



Business and Professional Women/TN

Steeped in Tradition—We are Building, Progressing, and Working For the Future of BPW!!



Business and Professional Women of Tennessee

Volume 1, Issue 2

August 2012

The Achiever

From the President:

I have to admit I get a real sense of satisfaction out of having a vegetable garden. Having moved here from the desert area of So. California, where nothing grows without LOTS of watering, and job responsibilities limited my time, I find it very satisfying to plant a seed and watch it grow. Of course, over the last 8 years I've discovered that simply putting a seed in the ground doesn't always produce much of a harvest. Sometimes, like this year, it's necessary to add extra water to the plants because of a lack of rain. Other years I've had to do more weeding than I thought I would have liked. The fact is, in order to have a garden that produces abundantly and provides a bountiful harvest, it's always necessary to work at it.

That's the way we need to look at BPW. If we are to continue as a productive organization we need to nurture our membership that is already established, while providing nourishment and food for newer and younger members. A stagnant organization, like a worn out garden, produces less and less each year.

I'm excited with some of the new ideas we will be working on in the coming year. The new Young Careerist guidelines, the Aspiring Leaders of Tomorrow program, is the state's attempt to provide the support that the locals have said was missing in the past. I encourage every local to contact the schools in their area, and spread the word in their community, to promote this program. Not only will we be finding potential members, we will be providing valuable assistance to the next generation of potential BPW leaders. Enclosed in this issue of the Achiever is the information you need to participate. The deadline to apply is January 1, 2013, so that's why we are getting the word out early. Committee members LeeAnn Gaddis and Susan Jakoblew, together with YC Chair Beth Bates, have spent many hours over the last few months working on the guidelines, and at our convention in Pigeon Forge, a budget to support this new endeavor was gratefully approved. Together with other up-dated BPW signature programs we hope to be able to support the locals in their recruitment and retention.

We encourage you to plant the seeds of a new BPW garden. Then in June at the convention you can tell us all – **How Does Your Garden Grow?**



Terri Curran, President, 2012-2013



It's with great pleasure that I let you know the Administrative Assistant and Website Specialist search committee has chosen Sharon Taylor-Carrillo to fill both of these positions. Sharon has actually been filling in by checking mail since Evon Wood quit because of increased job responsibilities. Sharon's skills as an administrator are already pretty well-known by BPW members, but she was also able to demonstrate her knowledge of and ability to develop a professional website that will reflect our image in a more useful and positive way. Our new Vice President of Membership, Karen Cradic-Nowell, who is also very computer savvy, will be working closely with Sharon to make our website more useful to the members.

As a Past State President, Sharon has already demonstrated her devotion to BPW over the years. We are fortunate that she has chosen to serve us in this way, and I personally look forward to working closely with Sharon as we work for a better future for BPW.

The BPWTN website is up and going check it out

BPWTN.org



Inside this August 2012 Issue:

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From the Editor:

Hello everyone, I have been busy this past month. I have taken on a couple of other jobs. Administrative Assistant for BPWTN and Website Manager. I encourage everyone to visit the website and to give me your feed back. My goal is to make it user friendly and to have all the information about BPWTN at your finger tips.

I want to thank Terri and the EC for their confidence in me to handle these jobs. I've been a member of BPW since 1987, (yes 25 years) I love BPW and I will be a member for the next 25 years.

Best

Personal

Wishes

Until next month. Sharon Taylor-Carrillo





BPW/TN 2012 Fall Planning Meetings



Region I, District 1

Planning Meeting originally
scheduled for August 18
in Elizabethton, TN

HAS BEEN CHANGED to

September 15th

Details will be sent as they become
available.



Region I, District 2

Planning Meeting
"August 4th"



at the First Presbyterian Church,
Fellowship Hall
4239 W. Rockwood St.,
Rockwood, TN

Registration begins at 9:30am
Meeting to begin at 10:00am

"GO Wild for BPW"

with Jean Loveday

Region I District 2 Director.

Cost of the meal is \$12.00

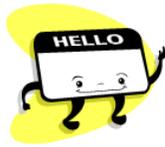
RSVP to Geraldine at



865-354-0934 or

Ann at

hiegelma@comcast.net



Region II

YOU, YOU, & YES YOU because it takes all of us pulling together to make this work, and keep this organization alive for the years to come. We are at a crossroads my friends and we must take the right path. One of those "paths" is the new revamped YC program that Lee Ann Gaddis & Beth Bates have presented, "Aspiring Leaders of Tomorrow." If this is publicized around the federation this could be an excellent tool to garner new members and Ladies we NEED NEW YOUNG MEMBERS!! Another valuable tool we have is the Individual Development modules. Young people need this training. Monday at Leads, I was talking to a new member, a young man fresh out of school and he was telling me, it was hard for him to get up and speak in front of people. HELLO! We could open the invitation to ALL YOUNG ASPIRING PROFESSIONALS.

{Just a thought that ran through my head}

August 18th, 2012 from 11:00am-2:00pm

BPW Members you are invited to GALLATIN, TN to the

PURPLE CAFÉ

for a LUNCH & PLAN

I would like to continue with items discussed at the Retreat held at the Sleep Inn earlier this month, and COME UP WITH SOME VIABLE IDEAS TO GET THE WORD OUT REGARDING THE ALT (Aspiring Leaders of Tomorrow) and get young women interested in applying.

JOYCE BROKAW, REGION II DIRECTOR

Region III

Planning Meeting Conference Call
September 8th at 10:00AM

Participants call: 877-594-8353

Participant Code: 62279178



WOMEN'S POLITICAL EMPOWERMENT WORKSHOP

Presented by the **Tennessee Women's Political Caucus** in Partnership with **Jackson Area BPW**

Saturday, August 4, 2012, 9:30 a.m. – 2:30 p.m.

University of Memphis, Lambuth Campus in the Jack Morris Ballroom Jackson, TN
Women won the right to vote in 1920, but women need to be doing more than voting.

This workshop will focus on the importance of women being politically aware and involved and why women need to change the conversation.

PLEASE MARK YOUR CALENDARS: August 4th

TO JOIN US FOR THIS WORKSHOP

To make reservations, go to www.bpwjackson.org

Or Call the law offices of Middlebrooks and Gray at 731-423-2234

10 Leadership Nuggets from Recent Tweets

By [Jeff Wolf](#)

- Strong teams are critical - have defined expectations with clear goals, objectives and a shared team vision.
- Values are what you stand for and should be shared with your direct reports and team.
- People want to work for a company that has a culture of high values, ethics and honesty.
- Great leaders surround themselves with the best and brightest... then turn them loose!
- By promoting ongoing training and development, you create a pipeline of talented people who are full of thoughts and ideas.
- A leader's upbeat attitude becomes contagious, lifting the morale of those around him or her.
- Thrive under pressure in crisis situations. Remain calm, focus on your goals, think clearly, and develop alternative strategies.
- Without highly motivated and inspired employees, an organization will struggle to survive and thrive.
- In the fast-paced world of business, fun and work often seem to be an oxymoron. Fun should be part of an organization's overall strategy.
- When communicating, leaders must use different formats to get their message across.
- The most important goal is clarity.

GoVoteTN.com

Beginning January 1, 2012, all voters must present a state or federal issued photo ID containing the voter's name whether voting early or on Election Day.

Acceptable Photo IDs (even if expired):

- Tennessee drivers license with your photo
- Dept. of Safety and Homeland Security photo ID
- State issued gun carry permit with your photo
- United States Military photo ID
- United States Passport
- Any photo ID issued by the federal or a state government (excluding college student IDs)



STOP DISCOUNTING WOMEN
I AM NOT WORTHLESS.™
NATIONAL WOMEN'S LAW CENTER nwlc.org/fairpay



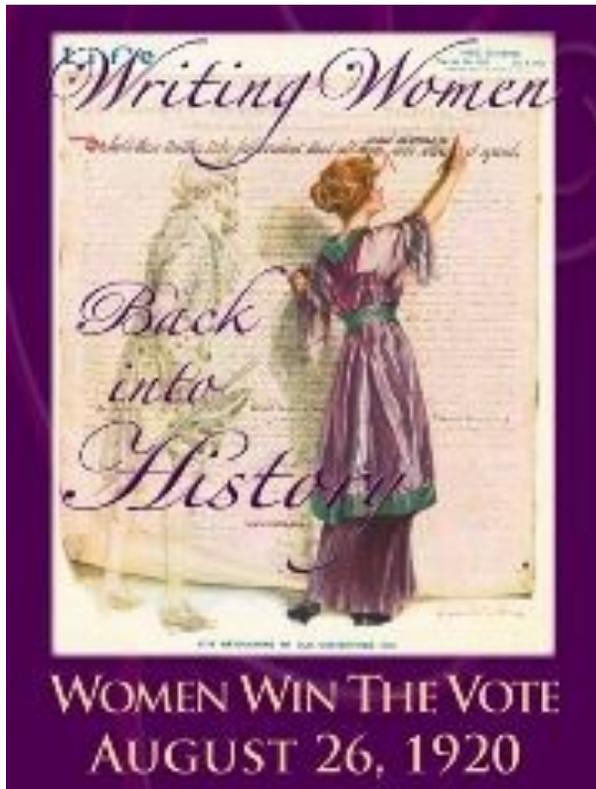
What is Women's Equality Day?

At the behest of Rep. Bella Abzug (D-NY), in 1971 the U.S. Congress designated August 26 as "Women's Equality Day."

The date was selected to commemorate the 1920 passage of the 19th Amendment to the Constitution, granting women the right to vote. This was the culmination of a massive, peaceful civil rights movement by women that had its formal beginnings in 1848 at the world's first women's rights convention, in Seneca Falls, New York.

The observance of Women's Equality Day not only commemorates the passage of the 19th Amendment, but also calls attention to women's continuing efforts toward full equality.

Workplaces, libraries, organizations, and public facilities now participate with Women's Equality Day programs, displays, video showings, or other activities.



Joint Resolution of Congress, 1971, Designating August 26 of each year as Women's Equality Day

WHEREAS, the women of the United States have been treated as second-class citizens and have not been entitled the full rights and privileges, public or private, legal or institutional, which are available to male citizens of the United States; and

WHEREAS, the women of the United States have united to assure that these rights and privileges are available to all citizens equally regardless of sex; and

WHEREAS, the women of the United States have designated August 26, the anniversary date of the passage of the Nineteenth Amendment, as symbol of the continued fight for equal rights: and

WHEREAS, the women of United States are to be commended and supported in their organizations and activities,

NOW, THEREFORE, BE IT RESOLVED, the Senate and House of Representatives of the United States of America in Congress assembled, that August 26th of each year is designated as Women's Equality Day, and the President is authorized and requested to issue a proclamation annually in commemoration of that day in 1920, on which the women of America were first given the right to vote, and that day in 1970, on which a nationwide demonstration for women's rights took place.



“Aspiring Leaders of Tomorrow”

Aspiring Leaders of Tomorrow, formerly known as Business & Professional Women’s Young Careerist, is a program to develop and recognize the skills of Tennessee’s female leaders of the future. The program is open to any Tennessee resident who is:

Female

Between the ages of 18 and 35

Enrolled in a post-secondary institution of higher learning such as a 4-year college, community college, technical school or in a recognized apprenticeship program.

Any young woman who meets these criteria is encouraged to compete. Although not required, participants are strongly encouraged to develop a relationship with the members of the local Business & Professional Women nearest to them for mentoring. Details of the program:

Submission fee of \$25, which includes one year student membership in BPW/TN

Submit a written 400+ word essay on one of five topics. Topic choices for 2012-13:

- **Pay Equity - on average, for every \$1 earned by a man, working women earn only 77 cents. Comment. How can this disparity be addressed?
- **The momentum has stalled on the ERA. Do you believe there is a need for a 28th amendment to the Constitution? Why or why not? How can it be “sold” for ratification?
- **The United Nations has declared March 8th as International Women’s Day. Considering all the girls who are being denied educations, the many women being treated as property, the millions of oppressed women around the world - what can American women do to promote the equality of women worldwide?
- **In the world of business today, do women need an organization such as BPW? What programs and services does that organization need to provide to be relevant in today’s environment?
- **What are today’s “Women’s Issues”? What are some steps that would help address and correct them?

Preparation of a 4-minute speech based upon the chosen essay topic.

All entrants will receive acknowledgement of participation. Finalists will be identified, having been chosen by committee, based upon the written essays. Finalists will be expected to present their 4-minute speech in a Speak-off at the BPW/TN State Convention on June 9, 2013 in Murfreesboro, Tennessee. The members of BPW/TN present at convention will decide the winner. Partial travel stipends will be provided for finalists traveling to 2013 Convention.

The Grand Prize winner will receive a \$500 textbook scholarship, 2nd place a \$300 textbook scholarship and 3rd place a \$200 textbook scholarship. **In order to be eligible for a scholarship award, participants MUST complete all program requirements, including the Speak-off at the State Convention.**

All forms, fees, and essays must be postmarked by January 1, 2013. Any submissions after the deadline will be denied and returned unopened.

Questions about the program? Contact any of the following BPW members for a Registration form:



Region I - East Tennessee

Lee Ann Gaddis
1258 Joiner Hollow Rd.
Rockwood, TN 37854
865-250-8149
leeann4002@yahoo.com

Region II - Middle Tennessee

Susan Jakoblew
333 Leo Lane
Nashville, TN 37211
615-519-7498
sjakoblew@yahoo.com

Region III - West Tennessee

Beth Bates, Chair
35 Walnut Grove
Jackson, TN 38305
731- 426-1313; 731- 427-0465(w)
batesb@aol.com

OFFICER REPORTS:

The item on this month's Issue's Management is to attend the Regional Planning picnics. The stated purpose is to be able to share with all locals the events of the State Convention which would also have had information on the various contests, events, and programs that were being launched by the new executive committee. That does happen, but more importantly, it is a time for the locals within each region to meet each other face-to-face in a smaller setting. It is also less formal and provides greater opportunities for each local to share their successes. Our organization has had a traumatic five years.

There have been a LOT of changes and not all of our locals are still active. This means that the planning picnic has a more vital purpose in creating relationships between the women in each local. Business and Professional Women have always had a major strength in that they were willing to share with other women the things that they had created that worked. Please attend your regional meeting and share what is working in your local. Let's face it - if your local still exists, then it is doing something that works.

There is another cause for celebration in August that you might also wish to incorporate into your monthly meeting. Women's Equality Day is August 26, 2012 in the USA. Women in the United States were given the right to vote on August 26, 1920 when the 19th Amendment to the United States Constitution was signed. The amendment was first introduced many years earlier in 1878. Every president has published a proclamation for Women's Equality Day since 1971 when legislation was first introduced in Congress by Bella Abzug. This resolution was passed designating August 26 of each year as Women's Equality Day.

There are many different ways to celebrate this; writing an article for the local paper, contacting local radio station(s) to do a public service announcement, finding the oldest voter in your city/county to speak at your meeting about the local changes in the political process, bringing in a female politician to speak about the impact women have in the political process and why it is still a vital role 92 years later. You can also visit the National Woman's History Project (<http://www.nwhp.org/>) for resources to help you both understand and celebrate the generations of women who achieved this goal and others vital to the cause of women's equality. The theme for this year's event is Women's Education - Women's Empowerment and perhaps inviting a college education professor who could speak on the differences in educating women that have happened in the United States since its inception would prove enlightening. There are many ways to celebrate women's achievements. Take time out this month to celebrate!

One final note - if you have not sent in an email requesting to be added to the email distribution list for legislation updates - you will not receive them. Send all emails to lawco.bpw@gmail.com with a subject line of "weekly legislation updates" if you want to get them once a week or "monthly legislation updates" if you want only one email a month.

Tressy Hart, 1st Vice President, BPWTN

Friendly Reminder for Local Treasurers for filing 990N:

Here is link to the IRS list of published revocation of exemption status due to non filing. The list is by state. Check to see that a group you are affiliated with is not listed. The site also has instruction on reinstatement.
<http://www.irs.gov/charities/article/0,,id=240099,00.html>

Carol Turpen, BPWTN Treasurer



BPW LOCAL INFORMATION:

LaFollette BPW will be hosting a Campbell County Women in Leadership Event in September. We will be partnering with our Regional Business Incubator Program and will send out invitations to more than 40 area women who are business leaders, business owners, or who are in management level positions. It is our goal to reach out to all Women in Leadership, to do one or more if the following.



1. Discuss ways to encourage our young women to become leaders
2. Discuss collaboration among businesses to partner with schools
3. Generate ways we can help one another in business ventures and innovative ideas

COMMITTEE REPORTS:

Legislation

Anyone wishing to be on the mailing list for legislative updates should send an email to : lawco.bpw@gmail.com with the subject of :

Weekly Legislative Updates if they wish to receive a weekly update or

Monthly Legislative Updates if they wish to receive one email a month.

The updates began in July and are sent every Wednesday for weekly updates and the monthly email will be sent on the last Wednesday of the month.



Tressy Hart, Legislation Chair, BPW/TN

Bylaw-Handbook

The Convention authorized a revision of the BPW/TN bylaws. The intention is to make the document shorter and more flexible. One of the major changes will be to eliminate the Executive Committee and transfer their duties to the Board. Another major change will be to take the committee chairs off the board and add the local organization presidents. Changes will be made in other areas but these are the ones we will use as a starting point. Ann Hiegel, Beth Bates, Margaret Heath, and Charlotte Buchanan are working on this document.

If you have ideas or suggestions for bylaw changes, please send them to RBuch49381@aol.com .

Mentoring

The Mentoring Award will be given for the 2012-2013 year. The Chair of the committee is Gerry Wallick and the Co-chair is Jean Loveday. Please contact Gerry or Jean for more information.

Geraldine Wallick
327 S. Front Street,
Rockwood, TN 37854

Lora Jean Loveday
1521 LeConte Drive
Maryville, TN 37803

Mentoring Award : The Kay Culbertson Mentoring Award will be awarded to the person chosen to receive the award for mentoring for the year. Qualifications for the Mentoring Award:

1. Nominee must be a BPW member for at least three years and be in good standing.
2. Nominator must complete the nomination form and essay about her mentor and return it to the Mentoring Committee postmarked by April 30, 2013.

“The Top 6 Topics to Avoid Talking About When You're Networking”

By Darlene Willman

This is a tough one since we want to talk when we're networking and sometimes we can't share too much information. I have listened to hundreds, if not thousands, of introductions throughout my career and hear many topics of things being discussed.

If you're not getting many referrals, you might want to tune in to this article for insights that you might not be aware of. It's been my experience that there are a few things you should avoid talking about at least when you're just getting to know someone. I have experienced a few people who continue this approach without realizing the impact it's having on establishing new relationships. Here are a few topics you should try to avoid:

1. BUSINESS: When you're asked, "So How's Business Going?" please don't reply with "The market is horrible and no one is buying". I hear this almost daily now and all it's doing is reaffirming that you won't be in business much longer. When you consistently say the market is the cause of your lack of business, you're basically bringing that theory to life. Instead, try looking for the growth in your company. Maybe reply with we're expanding into new markets and finding business where we didn't find it before. My all time favorite response when someone asks you how business is simply say, "Unbelievable!" because that could go either way!

2. TMI (Too Much Information): Don't talk about anything that is too traumatic or devastating, it lowers the energy in the conversation. This is not the right time or place to share anything too personal. I know that our personal life blends into our professional life but it can actually do damage to your reputation if you're known as the "downer" in the group. If you're experiencing any life changing event, such as, divorce, financial setbacks, death or loss, it's big for you and I'm sure you need someone to talk to about it. This is when you need to lean on your friends, not strangers you are trying to do business with.

3. SALES: If you are selling something or recruiting for your network marketing business try avoid saying things like "opportunity" or "lowest prices". People have an invisible shield up when meeting someone for the first time and will block these messages. Instead, explain the value and how it could help someone by making their life easier or saving them money. By the way, don't assume everyone is looking for another business or revenue source. Lead with your products or services and only mention the business only if they fall in love with the products.

4. COMPETITION: Never bring up your competition and how you are the better choice. First of all, they might not know about your competitor but they will as soon as you mention them. Second, you should never talk "smack" about your competitors since they are actually helping you build your business! Strange concept but the truth is there would be no comparison if you offer the best anyway. Your competitors can never be YOU! People buy from the person, not the company.

5. EXPERIENCE: If you are new in your company or just opened your business, it may not be a wise choice to share that information right away. Your goal is to let someone get to know you and if they like you, trust you and believe you can handle their business, they might take a chance with working with you. If you don't have a lot of experience yet, don't panic. Everyone has to start somewhere. Have confidence in yourself and your ability to provide the best you can with the knowledge you have. You can always find the answer if you don't know it.

6. CONFIDENCE: When you have reached a point of desperation, make sure to avoid saying anything negative such as "I need", "I'm struggling", "I'm broke" or "I must" etc. All this does is communicate how desperate you are and people tend to avoid insecurity. Sometimes, people assume this will help them get more business if they are a "charity" victim. By involving "drama" in your communication, you are jeopardizing your credibility and confidence. Try focusing on what is going well for you and ask for support without fear.

People are very generous in general and want to support others that are dedicated to succeeding, not failing. Darlene Willman aka "The SASSY Networker" is an expert in networking and referrals.

Winner of the 2008 SBA Award for
"Women in Business Champion of the Year".
She's a professional speaker, author and coach.

Subscribe to "The Referral Marketing Newsletter" (a \$68 Value) containing unusual tips and tactics that will dramatically increase your referrals at <http://www.SassyNetworker.com>

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<http://EzineArticles.com/?The-Top-6-Topics-to-Avoid-Talking-About-When-Youre-Networking&id=2253956>



You can Make a Difference

Despite the significant funds we've raised toward research and education, women are still dying from heart disease at the rate of one per minute. Along with our contributors and sponsors, we are committed to work with our lawmakers, the healthcare community, and the millions of women who have been personally touched by this disease. Make it your mission to fight heart disease in women today. Whether you contribute \$25 or \$2,500, you can help save women's lives.

www.goredforwomen.org



*Keep the following BPW
members in your
Thoughts and Prayers:*

They need our support

Brenda Risner—Lawrence County

Phyllis Clingner—Rogersville

Jo Anne Smith—Rockwood



*Give them a call, an email or drop
them a card to let them know that their
BPW sisters care.*

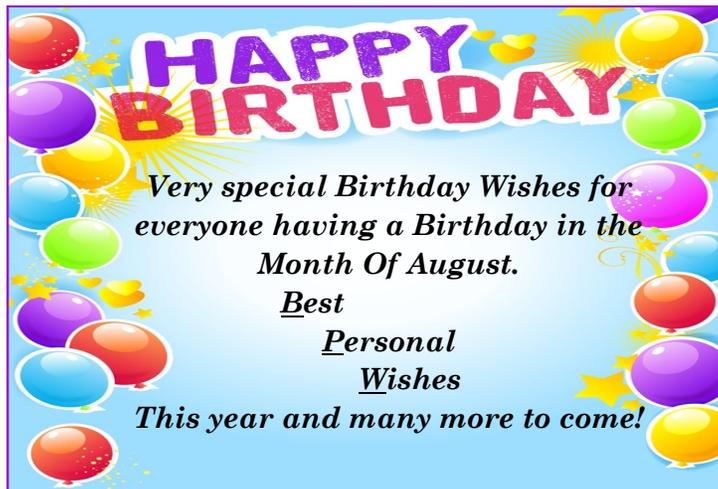


2012 BPWTN UpComing Events

August 4	Region I, District 2 Planning Meeting, Rockwood
August 18	Region II Planning Meeting, Gallatin
August 25	Deadline for Newsletter Submissions
August 26	Women's Equality Day
September 8	Region III Planning Meeting, by conference call
September 15	Region I, District 1 Planning Meeting, Elizabethton
September 25	Deadline for Newsletter submissions
October 1	Deadline for submitting bylaws amendments to be considered at Interim Board
October 19	Deadline for LOs to submit candidates for Nominating Committee to President
	Deadline for Reports for IB to Pres
October 22	Women's Summit
October 25	Deadline for Newsletter Submissions
October 22-26	National Business Women's Week
November 9	IB Executive Committee Meeting
November 10	Interim Board of Directors, Holiday Inn Express, Mt. Juliet



Business and Professional Women's Foundation



Tax-Free Time In Tennessee

If new stores aren't enough to entice you to shop in Pigeon Forge, here's another great reason. **Aug. 3-5** is the State of Tennessee's annual Sales Tax Holiday, and it comes just in time for back-to-school or "just because" shopping. For these three days, clothing of \$100 or less per item, school supplies of \$100 or less per item or computers of \$1,500 or less are exempt from sales tax. There are a few exceptions, so be sure to visit TnTaxHoliday.com for details.



Thought for the Month:
 "We cannot change the past, but we can change our attitude toward it. Uproot guilt and plant forgiveness. Tear out arrogance and seed humility. Exchange love for hate -- thereby making the present comfortable and the future promising."
 -- Maya Angelou, American Dancer, Actress, Author, and Poet



Steeped in Tradition—We are
 Building
 Progressing, and
 Working
 For the Future of BPW



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