 National Women's Leadership Conference

October 28 - 30

Chattanooga Marriott

Chattanooga, TN

Conference Co-leads Diane Nixon and Vickie Butler-Rindos

invite you to another exciting ABWA experience!



## NEW MEMBER SPOTLIGHT



**Laura K. Chiesman**

As a new member of ABWA, Laura Chiesman is looking forward to meeting everyone in the Chapter and becoming an active and contributing member of the group. Laura has always admired women who are active in the local business community and who make a positive impact through supporting local causes.

In her role as a Wealth Coach with CPA Wealth Management Services, Laura is dedicated to helping clients solve the complexities that wealth brings. Using The WealthCare Solution™ and her experience of over 20 years in the financial services industry, Laura works with clients on everything from cash flow needs and investing to helping them transform their goals into reality.

Most of Laura's extended family has been here in Brevard since 1960. She attended Our Lady of Lourdes School, Melbourne High School and Brevard Community College and she earned her degree in Finance from the University of Central Florida. Laura and her husband, Paul live in Satellite Beach and she has two terrific children -

Stuart, 22 and Lea, 19.

Laura volunteers her time and business experience as a board member of Genesis House, Inc., which owns and operates three homes for women and children in Melbourne. She is active in planning and participating in the events that support these wonderful homes. This is a family affair for Laura, as her mother founded the organization over 30 years ago, and one of her brothers is also an active board member.

As someone who enjoys new experiences and meeting new people, Laura is looking forward to learning from everyone at ABWA as well as sharing her experience and energy with the Chapter.



### Roundtables & Training Opportunities

**February 25, 2010 - Ask An Attorney, BCC Cocoa Campus, 10:00 a.m. - Noon**

The program is FREE.

**March 2, 2010 - Business Planning, Melbourne Regional Chamber of Commerce, 1005 E. Strawbridge Ave., Melbourne, 10:00 a.m. - Noon**

Excellent and valuable presentation on business planning from a proven business leader. Business plan outline and materials distributed. The program is FREE.

**March 1, 2010 - Fraud Prevention for Business Owners, BCC Cocoa Campus, , 10:00 a.m. - 11:30 a.m.**

Allison Bogart, Bogart Risk Auditing, will reveal why small business owners are extremely vulnerable to employee embezzlement. The class is relevant to any small business owner who employs at least

one other person or has delegated bookkeeping duties externally. The program is FREE.

**March 25, 2010 - New Venture Clinic, BCC Palm Bay Campus, 9:00 a.m. - 4:00 p.m.**

Starting a small business? Are you an ambitious, entrepreneurial person seeking information about the opportunity of running your own business? An overview of business plan, finance, legal issues, insurance, record keeping and taxes. Fee is \$60.

All seminars require pre-registration. Please call the Small Business Development Center at Brevard Community College at 321 433-5570 or 321 433-5572 or email pprimers@brevardcc.edu.

The SBDC at BCC is a member of the Florida Small Business Development Center Network, a statewide service network funded in part through a cooperative agreement with the U.S. Small Business Administration.

## EVENT CALENDAR

### February 23

ABWA Oceanside Charter Chapter Dinner Meeting  
Networking at 6:00 p.m. Dinner at 6:30 p.m.  
Eau Gallie Yacht Club, 100 Datura Drive, Indian Harbour Beach

### March 2

Space Coast Women Express Network Meeting  
Networking & Lunch from 11:00 a.m. to 1:00 p.m.  
Eau Gallie Yacht Club, Indian Harbour Beach

### March 10

ABWA Oceanside Charter Chapter Executive Board Meeting at 5:30 p.m.  
Harris Corporation Headquarters, 1025 W. Nasa Blvd., Melbourne, FL

### March 23

ABWA Oceanside Charter Chapter Dinner Meeting  
Networking at 6:00 p.m. Dinner at 6:30 p.m.  
Eau Gallie Yacht Club, 100 Datura Drive, Indian Harbour Beach

### April 6

Space Coast Women Express Network Meeting  
Networking & Lunch from 11:00 a.m. to 1:00 p.m.  
Eau Gallie Yacht Club, Indian Harbour Beach

### April 14

ABWA Oceanside Charter Chapter Executive Board Meeting at 5:30 p.m.  
Harris Corporation Headquarters, 1025 W. Nasa Blvd., Melbourne, FL

### April 27

ABWA Oceanside Charter Chapter Dinner Meeting  
Networking at 6:00 p.m. Dinner at 6:30 p.m.  
Eau Gallie Yacht Club, 100 Datura Drive, Indian Harbour Beach

### May 4

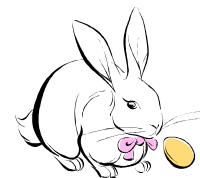
Space Coast Women Express Network Meeting  
Networking & Lunch from 11:00 a.m. to 1:00 p.m.  
Eau Gallie Yacht Club, Indian Harbour Beach

### May 21-22

**ABWA 2010 District I Conference**, Naples Beach Hotel, Naples, FL

### May 25

ABWA Oceanside Charter Chapter Dinner Meeting  
Networking at 6:00 p.m. Dinner at 6:30 p.m.  
Eau Gallie Yacht Club, 100 Datura Drive, Indian Harbour Beach





**Oceanside Charter Chapter  
February 23, 2010  
Meeting Agenda**

Networking

Call to Order & Welcome

Pledge of Allegiance

Invocation

Introductions

Establish a quorum

Approval of Minutes

Treasurer's Report

Committee Reports

Website: Jessica Brace

Newsletter: Anita Carbone

Membership: Barbara Cheney

Fundraising: Susan Averill

Program: Sue Parker

Care Coordinator: Barbara Cheney

Ambassador: Lola Mitchell

Woman of the Year & Top Ten Candidate: Barbara Jones

New Business: Installation of New Members

Guest Speaker

Marie Benoit, Ph.D.

Announcements

Raffle

Benediction

Adjournment

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Oceanside Charter Chapter

P.O. Box 360151  
Melbourne, FL 32936-0151

Member  
Cocoa Beach Area Chamber of Commerce

Newsletter Editor  
Anita Carbone  
acarbone@cfl.rr.com  
321 684-0790

## American Business Women's Association

### 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.*

### ABWA's Proud Code of Conduct

1. All Members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's Mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their profession by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

## AMERICAN BUSINESS WOMEN'S ASSOCIATION OCEANSIDE CHARTER CHAPTER MEETING INFORMATION

### Location:

Eau Gallie Yacht Club  
100 Datura Drive  
Indian Harbour Beach, FL

### Date & Time:

Fourth Tuesday of the month  
6:00 p.m. Networking  
6:30 p.m. Dinner & Meeting

### Cost:

\$25.00 for members and guests

### For reservations :

Barbara Cheney  
321 987-5106  
beejaycheney@yahoo.com  
or  
Online at [www.abwaoceanside.org](http://www.abwaoceanside.org)