

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.

LWEN Top Ten Candidate Debbie Waskow

I am proud to represent LWEN as your Top Ten Candidate. I just returned from the ABWA National Conference in Kansas City, MO where I was honored at the Top Ten Luncheon along with other candidates from around the country. I enjoyed meeting and visiting with other candidates, and I was very impressed by their motivational stories.

Applying for the Top Ten award is time consuming, with hours of writing, researching, sharing my professional goals, life experiences, and my ABWA historical profile. I shared how ABWA



has helped me achieve goals and what I have done personally to fulfill the mission of ABWA. I am sharing this information with you because I want the members to understand the process of applying for Top Ten.

I am a strong supporter of LWEN, and I want to share the excitement of this organization and its members whenever possible. I enjoy sponsoring guests (future members) to the meetings, and much of my personal growth has been from listening to and learning from ABWA through our strong support network. I believe in supporting members businesses, and have become a customer of at least 32 member businesses during my time in LWEN. I believe in career development and I enjoy attending ABWA conferences and seminars for the excellent educational classes and programs, networking and the rush and awe I get from walking into a room of 700 business women at national and spring conferences.

I cannot think of another organization I would rather be in and represent than LWEN. Thank you for supporting me as your ABWA Top Ten candidate!

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1/8 Page Ad
3.5" x 2.25"
(this box actual ad size)

1 Month: \$20
3 Months: \$40
6 Months: \$60

1/2 Page Ad
7.5" x 4.5"
(actual ad size shown below)

1 Month: \$50
3 Months: \$90
6 Months: \$150
1 YEAR: \$250

** Advertise YOUR **
** Business with LWEN **

* * *

1/4 Page Ad
3.5" x 4.5"
(this box actual ad size)

1 Month: \$30
3 Months: \$60
6 Months: \$100

LWEN 2009-2010 Advertising Form

LWEN Member Name: _____ Date _____

Business Name: _____

Phone Number: (_____) _____ (_____) _____

Email: _____

Please check Ad Size and Duration :

1/8 Page (3.5"x2.25") 1 Month (\$20) 3 Months (\$40) 6 Months (\$60) 1 Year (\$100)

1/4 Page (3.5"x4.5") 1 Month (\$30) 3 Months (\$60) 6 Months (\$100) 1 Year (\$150)

1/2 Page (7.5"x4.5") 1 Month (\$50) 3 Months (\$90) 6 Months (\$150) 1 Year (\$250)

If you want your ad to run specific months, please list them here: _____

**Please COMPLETE and MAIL this form with your CHECK to: LWEN Ads, P O Box 10915, College Station TX 77842-0915
Provide Camera-ready Ad via email (.jpg, .pdf or a Word File, High Res/300 DPI, Color) to Greta.Messarra@INGfa.com**

Newletters are distributed monthly via the LWEN Yahoo Group, posted on ABWA WIN, hard copies are placed in membership folders, and this year ads will also be placed on the Website for no additional charge.

Delegation as a Leadership Style

Condensed from an Article *By Susan M. Heathfield, about.com*

Leadership Tips for Effective Delegation:

- 1. Give the Person a Whole Task to do**
 - * Identify the Overall Purpose of the Project or Task
 - * Provide access to the Resources necessary to complete the task
 - * Inform them of the "Big Picture" so they can contribute most effectively
- 2. Be Specific in Explaining exactly what you want them to do**
 - * Ask questions to make sure they understand
 - * Watch the work performed or be available for feedback
- 3. Offer Examples of what a Successful Outcome or Output should look like**
 - * Be open and share input with the person but don't dictate unless necessary
 - * Support and Encourage their work output; help them to do better next time
 - * Don't fool the person into thinking any outcome will do, unless you really feel that way
- 4. Identify the Key Points or Dates when you want Feedback about Progress**
 - * This is critical to provide feedback needed without micro-management
 - * Provides assurance that the delegated task or project is on track
 - * Offers opportunity to influence the project direction and the team/individual's decisions
- 5. Identify the Measurements or Outcome you will use to Determine that the Project was Successfully Completed.** (makes performance more measurable and less subjective)
- 6. Determine how you will Thank or Reward them upon successful completion of the task or project you delegated.**

Your Leadership Style is unique. It depends on the task, team or individual's capabilities and knowledge, the time and tools available, and the results desired. As a Supervisor, Manager or Team Leader, you make daily decisions about the appropriate leadership style to employ in each situation. You want to foster involvement and empowerment to enable your team members to contribute their best effort. These tips for successful delegation of authority will help you help your staff or team members succeed.

Successful delegation takes time and energy, but it's worth the investment to help your employees or team members succeed, develop and build their self-confidence and become more successful overall.

Article submitted by
Geanna Kincanon
VP Education & Resources



2009 **ABWA** National Leadership Conference, Kansas City MO



**Celebrating
60 Years
of Teaming
Together
For a
Common Goal**

LWEN President's Letter

Dear LWEN,

We are off to a great year! September was truly a month of Celebration for LWEN! For the 5th year in a row ABWA recognized us with a Diamond Award/Best Practices designation. We also celebrated our 6th anniversary and several members attended National Conference. To top it off, one of our members, Tina Gandy was elected as District II Vice President. Congratulations Tina!

Ladies, let's keep this momentum going!

I would like to challenge you to make this the year that you truly maximize your membership and take advantage of all that LWEN and ABWA offer you.

- Don't miss the Professional Development Programs at our Monthly Lunch Meetings
- Sign up to be a Featured Business of the Month so members can learn more about Your Business
- Bring Business Cards and Promotional Material to our Luncheons for the Member Networking Table
- Make an extra effort to Network and Meet Members or Guests you have not met yet
- Sign up for ABWA's Women's Instructional Network (WIN) so you can stay connected with ABWA and LWEN, take online courses and so much more
- Read your *Women in Business* magazine and *Skill Builders* newsletters, two excellent professional development tools
- Attend a Membership Drive and a New Member Orientation, especially if you are a new LWEN member or have never attended one
- Get involved by joining a committee like the Woman of the Year, Nominating committee or Top Ten committee
- Start making plans to attend the District Conference in April 2010 in The Woodlands
- Share ABWA with other Outstanding Women! Invite Guests to our Lunches and Socials
- Support Member Businesses, Refer Members and Expand our Network!



Thank you for being part of the Leading Women Express Network! Your Executive Board and I appreciate you and all you have done to make LWEN such an outstanding organization!!

In ABWA friendship,
Pam Green
2009-2010 President
Leading Women Express Network

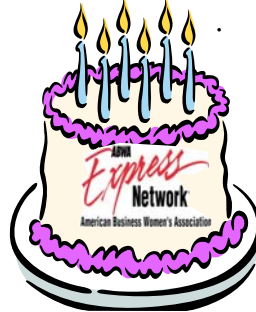
CELEBRATE!!! LWEN Birthdays & Anniversaries !!!

BIRTHDAYS

Cortney Tenhet Sept 13

Jennifer Burnett Sept 29

LeeAnn Jones Sept 29



Grace Calbert-Vrooman 17yrs

Cindy May 6Yrs

Deena Freeman 1yr

Kori Rich 1yr

2009-2010 LWEN Executive Board Members

Pam Green – President	(979) 574-4138	
PGreen7715@aol.com		Texas A&M Engineering
Debbie Waskow – President Elect	(979) 224-1863	
D.Waskow@yahoo.com		Superior Auto/Xpress Rent-a-Car
Linda Crenshaw – VP of Administration	(979) 777-3976	
Lcrenshaw@wiltons.com		Wiltons' Office Works
Greta Messarra – VP of Communication	(979) 219-9002	
Greta.Messarra@INGfa.com		ING & B/CS Financial
Geanna Kincanon – VP Education & Resources	(979) 587-0118	
GCKincanon@west.com		West Corporation
Lina Lawson – VP of Finance	(979) 268-2183	
Lina@twinzco.com		Twinz Co Marketing
Desarie Hobbs – VP of Hospitality	(979) 255-0671	
DHobbs@legacytexasmortgage.com		Legacy Texas Mortgage
Brandi Ring-Cooper – VP Marketing & Arrangements	(979) 255-9575	
Brandi@brandiring.com		Ashford Square Realty
Debbie Holladay – VP of Marketing & Membership	(979) 820-4079	
Debbie_Holladay@yahoo.com		B/CS Tax Group
Cortney Tenhet – VP of Marketing & Publicity	(979) 574-3418	
CortneyT@yahoo.com		LaSalle Hotel
Jodi Loveall – VP of Networking	(979) 412-1656	
Jodi@oldhamgoodwin.com		The Oldham Goodwin Group
Denise Joiner – VP of Programs	(979) 229-3777	
Djoiner@firstvictoria.com		First Victoria Bank

Welcome to our New LWEN Members

- ★ **Ashley Bertling**
- ★ **Premier Designs Jewelry**
- ★ ashleypremierjeweler@hotmail.com
- ★ **Jennifer Burnett**
- ★ **CBL & Associates Properties, Inc.**
- ★ jennifer_burnett@cblproperties.com
- ★ **Rebecca Christopher**
- ★ **Habitat for Humanity**
- ★ development@habitatbcs.org
- ★ **Cindi Coleman**
- ★ **Beauty Cosmetics, Inc.**
- ★ cindi@beautycosmedics.com
- ★ **Brooke Duhr**
- ★ **Scott & White Health Plan**
- ★ bduhr@swmail.sw.org
- ★ **Wendi Ghassemi**
- ★ **Texas Workforce Commission**
- ★ wghassemi@bvcog.org
- ★ **Oleta Shaw Reeves**
- ★ **Spirit of Texas Bank**
- ★ oshaw@spiritoftexasbank.com

- ★ **Shelly Humphrey**
- ★ **Prosperity Bank**
- ★ shelly.humphrey@prosperitybanktx.com
- ★ **Natalie Kidd**
- ★ **First Victoria Bank**
- ★ nkidd@firstvictoria.com
- ★ **Buffy McClure**
- ★ **Planet Beach Contempo Spa Aggieland**
- ★ mcclure@planetbeach.com
- ★ **Margaret Pina**
- ★ **C C Creations**
- ★ m.pina@ccc creationsusa.com
- ★ **Natalie Pine**
- ★ **Briaud Financial Advisors**
- ★ npine@briaud.com
- ★ **Miriam Pieck**
- ★ **BYD Ranch & Kennel**
- ★ miriam@bigyelladawg.com



Ashley Bertling
Premier Jewelry Designs

Jessica Lavendar
Farmers Insurance



Edwina Marshall
Edwina's Concierge

Miriam Reick
BYD Ranch & Kennel



Kathy Norwood
K. Norwood Portraiture
Featured Business of the Month
September 2009

August 12, 2009 LWEN MEMBERSHIP MEETING MINUTES

40 members attending (including National President Vicki Marlett) and five guests.

11:45 a.m. - The meeting called to order by President Pam Green. She welcomed members and guests and then began the meeting by reading the ABWA Mission Statement.

Green then introduced Debbie Holladay VP of Marketing and Membership.

Holladay explained that there was a board member seated at each table so members could address questions to them when needed.

Holladay welcomed guests, asking guests to fill out guest cards in center of the table and to please pick up a new membership information packet if they had not done so. She then asked for member and guest introductions. Each member stated their name, business name and tag line and then introduced their guest if applicable.

Pam Green made announcement about the Silent Auction being held with proceeds going to help members attend upcoming district and national conferences. Bidding would close at 12:45 p.m.

Green announced two special presentations this month. She made a presentation on behalf of LWEN to member Tina Gandy for \$250 to the Tina Gandy Campaign for District II Vice President.

Green also presented a gift of appreciation and recognition to Diane Staab, LWEN's outgoing 2008-2009 President, a crystal gavel and plaque.

Noon - Green introduced the Audit Committee, Greta Messarra and Debbie Holladay to present the annual audit report. Messarra and Holladay reported that an audit of the financial records was completed and that there were no discrepancies.

Denise Joiner, VP of Programs introduced guest speaker and ABWA National President Vicki Marlett.

Marlett began with the installation of the LWEN's 2009-2010 Executive Board Officers, which are as follows:

President – Pam Green

President Elect – Debbie Waskow

VP of Programs – Denise Joiner

VP of Finance – Lina Lawson

VP of Hospitality – Desarie Hobbs

VP of Networking – Jodi Loveall

VP of Administration – Linda Crenshaw

VP of Communications – Greta Messarra

VP of Marketing & Publicity – Cortney Tenhet

VP of Education and Resources – Geanna Kincanon

VP of Marketing and Membership – Debbie Holladay

VP of Marketing and Arrangements – Brandi Ring-Cooper

She read the duties of each position and each officer accepted the responsibilities and was officially sworn in.

Marlett also gave a presentation on the Women's Instructional Network (WIN). She explained the purpose of why it was created, for the professional development for members and the board of ABWA and how it has grown to be so much more. She went through the features and the benefits on a national and local level. Marlett explained what a valuable asset it is in communicating with your ABWA team and to your membership in general.

Joiner thanked Marlett and presented her with a gift of appreciation, a \$25 Starbucks gift card.

12:45 p.m. - Door prizes presented by Jodi Loveall and Debbie Waskow

Desarie Hobbs announced the winner of the 50/50 drawing, Angelika Hoepfl and then announced the winners of the silent auction.

VP announcements:

Meal Contract reminder – Brandi Ring Cooper

Wine Basket/Purse donation for ABWA National Conference reminder – Cortney Tenhet

Guest card reminders – Debbie Holladay

1:05 p.m.- Meeting adjourned by Pam Green

Respectfully yours, Linda Crenshaw
Vice President of Administration





BRANDI RING - COOPER
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979.255.9575
brandi@brandiring.com
brandiring.com

Give Brandi a Ring!



**Be sure to visit our LWEN Website for
Financial Reports, Membership Opportunities,
Archived Newsletters, and information
on how to Join ABWA LWEN!**

www.abwaLWEN.org

**Leading Women Express Network
LWEN
meets the 2nd Wednesday
of each month.**

**11:30 a.m. - 1:00 p.m.
Christopher's World Grille
5001 Boonville Rd, Bryan, TX**

**To Attend Meetings,
RSVP to
Brandi Ring-Cooper,
VP Marketing & Arrangements
brandi@brandiring.com
Or 979) 255-9575
before 10:00am
on the 2nd Monday of the month**

Hello LWEN Ladies!

I am your new VP of Communication, which means I need your help in sending me articles, community events, news, etc. for our LWEN Newsletter each month.

I am also responsible for coordinating Advertisements; new Ad Sizes, Rates and the Order Form are available on page 2 of this Newsletter.

This year advertising includes both the newsletter AND the website!! What an amazing deal!! So please consider how we can showcase YOUR business in our LWEN Newsletter. There are a variety of sizes and new duration periods available, so please do not hesitate to ask if you have any questions.

I hope to talk with you soon about Advertising for your business, or about something we need to include in our LWEN newsletter!

Please call or Email me today!
Greta.Messarra@INGfa.com



Greta Messarra, CRPC
Investment Advisor Representative
ING & B/CS Financial

October's Featured Speaker



Gary Blair
Head Coach
Women's Basketball
Texas A&M University

Speaker's complete Biography
available upon request.
email Denise Joiner
VP of Programs
DJoiner@firstvictoria.com

Gary Blair, a two-time national finalist for the prestigious Naismith Coach of the Year Award, has brought instant respect to the Texas A&M Women's Basketball program ever since his appointment in 2003.

Blair holds the distinction of being one of only 5 coaches in NCAA history to take 3 schools to the NCAA Tournament and is the winningest women's basketball coach in school history by percentage (.638) and ranks among the top 30 all-time winningest active NCAA Division I women's basketball coaches.

One of the most active and involved coaches in the Bryan-College Station community, Blair is a frequent speaker for local civic and student groups including the local Rotary Club. He also hosts the annual Gary Blair Celebrity Golf Classic that benefits Special Olympics Texas.

Coach Blair's Topic will be:

How to Turn a Team Concept into an Individual Concept: It's what we do.

CALENDAR of EVENTS

Sept 17: ABW Day Celebration
6:30-8:00pm, David Gardner's Jewelers

Sept 24-26: ABWA National Leadership
Conference, Kansas City, Missouri

Oct 10: Wrecking Crew Tailgate for
HelpMandyWalk.com

Oct 10: ABWA Galleria Retreat, Hampton Inn
9:30am-3:30pm, "High Speed Connection"

Oct 14: LWEN Monthly Luncheon Meeting

Oct 20: LWEN Membership Drive & Social
5:30-7:30pm, On The Border
RSVP to Desarie Hobbs, VP Hospitality,
at dhobbs@legacytexasmortgage.com



ABWA
Express
Network[®]
American Business Women's Association

Leading Women Express Network
Bryan/College Station, TX

It's a WIN WIN!

Register for WIN on or before Monday, Oct. 12th
and you will be eligible for a chance to
WIN a free LWEN Membership
Lunch at Christopher's.

September's WIN WIN Lunch was
Sponsored by: Brandi Ring-Cooper

and the winner was **Shelly Humphrey!**

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.



- * \$15 annual Registration fee
- * Interactive Online Learning and Communications Tool
- * LWEN & National News
- * Professional Mentors
- * LWEN Message Board
- * Professional Development Unit Credits (PDUs)

Get Ready to WIN
at www.ABWA.org!

***** OCTOBER FEATURED BUSINESS OF THE MONTH *****

The
Fairy Godmother
Store



Laura Delzer * The Fairy Godmother Store * (979) 693-3030
bcsfamily@gmail.com www.thefairygodmotherstore.com

To submit information for the Newsletter, or to Inquire about Advertising in the Newsletter please contact:

LWEN

Greta Messarra, VP of Communications/Newsletter Editor

P O Box 10915

Phone: 979-691-7348 Fax: 979-691-7394

www.abwaLWEN.org

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