

LWEN Express

Bryan-College Station, TX

LWEN'S VISION STATEMENT: *To create a professional community of diverse backgrounds that offers a positive and energetic atmosphere that nurtures opportunities for leadership, education, networking support and recognition.*



Professional Development Presentation
 December 14, 2011
 Christopher's World Grille
 11:30 a.m.
 (RSVP Required, See Below)



Leading Women Express Network of the American Business Women's Association Presents



John A. Rugh
 Copywriter and Owner
 John Rugh Communications

TOPIC

The Most Important Piece of the Most Important Piece of Your Business

Do you want to learn how to win customers through web and email marketing? Many business owners spend a lot of time and effort trying to create a web presence, but they forget about the importance of "writing words that sell." John Rugh of John Rugh Communications will give you tips and strategies to improve your marketing skills through print. During this presentation you will learn:

1. The importance of marketing your business
2. How to cut through the noise and clutter to make your business stand out
3. How to write words that sell

In December 2009, after an interesting and varied career that included valuable experience in sales, management, customer service and consulting, wanting to use his persuasive writing skills to help businesses and non-profits prosper, John Rugh became a full-time freelance copywriter. As a professional wordsmith and enthusiastic student of sales, marketing and advertising, John's specialty is crafting hard-hitting sales copy that compel readers to take action, words that help his clients attract and keep new customers.

FEATURED BUSINESS OF THE MONTH
Abbie C. Krolczyk with KESCO SUPPLY, INC.



ABWA's Mission:

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.

Please RSVP to Desarie Hobbs at desarie@myjpmortgage.com by 10:00 a.m. on Monday, Dec. 12, 2011.

Vice President of Programs: Jennifer Burnett • j.burnett@ccc creationsusa.com
 Leading Women Express Network • abwalwen.org and ABWA.org

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President's Letter

Dear LWEN Members,

Happy Holidays! What a busy year this has been so far and the rest of the year promises to be even busier.

As 2011 comes to a close we would like to take this time to wish everyone a happy and prosperous Holiday Season!!

WOW! What a wonderful turnout for our new member orientation this past month. Thank you to *Lina Lawson, Vice President of Membership* for providing us with so much information about the American Business Women's Association (ABWA) and Leading Women Express Network (LWEN). For those members unable to attend, please visit the LWEN WIN library for more information.

On Thursday, December 1st we will have our 8th Annual Holiday Party which includes the famous Ornament Exchange and Silent Auction. Thank you to *Pam Johnson, Vice President of Hospitality* and *Lina Lawson, Vice President of Membership* for their teamwork in organizing this event. This is very important event for our membership and I hope that everyone is planning on attending. If you would like to donate an item for the silent auction, please let Pam know. Any item will be greatly appreciated.

Don't forget to **Shop ABWA** this year. One of the practical aspects of the ABWA National website is the ABWA Shopping Bag which leads to the Internet's Largest and Easiest Online Shopping Mall and 1,000's of stores and merchants available just by clicking your mouse and shopping. As you shop through the ABWA Shopping Bag, a percentage of every purchase you make helps to support the ABW Foundation. Check out some of the great discounts and special offers provided by our corporate partners. Visit the *ABWA Store* for new merchandise featuring ABWA's annual theme for 2011/2012 – Share the Past, Build the Future. Don't forget you can also give the gift of an ABWA membership this year!

It is time to celebrate all our accomplishments over the past year and get excited about the opportunities ahead! We are honored to hold the 2010-2011 Level 1 Best Practices for Group Management award with over 110 current members strong which is something every member can be proud to share with their colleagues, family, and friends. With January approaching it is a good time to make a list of those women you know who want to grow both personally and professionally. Invite them to one of our upcoming meetings and help them achieve their goal.

In closing for this year, I want to again wish you and your family a very happy and prosperous Holiday Season and best wishes for a successful 2012!

Debbie Holladay
President, Leading Women Express Network

LWEN Express is published monthly by Leading Women Express Network of the American Business Women's Association.

For more information or to submit an article, please contact the LWEN Newsletter Editor:

Miriam Rieck, Newsletter Editor. 979.589.1843 miriam@bigyelladawg.com

LWEN NEWS

DECEMBER BIRTHDAYS:

Teresa Gregurek-16
Desarie Hobbs-17
Sherilan Young-25
Marie Taylor-27
Jaclyn Dalen-28
Becky Smith-29
Brandi Ring-Cooper-30
Cindy May-31

DECEMBER ANNIVERSARIES:

Donna Lamarche-2004
Katherine Jahnke-2007
Margaret Christon-2009
Carma Kubu-2009



We would like to extend our thanks to and acknowledge the Door Prize Donors for November:

Lisa Burton-MHMR Authority of Brazos Valley
Margaret Christon-First Victoria
Becky Smith-The Growth Coach
Debbie Holladay-BCS Tax Group
Geanna Kincanon-G-Con Biotherapeutic
Denise Woods-Lemon Wedge
Denise Joiner-First Victoria Bank
Kathryn Knotts-The Carlson Law Firm
D'Angela Manago-Blue Baker
Jana McDonald-Texas A&M University
Rachel Dunham-Tate-Good Paws! Training and Behavior Center
Trisha Von Gonten-Magnified Health & Rehab of Anderson

LWEN NEWS

LWEN CALENDAR OF EVENTS

December

December 1-LWEN Ornament Exchange and Silent Auction

December 14-LWEN Membership Meeting
(11:30 am –1:00 pm at Christopher's World Grille)

January 2012

January 11-LWEN Membership Meeting
(11:30 am –1:00 pm at Christopher's World Grille)

January 20-LWEN Come n Go Luncheon
(Location TBA)

January 26-Houston Area Council Quarterly Meeting

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 professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

**Leading Women Express
Network**
**meets 2nd Wednesday of
each month.**
11:30 am.- 1:00 pm
Christopher's World Grille
5001 Boonville Rd, Bryan, TX

To Attend Meetings, RSVP to
Desarie Hobbs
VP of Arrangements
desarie@myjpmortgage.com
before 10:00am
**on the 2nd Monday of the
month**

Hey LWEN! Get Ready to WIN at www.ABWA.org/WIN

December Featured Business



Abbie C Krolczyk
Kesco Supply Inc.
1400 South Texas Ave
Bryan, TX 77802
979.779.6473

*To sign up for Featured
Business of the month
please contact Brandi
Ring-Cooper
bcooper@caldwellcos.com*

**Are *You* Taking
advantage of the
Networking Table
Present Every
Month at our
Membership
Meeting?**



Membership Meeting Photo Gallery

Too often we do not have enough space to show a good selection of our members enjoying the monthly meetings and socials that we have as a group. I know that I look forward to each and every meeting. I come away feeling refreshed and buoyed by all the support that exists in our group.

So just enjoy looking at all the Happy Faces. I hope each and every one of you have a GREAT Holiday Season.

Miriam



Membership Meeting Photo Gallery



2011-2012 LWEN Executive Board Members

Positions and Contact Information

President

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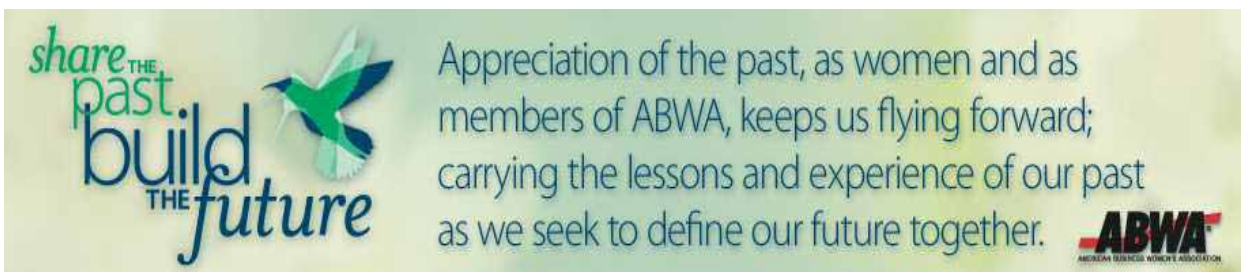
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Miriam Rieck
Miriam@bigyelladawg.com



Membership Photo Gallery....continued



Support Your Local Businesses



LEADING WOMEN EXPRESS NETWORK

NEWSLETTER AD FORM

Date: _____
LWEN Member Name: _____
Business Name: _____
Phone Number: _____ Cell Number: () _____
Email: _____

Please COMPLETE and mail this FORM with your CHECK made payable to LWEN to:

LWEN, P.O. Box 10915, College Station, Texas 77842-0915

**Please email a camera ready ad (JPG format, High resolution file in color) to
miriam@bigyelladawg.com**

Newsletters are distributed monthly via the LWEN Yahoo Group, placed on the ABWA WIN team board as a monthly post and in the library; hard copies are distributed in membership folders and ads are placed on the Website for no additional charge.

TERMS:

- Ads are all the same size and the price is for one year (from the month purchased; i.e. placed in June expires in May of the following year).
- Ads are approximately the size of a business card (approximately 1/8 of a page-see example below)
- Ad cost: \$120 per year.



Business Card Size
(Approximate Size: 3.5"W x 2"H)
1 Year: \$120

Thank you and we appreciate your support of the LWEN Newsletter



- Local & National News
- Professional Mentors
- Interactive Online Learning & Communication Tool
- Professional Development Unit Credits (PDUs)
- LWEN Message Board

Log In to WIN Today!!!

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Networking for the Agoraphobic

By Sally Barrett

When starting a business, it is almost always necessary to take risks. The key to success in any business is networking, but not all of us have a guaranteed income, transportation or the confidence to really make the most of face-to-face networking groups. That is where social media can come in handy.

The first step is to construct your website, whether you use a blog-style format like Wordpress, or a basic site through Weebly, you are then free to tackle the world of online social networking. Forget your preconceived notions of online social media and join Twitter, Facebook and LinkedIn. Once you have created your business accounts, you are ready to network.

On Twitter you can begin by following like-minded people, re-tweeting their opinions and links, as well as adding a few business-related pearls of wisdom of your own. Other businesses will begin to follow you in no time.

Although slower at attracting 'friends' than Twitter, Facebook allows you to show off much more information, such as testimonials and examples of your work. Create your business page through your existing Facebook account, and start posting updates. With your already existing friend list as a base, you can start spreading the word.

LinkedIn allows you to brag about your experience, qualifications and past projects. Gaining recommendations from previous colleagues, in return for your recommendation, can go miles towards promoting your business as reliable, efficient and trustworthy. You can also join industry-specific groups to link up with more potential clients and contacts.

The next step in engaging in social networking strategies is to keep Googling. You can find 'service websites' to connect with fellow businesses and with people looking for a particular business service. Some of these sites are industry specific, but few of them are country specific. This is important to note if you're running an online business - people overseas need your services and products just as much as Australians do. Freelancing websites and registers are also full of people hiring from overseas and offering services globally. Within the space of a week you can set up profiles for your business, and with a little bit of maintenance, you can start to watch the clients roll in.

Everyone is online now; the internet is the first place people look for a service, a product or an event. By not representing yourself online, you may as well stay cooped up in your house, disconnect the phone and wait for a miracle to happen. For your brand to be truly seen online, and to see your profit go up, you need to network. Twitter and Facebook are now solely used as platforms to launch businesses and to make money.

And if this all sounds a little too 'Gen Y', fear not - there are hundreds of service providers out there who will help you to get started; just Google it.

Room to Work

By Belinda Parker, Creative by Design

You want the design of your home office to be comfortable and a flexible working environment so select components like area rugs and wall units that define space, but ensure they don't give a closed in feel.

Be sure to utilise soothing colours and stay away from powerful colours that tend to distract and tire working eyes. Be selective with your accessories as it is important not to create clutter in your workspace.

Create adequate storage with shelving to accommodate books, files and other office equipment. Plan your storage carefully and make sure you allow for future business growth.

Whatever décor you choose, be certain to use the right lighting - track lighting and table fixtures are great for both work and ambience. These days, you can even flick your wrist over a sensor to illuminate your L.E.D. integrated desk lighting.

When you work from home, it is nice to know that you can do so practically, professionally and of course, in an organised manner.

Tips to streamline your home office:

- Ensure you use pull-out trays to hide equipment like printers. This will create a clutter free office.
- Vertical sliding doors will create hidden storage systems without compromising your space.
- Cable management should be integrated into your desktop to keep cords safely and tidily tucked away.
- Lateral filing drawers should be considered for effective use of space and cost efficiency.
- Use splashbacks that are designed for pinning notes, they won't leave any permanent marks. Always think of the resale value of your home.

Finally, it is important to manage your office and constantly ensure you keep your workspace organised. Make your office a place in which you want to spend time.

How to Create an Outstanding Personal Brand

By Carolyn Rowland, Trend Style and Image

Your appearance, behaviour and communication all form part of your image and your personal brand. It is important to know how essential branding is to the success of any business. How often do women consider the role that personal branding plays when they market themselves?

Beliefs, values and self-image drive a personal brand. Failure to identify and cultivate these drivers affects our ability to attract interest, differentiate ourselves from our competition, and promote and market ourselves effectively.

How do you create an outstanding personal brand?

Appearance

Your appearance does count when creating your personal brand. In this day of express mail, express lines and express escalators, we rely heavily on visual images to help us decide who we will and won't interact with. If the visual image you are projecting is not a direct reflection of what you represent and your personal brand statement, you are doing yourself and others a great disservice. Consider your personal image as the packaging of your personal brand. It is important to remember, you are the product and your packaging will either attract or detract from your product.

Behaviour

Your personal brand is all encompassing and requires consistency in regard your conduct. Do you return phone calls and emails promptly? Do you deliver on your promises, doing what you say you will do? Although it may seem obvious, being forgetful and stretching yourself so thin that you don't deliver on what you promise can negatively affect the integrity of your personal brand.

Communication

Studies have shown that influencing power when meeting someone for the first time represents:

- 55 Percent Appearance
- 38 Percent tone of voice
- 7 per cent words we speak

Although seven per cent might not seem high, it is amazing how much influencing power your words have when you meet someone for the first time. You need to speak in a manner that reflects the core of your personal brand. For example, if your brand statement depicts energy and fun, then your speaking style should reflect these key elements. Many business people make excuses that they do not have enough time and money to invest in themselves, or their brand. Remember: No Personal Brand is successful without making an investment.

What to Cover in a Cover Letter

Written by The Passion Coach

Submitted by Geanna Kincanon

Cover letters can be intimidating. You want to help your resume stand out, yet it seems you've already said all the good stuff in the resume. Do you even need a cover letter today? Some experts say "yes" and some say "no." It's better to err on the side of safety and write a great cover letter (cover email) that is personalized to every job.

Tell the job you are applying for. Begin by stating something like: "I am proud to submit my resume for the position of Regional Marketing Director." Most companies have several openings. Be sure you state which one is of interest to you.

Tell how you learned about the job. HR managers want to know if their internet listings are generating qualified applicants. If you learned about the position from CareerBuilder, Monster, Indeed, or even the company website, say so.

Use names. Let people open doors. If you have a contact within the company, be sure to use his/her name. Having a contact gives you an implied endorsement. You might say something like: "Mary Jones in purchasing suggested I apply for the position of Senior Marketing Director. Mary and I worked together for at XYZ Manufacturing years ago." The HR manager will call Mary and get a reference. This is your ticket to the top of the pile!

Give 3 reasons why you can contribute more than other candidates. Write a short paragraph about three qualities that make you a great employee. Elaborate by giving an example for each one. Here's a sample: "*Accountability* - I hold myself to a high standard, and train my salespeople to look to their own activities, sales techniques, and follow-up to gage their success. I am certified and train all my agents in the XYZ Follow Up system. The result is a team of agents who achieved 3% growth during a time when our market experienced an 8% decline in home sales."

Ask for an in-person interview. In sales, it's called "Asking for the order." At the end of your letter, state your desire to contribute to the company. Then, close with something like: "I'm excited about this opportunity and look forward to the interview process."

Passion is always in fashion. Your resume should be professional, fact-based, and devoid of emotion. The cover letter is a place to show a little personality and passion for the work and the job at hand. It's very appealing to hire a job seeker who really wants the work. Be sure to include your personal commitment, if you can. One winning cover letter ended this way: "As the mother of a diabetic child, I know the struggles each family faces. I hope to work for your organization, both to inform and support the families facing this challenge."

How to make your Christmas Tree Safe for Pets Submitted by Miriam Rieck

Cover your tree stand with a tree skirt to prevent your pet from drinking the water in the base. This liquid can make your animal sick.

Have pet treats on hand to distract your pet away from the tree. The needles can easily get lodged in the animal's throat, making it hard to swallow.

Place decorations that contain mistletoe, poinsettias and holly only in high sections of the tree, where your pet will be unable to get the tempting leaves and berries. They can cause heartbeat and blood pressure to drop.

Remove strings and ribbons from gifts that are left under the tree. These items may seem like toys to an animal, but can easily choke him or her.

Avoid using tinsel, since your dog can choke on it. Also understand that some of the older tinsel contains lead.

Remember not to use chocolate ornaments if there's a chance that your pet could pull them off. An ingredient called theobromine can have a toxic effect on dogs.

Tape the electrical cords of your Christmas tree lights to the wall so your pet won't chew them.

Tips & Warnings:

Realize that lit candles may capture the attention of your dog or cat. To avoid any accidents, leave your pets in the other room if you plan to light candles.

Keep wrapping paper out of reach since many pets are tempted to chew on it.



Member Spotlight



Hello Everyone:

I just wanted to send some info to ya'll about an award we received. For the last 7 years the MAYS Business School at Texas A&M University has had a contest for ALL Aggie owned businesses across the world! Aggie owned & operated companies are nominated have high hopes of winning this prestigious award. I am proud to announce that not only was this our first year to be nominated but we also became a 2011 Aggie 100 winner!! To become a part of this elite group is an honor!

Out of the 100 winners we came in #34! Qualifications needed to win include, owner being an Aggie Graduate, at least 5 years in business and you are required to send in all your financial statements for the past 3 years to see a significant percentage increase in profit. We are overjoyed to receive this award!

Shasta Horn of Aamco Transmissions

Sheree Boegner of Sassy Sheree has moved:

Her new location is in the strip center behind the Walmart in College Station. Her formal address is:

1804 Brothers Blvd., Suite F College Station, TX 77845

979-571-2080





November Meeting Minutes
By
Carma Kubu, VP of Communications

Attendance:

| | |
|---------|----|
| Guests | 18 |
| Members | 56 |
| Total | 74 |

Debbie Holladay welcomed the LWEN Members and Guests and called the meeting to order at 11:45 am. Debbie led the group in reciting the ABWA Mission Statement.

Lina Lawson led the Member and Guest introductions.

Brandi Ring-Cooper introduced **Kerry Beck** who offered her presentation for our Featured Business of the Month, Send Out Cards.

Debbie Holladay informed the members that self-nominations were being taken for our Houston Area Council Delegate and two alternate positions at this time. More information will be sent to the membership and the Board will appoint and announce the delegates at the December membership meeting.

Jennifer Burnett introduced the Professional Development Program *Share the Past, Build the Future through Leadership, Marketing Management and Communication in the Business Environment from the ABWA National Conference* in Irving, TX.

Those members who attended the conference and presented at today's meeting were:

Lunging Forward into My First Conference – **Rachel Dunham-Tatum**

This is My Plan A – **Desarie Hobbs, Jennifer Burnett**

Stepping Outside of Your Comfort Zone – **Pam Johnson**

Identifying Your Values – **Denise Joiner, Jana McDonald**

7 Sacred Promises of Legacy Living – **Lina Lawson**

National Recognition – **Geanna Kincanon**

Jennifer encouraged every member to attend either the Western Regional Conference, March 29-31, 2012 in Oklahoma City or the ABWA National Conference, October 10-11, 2012 in Memphis.

Dara Neyland and Candace Hollis assisted **Brandi Ring-Cooper** distributing door prizes.

Pamila Johnson presented the 50/50 drawing which was won by **Rebecca Brown**. **Pamila** asked everyone to attend the new member orientation on November 15th at The Lemon Wedge and to please bring door prizes. **Pam** said she would send out information within the week regarding our Ornament Exchange and Silent Auction on December 1st. Please help by providing items for the silent auction which helps raise funds to assist members who apply for assistance to attend conferences.

Debbie Holladay adjourned the meeting at 1:05 and thanked the members and guests for attending.

Respectfully submitted, Carma Kubu, VP of Administration

THIS HOLIDAY SEASON...

Great Things Come In Small Packages



It's the perfect time of year to reflect on our collective experiences, celebrate our successes, and look forward to a new and exciting year in ABWA!

In ABWA, we ...

- ...connect with lifelong friends;
- ...never stop learning;
- ...are inspired by women who help us fulfill our dreams;
- ...become part of a leading women's organization that has changed thousands of lives—*one woman at a time!*

Are you looking for the perfect gift for a friend or colleague? This year, *share the past* and *build the future* of working women and women business owners everywhere by giving the gift of ABWA! In the process, you help grow your team, your chapter/Express Network, your own networking circle, and the Association.

Give the Gift of ABWA to Someone in Your Life this Holiday Season!

To purchase your "Give-a-Gift" Membership, call 1-800-228-0007 or shop online at www.abwa.org today!

View the Give-a-Gift Video!

[CLICK HERE](#)

Give the Gift of ABWA!

One Membership, A Lifetime of Possibilities

ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION

ABWA Conference Flyer 2012

YOU WON'T WANT TO MISS THE 2012 ABWA REGIONAL CONFERENCES THIS SPRING IN CARY, NC; OKLAHOMA CITY, OK; AND LOUISVILLE, KY!



Eastern Regional Conference
March 23-24, 2012
Dist I and IV • Cary, NC
Embassy Suites, Raleigh-Chatham Research Triangle

Western Regional Conference
March 30-31, 2012
Dist II and VI • Oklahoma City, OK
Renaissance Oklahoma City

Central Region Conference
April 27-28, 2012
Dist III and V • Louisville, KY
The Brown Hotel Louisville

Don't be cruel!

Make plans now to join us for the 2012 National Women's Leadership Conference in Memphis, Tennessee. If you are in business—as an employee, employer, business owner, service provider, consultant, or looking for your next opportunity—this conference is designed to challenge you!

You *can't help falling in love* with ABWA at our biggest networking event of the year!

NATIONAL WOMEN'S LEADERSHIP CONFERENCE

OCTOBER 11-13, 2012

MEMPHIS, TENNESSEE

AT THE MEMPHIS MARRIOTT DOWNTOWN AND MEMPHIS COOK CONVENTION CENTER



FALL 2011 WOMEN IN BUSINESS 31