

A festive header image featuring large, metallic gold numbers '2025' on a light blue background. Gold ribbons are draped around the numbers, and a silver glitter ball and a small gold star are visible on the right side.

The Achiever

BUSINESS & PROFESSIONAL WOMEN OF TENNESSEE

Message from the President

Happy New Year BPWTN!

The start of a new year is a fresh opportunity to set new goals and elevate our work. Let's challenge ourselves to aim higher, think bigger, and work harder. Together, we'll turn our aspirations into reality! In this month's Achiever you will find local BPW and member highlights along with information on setting professional goals and deep diving into stretch goals. I hope this information will help you in setting and working towards your goals and you lay out your plans for the year ahead. You will also find forms for both the Aspiring Leaders of Tomorrow Scholarship and the Candidate for Office as we will be hosting elections this year for the 2025-2027 State Officer Terms.

One of my goals as President this year is to cultivate member opportunities by providing continued venues for fellowship and networking. These include virtual gatherings, in person events, and our business meetings. You will find more information and dates in next month's Achiever and online at www.bpwttn.org.

As stated earlier, we will be hosting the 2025-2027 Officer Elections at the 2025 State Convention this June. I have included the form which can be sent to the Nominations Chair, Kelsi Hill. More information about the deadline for this form will be posted in the next Achiever, but if you'd like to get a head start, fill it out and send to Kelsi! Last month I asked each you to consider what role you may want to serve in whether that is this year or in the future. BPWTN needs leaders (current and future) in order to continue our 106 year legacy. I have created a google form you can fill out to let me know what types of roles you may be interested in so that I can connect with you and provide information as well as set up mentoring options. Institutional and Organizational knowledge is key to success and we would love to share that with you. The form can be found at <https://forms.gle/HzgG4gFLtew2qEGMA>. I will set up a meeting at the end of February for those interested in learning more. This will be posted on the BPWTN webpage and link provided in the February Achiever.

The Aspiring Leaders of Tomorrow Scholarship is a program to recognize the skills and support the career development of Tennessee's future female leaders. The 2025 application deadline is April 30th, 2025. Please share the scholarship with those in your network so that we can reach more students this year. Beth Bates and Lee Ann Gaddis co-chair the Scholarship Committee and can be reached at AspiringLeader@bpwttn.org.

As we have reflected on the achievements of the past year, we're excited about the new opportunities ahead. Together, let's continue to grow, innovate, and push the boundaries of what we can accomplish. Here's to a year of new possibilities and greater success! If you need anything, please reach out via email at president@bpwttn.org.

*Amber Farley**

Volume 9 : Issue #7
January 2025

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BPWTN LOCALS

BPWTN is a statewide organization consisting of members belonging to one of six locals and our members at large. We are split into two regions, the West and East so women across the state can find a chapter. Meetings are held in person, online, or in a hybrid styled format depending on the local so members and guests can join.

Locals Include:

- Chattanooga Business Women
- Elizabethton BPW
- Jackson Area BPW
- LaFollette BPW
- Memphis Area BPW
- Rockwood BPW

The state also hosts a variety of both in person and online events to bring women together for networking and fellowship. These include convention, interim board, meet and greets, and holiday happy hours.

Information on the locals and President contact information can be found by visiting **www.bpwtn.org**

We encourage our locals and members at large to submit photos and stories to include in future editions of The Achiever by emailing **president@bpwtn.org**

Jackson Area BPW



Jackson Area Business and Professional Women conducted their December business, meeting and celebrated the Christmas Holiday at Americana Cafe!

Rockwood BPW



Rockwood BPW members collected and distributed over 200+ items among Evans Heights (Mittens of Love), Meals on Wheels, and Roane County Community Advisory Board Teen Stocking Project .

We're From Around Here

Appalachian Women Photographers Exhibit

President, Amber Farley, has been working on a project with East Tennessee State University's Tipton and Slocumb Galleries, co-curating a photographic exhibition with featuring Appalachian Women Photographers.

"We're From Around Here," is a collection of photographs curated by East Tennessee State University alumna, Amber Dawn Farley and Katie Sheffield that runs from January 23rd to February 28th, 2025 at ETSU's Tipton Gallery with an opening reception to be held on Friday, February 7th from 6-8 pm.

The exhibition examines the rich and diverse culture and experiences of Appalachia through the lens of female photographers who live and or work in the region. The work explores the importance of home and connection to place and embraces tradition while creating contemporary narratives about the people and places of Appalachia today. Featured artists include Ashleigh Coleman, Amber Dawn Farley, Amanda Greene, Brittany Greeson, Sarah Hoskins, Pam Pecchio, Tamara Reynolds, and Katie Sheffield.

The exhibit will be installed at the end of the January with events happening in February with visiting artists and the reception. Check back in next month's Achiever for a deep dive into the exhibit and the photographers / curators behind the collection.

Member Highlights

BPWTN Members,

We would love to highlight you in one of our upcoming editions. To be featured send us an email at president@bpwtn.org with the following information:

- Photo
- Brief Bio
- Your current role
- Local (if applicable)
- Why You Joined BPW
- If you have any projects or things you'd like to highlight, please send information and photos if applicable!

President, Amber Farley, will be sending out an email with an online form that you will also be able to use so keep an eye out!

Goal Setting for the New Year

The new year brings about a fresh start for setting goals and working towards our dreams. This month we want to share with you a few ways you can set professional goals this year and then take a deeper dive into stretch goals.

Use SMART Goals

Ensure your goals are Specific, Measurable, Achievable, Relevant, and Time-bound.

Set Short-term and Long-term Goals

Define both immediate goals (3-6 months) and long-term goals (1-5 years) to maintain focus and growth.

Focus on Skill Development

Identify key skills you need to develop and set goals to master them over time.

Seek Regular Feedback

Create goals around receiving constructive feedback from colleagues or supervisors to improve performance.

Prioritize Networking Goals

Set goals to attend industry events, build relationships, or connect with new people in your field.

Align Goals with Organizational Objectives

Ensure your professional goals align with your employer's broader goals or mission for greater impact.

Establish Leadership Goals

Develop goals around improving leadership qualities such as delegation, decision-making, or team building.

Commit to Lifelong Learning

Create goals to regularly attend workshops, webinars, or earn certifications related to your field.

Measure Productivity

Set goals that focus on improving efficiency and productivity, such as increasing output or reducing errors.

Expand Your Role

Set goals to take on more responsibility, whether it's managing projects or mentoring others.

Develop Emotional Intelligence

Set objectives around improving empathy, self-awareness, or conflict resolution in the workplace.

Cultivate Work-Life Balance

Establish boundaries to maintain a healthy balance between work and personal life, helping reduce stress.

Improve Public Speaking Skills

Create goals to give presentations or speeches, helping you become more confident and articulate.

Set Innovation Goals

Identify areas where you can innovate or improve processes, products, or services in your job.

Focus on Team Building

Set goals to create or improve the performance of your team through communication, trust-building, and collaboration.

Master Time Management

Set goals to improve your ability to prioritize tasks, avoid procrastination, and meet deadlines consistently.

Track Personal Achievements

Document your professional accomplishments and set goals to build on those successes.

Develop a Personal Brand

Create goals to build your personal brand, whether it's through social media, a blog, or public speaking.

Request a Mentorship

Seek out a mentor and set goals around regular meetings, learning from their experience, and receiving guidance.

Embrace Change

Set goals around adapting to new systems, technologies, or changes in your industry.

Celebrate Milestones

Recognize and celebrate the completion of goals or reaching significant milestones to stay motivated.

Setting clear, actionable, and realistic goals helps you chart a successful path in your career and continuously grow both personally and professionally.

Stretch Goals

Stretch goals are ambitious targets that push you beyond your current capabilities, challenging you to achieve more than what you might think is possible. These types of goals often involve stepping out of your comfort zone and taking on tasks that require significant effort, innovation, and growth. While they are designed to be challenging, stretch goals should still be achievable with the right strategies, resources, and mindset.

Here's a deeper look into how to set stretch goals:

Think Big but Stay Realistic

Stretch goals should inspire you to think bigger than what is comfortable, but they also need to remain within the realm of possibility. While these goals should not be so far out of reach that they're discouraging, they should push your limits. For example, instead of setting a goal to "improve performance," a stretch goal might be "increase team productivity by 40% in the next 6 months."

Identify a Skill or Area for Growth

Stretch goals should focus on an area where you have potential to grow. This could be a skill, a project, or a role that you have not yet fully mastered. If you're aiming to develop a new skill, such as becoming a better public speaker, a stretch goal might be delivering a keynote address at a conference.

Set a Specific Outcome

Define exactly what success looks like. Stretch goals need a clear and measurable outcome so that you know when you've achieved them. For example, instead of just saying "I want to grow my professional network," a stretch goal might be "I will connect with 20 new industry professionals and attend 5 networking events in the next 6 months."

Increase Your Effort

Stretch goals often require more time, energy, or resources than standard goals. You'll need to commit to working harder, longer, or smarter. If you're aiming to hit a higher sales target, for example, a stretch goal might require refining your sales pitch, leveraging new tools, or dedicating extra hours to prospecting.

Embrace the Learning Curve

Stretch goals typically come with a learning curve. You may need to acquire new knowledge or improve your existing skills in order to meet the goal. Accept that failure is part of the process and view it as an opportunity to learn. It's essential to be patient with yourself and persistent in your efforts.

Push Your Limits with Creativity

Sometimes, stretch goals involve coming up with innovative solutions or thinking outside the box. For example, if you're looking to increase your company's social media presence, a stretch goal could involve creating a viral marketing campaign, which requires creativity, strategic planning, and risk-taking.

Track Progress Relentlessly

Because stretch goals are challenging, it's important to track your progress frequently. Set benchmarks or milestones along the way to measure how you're advancing. Adjust your strategies as needed to stay on track toward your ambitious target.

Maintain a Growth Mindset

One of the key aspects of successfully achieving stretch goals is having a growth mindset. This mindset emphasizes learning from setbacks, adapting to challenges, and continuing to push forward even when things seem difficult. Embrace obstacles as opportunities for development and stay committed to overcoming them.

Seek Support and Mentorship

Stretch goals are often more difficult to achieve alone. Seeking advice from mentors, colleagues, or coaches can provide you with valuable insights and help you stay motivated. They can offer guidance, share resources, and keep you on track when obstacles arise.

Celebrate Successes Along the Way

Since stretch goals are often long-term and can be intense, it's important to celebrate the smaller milestones and achievements. Acknowledge the progress you've made, even if it's not the final destination. Celebrating these wins can keep you motivated and provide positive reinforcement.

Examples of Stretch Goals:

- Career Development: "Become a department leader by securing a management role within the next year."
- Sales: "Increase sales revenue by 50% over the next quarter."
- Skill Enhancement: "Become fluent in a second language within 12 months to be able to conduct business meetings in that language."
- Leadership: "Lead a cross-functional team on a high-impact project that results in a company-wide process improvement."
- Work-Life Balance: "Increase productivity by 30% through time management techniques, while also achieving a consistent 40-hour work week."

Stretch goals are about challenging yourself to achieve extraordinary outcomes. They should push your limits and encourage growth, but they need to be grounded in clear, actionable steps to ensure you don't set yourself up for frustration. By focusing on learning, creativity, persistence, and strategic effort, stretch goals can help you elevate your career and personal development to new heights.

We'd love to hear your goals for the year!

If you'd like to share your goals and strategies for achieving them this year, email President, Amber Farley, at president@bpwtn.org.

BPW/TN Aspiring Leaders Scholarship \$500



Name	_____	Date of Birth	_____
Address	_____	City	_____
State	_____	Zip Code	_____
Home/Cell Phone	_____	Other Phone	_____
E-Mail	_____	Fax	_____
Student ID	_____		
Name and Contact address for School;			
List Student ID or attach Letter of			
Acceptance			

PREREQUISITES – Please check the following:

Female --- age 35 or younger

High school graduate or completed GED

First time applicants only, can not apply if previously received scholarship from BPW/TN

Must fill out application and include a schedule from institution/school enrolled in plus provide address of financial office .

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

SUBMIT: Completed Registration Form Application includes one-year student membership in BPW/TN. 400 - 500-word essay, typed, single spaced, "What are today's "Women's Issues"? What are some steps that would help address and correct them?"

Deadline for submission – April 30, 2025

Email completed registration form and essay to one of the below listed:

Lee Ann Gaddis, 1258 Joiner Hollow Road, Rockwood, TN 37854, leeann4002@yahoo.com

Beth Bates, 35 Walnut Grove Cove, Jackson, TN 38305, batesb@aol.com

**BUSINESS AND PROFESSIONAL WOMEN OF TENNESSEE, INC. (BPW/TN)
OFFICIAL DATA FORM FOR CANDIDATES FOR OFFICE**

The _____ Business and Professional Women's Local Organization of _____, Tennessee, presents _____

as a candidate for the office of _____ of the Business and Professional Women of Tennessee, Inc. (BPW/TN). She has been endorsed for such office by this local organization.

Present business or profession _____

Current BPW office, if any _____

Previous State Service _____

Qualifications for Office _____

Date and local organization which you served as president _____

LOCAL ORGANIZATION PRESIDENT

LOCAL ORGANIZATION SECRETARY

Date _____ Region _____

Consent to Serve

The duties of an elected officer for regional director of the state organization include attendance at executive committee meetings, state board meetings, planning meetings, regional meetings, and state conventions.

I have carefully studied the requirements for office for which I am a candidate. Neither my job nor my membership in any other organization in any way prevent my support of the organization's objectives and policies, including active support of our state legislative platform.

The _____ Business and Professional Women's Local Organization has my permission to submit my name as a candidate for the office of _____ of the Business and Professional Women of Tennessee, Inc. (BPW/TN).

I agree to serve as _____, if elected. I am able to give the required time to the duties of such office and there is nothing in my health or personal affairs to prevent my serving.

Dated this _____ day of _____, 20 _____.

Return form in duplicate to: Nominations Chair.

[Candidates for Executive Committee offices also submit photo. Attach bio and photo for publication.]

Candidate _____

Address _____

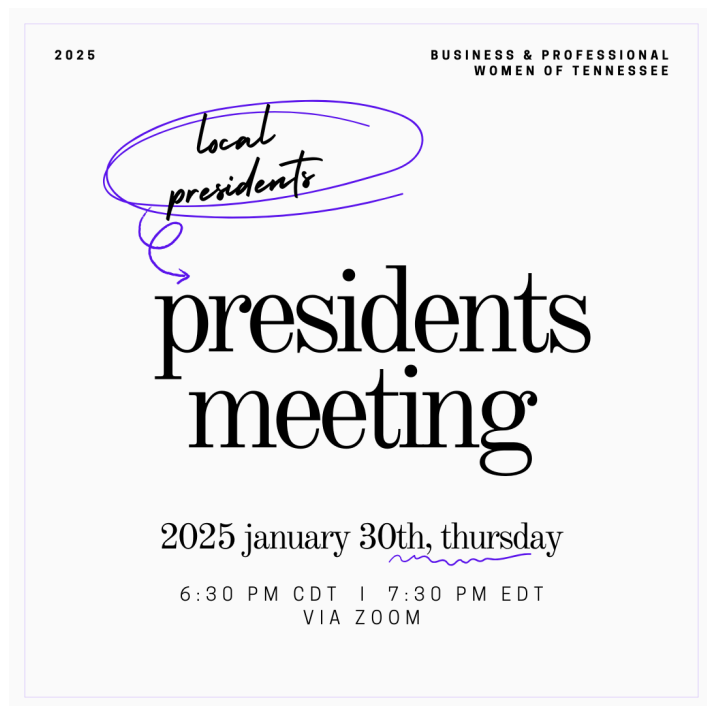
Place of employment: Name & Address _____

Phones: (H) _____ (B) _____ (FAX) _____

Cellphone: _____ E-mail: _____

Upcoming Events

Join Us for Our 2025 Presidents Meeting



Join us on Thursday, January 30th for a Presidents Meeting. Local Presidents are invited to join State President, Amber Farley, or send a representative to discuss membership, upcoming events, and engagement.

The meeting will be held at 6:30 pm CT / 7:30 pm EST and should last about 30-45 minutes.

Join Zoom Meeting

[https://etsu.zoom.us/j/85022259686?](https://etsu.zoom.us/j/85022259686?pwd=L0MhP5MKUtYZCY5mxak3MUO6GlvLY.1)
[pwd=L0MhP5MKUtYZCY5mxak3MUO6GlvLY.1](https://etsu.zoom.us/j/85022259686?pwd=L0MhP5MKUtYZCY5mxak3MUO6GlvLY.1)

Meeting ID: 850 2225 9686

Passcode: BPWTN25

Dial by your location
• +1 646 931 3860 US

Meeting ID: 850 2225 9686

Passcode: 8230318

Calendar of Events

January 5th, 2025	January Achiever Published
January 30th, 2025	President's Meeting
February 5th, 2025	February Achiever Published
March 5th, 2025	March Achiever Published
March - TBA	Equal Pay Day Virtual UnHappy Hour
March 27th, 2025	Spring Region Meeting
April 5th, 2025	April Achiever Published
May 5th, 2025	May Achiever Published
June 5th, 2025	June Achiever Published Pre-Convention Meetings (EC & BOD)
June 13th - 14th, 2025	State Convention - Elections Year Post-Convention Meetings (EC & BOD)