



ABWA[®]
 AMERICAN BUSINESS WOMEN'S ASSOCIATION

August 2010

August Chapter Meeting
 Thursday, August 26, 2010
 MCM Elegante Hotel
 6:00pm – Networking
 6:30pm - Meeting Begins

The La Luz Lamplighter

La Luz Proud to Welcome Newest Member



The La Luz chapter was proud to welcome newest member, Anne Descour (c), at the July Board Surprise Chapter Meeting. Anne is seen here with Betty Jo Maes de Carter (l) and MyChelle Andrews (r) after her affiliation into the chapter.

ABWA Mission Statement

To bring together business women 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.

VOLUME 43

ISSUE 1

Woman of the Year
 Barbara Torres

**2011 Top Ten Business
 Woman of ABWA**
 MyChelle Andrews

American Business Womens' Association
 The association for all women in all occupations



PRESIDENT'S CORNER

President's Message

Dear La Luz Chapter Members,

This month starts my second year as President. I am very excited to lead chapter again. I have grown in many ways over the past year and hope I can make this year even better.

We are going to have a very busy chapter meeting this month. We will be going over the survey results that were emailed out earlier this month. Please review them before the meeting. We are also going to be voting on our Standing Rules. There is an overview of the changes in the newsletter. A draft was emailed earlier this month; it is also on WIN and on our La Luz website. We had a successful budget meeting on August 11. From that meeting we produced a draft budget that will be submitted for approval. The budget was sent out in an earlier email and is on WIN and on our La Luz website.

August is the month our dues are due. Everyone should bring a check made out for \$36. If you are unable to attend the meeting, please mail the check to JoAnn Torres. Her address is in our member directory on WIN.

We encourage everyone to participate in fundraising each year. The chapter goal is to have every member contribute \$200 in some way toward our fundraising efforts. This year the fund raising committee will have many different ways you can participate, this includes cash donations.

I look forward to seeing everyone at the meeting.

In ABWA Love,

MyChelle

[New Mexico Flag Salute](#)

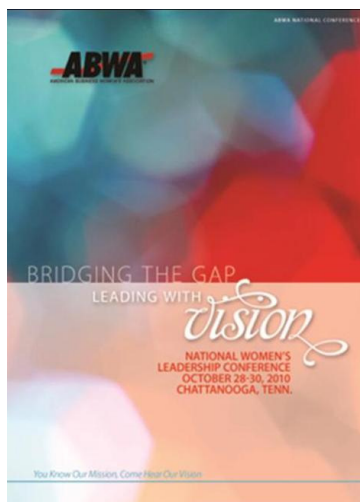
I salute the flag of the State of New Mexico and the Zia symbol of perfect friendship among united cultures.

[ABWA Proud Code of Conduct](#)

1. All members will serve as goodwill ambassadors for ABWA
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 professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members

[Benediction](#)

Guiding Spirit, Guardian of our days
Be with us as we go our separate ways
Help us to feel those thoughts that lift and bless
To know a closer bond of friendliness
To see Thy beauty, always- every day
Translated into living- this we pray.
Amen



You Know Our Mission, Come Hear Our Vision.....

Join ABWA members from across the country for the National Women's Leadership Conference in Chattanooga, Tenn., October 28-30!

Come celebrate the retirement of Carolyn Bufton Elman at the Recognition Luncheon on Thursday. On Saturday, we will recognize the Chapter/Network Women of the Year and the 2011 Top Ten Business Women of ABWA. Don't miss these two opportunities to celebrate their accomplishments. All members are invited to attend these inspiring events!

And don't let your group miss out on the opportunity to create a purse for the Flaunt Your Purse-ornality Auction where all proceeds benefit the ABW Foundation.

Showcase your group's characteristics, accomplishments or congratulate your team's honorees by placing an ad in the National Conference Program.

Full details on these events as well as registration and housing can be found at www.abwa.org/UpcomingEvents or in the June issue of *Women IN Business*®.



Focus on August Chapter Meeting

La Luz Meeting Agenda - August 26, 2010

- 6:00 Social, Networking, Door Prize Ticket Sales
Pass out Surveys
- 6:30 Call to Order & Welcome: MyChelle Andrews
Pledge of Allegiance
NM Flag Salute
Mission Statement
- 6:35 Dinner – Introductions / Michelle Tabacchi
- 6:35 ABW Day – Susan Starnes – High Noon
Registration
50/50 Ticket Sales
- 7:00 Guest Speaker – Clifton Chadwick, “5 Steps of Copy that Sells”
- 7:45 Break
- 7:50 Business Meeting
Member of the Month – August
New Member Affiliation
Correspondence
Old Business
Best Practices Submission
Budget Vote
National Conference- October 28 – 30 in Chattanooga, TN
Registration, Ad \$100, Purity \$100
Survey Results
ABW State Fair Day – September 22
New Business
Installation of New Officers
Standing Rules - Vote
Dues Due \$36
Move Meetings
October 21
November 18
Announcements / Reports
- 8:30 Door Prizes – Michelle Tabacchi
- 8:45 Benediction
Collect Surveys

August Highlights

August presenter, Clifton Chadwick, has worked on behalf of local advertisers for over twenty years. Come learn the “5 Steps to Advertising that Sells” underlying everything from your “Elevator Speech” to your social media strategy for your Branding Campaigns. Turn to page 6 for more information on August’s speaker.

August Chapter Meeting

*Thursday, August 26, 2010
MCM Elegante Hotel
6:00pm – Networking
6:30pm – Meeting Begins*

Menu

Salad with Ranch and Raspberry
Vinaigrette
Sesame Chicken
Rice Pilaf
Green Bean Almondine
Rolls & Butter
Chocolate Cake
Coffee and Iced Tea

If you have special dietary requests, I will need them no later than Tuesday prior to meeting.

Thank you,

Judi Anderson, Committee Chair

Next La Luz Meeting

*September 23, 2010
MCM Elegante*

Next Board Meeting

*September 9, 2010
TVC*





Committee Square



Date	Activity	Info	Results
Sep 11 nlt 4:00pm	Football	Sign up, sign up, sign up—need at least 6 members each game.	
Sep 28 nlt 4:00pm	Football		
Oct 2 nlt 2:00pm	Football		
Oct 23 nlt 6:00pm	Football		
Nov 6 nlt 2:00pm	Football		
Nov 6 ????????	Basketball		
Nov 27 nlt 12:00pm	Football		
	Flower Del	Watch for the dates on Thanksgiving and Christmas deliveries!	

Fund Raising Committee Update August 2010

Hello La Luz! Here we go again with another year of fund raising so we can provide support to our members!

Just two quick items this time as we begin the 2010-2011 Chapter year:

Fund Raising Kickoff Meeting—

Everyone is invited to join us in the bar area at the MCM Elegante at 5:30pm before our meeting on Aug 26th. We are looking for some project leads (Trivia Night, door prize ticket selling, and whatever we come up with...!) Bring your ideas and enthusiasm! This will just be the first of our planning meetings to lay out the year’s activities. See you there!

UNM Concessions-IT’S ON!!—Mary Boucher attended the meeting as our concessions lead from La Luz. This is what she found out:

- Park in lot east of the Isotopes

- park (enter on Avenida Cesar Chavez).
- Enter stadium at Gate 5 (middle north gate). There will be a check in at this gate for all people entering the stadium. Once gates open to the public (1 ½ hours before game time), workers will no longer be allowed to enter.
- Uniform is a white shirt and khaki, brown or black pants/capris. At the PIT, it will change to white shirt, black pants and black shoes.
- Part of the crew will need to arrive early to check inventory, cook and stock items. The rest of the team can arrive two hours before game time.
- There will be no food or drink in the serving area. Also, no cell phones or texting.
- Additional information will be available at the August meeting and e-mailed to you once we get the manual scanned.

Jeanne Banks,
Fund Raising Coordinator



La Luz Bulletin Board

- **All Communication and Surveys Must be Posted on WIN for Best Practices Next Year**
-To set up your account on WIN, log on to:
<http://www.abwa.org/login.cfm>
- *-Fill out the required information under “member Login” to set up an account.*
- *-If you have an account but don’t know your password, try “Password1”.*





Committee Square



2010 Standing Rules Committee Report

The 2010 Standing Rules Committee submits the following report and recommendations for changes to the La Luz Chapter Standing Rules. A Microsoft Word version showing the details of these changes is available on WIN and on the La Luz web site, <http://www.abwa-laluz-abq.org>. Please access that file so you are informed for the vote that will occur at the August La Luz Chapter meeting.

The Standing Rules Committee met and recommends approval of the revisions as presented in a file on the chapter web site and on WIN. A summary of these changes is provided below:

1. Correction of committee names not changed in previous updates
2. Change the word "required" to the word "encouraged" relative to member participation on the Fund Raising Committee
3. Removal of references to loans in the SBMEF section
4. Modification to allow the Program Committee to determine the number of days required to make and/or cancel dinner reservations.
5. Movement of the statement regarding the number of seminars reimbursed by the chapter for each member from Guidelines section to Reimbursement section
6. Creation of Section II.A. General Responsibilities within Section II, Committees from the various entries listed without an outline.
7. Addition of the statement "Present budgetary requirements to the Executive Board." to Section II. A. Committee General Responsibilities.
8. Addition of request to submit receipts for reimbursement in a timely manner to Section II.A. Committees General

9. Responsibilities and to IV. Fiscal Policies
10. Addition of the option for virtual board meetings to include introduction and voting on motions
11. Change of the Executive Board Section I to include three major topics (Board Member Responsibilities, Executive Board Meetings, Transition to Newly Elective Executive Board)
12. Addition of the following sections
 - a. Section I. B. Executive Board Meetings
 - b. Section I. C. Transition to Newly Elected Executive Board
 - c. Section II. F. Transition to New Committee Chairs
 - d. Section IV. A. Annual Budget Process
13. Updates to the Standing Rules outline to accommodate these changes.



Calendar of Events

1. Thursday, September 9, 2010
Executive Board Meeting
2. Wednesday, September 22, 2010
Women's Day at the Fair
3. Thursday, September 23, 2010
Chapter Meeting
4. Saturday, September 25, 2010
ABW Day Event
5. Thu.- Sat., October 28 -30, 2010
2010 National Women's Leadership Conference

Area Council Meeting Report August 3, 2010

The meeting started at 6:00 pm at the Hilton Garden Inn. Treasurer and Secretary Reports: Treasurer and Secretary Reports read and approved. Old Business: The date for the Area meeting has been changed for September, because of Labor Day to September 14th. ABW Day Sept 25, 2010, at the Hilton Garden Inn on San Antonio, Ann Lerner will be the speaker; she is the Film Industry Liaison. We will have an ABW day at the State Fair this year on Woman's Day. A committee will be set up for planning and scheduling workers. New Business: There will be a 50/50 door prize at the ABW Day. Chapter Reports: High Noon will be hosting the ABW Day in September. La Luz had a Board Surprise meeting with a speaker.

Kathy Elrick
Board Delegate



Getting to Know ...

**Getting to Know Our...
Member of the Month
Better... Luisa Gignac**

I was born and raised in New Mexico (Artesia). I Left to attend Eastern New Mexico University and while attending college I met and married Ed and raised three children, Donie, Marie, and Raymond. When Donie was less than a month old we moved to Albuquerque where Ed and his mother, and father had lived since 1944.

I was fortunate to be hired as a public librarian for the city library system and retired in 1992 after 33 1/2 years. I have to say that I loved my work and had many opportunities to work on some exciting library projects.

Through the years I have made many friends in my work, in my church, and certainly in the other organizations I have joined. ABWA has been one of the most exciting and rewarding to me since I became a charter member of La Luz in 1967.

Thank You for selecting me as your member of the month.

Luisa D. Gignac



**Getting to Know Our...
August Speaker Better...
Clifton Chadwick**

Clifton Chadwick has worked on behalf of local advertisers for over twenty years.

A native of Albuquerque and a Graduate of UNM's Fine Arts Program (focusing on Economics, American Media and Theater). Clifton got his start in Advertising in California's Bay Area just when the Computer Industry was leaving the 8088 processor behind.

After a brief stint in Latin America, Clifton came home and has worked on behalf of local advertisers as a representative of a variety of Print, Radio and Television properties. Clifton has helped hundreds of Albuquerque business owners focus on their legitimate strength, using advertising as "Amplified Word-Of-Mouth", or "Multiplied Sales Calls" to achieve sales and drive revenues based on the idea that "Branding is for the long term, today's sales will get us there."

Clifton once again finds himself on the cutting edge of communications representing CliffDweller Productions' three Video Programs; Travel Guyide New Mexico, Hot Chefs New Mexico and HomeBuilders' Gallery. Each program relies on television as a centerpiece for using video in social and viral marketing.

Come learn the "5 Steps to Advertising that Sells" underlying everything from your "Elevator Speech" to your social media strategy for your Branding Campaigns.



Submit Articles for the La Luz Lamplighter to:
ingamass@comcast.net

Member Birthdays and ABWA Anniversaries

Happy Birthday to the following La Luz members celebrating a birthday in August!

- Helene Dobbins 08/09
- Dana Roberson 08/16
- Betty Jo Maes de Carter 08/17
- Chris Mahan 08/18
- Luisa Gignac 08/25
- Mary Boucher 08/30



The following members are celebrating Anniversaries in August!

- Mary Boucher 1993
- Carmen Dickens 2007



Getting to Know ...2010-2011 Committee Members

Below is a list of each committee, the members on the committee and the chair. We are a little short in the following areas:

- Fund raising
- Membership

Also included are the members who have not signed up for a committee. If you are part of that list, please review the committees and let MyChelle know which committee you want to be on. Please give special consideration to the two (2) committees that are listed above.

Member	email	Committee	Chair?
Dean, Shirley	casajdean@aol.com ;	Audit	
Andrews, MyChelle	mkandrews@cabq.gov ;	Board	Yes
Elrick, Kathy	irelrick1@msn.com ;	Board	
Hall, Marlene	mhall@pharmaca.com ; Home: marlene26@earthlink.net ;	Board	
Tabacchi, Michelle	mtabacchi@aol.com ;	Board	
Torres, JoAnn	joann.torres@comcast.net ;	Board	
Banks, Jeanne	Jeanne.Banks@comcast.net ;	Fund Raising	Yes
Boucher, Mary	Mary.Boucher@numerex-llc.com ;	Fund Raising	
Vandenberg, Nancy	nvandenberg@safernm.org	Fund Raising	
Gignac, Luisa	lgdancer@BasicISP.net ;	Membership	
Winings, Sharon	sjwinr@comcast.net ; sjwinin@sandia.gov ;	Membership	Yes
Descour, Anne	descour@comcast.net	Professional Development	
Mass, Inga	ingamass@comcast.net ;	Professional Development	
Roberson, Dana	g_d_roberson@msn.com ;	Professional Development	Yes
Roberts, Ruth S.	ruth14@q.com ;	Professional Development	
Torres, Barbara	TorresBW@aol.com ;	Professional Development	
Anderson, Judi	judianderson@comcast.net ;	Program	
Garduno, Ursula	Gardu5@aol.com ;	Program	
Maes de Carter, Betty Jo	bettymaes@hotmail.com ;	Program	
Merrill, Ruth	cgchalk@comcast.net ;	Program	
Speer, Margaret	jmspeerabq@comcast.net ; margaret.speer@lmco.com ;	Program	
Sylvester, Holly	hollys@swcp.com	Program	Yes
Barnhouse-Stack, Anja	anjabs2009@gmail.com ;		
Dickens, Carmen Dike, Margaret	Carmen.Dickens@comcast.net ;		

La Luz – July, 2010 Meeting Minutes

ABWA La Luz Chapter Meeting Minutes

July 22, 2010

Meeting Start Time: 6:35 p.m.

Attendees: Members–16, Guests-4

6:35 p.m. – President MyChelle Andrews opened the meeting with the Pledge of Allegiance

Mychelle announced the passing of Bea Gallegos, a long-time member who died of cancer July 21, 2010.

6:45 p.m. – Introductions/Michelle Tabacchi

7:15 p.m. – Margaret Speer introduced our guest speaker

Speaker: Keri Stewart, founder of Results 4 Business, an Albuquerque-based consulting firm. Topic: “Your Future: Cluttered or Blank?”

8:10 p.m. – Business Meeting

Member of the Month”

June: Sharon Winings for her leadership with the membership drive.

July: Luisa Gignac for hosting our garage sale fundraiser.

New Member Affiliation

Anne Descour, sponsored by Betty Jo Maes de Carter, was welcomed as a new member.

Fiesta attendance acknowledged. Next year it will be held the third Friday and Saturday in July.

Survey was distributed: Mychelle asked for all to complete the hard copy survey as well as two surveys on line in WIN. 30% completion required by ABWA.

New officers installed for the coming year. The Board Members remain the same.

MyChelle recognized the board members who served with her the past year.

Committee membership drive reviewed by Michelle and Marlene.

Winner of the basket was Ursula Garduno.

All volunteers who signed up for committees received a small gift.

Final business: Update on health of Evie Slotkin who was in a car accident.

8:48 p.m. – Meeting adjourned

August Executive Board Meeting Minutes

La Luz 2010 - 2011 Executive Board Meeting Minutes
August 12, 2010

Meeting Started at 5:30 p.m.

Attendees: MyChelle Andrews, Michelle Tabacchi, JoAnn Torres, Marlene Hall, Kathy Elrick, Margaret Speer, Jeanne Banks, Barbara Torres, Inga Mass, Holly Sylvester.

Member of the Month was chosen

Area Council activities were reviewed by Kathy.

>ABW Day is September 25. Susan Starnes, Chairperson of the event, will attend La Luz August meeting to represent the event.

>September meeting of Area Council moved to September 14 due to the Labor Day holiday.

>July Treasurer Report was delivered by JoAnn, Treasurer

The audit of the Final report will take place August 18, at 6 p.m. Final report will be emailed to the Board with SBMEF changes.

Adjustments to Final Draft with July actuals will be added to final draft prior to submission at August meeting.

>Standing rules Committee report was covered by Barbara.

Adjustments were made and reported. Revised standing rules were reviewed. Suggestions and changes discussed. Changes will be posted on WIN per Best Practices and on La Luz website.

This will be presented and voted on at the August chapter meeting.

Barbara will provide a report for the newsletter.

>Survey Results are posted on WIN. Each committee needs to review it for information as it pertains to the particular committee focus. Mychelle will notify members the results are posted.

>Vision Statement

JoAnn and Michelle will form a committee to create a draft of the vision statement based on the survey results. This will be presented at our November board meeting.

>Board will discuss goals at the September board meeting.

>Inga will post coming year committees in the newsletter. Marlene will send results of sign-up from July meeting to Inga.

>Margaret will meet with Holly to review Business Plan timeline and notify board of needed changes.

>Jeanne will submit a fundraising committee meeting request for membership participation to Inga for the newsletter.

>Budget meeting was held August 11, 2010. Marlene distributed a copy of the minutes from the meeting and budget draft was also distributed. This will be sent to Inga for the newsletter. The budget will be voted on for final approval of the chapter members at the August meeting.

>National Conference Oct 28 – 30, in Chattanooga, Tennessee.

August Executive Board Meeting Minutes (Cont.)

October meeting will be moved to October 21 due to the National Conference.

>Chapter will place an ad in the conference program. Mychelle and Jeanne will sponsor the ad.

>The chapter will contribute a \$100 value giveaway for the National Conference Purs-onality silent auction.

>Concessions will take place this fall based on at-home event schedules of teams.

>Board discussed which events for the coming year will be tax-free.

>Membership Committee Report - Sharon and Luisa are on the membership committee this coming year. Kathy, as their advisor will contact them regarding the formation of a committee for ABW Day at the State Fair this September. \

>All submissions for the newsletter must be given to Inga the Sunday after the board meeting. All items for September newsletter must be submitted to Inga no later than September 5.

>Review La Luz Chapter Meeting Agenda reviewed. MyChelle will change speaker.

>Next Board Meeting – September 9, 2010 facilitated by Michelle in MyChelle's absence.

Meeting adjourned 6:45p.m.



Our La Luz Chapter scholarship has been established. Tax deductible donations may be made by sending a check to:

University of New Mexico Foundation, Inc.
MSC07 4260
1 University of New Mexico
Albuquerque, NM 87131-0001

Be sure to provide the following information on your check:

La Luz Chapter, ABWA Scholarship



Professional Development Opportunities Check List

La Luz Business Skills Tuition Reimbursement

Qualification

- Max of 1 per fiscal year one half (1/2) of the tuition up \$80
- Female US Citizen
- Must be a member of La Luz ABWA
- Enhances Life Skills and / or Career Skills

Process

- Submit application to Dana Roberson at least 2 weeks prior to the registration deadline. Email to g_d_roberson@msn.com or snail mail to: PO Box 923, Sandia Park, NM 87047. Include:
 - a. course description
 - b. rationale for attendance
 - c. date, time and location of class
2. Professional Development committee will vote on approval, requires a majority vote
3. Applicant will be notified of approval
4. After attending the class:
 - a. submit a written report for publication in the newsletter
 - b. receipt

SBMEF Business Skills Tuition Reimbursement

Qualification

- Max Per fiscal year one half (1/2) of the tuition up \$500
- Minimum per reimbursement \$50
- Must attend a licensed, accredited or state-approved institution in the United States or its possessions, territories, or districts
- Female US Citizen
- Does not need to be a member of ABWA

Process

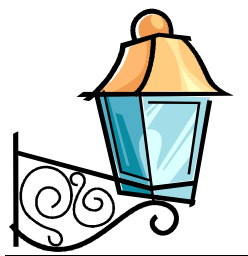
1. Submit application within 90 days of attending the course. Include:
 - c. course description
 - d. rationale for attendance
 - e. verification of the institution's or organization's credentials

Outright Grants Program Qualifications

- Max Per fiscal year \$1,500
- Funds are to be used only for tuition, books and fees.
- Female US Citizen
- Must be at least at the sophomore level in college (completed 45 credit hours) applying for funds to be used the following year.
- Does not need to be a member of ABWA
- Have a 2.5 or better GPA on a 4.0 scale
- Must be seeking a baccalaureate degree or higher

Process

1. Complete the candidate information section of the SBMEF application in full.
2. Provide official transcripts of grades from all colleges attended.
3. Write a one-page biographical summary
4. Submit three current letters of reference from persons other than relatives.



ABWA Executive Director
Rene' Street

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9100 Ward Parkway
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64114-0728
Phone: (816) 361-6621 Fax: (816) 361-4991
Member Services: (800) 228-0007
Website: www.abwa.org



ABWA 2009-2010 National Officers

President –Casey Coven
Vice President – Pam Carvell
Secretary/Treasurer – Lynn Drowne
District VI Vice President - Deb Shadaram

La Luz 2010-2011 Officers and Committee Chairs

Executive Board

President – MyChelle Andrews
Vice President – Michelle Tabacchi
Secretary – Marlene Hall
Treasurer – JoAnn Torres
Board Delegate – Kathy Elrick

Committee Chairs

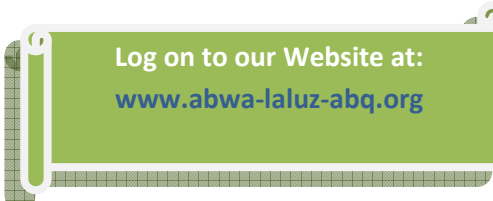
Professional Development Committee Chair –
Dana Roberson
Program Committee Chair – Judi Anderson
Fund Raising Committee Chair –Jeanne Banks
Membership Committee Chair –
Sharon Winings

La Luz Lamplighter Editor

Inga Mass
6111 Dungan NE.
Albuquerque, NM 87109
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Do you have an idea or story for the Lamplighter?  
Do you have accomplishments you would like to share with other chapter members?  
Do you have pictures or an event to share with the Chapter?

Send your articles, pictures, or ideas to Inga Mass at [ingamass@comcast.net](mailto:ingamass@comcast.net)



**ABWA – Albuquerque and Santa Fe Chapters Meeting Nights and 2010-2011 Presidents**

|                             | Meeting Night                                     | President        | Phone | E-Mail                                                     |
|-----------------------------|---------------------------------------------------|------------------|-------|------------------------------------------------------------|
| Albuquerque Charter Chapter | 2 <sup>nd</sup> Tuesday<br>MCM Elegante           |                  |       |                                                            |
| High Noon Chapter           | 3 <sup>rd</sup> Thursday<br>Shoneys/Louisiana     |                  |       |                                                            |
| La Luz Chapter              | 11:30<br>4 <sup>th</sup> Thursday<br>MCM Elegante | MyChelle Andrews |       | <a href="mailto:mkandrews@cabq.gov">mkandrews@cabq.gov</a> |
| Tierra Encantada Chapter    | 3 <sup>rd</sup> Tuesday<br>Santa Fe               |                  |       |                                                            |

All Meetings in the evening unless noted otherwise.