



March 2013

March Chapter Meeting

Thursday, March 28, 2013

MCM Elegante Hotel

2020 Menaul Blvd. NE

Albuquerque, NM 87107

6:00pm – Networking

6:30pm - Meeting Begins

The La Luz Lamplighter

La Luz Chapter of the American Business Women's Association, Albuquerque, New Mexico

Congratulations to 2013 Top Ten Nominee and Woman of the Year



Candidates for 2013 Woman of the Year and 2013 Top Ten Nominee positions pose for a picture after the vote at the February 28, 2013 chapter meeting. Congratulations to Dana Roberson, who was selected as the 2013 Woman of the Year and to Margaret Speer, who was voted La Luz's 2013 Top Ten Nominee.

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.

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*For Information on Attending Meetings or
Joining ABWA Contact: Earlena Giddings-Hill:*

EPGiddings@yahoo.com

*Meal cost of \$20.00 will be collected at the
door.*

2013 Woman of the Year

Dana Roberson

2013 Top Ten Nominee

Margaret Speer

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



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 Education and leadership".

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

PRESIDENT'S CORNER



President's Message

Dear La Luz Chapter,

Happy Delayed St. Patrick's Day and Happy Easter soon.

Did we all show off our Irish roots on the 17th? Just to make sure let's all wear something green to the March meeting on the 28th!

We will have a great speaker this month:

Matt Rixx will entertain us with 'Three Concepts'.

I am sure we will be able to report a great success from our great, big fundraiser, The High Tea and Fashion Show.

Also, the Western Regional Conference in San Diego was last weekend and I am sure some of the attendees will be able to give us an insight from the 'meeting at the west coast'.

Hard to believe but soon my time as your president will be over and it will be time to hold chapter elections again. Please, give it a thought. There are many board positions and committee chairs that will need to be filled again. And we will need a 'Nomination Committee' for that election. Any takers? Think about it. Please!

I hope to see you all at the March meeting.

With ABWA Love and in March Madness for the Lobos,

With ABWA Love,

Carmen



Focus on March Chapter Meeting

La Luz Meeting Agenda – March 28, 2013

- 6:00 Social, Networking, Door Prize Ticket Sales
- 6:30 Call to Order & Welcome: Carmen
 Pledge of Allegiance
 NM Flag Salute
 Mission Statement
- 6:35 Dinner – Introductions & Trivia/ Newsletter Questions
- 6:50 Vote on 2012/2013 Standing Rules
- 6:55 New Member Affiliation
- 7:00 Guest Speaker – Matt Rixx, “Concept of Three Things: What, Who, How and Why”
- 7:45 Chapter Highlights
 Get to Know our Members Better / Member “Speaker”- Barbara Torres
 Member of the Month - March
 Birthday Flowers
 Business Meeting
 Correspondence-
 La Luz Calendar of Events on WIN
 Committee Highlights and Event Updates
 Fundraising
 Prof. Development
 Membership
 Program
 Area Council
- 8:30 Door Prizes
- 8:45 Benediction

March Highlights



Matt Rixx is America's leading authority on the science of subliminal triggers of influence and the psychology of humor combined with persuasive presentation techniques. He is an internationally recognized keynote speaker, executive-level leadership consultant, and a widely respected expert and trainer in the use of subliminal influence triggers, nostalgic-based marketing, and adaptive "Story-Selling" methods.

The title of Matt Rixx's presentation for the March 28, 2013 meeting is “Concept of Three Things: What, Who, How and Why”. Turn to page 4 for more info on our March Speaker.

March Chapter Meeting

*Thursday, March 28, 2013
 MCM Elegante Hotel
 6:00pm – Networking
 6:30pm – Meeting Begins*

Menu

Salad with Ranch Dressing and
 Raspberry Vinaigrette
 Sesame Chicken w/ Rice
 Vegetables
 Rolls and Butter
 Dessert
 Coffee and Iced Tea

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

Thank you,

Ursula Garduno, Committee Chair
Gardu5@aol.com

Next La Luz Meeting

*March April 25, 2013
 MCM Elegante*

Next Board Meeting

April 11, 2013
 Hilton Garden Inn





Committee Square



Getting to Know ... March Speaker, Matt Rixx

Matt Rixx is America's leading authority on the science of subliminal triggers of influence and the psychology of humor combined with persuasive presentation techniques. He is an internationally recognized keynote speaker, executive-level leadership consultant, and a widely respected expert and trainer in the use of subliminal influence triggers, nostalgic-based marketing, and adaptive "Story-Selling" methods.

Matt helps organizations build compelling corporate and organizational stories while creating motivational sales teams and influential executive leaders using his unique process called The MATTRIX Method™. As he simply states:

"Leadership is not about getting people to take an action ... It is about getting them to believe the action you want them to take is their own idea!"™

Matt's credentials make him without equal. His formal education includes a

Bachelor of Science and post-graduate research in microbiology and biochemistry, as well as an MBA in Technology Management. His professional background includes 22 years spanning international strategic communications, technical sales-force training, and corporate leadership development ... not to mention over 9 years as a professional entertainer and acclaimed stand-up comedian.

His client list includes Fortune 500 corporate executives, top sales and marketing personnel, well-known media personalities, doctors, lawyers, select political figures, non-profit and philanthropic foundations, and even Miss America, Miss USA, and Miss Universe pageant contestants. As he is fond of saying,

"The real tragedy is when people don't have the training to speak well or the intelligence to remain silent."™

Matt's audiences laugh and learn while becoming active participants within his presentations and workshops. His eye-opening, life changing messages are filled with humor, emotion, motivational stories, and extraordinary personal content. Matt is an experienced platform personality with over 2500 professional "live-stage" worldwide presentations, and he is in constant demand as the "Professor of Persuasion" and the "Master of Subliminal Marketing".

In summary, Matt Rixx is a phenomenal speaker, executive-level trainer, and corporate coach who combines the use of subliminal influence triggers with the psychology of humor and the coveted secrets of persuasive presentation skills. His concepts are compelling, amazing, and undeniable ... as is his tag-line:

"It's Not What You Know or What You Say That Counts ... It's What People REMEMBER You Said and How You Made Them FEEL!"™

Mother's Day Flower Delivery Reminder

The following ladies have signed up to help deliver flowers for Mother's Day at Mauldin's Flowers. We are always in need of more drivers, so if you are available please contact Marie Gignac Sawyers at (505-265-1019) to get on the list. We appreciate all your help. This will be the last of the delivery times until next November.

Thanks!

- Friday, May 10th at 10:00 AM
Mae Bell Pendleton (she is need of a partner - any volunteers?)
- Saturday, May 11th at 9:30 AM
1) Team Tabacchi - Michelle and Tony
2) Luisa Gignac and Felecia Schreier



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



Committee Square



\$Money Matters\$ February 2013

Hey La Luz—

Our next big Fundraising Event is the Fashion Show/High Tea on March 24! Make your reservation using the E-vite or by letting Dana Dotoli or me know that you are coming. It will be a great time!

Then in April, on the 27th, we will be having our spring yard sale. It will be at Dana Dotoli's home. Start collecting those treasures!!

Remember--every member is on the fundraising committee! It is imperative that we earn the funds we need to send our members to National Conferences.

Don't forget about National Dues deadlines. Members who have their deadline for National dues coming up or who have already missed them are:

- Arleen Lopez--Dec
- Alberta Hunt—Jan
- JoAnn Torres—Jan
- Mary Boucher—Mar
- Cynthia Shelton—Apr

Til next month—Jeanne, the \$\$\$\$ Lady



Calendar of Events

1. Thursday, March 28, 2013
Chapter Meeting
2. Thursday, April 11, 2013
Executive Board Meeting
3. Thursday, April 25, 2013
Chapter Meeting
4. April 4-6, 2013
Districts I and IV Regional Conference
Safety Harbor, FL
5. April 18-20, 2013
Districts III and V Regional Conference
Chicago, IL
6. Saturday, April 27, 2013
La Luz Yard Sale
7. Friday, May 3, 2013
Trivia Night Fund Raiser
8. Saturday, May 11, 2013
Craft Fair Fund Raiser
9. Fri. & Sat., July 19-20, 2013
NM ABWA Fiesta
10. Saturday, September 21, 2013
National ABWA Day



Member Birthdays and ABWA Anniversaries

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

- Mae Bell Pendleton 03/01
- Sylvia Adair 03/23

The following members are celebrating Anniversaries in March!

- Mary Boucher 1993



Executive Board Meeting Minutes – March 14, 2013

La Luz Executive Board Meeting Minutes – March 14, 2013

Hilton Garden Inn, Albuquerque, NM

- Meeting called to order 6:05 P.M. by President Carmen Dickens
- In attendance: Dana Roberson, Carmen Dickens, Kathy Elrick, Jeanne Banks, Margaret Speer, Michelle Tabacchi.
- Additions to agenda:
 - Statement “To attain best practices – all board members need to take and pass the Best Practices Class” and give the Certificate of Completion to Kathy.
 - Jeanne Banks suggested that we have a “job” or “task” to have a Best Practices Monitor (similar to the Top 10 Monitor we have this year)
 - Jeanne also suggested we have an Outreach Monitor as well
 - Carmen Dickens stated that we (La Luz) need to have more communications
 - Kathy Elrick asked the question about Michelle Tabacchi’s e-mail concerning a vote on the Code of Conduct. Jeanne Banks stated that she thought it was in the Business Plan, and by voting on the Business Plan, the chapter voted on the Proud Code of Conduct. This was affirmed by Carmen, who showed the board the chapter in the Business Plan. Dana Roberson will amend the February Chapter minutes to reflect this.
- February Board Minutes – Approved as written
- February Chapter Minutes – approved as amended
- Correspondence – No correspondence
- Area Council – Jeanne Banks reported for Sharon Winings on the Area Council meeting,
 - They want to have a City-Wide Joint Membership recruiting event in the Fall for Albuquerque and Santa Fe.
 - MyChelle Andrews will be presenting a Class outlining Board and National Committee duties and responsibilities June 29th 10:00 A.M. to 3:00 P.M. All new board members should attend as well as anyone who aspires to run for a national level office, and anyone who wishes to learn.
 - Fiesta – July 19-20, 2013
 - Charter, with cooperation with Applebee’s on Montgomery is sponsoring a Pancake Breakfast March 23.
 - Next meeting is April 2, Hilton Garden Inn at 6:00 P.M.
- Standing Rules: Carmen Dickens reported that the board needs to work on the Standing Rules and present to the Chapter for a vote on March 28, 2013.
 - Jeanne Banks stated that this really needs to be done by August (and no later than October), but since we had not filled all the board positions, the Rules fell behind. She suggested that we have a “task” for someone to make sure this happens next year.
 - Jeanne Banks and Carmen Dickens advised that the Standing rules need to match the the Best Practices.
 - Carmen will send out copy of revised Standing Rules for review, and place a copy in the La Luz Newsletter.
- Treasurer’s report –
 - February Financials - Jeanne Banks reported that we have \$6,467.20 in the checking account and \$9,594.56 in the savings account
 - Jeanne proposed that we support up to two (2) members to Spring Conference, if is their first time attending a conference.
- Business Plan – Carmen Dickens reported that she had received some suggestions to the Business Plan and that the plan as amended would be voted on by membership in the February Chapter meeting, the 28th.
 - Jeanne Banks suggested that La Luz put together the criteria for Woman of the Year and Top Ten candidates.
 - Jeanne Banks is the Top Ten candidate coordinator and suggested we enlist a Woman of the Year candidate coordinator
 - Jeanne Banks is in process of “info gathering” to establish a database to help members maintain their chapter information
- Fund Raising Committee Report – No Report
 - The Fashion Show Tea would be the 24th of March. The cost will be \$35.
 - The Yard Sale will be April 27th
 - Craft Faire Mother’s Day Saturday, May 11th
 - Trivia Night May 3rd
 - Fiesta July 19-21 (ABWA member vendors)

Executive Board Meeting Minutes – (Cont.)

- Program Committee Report –
 - Margaret Speer stated that the Program would be “Three Concepts” by Matt Rixx
 - Dinner will be Sesame chicken, rice Vegetables, Salad and Desert
- Membership Committee Report – Earlena Giddings reported 1) that guest and new member letters went out, 2) I will be working with Sharon Winings to come up with a membership and member events, and 3) I will also be sending out the Tea and Fashion Show invitation to past guests.
- Professional Development Committee Report- NR -
 - Barbara Torres reported via e-mail that there are four (6) potential SBMEF candidates
 - Due to the “glitch” with the SBMEF website, Barbara Torres moved the deadline for applicants to April 20 allowing time for the committee to meet prior to the April Meeting.
 - Carmen Dickens reminded everyone that articles and “art” needs to be to Inga Mass by Sunday evening after board meeting.
- Meeting adjourned 7:40 P.M.
- The Next Board meeting will be April 11, 2013

Respectively submitted by Dana Roberson. La Luz Chapter Secretary 2012-2013

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 Alberta Hunt at least 2 weeks prior to the registration deadline. Email to sedsween@hotmail.com or snail mail to: 20 Sweenhart, Tijeras, NM 98059. 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

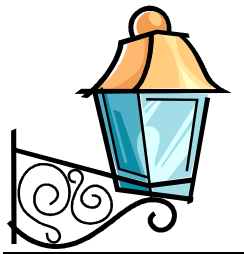
1. Submit application within 90 days of attending the course. Include:
 - c. course description
 - d. rationale for attendance
 - e. verification of the institution's or organization's credentials

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 60 credit hours) applying for funds to be used the following year.
- Does not need to be a member of ABWA
- Have a 3.9 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

ABWA National Headquarters

11050 Roe Avenue, Suite 200

Overland Park, KS 66211

Phone: (816) 361-6621 Fax: (816) 361-4991

Member Services: (800) 228-0007

Website: www.abwa.org



ABWA 2012-2013 National Officers

President –Tina Ackles

Vice President – Lorie Burch

Secretary/Treasurer – MyChelle Andrews

District VI Vice President - Bryna Dambrowski

La Luz 2012-2013 Officers and Committee Chairs

Executive Board

President – Carmen Dickens

Vice President – Kathy Elrick

Secretary – Dana Roberson

Treasurer – Jeanne Banks

Board Delegate – Sharon Winings

Committee Chairs

Professional Development Committee Chair – Barbara Torres

Program Committee Chair – Ursula Garduno

Fund Raising Committee Chair – Dana Dotoli

Membership Committee Chair – Earlena Giddings-Hill

La Luz Lamplighter Editor

Inga Mass

6111 Dungan NE.

Albuquerque, NM 87109

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



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

	Meeting Night	President	E-Mail
Albuquerque Charter Chapter	2 nd Tuesday MCM Elegante	Donna Luke	djluke2020@comcast.net
High Noon Chapter	3 rd Wednesday Le Peep in Albuquerque	Susan Starnes	ron.l.schmidt@att.net
La Luz Chapter	11:30am – 1:00pm 4 th Thursday MCM Elegante	Carmen Dickens	Carmen.Dickens@comcast.net
Tierra Encantada Chapter	3 rd Tuesday Santa Fe	Yolanda Arrey	

All Meetings in the evening unless noted otherwise.