

2012 - 2013 BOARD

President
Haley Maple

President-Elect
Samantha Bond

VP Communications
Karen Koch

VP Interactive Media
Karen Koch

VP Membership
Barbara Beall

VP Networking
Diane Whitney

VP Outreach
Michelle Sanchez

VP Programs
Lisa Ford and Jodi Perez

Secretary **Treasurer**
Vicki Vail Tina Bubb

Director/ Past President
Laura Rehbein

Director at Large (EWOTY)
Kristi Campbell

Director at Large
Karen Mertes

Newsletter Design/Layout
Debra Bonsel

Newsletter Editor
Paula Stahel

Speaker: Melisa San Martin Golden, Scaz & Gagain

Tuesday, April 9th, 11:30 am - 1:00 pm
Centre Club 123 Westshore Blvd.
Members \$20 - Guests \$30

Menu: Thai Chili Glazed Chicken
with soba noodle stir fry and peanut sauce
(Veggie plate available; please request when reserving)

RSVP by noon Friday, April 5th through NEW website

Melisa San Martin, an attorney at Golden, Scaz & Gagain, explains how to avoid potential liabilities in your business as well as requirements to preserve evidence and electronic information in your business records.

Melisa received her juris doctor, magna cum laude, from the University of Florida, Levin College of Law in 2006. While pursuing her law degree, Melisa was an active member of the Florida Law Review, published in the *Journal of Technology Law and Policy*, and earned book awards in legal research and writing *Appellate Advocacy and Trial Practice*. Melisa also served as a student extern for The Honorable Elizabeth

-continued on pg2

President's Message

Lean in.

If you've been listening, this phrase can't be missed in current media and conversations across the nation. My recent search on twitter of #leanin resulted in dozens of hits. What is all the fuss about?

The "lean in" discussion began with a book with that title authored by Sheryl Sandburg, Facebook's CFO. Throughout its 172 pages, Sandburg discusses the sad-but-true fact that the

-continued on pg2

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

Join us on:



www.networkexecwomen.com

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.

Events This Month

NEW Brew Crew II

April 18th at 6 p.m. at Bar Louie at International Mall

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, April 17th, noon–1 p.m.
Forizs & Dogali PL, 4301 Anchor Plaza Parkway, Suite 300

President’s Message continued from pg1

CEOs of only 21 Fortune 500 companies are women. If women want to change this, Sandburg asserts that women have to make changes. She urges women to “sit at the table” and lean in, communicating our belief in our own abilities and potential. We all know that, generally speaking, women tend to attribute success to *others*, while men give themselves credit for their achievements.

In 2010, I was lucky enough to interview the former general counsel for Shell Oil, Cathy Lambole, who provided me with five tips for success in business. Here is her advice: (1) Make a self-assessment, (2) Take risks, (3) Take a stand, (4) Take a hand, and (5) take credit.

Lambole told me when she began as an attorney at Shell Oil, she believed her hard work and results would speak for themselves in proving her value in the male-dominated oil industry of the 1970s. What Lambole soon learned was that hard work and a solid work product, while important, are not enough. Consistent with Sandburg and equally as impressive in her business triumphs, Lambole is the

one who taught me to take credit, a tool I believe helps me in both gaining client confidences and in performance reviews.

Additionally, Sandburg repeats Lambole’s message about taking risks in your career and not shying away from taking risks in standing up for what you believe in. Notably, our EWOTY speaker, Rhonda Shear —owner of a global business that generates more than \$70 million per year—also said that to be successful in business, we must be willing to take risks.

Some have criticized Sandburg’s book, while others hail its message. While even Sandburg recognizes that her pedigree provides her with opportunities not necessarily available to other women, it doesn’t mean we should discount the message: that successful women consistently take credit and take risks. These are tools we all should employ.

Even if you disagree with Sandburg’s book, one positive result of it is clear to me: people are talking about women in leadership positions achieving equal representation with their male counterparts.

–Haley Maple, President

Program continued from pg1

A. Kovachevich, United States District Court for the Middle District of Florida, and as a teaching assistant for the Legal Research and Writing and Appellate Advocacy courses.

Melisa has also published articles in the *Tampa Bay Business Journal* and *The Woman Advocate*, a publication by the American Bar Association, and presented client seminars on topics including “Collateral Sources and Set-Offs in Florida,” “Medicare Updates,” and “Recent Updates to Premises Liability Law in Florida.”

EWOTY

**2013 Exceptional Woman of the Year
Tonja M. Brickhouse**

Tonja Brickhouse was selected from a field of nine finalists as NEW’s 2013 Exceptional Woman of the Year. Appointed in 2008 as director of the City of Tampa Department of Solid Waste & Environmental Program Management, Ms. Brickhouse is the first woman to hold that position. She went into service with the Air Force as a young mother in 1982, after earning a dual degree in economics and psychology from the University of Virginia. By the time of her retirement from active duty in 2007, she had become the first African-American chief of the air transportation division and earned the rank of colonel. During her years in the military, which included being stationed at the Pentagon, in Germany, and at MacDill AFB, she completed a master’s degree in public education at Troy University. Her vision for the city’s solid waste and environmental program is simple: to create a dynamic team of professionals recognized as the premier leaders in industry. Totally committed to serving our nation and community, she serves as a member of various boards, associations, and organizations and is a highly engaged community leader.

This year’s other worthy EWOTY candidates were:

- Joni Adams, owner and CEO of Refurbished Office Furniture and owner of Peak Form 360, serves on the board of the CEO Council. She holds a bachelor of science degree in accounting from USF and a master’s in industrial and organizational psychology from The Chicago School of Professional Psychology.
- Susan Blackburn is regional executive for Sabadell United Bank, overseeing the company’s growth strategy along the west coast of Florida. Prior to joining Sabadell, Ms. Blackburn spent 16 years with Synovus Bank, serving as president of the Tampa Bay market, and held senior leadership roles during her previous 20 years with Bank of America. She currently serves as advisory board chair of

–continued on pg4

Business Highlight



**Jodi Perez
Independent Financial Services**

As a Certified Financial Planner™, Jodi Perez understands the complex intricacies of retirement planning, estate planning, insurance planning, education planning, and portfolio analysis. Independent Financial Services provides skilled investment management, comprehensive financial planning, ongoing money management, and divorce planning services.

www.independentfinancialservices.net
20635 Amberfield Drive Suite 102
Land O’ Lakes, FL 34638
813.908.2701 or 888.811.1817

Upcoming Events!

APRIL:

April 18, Brew Crew 2: 6 pm, Bar Louie, 2223 N. Westshore Blvd., Tampa 33607

MAY:

May14 Luncheon: EWOTY Recipient Tonja Brickhouse

JUNE:

June 11 Luncheon: Membership Meeting

Scholarship Funds

Fundraiser

The raffle items offered at the EWOTY luncheon brought in an astounding \$561, a marvelous “seed amount” toward the scholarships NEW will award in 2014.

Additional contributions can be made on our website.

EWOTY continued from pg3

the Salvation Army, chair of American Cancer Society's "Making Strides Against Breast Cancer," and is a board member with Ruth Eckerd Hall, the CEO Council of Tampa Bay, the Pinellas County Economic Development Council, and the Greater Tampa Chamber of Commerce.

- Rosemary DiDio Brehm is founder and president of turningpoints2results, a consulting firm that shifts company/team performance toward increased productivity and higher profitability. Ms. Brehm is vice president of development for ARCS Foundation; a board director of the Center for Catholic-Jewish Studies, Saint Leo University; and vice president of the Tampa Bay chapter of the Exit Planning Exchange.
- Dr. Kym Caporale, a board certified Acupuncture Physician who holds master's degrees in Oriental medicine, communications disorders, and education, is founder of The Caporale Center of Natural Health. She specializes in integrative health, with a primary focus on women's health and reproductive medicine. An entrepreneur for more than 25 years, she also volunteers regularly at the St. Petersburg Free Clinic.
- Conni Galbraith, child advocate coordinator for the State of Florida Guardian ad Litem program, graduated from Florida State University with multiple bachelors degrees and a master's degree.
- Kelly Mothershead, owner of A Focus on Fitness, strives to help young women achieve their goals and grow in mind, body, and spirit. She holds positions with many local civic organizations.
- Cathy Capo Stone, executive director of Cornerstone Family Ministries, has served in executive leadership roles at non-profit organizations in Tampa Bay for more than 20 years. She served as chief development officer and strategic planning officer at Metropolitan Ministries and as chief development officer for both The Spring of Tampa Bay and The Children's Home. Prior to joining the non-profit field, work, Ms. Capo

Stone worked in commercial banking.

- Dr. Tonjua Williams, vice president of academic and student affairs at St. Petersburg College, has 25 years of experience in higher education and active community involvement. A St. Petersburg native, Dr. Williams is a recognized motivational speaker who demonstrates her passion for helping others reach their potential.

2013 Scholarship Recipients

NEW had the great pleasure of providing four deserving women a scholarship of \$1,000 at the March EWOTY program. Congratulations to:

- Heather Shell—Heather is a graduate student at the University of South Florida currently pursuing her master's degree in global health humanitarian assistance and disaster aid. For the past six years, Heather has been a case manager at Big Brothers Big Sisters of Tampa Bay. Before that, she was stationed on a remote island in Fiji as a member of the United States Peace Corp, helping build the first computer school for the rural population.
- Milora Morley—Milora is enrolled as a public health major at USF, where she also works part-time in the wellness center. Milora is dedicated to her community, and in 2010 after the earthquake in Haiti, began a charity named "Blood Bonds Chains of Hope." Its mission is to fortify, support, and improve the lives of families. Upon completion of her undergraduate degree, Milora plans to earn a master's in public health in epidemiology.
- Becca Garger—Becca is pursuing a master's degree in accounting at the USF and is employed as an audit intern at Warren Averett Pender Newkirk. After obtaining her master's degree, Becca plans to sit for the CPA exam and begin her career as certified public accountant.
- Taylor Greene—Taylor is enrolled at the University of Tampa in pursuit of a master's degree in

Special Thanks!

From Kristi Campbell, EWOTY committee chair:

Thank you! Thank you! Thank you! EWOTY was such a great event with 125 people in attendance! The committee members—Karen Koch, Shirley Drake, Karen Gangel, Jodi Perez, Michelle Sanchez and Samantha Bond—worked so hard and organized an event of sheer enjoyment. Guest speaker Rhonda Shear added spice, EWOTY winner Tonja Brickhouse added grace, and the four scholarship winners—Becca Garger, Taylor Greene, Milora Morley, Heather Shell—who each received \$1,000, added gratitude. I am honored to have chaired such a worthwhile event for the second year, knowing our efforts will trickle throughout community for many more years.

Thanks also go to the sponsors and members who made generous donations to the EWOTY raffle, to the great pleasure of the recipients who won them:

- Color Analysis, donated by Lisa K. Ford, Invent Your Image, and won by Jillian Graham, Warren Averett Pender Newkirk
- Gold Ring, donated by Gold & Diamond Source, and won by Kristi Campbell, Home Instead Senior Care
- Golf Outing, donated by Innisbrook Golf Resort, and won by Shirley Drake, Colonial Supplement Insurance Co.

accounting and works part time as an accountant for Veredus Corporation.

Member News

Welcome, New Members!

- Angeline Simeus, CPH, is currently an agent with New York Life Insurance offering a variety of products including college funding, retirement, management of costs for extended periods of care, and lifetime income strategies.
- Amanda Lee Donnelly, DVM, owns ALD Veterinary Consulting LLC, providing individualized veterinary practice management solutions.
- Dianne M. Kipp, a professional certified coach, provides specialized services to individuals, small businesses, and corporate organizations.



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