

2012 - 2013 BOARD

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Network of Executive Women

Networkexecutivewomen@gmail.com

WEBSITE

www.networkexecwomen.com

Our website is updated monthly and provides information about upcoming programs. For updates to the website or to submit information about your upcoming events please submit all your information to networkexecutivewomen@gmail.com by the 15th of the month.

Brenda Tillmann Winning Corporate Clients Inc.

Tuesday, November 13th, 11:30 am - 1:00 pm
Centre Club 123 Westshore Blvd.
Members \$20 - Guests \$30

Menu: Boursin Chicken
(Veggie plate available; please request when reserving)

RSVP by noon Friday, Novber 9th through NEW website or
Networkexecutivewomen@gmail.com

What's Your Unfair Competitive Advantage?

Brenda Tillmann, CEO of Winning Corporate Clients Inc., will share the specific, repeatable steps that will eliminate your competition, enhance client retention, and increase revenues for your business! Who can't make use of that type of knowledge?!

Winning Corporate Clients Inc. provides business development, sales training, and consulting to clients that range from entrepreneurs to large corporations. Brenda consults nationally and internationally helping businesses connect, retain, and leverage relationships to win more business. She teaches her clients how to discover their "unfair competitive

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President's Message

This year, NEW is focusing on bringing you more member benefits.

Our new mentorship program is likely the benefit I am most excited to roll out. Now, you can sign up to be either a mentee or mentor. NEW will partner newer members with more seasoned members. The program's goal is to connect new NEW members with established NEW members who can answer questions about the organization, our committees, our goals, and our programs, as

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Learn how you can become a member by visiting our website and downloading a membership application.

Join us on:



www.networkexecwomen.com

Events This Month

After Hours Event

Please check our website:

www.networkexecwomen.com

Join us for our monthly social. If you have never been this is a fantastic venue and a great opportunity to network with exciting, educated executives. Hope to see you there, bring a friend!

Monthly Board Meeting

Wednesday, Nov. 21, noon–1 p.m.

Forizs & Dogali PL, 4301 Anchor Plaza Parkway, Suite 300

President's Message continued from pg1

well as generally make new members feel welcome at our meetings and events. Mentors can and should assist mentees in how to get involved and how to get the most from each meeting and from their membership.

Mentoring does not benefit the mentee alone. Rather, mentoring is a reciprocal relationship. I've personally experienced the benefits of mentoring relationships when I was in the role of both mentee and mentor. As a mentor, you too will develop deeper relationships within the organization, benefit from fresh ideas on how the organization can move forward and try new initiatives, and further develop your network. Additionally, mentees will undoubtedly teach mentors a thing or two about business or Tampa generally. What makes this organization great is the variety of professions, experiences, and ideas we all have to offer. The mentoring program capitalizes on these capabilities for all who participate.

Beyond having an initial phone call and connecting at a meeting, what each person does with the relationship or how frequently they meet is completely up to them. You can choose to talk regularly on the phone, meet for coffee, lunch, or drink, attend great networking events together, or just chat before or after meetings. The possibilities are endless.

As I've indicated before, the best way to see a return on your investment of time and membership is to get involved and nurture the relationships among NEW members. Our mentoring program now provides an excellent opportunity for you to develop deeper

relationships. I look forward to seeing the fruits of this endeavor.

To sign up, visit www.networkexecwomen.com or email networkexecutivewomen@gmail.com.

–Haley Maple, President

Program continued from pg1

advantage," which virtually eliminates the competition and makes them the only viable solution for their customers.

This powerful, 30-minute program will show you how to:

- Give clients a clear answer to the question, "Why should I do business with you?"
- Get over the big hurdle in understanding your "Unfair Competitive Advantage"
- Stop losing customers, clients, and market share
- Start identifying your own company's UCA
- Avoid lowering your price to compete
- Increase sales, retain more clients, and stay miles ahead of the competition

Special Thanks!

Thank you to Tina Bubb of Bubb Business Basics, Lisa Ford of Invent Your Image, and Jeannie and Jodi Perez of Independent Financial Services for their generous donations to our October lunch raffle!

Scholarship Funds

50/50 Fundraiser

This luncheon fundraiser helps raise money we award annually to financially and academically deserving women in the Tampa Bay area. Fifty percent of money raised each month goes to scholarship and 50% goes to the winning ticket holder.

**50/50 Fundraiser raised \$37
at the October lunch!**

**Additional contributions can be made
on our website.**

Upcoming Events!

NOVEMBER:

Join us Tues., Nov. 13 from 6–9 p.m. at the Lions Research Center, 1410 N. 21st Street in Ybor City, for “Swishing America,” a fashion swapping party to benefit Dress For Success Tampa Bay.

The premise? Clean out your closet and bring at least one article of clothing, accessory, bag or shoes, and then selectively swap items and go home with an all-new look. Or just meet up with NEW members and new friends at the party to enjoy complementary hors d’oeuvres and cash bar. Sponsors will also be on hand with cosmetics, spa packages, jewelry, and home products to provide prizes, coupons, and free gifts.

Cost is \$10 at the door or RSVP online at www.swishingamerica.com

NEW Brew Crew Too!!

For those of you who are not morning people, or for those who enjoy something a bit stronger than a cup of coffee, we will be launching the monthly NEW Brew Crew Too starting in January. Pick your favorite microbrew as we enjoy “cocktails and conversation.” Dates and times are yet to be determined, and we are looking for your suggestions. Help us decide what day, time and location are best. Email your thoughts to dwhitney@holmesbrakel.com.

DECEMBER:

NEW Brew Crew

Dec 6 at Daily Eats... 901 S. Howard Ave

Looking for a chance to know NEW members better? We have launched the NEW Brew Crew on the first Thursday of each month at 8:30 a.m. Learn more about your fellow NEW members as we enjoy some “coffee and conversation.” Contact Diane Whitney (dwhitney@holmesbrakel.com or 727-434-6400) for more information.

Holiday Luncheon — 11 am–1:30 pm, Dec. 11, 2012

Tour the Tom and Mary James/Raymond James Financial Art Collection, one of Florida’s largest private art collections. Raymond James Financial, 880 Carillon Parkway, St. Petersburg.

Business Highlight



UBS Financial Services Inc.
Edna Broyles

Edna Broyles has pursued a career in the financial services industry for over 25 years. She joined the UBS Financial Services in 1995, after positions with Shearson Lehman and Dean Witter. Edna is licensed by the NASD as a securities agent and investment adviser representative, is also insurance-licensed in life, health and annuities.

A graduate of Florida State University and past EWOTY recipient, Edna is actively involved in many professional organizations, including the Financial Planning Association, Business and Professional Women, and the Athena Society, and a board member of the FSU College of Human Sciences.

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SB Recommend
Samantha Bond

Samantha Bond, president of SB Recommend, works with business owners, their employees, and individuals with insurance needs.

Running your own business can be difficult but rewarding! Are you an expert at payroll tax compliance and small business insurance requirements? Need assistance with health insurance and other benefits? Or, do you need an alternative to expensive COBRA premiums? Business owners can transfer the responsibility for employee benefits to a large professional employer organization and enjoy the discounts of being in a large group, plus eliminate workers’ compensation insurance deposits, enjoy volume discounts, and benefit from professional risk management.

Shop and compare with an experienced agent on your side. Make the right choice. Call SB Recommend today.

SB Recommend
813-441-0477 Phone and E-Fax
877-4BOND20 Toll Free Phone
www.sbrecommend.com

Member News

Out of a pool of more than 500 nominees, the Tampa Bay Business Journal named **Haley Maple** as one of 45 finalists for the TBBJ Up & Comers Award. The Award will be presented in November. Best of luck to our NEW president!

Rehbein & Associates Is Hiring

Rehbein & Associates has a position open for a professional, part client service/marketing coordinator for approximately 20-25 hours per week. The job includes assisting the office manager and financial planner in day-to-day business and general office support. As this position is the first point of contact for clients and prospective clients, via phone and in person, communication skills and professional attire are mandatory. The ideal candidate does not need to be licensed in the financial services industry. A strong focus on client service, detail-orientation, and some marketing skills are needed, as well as computer proficiency.

Resumes can be faxed to 239-594-0577.

Laura L. Rehbein, MBA, CFP®

Rehbein & Associates

An Ameriprise Platinum Financial Services® practice

Website Info!

Now on the website is a new “Help” section under “About Us.” There are two email addresses for you to contact, one for N.E.W. and one for website issues or questions.

We are also adding a “Help” video section. Although it is not professional by any means, it is a tool to walk you through handling some of the issues that have come up. We will be adding to this library as time allows.

If you have any questions, please reply to this email or check out the new help section on the website. <http://networkexecwomen.com/help>

Just another reminder—please update your profile. It is how we know who you are. If possible, upload a photo, as it’s helpful in identifying our members.

The website allows each member to update her own profile, pay her events and dues online (via Paypal), have a central location for newsletters, and keep current with the happenings of N.E.W.

If you haven’t had a chance to give it a spin, go to <http://networkexecwomen.com> and access your account. If you are a member, type in your email address and type in “password” for the password. If you have trouble, you can go to <http://networkexecwomen.com/Sys/ForgottenPasswordRequest> and get help with the password. If all else fails, contact Karen@compasspointz.com for assistance.

Non-members will have access to many areas, but the member directory is private.



NETWORK of EXECUTIVE WOMEN

Create your business vantage point
through membership with NEW

- Be a part of the select group - diverse executive women, able to share knowledge and experience in many different fields
- Monthly programs providing valuable information on the community, business strategies, and much more
- There are many opportunities to give back through various committees, scholarship drives and other outreach projects improving the lives of women and children in our local area
- Members business’ are promoted through our social media, web-site, and monthly newsletter
- Each month at our luncheons, one member will be spotlighted allowing for a presentation on their business
- Participate in after hours networking at various locations in the Tampa Bay Community