



ABWA 65 Year Going Strong!



LA LUZ CHAPTER OF THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

The La Luz Lamplighter

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Getting the Most out of LinkedIn Searches

by Mande White-Pearl, MBA

There are plenty of social media sites out there and LinkedIn is one of them. Unlike Facebook, which caters to users of all ages over 13, from all walks of life, and with all kinds of interests, LinkedIn is far more focused. LinkedIn is the best social media site for professionals, businesses, and freelancers alike. There is no room here for teens or hobbies. This is a site that allows you to promote yourself and your company and to network with other businesses within similar markets.

One of the powerful tools that LinkedIn has to offer is the ability to search. When you know how to get the most from your LinkedIn searches, you can truly get the most out of the site. LinkedIn is built on a highly evolved platform with a well-developed search platform that is broken into six separate sections. Each of these sections will offer you a mix of suggestions as you type. The advanced search is a very powerful tool.

6 Sections for Advanced Searches

Here is the break down for the six individual sections for your advanced searched.

- Updates - You can filter your results based on your connection level. You can set updates from your immediate network ñ from friends of your friends, friends to friends, or your third level marketing. You can also filter by time, location, range, etc.

January Meeting Speaker Merv Jersak

My Marble



Merv Jersak is an Independent Consultant, specializing in establishing Project management Offices for oversight of large computer system implementations. His career has spanned 30 years of consulting, and he has been involved in projects ranging in cost from \$250,000 to over \$200 million. Prior to becoming an independent, he worked for several notable companies: SHL Systemhouse, BDM International, and Deloitte Consulting.

In 2001, three events converged in his life, and that has made all the difference.

Come hear Merv's moving presentation and his life challenge to himself, and to all of us. The title of his presentation is simply "My Marble".

Merv lives in Albuquerque with his wife Brenda. When we see him, he will have just returned from a sailing trip in the British Virgin Islands. He has two daughters, both married and living locally. His pride and joy are his two granddaughters, ages 7 and 3.

- People -You can filter by relationship, location, school, and industry. There are several more options available if you have a premium membership.
- Jobs - You can filter by how current the jobs are, the industry they are in, the experience that is required, etc. There are a number of other search options available in this section.
- Companies - You can filter by industry, location, company size, relation, fortune, etc.
- Groups - In groups you can filter by language and category.
- Answers - You can filter by categories, and you can even add multiple categories.

With so many options, you shouldn't have too much difficulty seeking out exactly what you need, especially if you also use the search Boolean operators. Using these operators, you can exclude words, add words, combine two or more phrases, and add that final touch to your search. Tweaking ensures you get the exact results you were looking for.

Understanding how to use the LinkedIn searches to their fullest capability offers you stimulating opportunities that will inspire you to search more creatively not just on LinkedIn but on other social media sites too.

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 na-



Happy Birthday to the following La Luz members celebrating birthday in February

Dalene Alsager 2/26

Marie Gignac Sawyers 2/18

Sheri Miller 2/18

The following members are celebrating Anniversaries in February
Doris Sherman



ABWA La Luz 2015 Woman of the Year

Are you this
La Luz 2015 Woman of the Year?

Check your email for the application

The La Luz Vision Statement

Within the next five years, La Luz will be a Best Practice Level I chapter and have a reputation in the community for Empowering our Membership through

Executive Board



National President
Nancy Griffin
nancy.abwa@att.net



National Vice President
Meg Bell
m.megbell@gmail.com



National Secretary-Treasurer
Lisa Montross
lisamontross@gmail.com

Congratulations to the 2014-2015 National Board of Directors and SBMEF Trustees!

The 2014 ABWA National Women's Leadership Conference has come to an end and members have selected another talented group to serve as your 2014-2015 Board of Directors and Trustees of the Stephen Bufton Memorial Educational Fund (SBMEF). *Leagues should now send their newsletters to their newly elected District Vice President.*

District Vice Presidents



District I
Gina Berry
bgberry93@tampabay.rr.com



District II
Frances Nicholson
francesnicholson08@yahoo.com



District III
Loretta Wilkes, II
lorettawilkes@sbglobal.net



District IV
Sharon Godbee
sharon_godbee@vfc.com



District V
Sandy Schrah
sschrah@abwa@gmail.com



District VI
Vanessa Willis
abwavanessa@att.net

Important Dates

February 12	La Luz Executive Board Meeting
February 26	La Luz Chapter Meeting
March 12	La Luz Executive Board Meeting
March 26	La Luz Chapter Meeting
March 26 -28	Western Regional Conference Tucson, AZ
2015	2015 ABWA Annual Conference Albuquerque

Committee Square

Please log into WIN to find the Board Meeting minutes there

"Don't forget to download your district newsletters located in the WIN National Library/ District Newsletter folder!"



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

Log on to our ABWA La Luz Website at:

ABWA Executive Director

Rene' Street

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Website: www.abwa.org

ABWA 2014-2015 National Officers

President –Lorie Burch
Vice President – Nancy Griffin
Secretary/Treasurer – Gaylyn Devine
District VI Vice President - Barbara Jenkins

**La Luz 2014-2015 Officers and Committee
Chairs**

Executive Board

President – Sheri Miller
Vice President – Carmen Dickens
Secretary – Sylvia Adair
Treasurer – Vannette McMillin
Board Delegate – Dana Roberson

Committee Chairs

Professional Development Programs Committee Chair –Margaret
Speer
Education Committee Chair – MyChelle Andrews
Newsletter Committee Chair – Felecia Schreier
Publicity Committee Chair – Carmen Dickens
Fund Raising Committee Chair – Dana Dotoli
Membership Committee Chair –

La Luz Lamplighter Editor

Felecia A Schreier
1524 Dartmouth Dr NE
Albuquerque, NM 87106

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

Felecia Schreier at F_Schreier@yahoo.com



To remove your name from our mailing list, please [click here](#)

For 65 years, ABWA has strived 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 ...

Here's to another 65 years:
changing women's lives
one woman at a time!

