

AMERICAN BUSINESS WOMEN'S ASSOCIATION  
CHANGING WOMEN'S LIVES. . . ONE WOMAN AT A TIME.®



# ONE MEMBERSHIP, A LIFETIME OF VALUE

LEVERAGE YOUR ABWA EXPERIENCE  
TO ADVANCE YOUR CAREER



## 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.



### Set of Core Values for the American Business Women's Association (ABWA)

1. Lifelong Learning
2. Achievement
3. Giving Members a Voice
4. Treat People With Dignity
5. Focus on Creating Value for Members
6. Visionary Leadership
7. Focus on the Future
8. Focus on Results
9. Manage by Fact
10. Manage for Innovation

### ABWA's Proud Code of Conduct

The Association's Proud Code of Conduct was developed as a means of guiding all members in making ethical decisions. The broad statements of the code of conduct listed here are not expected to cover all conduct for ALL situations. This is why the Proud Code of Conduct was created as a living and fluid code.

- All members will serve as goodwill ambassadors for ABWA.
- Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
- Members will always treat their member colleagues, guests, vendors, and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
- Members will maintain compliance with ABWA National, Chapter, Express Network and Council Bylaws.
- Members will not use their personal power to advance their personal interests.
- 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.



# Welcome to the AMERICAN BUSINESS WOMEN'S ASSOCIATION!

Whether you are working full-time, part-time, or just entering the workforce, the American Business Women's Association (ABWA) has the resources and opportunities you need to shorten your learning curve and accelerate your career.

A description of ABWA's exclusive membership benefits are included in this guide along with a template you can use for developing your professional development plan.

#### Did you know?

ABWA is the only professional women's organization offering a powerful storehouse of online courses in its exclusive Apex Campus.

#### Did you know?

ABWA's conference curriculum includes compelling keynotes, workshops and break-out sessions presented by business experts and leaders in training and development including:

- FranklinCovey
- SkillPath Seminars
- Gemba Academy
- University of Kansas (KU) School of Business

#### Did you know?

There are a wide-range of possibilities for peer mentoring and support available at every level of the organization, local, regional and national.

We want you to leverage your ABWA membership by taking the time to invest in developing your individual professional development plan (PDP).

A PDP will help you to:

- **Keep your career aspirations in focus and on target.**
- **Assess where you are today.**
- **Define strategies for bridging gaps in your knowledge, skill sets, and experience.**
- **Choose the best resources and opportunities you will need to achieve your one main goal (OMG!).**

If you need assistance, contact the ABWA National Team at 1-800-228-0007.

*It's your time to Rise to the Challenge!*



**RENÉ STREET**  
*Executive Director*



**SHARON GODBEE**  
*2019-2020 National President*



# INSPIRATIONAL RESOURCES AND OPPORTUNITIES

## • An ABWA Benefit for *Members Only*

### OFFICIAL PUBLICATIONS

Don't have a lot of time to research the latest business trends? We've got you covered! As an ABWA member, you receive two complimentary subscriptions to the Association's official publications; *Women in Business*® magazine and Achieve Newsletter. Each publication includes knowledge "bytes" on topics ranging from leadership to personal branding that are sure to add to your cache of business knowledge and expertise.



*leadership*

*operations management*

*technology*

*marketing*

*personal brand*

*career advice*

*life style*





Leverage your ABWA experience by considering the wide-range of career development resources, services and opportunities your membership in ABWA affords you.

## • An ABWA Benefit for Members Only

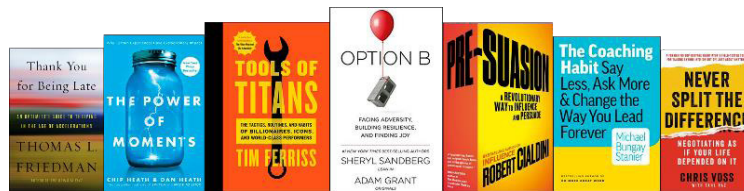
### THE BUSINESS SOURCE

Research shows that people who read books make more money. Part of their success is having a constant flow of new ideas and strategies they can use to help advance their careers, their teams and their companies.

The problem is... who has time for all that reading? ABWA is proud to offer The Business Source at a 70% discount (a \$91 dollar savings) to members of the American Business Women's Association.

The Business Source provides concise summaries of the latest business books. With an annual subscription, you will receive an email each month with two book summaries on best practices and powerful insights from leading-edge thinkers, industry experts and world-renowned business gurus. Most summaries take just 15 minutes to read!

The Business Source has three enrollment periods; late spring, early fall, and winter. Look for enrollment information in your email inbox.



# INSPIRATIONAL RESOURCES AND OPPORTUNITIES

## • An ABWA Benefit for *Members Only*

**MY APEX CAMPUS** [www.myapexcampus.org](http://www.myapexcampus.org)

**ACCESS TO ABWA'S E-LEARNING PORTAL,  
MY APEX CAMPUS** ([www.myapexcampus.org](http://www.myapexcampus.org))

E-learning is an excellent way to deliver targeted, objective, learning “bytes” so you can access knowledge you need, when you need it. Specific benefits to using ABWA’s Apex Campus include: thousands of dollars in savings, quick deployment (login and launch a course at any time), learning through refreshers (go back and view again and again), hundreds of short videos that are right-sized (chunk out a course in small “bytes” or complete a course in one setting), and downloadable templates for you to use in your work environment.

You will find a huge caché of job specific knowledge bundled into four different modules:

- **How to Be Heard**
- **Job Suite**
- **School of Lean**
- **School of Six Sigma**

When you’ve completed a course, show and share your commitment to advancing your business acumen by printing your certificate of completion and sharing with your employer, client or business partner.



Download the Apex Campus Flyer pdf for a complete listing of modules/courses from the National Resources in Community Connections.



- **An ABWA Benefit for Members Only**

## REGIONAL AND NATIONAL CONFERENCE EVENTS

If you want to expand your professional network, find job or business leads and celebrate member achievements, ABWA's Conference Events are the place to be. Every conference curriculum includes learning sessions valued up to 1.2 CEUs because we know that many professions (and employers) require continuing education units (CEUs) as a condition of employment and career advancement. As an ABWA member, you will save hundreds of dollars annually on your conference registrations (Regional and National).



# RISE TO THE CHALLENGE

IN THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

2020 ANNUAL NATIONAL WOMEN'S LEADERSHIP  
CONFERENCE, OCTOBER 14-17, 2020

*The Westin* – Westminster, Colorado  
Nearest International Airport: Denver International Airport (DEN)



# INSPIRATIONAL RESOURCES AND OPPORTUNITIES

## • An ABWA Benefit for *Members Only*

### JOIN A CHAPTER OR AN EXPRESS NETWORK

As a National Member of ABWA, you are eligible to join a local ABWA community we refer to as Chapters and Express Networks. Meetings are scheduled monthly and *local* annual dues are modestly priced. You will find a listing of some (not all) of the Chapters and Express Networks on the ABWA website at <https://www.abwa.org/abwa-chapter-express-networks/> For more information, contact the National Office at 913-732-5100.

The most valued benefits of belonging to an ABWA Chapter or Express Network are:

1. Connecting with and growing your personal and professional network.
2. Learning from guest speakers and business experts at each monthly meeting event.
3. Peer mentoring and support from your ABWA colleagues.
4. Learning and mastering skills that will accelerate your career.
5. Being celebrated for making a difference in your community!
6. Having access to Community Connections, an online portal where you can connect with the members affiliated with your Chapter and/or Express Network.

***Don't believe us?*** Here are testimonials from some of ABWA's biggest fans!

I went into my 1st ABWA meeting nervous, having already talked myself out of it several times. Being an introvert, I knew that if I wanted to make my company a success, I had to learn to talk to people. ABWA helps me with that. Every month I open up a little bit more, I talk a little bit more and I grow a little bit more. ABWA is there to help me at my speed.

**LAURA HATT**  
EmpowerHer Chapter  
Orangeburg, South Carolina

My ABWA membership and awards have elevated me as a job candidate in every opportunity I have sought, resulting in successively expanding roles. The skills and confidence that I've gained through Chapter involvement empowered me to welcome and successfully navigate new professional challenges.

**HOLLY HENGSTEBECK**  
Novi Oaks Charter Chapter  
Novi, Michigan



*“Learning is the process whereby knowledge is created through the transformation of experience” —DAVID A. KOLB, PhD Experiential Learning Expert*

## • An ABWA Benefit for *Members Only*

### START A NEW CHAPTER

Do you want to be promoted but lack the knowledge, skill sets and experiences in planning, budgeting, leading teams, project management, marketing, etc.?

Are you interested in growing your professional network by at least thirty new contacts?

Do you want to receive national recognition for *Changing women’s lives . . . one woman at a time®*?

If this describes you, consider forming a new ABWA Chapter in your community. During the six-month formation period, you’ll learn and rehearse a wide-range of business disciplines that will close the gaps in your resume, grow your professional network, and give you the national recognition you deserve.

For more information contact Formations Coach, Angela Zuba, at [azuba@abwa.org](mailto:azuba@abwa.org)



GET STARTED TODAY!





# INSPIRATIONAL RESOURCES AND OPPORTUNITIES

## • An ABWA Benefit for All Women

### CAREER OPPORTUNITIES IN CAREER CONNECTIONS [www.abwa.org](http://www.abwa.org)

If you are looking for a new job, ABWA's Career Connections provides women with a centralized resource for job placement and career enhancement.

In Career Connections...

- All resume posting and job searches are free and confidential.
- You can save job postings and apply to positions when you're ready!
- The Job Agent and RSS Capability notifies you when posted jobs match your criteria.
- You can post up to five professional documents such as published articles, resume, references, certificates, etc. to demonstrate you are the most qualified applicant for the position!

#### HIGHLIGHTS:

- Your Career Connections provides a location for job postings from national companies.
- ABWA members can post resumes for viewing by companies looking for qualified professionals to fill positions nationwide.
- Career Connections offers premier advertising space for employers and other companies to reach a new audience of female professionals nationwide.

The screenshot shows the ABWA Career Connections website. At the top, there is a navigation bar with links for Home, About Us, Blog, Membership, Events, and Career Connections. The main header features a woman in a red cape with the text "CAREER CENTER". Below this, a banner for "AMERICAN BUSINESS WOMEN'S ASSOCIATION > CAREER CENTER" is visible. A promotional banner for Maryville University is also present. The main content area includes a search bar with "Job title, keyword..." and "Location" fields, and a "SIGN UP NOW" button. Below the search bar, there are statistics: "125 Job Listings" and "96 Employers Hiring". Three job listings are displayed: "Commercial Banking Global Digital Eco System - Platform Manager" (Citi-US, New York, New York), "Revenue Capture Business Analyst" (Geisinger, Waverly, Pennsylvania), and "Bloomberg Intelligence Returner Circle 2019" (Bloomberg, London, United Kingdom). At the bottom, there are three sections: "Post Your Resume", "Apply for Jobs", and "Get Job Alerts". Each section has a corresponding image and a brief description of the service.

- **An ABWA Benefit for *All Women***

## STEPHEN BUFTON MEMORIAL EDUCATIONAL FUND



The Stephen Bufton Memorial Educational Fund (SBMEF) has been assisting women to succeed in higher education ever since its inception in 1953. Today it is considered one of the country's most highly respected grant and scholarship programs for women.

SBMEF assists women who are pursuing advanced educational goals to achieve both business and professional success to become role models, mentors, and leaders for the future. Since it was established in 1953, the fund's Board of Trustees has awarded more than \$17 million in scholarships to more than 17,000 women thanks to the generous contributions of ABWA members.

To learn more about each scholarship opportunity, visit the SBMEF website at <https://sbmef.org> or by emailing Jill Miller at [jmiller@abwa.org](mailto:jmiller@abwa.org)



Like SBMEF on Facebook!  
[www.facebook.com/ABWASBMEF](https://www.facebook.com/ABWASBMEF)



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## Connect with ABWA Online. *Anytime! Anywhere!*

- **Login:** *There's something new to explore in Community Connections—visit your team board or stop by for an online chat!*
- **Request to Join the Facebook ABWA Members Group**
- **Become a friend of Executive Director René Street on Facebook:** *[www.facebook.com/rene.street](http://www.facebook.com/rene.street)*



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**Heartfelt  
testimonials that  
make ABWA  
proud!**

Joining the American Business Women's Association (ABWA) is one of the best decisions that I've made in and for myself. I attribute my continued career advancement with my membership in ABWA. If you are looking for an Association where you can connect, learn and grow, this is it! We are women helping women to Rise to the Challenges in their personal and professional lives...

**SHARON GODBEE**  
*2019-2020 National President*  
Heart of the Piedmont  
Greensboro, North Carolina

I am humbled and honored to have the opportunity to connect and lead women both personally and professionally by starting the American Business Association (ABWA) Chapter, EmpowerHer in Orangeburg, SC. I am excited about all of the great things that EmpowerHer will do for Orangeburg County and surrounding areas by "Changing Women's Lives One Women at a Time" through leadership, education, networking support and national recognition.

As we embark upon this amazing journey of the ABWA Sisterhood, I look forward to connecting, learning and growing with everyone!

**RACHELLE JAMERSON-HOLMES**  
EmpowerHer President  
Orangeburg, South Carolina

Being part of ABWA changed my life in ways I had not expected. At work I had always received difficult projects and could be counted on to give 110%. Yet, I felt that I was not seen as a leader. . . in fact I often was asked to train new employees that left me behind as they climbed the corporate ladder. My goal when joining was to take advantage of the amazing online training and listen to accomplished speakers in order to build my resume. ABWA is great place to be exposed to new ideas, take risks and build lifelong relationships with a diverse group of women across the nation.

**VANESSA WILLIS**  
*Past National President*  
Cities by the Bay Chapter  
Helotes, Texas

