



**Relationships With A Purpose**

**2013 - 2014 BOARD**

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*Exceptional Woman of the Year Award  
and Scholarship Luncheon*



**Keynote Speaker:**  
**Shivan Sarna**

**Tuesday, March 11th, 11:15 am – 1:15 pm**  
**Centre Club 123 Westshore Blvd.**  
**Individual \$50 - Table \$350**

**RSVP by noon Friday, March 7th through NEW website**

Shivan Sarna is a power-packed presenter with a two-fold purpose: empowering women in business and helping businesses understand women. An award-winning international speaker and a graduate gemologist, Shivan currently appears in front an audience of 96 million on HSN. As a speaker, her topics include how to deal with people who make you crazy, conflict management, and office and corporate ladder navigation.

Over the last 20 years Shivan has become a specialist in marketing, branding and product development. Her eclectic work history includes public relations, cold sales calling,

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**President's Message**

2014 is off with a BANG!

Being from the Tampa Bay area, chances are you have heard of, or maybe even speak, Spanglish. What about Sport-ugese? In the spirit of the Olympics, and just for fun, here's a light-hearted look at a common, though frequently unrecognized, language phenomenon.

Whether or not you're a sports fan, chances are you speak a little Sportugese. That is, you use sports analogies without even

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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, March 20th, noon–1 p.m.  
SB Recommend, 606 South Boulevard, Tampa, FL 33606  
813.441.0477.

## President's Message continued from pg1

realizing it!

Oh, come on. You do and you know it. Let's take the gloves off. Uh, well, okay, I guess that's two strikes. Yikes! Can I get a mulligan here?

My point made, let's look at some of the more popular forms of Sport-ugese. One of my personal favorites is the saying, "batting a thousand." I use this and have absolutely no idea what it means. Nor do I care, as I believe I'm using it correctly, and, besides, if I'm using it incorrectly and the listener doesn't correct me, then I feel the joke is really on them.

Another one of my favorites is the "Hail Mary" anything. Let's be fair though. This is actually a double header (get it?). The Hail Mary is borrowed from Christianity, applied to sports and then re-applied to whatever the Sport-ugese speaker supposes it applies to. Let's try an example for clarity. Okay, say the speaker of Sport-ugese is driving and pulled over for exceeding the speed limit by a tiny bit. She cannot afford another citation so she looks left, fakes right, and is ready when the law enforcement officer approaches the driver's side window. She takes a deep breath and immediately opens with, "Do you

have any donation forms for the Police Benevolent Fund? I have my contribution check ready." The Hail Mary in action.

Do you have game? Aha. See, you knew just what I meant by that. Are you a benchwarmer, pinch hitter, or heavy hitter? These terms are frequently used in dialect known as workplace Sport-ugese.

Let me end with the SCORE! Ladies, this one needs very little explanation. You can score things, like choice seats to a game or the last free gift-with-purchase at the Estee Lauder counter. You can also score proverbial points, like when you compliment your mother-in-law's new hairstyle.

So remember, be a team player, swing for the fences and win one for the Gipper in the "game" of life. Thanks to the entire NEW Team for all *you* do, especially during the EWOTY season.

*–Samantha Bond, Your Head Cheerleader/Coach/President*

## Member News

Karen Mertes of Fulfill Your Destiny, Inc. was honored as recipient of the 2014 WEDU Be More Entrepreneurial C1 Bank Engaged Philanthropist Award on February 20. The award recognizes an individual who has distinguished himself or herself in the nonprofit community by engaging entrepreneurial skills to build a successful nonprofit endeavor. Karen said, "I'm very grateful to WEDU, the judges and all the people who votes led to my receiving this prestigious honor. Thank you for your support!"

Also, Karen recently earned her certification as a Certified Women's Issues Consultant, which helps her help women in personal areas that include self esteem, assertiveness, diversity, leadership and business etiquette.



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

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political fundraising and owning a yoga studio and boutique. She holds a marketing degree from the University of Florida.

With 15 years of public speaking and training experience, she wants to pass on the knowledge she has gained to help her clients — whether helping other women find success or helping businesses understand the female market!

[shivansarna.com](http://shivansarna.com)

[facebook.com/pages/Shivan-Sarna-on-HSN](https://facebook.com/pages/Shivan-Sarna-on-HSN)

## What is EWOTY?

The Exceptional Woman of the Year/Scholarship Award Luncheon is our annual opportunity to salute one special woman for her combined career, community and personal achievement, as well as support and foster young women pursuing their higher education and dreams toward success. This year's event will take place at the Centre Club on Tuesday, March 11, beginning at 11:15 am and tickets can be purchased for \$50 on our website.

Your contributions make a true difference in the lives of these young women. Please support our endeavors by being a sponsor, purchasing a centerpiece or helping us by providing a raffle item, and most definitely by attending the EWOTY event on March 11.

## Upcoming Events!

### APRIL

April 8 Luncheon: Business coach Margarita Sarmiento's topic will be "Dealing with Difficult People".

Be sure to check our FaceBook page often for the latest info on upcoming events.



### 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

## Special Thanks!

Thank you to **Lisa Ford** of Invent Your Image and **Karen Mertes** of Fulfill Your Destiny for their generous donations to our February raffle!

## Scholarship Funds

### 50/50 Fundraiser

Our luncheon fundraiser helps raise money for scholarships we present annually to financially and academically deserving women in the Tampa Bay area. Fifty percent of the monthly raffle income goes to the scholarship fund and 50% to the winning ticket holder.

At February's luncheon, the 50/50 Fundraiser raised \$78!

**Tax deductible contributions can be made on our website.**

**501(c)(3) the Exceptional Woman Scholarship Fund**  
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