



2013 - 2014 BOARD

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## Speaker: Margarita Sarmiento Dealing with Difficult People

Tuesday, April 8th, 11:30 am – 1:00 pm  
Centre Club 123 Westshore Blvd.  
Individual \$20 - Guests \$30

Menu: Seared Salmon Piccata  
(Veggie plate available; please request when reserving)

RSVP by noon Friday, April 4th through [NEW website](#)

Difficult people are anything but in short supply, and the buttons they push create patterns of predictability in our own behaviors. Would you like to raise your awareness and understanding of how others' difficult behaviors results in your own specific reactions? We will walk through the challenge of correctly identifying why we react the way we do and learn concrete ways to deal with these challenges so that the repetitive patterns finally cease. At this month's meeting, you can learn how you can stand on equal footing, with even the most difficult person in your life.

Margarita Sarmiento of [ITK Consultants](#) designs, develops,

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## President's Message

EWOTY was a success! If you were there, you know that we were somewhat downsized, yet our enthusiasm was not at all diminished. Thank you to everyone who helped make it all possible. Thanks especially to Kristi Campbell, who once again forged ahead and allowed us to overcome the inevitable difficulties that occur with special events' planning.

Now is time to focus on ourselves, and our respective businesses. Shivan Sarna, our EWOTY keynote speaker,

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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](http://www.networkexecwomen.com)  
P.O. Box 270595, Tampa, FL 33688

### Network of Executive Women

[Networkexecutivewomen@gmail.com](mailto:Networkexecutivewomen@gmail.com)

### WEBSITE

[www.networkexecwomen.com](http://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](mailto:networkexecutivewomen@gmail.com) by the 15th of the month.

## Events This Month

### After Hours Event

Please check our website:  
[www.networkexecwomen.com](http://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

Thursday, April 17th, noon–1 p.m.  
 SB Recommend, 606 South Boulevard, Tampa, FL 33606  
 813.441.0477.

## President's Message continued from pg1

mentioned her opportunity to reinvent herself through the course of her professional life. I know that is true for many of us. Some of us have had to reinvent ourselves profoundly, with wholly new careers or education. Others have relocated geographically, and as a result, needed to reinvent themselves.

My own career involved a major reinvention when a corporate merger changed my options. My ex-employer had secured me with a non-compete contract, and instructed me to act as an independent contractor, "acting prudently" with regard to the contract. This went on for several years, until one day the company was sold and my agreement, which had included office space, ended. Have you ever felt like a ship afloat in a sea of uncertainty? Reinvent indeed! What to do?! An associate gave me some sage advice when he inquired, "Why go back to work for someone else if you don't have to?" It was a milestone in my journey of professional development. I'm certain there will be others.

What have been your milestones? Sometimes lessons are painful, and other times we suddenly feel brilliant when we recognize a solution that was so elusive, and yet so obvious. NEW provides us with connections to support each other when we tread over

milestones. We have all seen NEW members reach milestones and make difficult choices. Decisions to make, directions to take, and variables beyond our control are what seem to conspire to keep us sharp. It may take awhile, but if you are facing a milestone, your time "floating uncertain" will end. Take on a new direction and bear down. Success is frequently hard work and, I've always felt, a matter of *working smart*. Other good advice I received was to find a triple header. That is, to 1) work in a field you like, 2) at a skill you do well, and 3) that you can earn at living by providing.

One of my tricks to ensure that I work smart is having rules. Now, now — before you think I'm being silly or immature, think about it as a matter of how we conduct our days. Do you have rules? I had a former boss who liked to enjoy his weekends, but he said his weekend ended on Sunday afternoon. His rule was no drinking alcohol past 4 p.m., which has to be tough for a sports fan. One of my professional rules is outbound calls. Many of us have to make them, I suspect. They are not always fun, but I try to *make* it fun. and when the telephone mocks me I think, "You're not so tough. They can't shoot me dead through the phone! See how ridiculous that sounds? Now Sam, pick up the phone and dial." Another less than fun part of the job made easier.

What are your rules? One item that I feel is equally important is the reward for success. Let's all give ourselves a well-deserved pat on the back. Good job, ladies for your latest accomplishment!

–Samantha Bond, President

## Upcoming Events!

### MAY

May 13 Luncheon: Ms. Jaime Klingman, principal consultant, Innovations Capital Group, LLC., and recipient of our 2014 Exceptional Woman of the Year, will speak.

### JUNE

June 10 Luncheon: Annual Membership Meeting

## Program continued from pg1

and delivers customized training programs for public, non-profit and for-profit organizations. These programs focus on improving performance and increasing profits by capitalizing on the diversity of the workforce, and engaging participants in thought-provoking, interactive workshops. Margarita has the ability to intuitively connect with people, by sharing her expertise through real-life stories and hands-on, experiential activities, thus strengthening her experience as a trainer and keynote speaker.

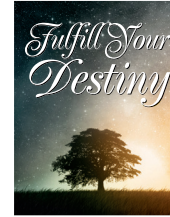
As a business coach, Margarita is committed to assisting business leaders in becoming engaged, empowered, and accountable, and to experience consistently improving performance. This makes her an asset to any leader or company desiring to improve bottom-line results.

With more than twenty-five years of management, consulting, and training experience, Margarita has worked with numerous companies and organizations, encompassing the areas of management, team building, leadership, organizational planning, interpersonal communication, cross cultural communication and diversity. She has been called on to successfully consult and train in a variety of industries, including hospitality, healthcare, transportation, finance, insurance, law enforcement, government, and education.

In her prior career, Margarita worked in corporate and not-for-profit management and training, with Progressive Companies and Busch Entertainment Corp., as well as serving as the director of corporate initiatives for the National Conference for Community and Justice. Currently, Margarita serves as an award winning trainer and consultant for numerous companies, including the Pascall Co. and SkillPath Seminars.

Margarita is a graduate of Florida State University where she received her Bachelor of Arts Degree in Communications. She currently calls Tampa home, although her work offers opportunity for travel across the US and internationally, offering constant opportunities to add to her experiences and stories.

## Business Highlight



### Karen Mertes Fulfill Your Destiny

A Certified Women's Issues Consultant and a Certified Women's Leadership Coach, Karen created Fulfill Your Destiny to assist people whose careers have been altered by injury or unforeseen circumstances, giving special consideration to anyone who has sustained a traumatic brain injury. Fulfill Your Destiny was recently honored with the Be More ...Entrepreneurial C1 Bank Engaged Philanthropist Award at the 9th annual WEDU Be More Awards in February.

## A Message to Our EWOTY Attendees

Thank you for attending the 2014 Network of Executive Women Exceptional Woman of the Year and Scholarship Event. We were so excited to announce **Ms. Jaime Klingman** as our Exceptional Woman of the Year, and to present scholarship funds to four deserving women: **Sarah Bolick, Orlana Eversole, Loran Tripp, and Victoria Valinski.**

NEW sends a special thank you to **Laura Moody** and **Shivan Sarna** for their enthusiasm and words of encouragement.

Thank yous also go out to our Gold Sponsors: **Fulfill Your Destiny, Gold & Diamond Source, Innisbrook Golf Resort, Invent Your Image, and SB Recommend**; as well as the Silver Sponsors, Table Sponsor, and Centerpiece Sponsors. We are humbled by ALL of for your generosity. By your attendance,

## A Message to Our EWOTY Attendees continued from pg3

donations, and raffle ticket sales and items, this event raised \$3,000 for scholarships in 2015.

Please stay tuned to our FaceBook page for all of our upcoming events, especially our Holiday Fundraiser.

For more information on the Network of Executive Women, including our upcoming luncheon on April 8, 2014, please visit our website.

Sincerely,  
Kristi Campbell  
EWOTY Chair



*Be sure to check out Facebook for teasers!*  
<https://www.facebook.com/NEWTampaBay>



### 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

## Attention Members

One of our goals and purpose as a network is to promote business between members. We are focusing on networking at the luncheon meetings once again. When we are all seated, we will have members stand one at a time and give a 30 second introduction. Please be prepared to give your name, title, organization and no more than one sentence or phrase stating your service or profession due to time limitations. Let's look forward to learning more about one another and how we can support each other.

## Website Info!

On the website is a "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 have 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.

## NEW App!

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For those that missed the announcement at lunch, Network of Executive Women of Tampa Bay has a NEW App.

**iPhone:**

<https://itunes.apple.com/us/app/network-of-executive-women/id762578787?ls=1&mt=8>

**Android:**

[https://play.google.com/store/apps/details?id=com.app\\_new3.layout&hl=en](https://play.google.com/store/apps/details?id=com.app_new3.layout&hl=en)