

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.

Program: CASH, KUDOS OR PIZZA... What motivates your staff?

Tuesday, August 13th, 11:30 am - 1:00 pm
Centre Club 123 Westshore Blvd.

Members \$20 - Guests \$30

Menu: Greek Salad with Chicken
(Veggie plate available; please request when reserving)

RSVP by noon Friday, August 9th through NEW website

Yawns, shrugs, blank stares — are these things you see too often when speaking to your staff? If so, whatever you've been doing to motivate them is probably not working. Tapping into your staff's hot and cold buttons is your greatest secret weapon! Carletta Clyatt, senior vice president of sales at the Omnia Group, will share ways to change your tactics that will result in greater team motivation.

A behavioral assessment and employment consulting firm based in Tampa, Omnia Group helps clients worldwide avoid bad hires, manage more effectively, and retain top talent with

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President's Message

"How do you do it?"

How many times have you (or I) been asked this question? So often, after people learn I'm a professional woman balancing (or not balancing) career, family, and community commitments, they ask this question.

As Sheryl Sandberg noted in chapter nine, "The Myth of Doing It All," of her book *Lean In*, "the question" carries with it an underlying connotation that we cannot possibly do it well, and

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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

Brew Crew

1st Thursday of each month. Watch the
NEW website for time and place!
www.networkexecwomen.com

Annual Retreat

August 23–24, Renaissance Hotel at
International Plaza, Tampa.

Monthly Board Meeting

Wednesday, August 21st, noon–1 p.m.
Forizs & Dogali PL, 4301 Anchor Plaza Parkway, Suite 300

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surely our careers are flailing, our kids are eating candy for dinner (only sometimes!), and surely we must be miserable. Sandberg describes the question as “rude,” agreeing with Tina Fey’s characterization of “the question” as “the worst question” to ask women.

My response takes one of two forms, depending on my mood and state of mind when it’s asked: 1) What else am I supposed to do?, or 2) I just do what I ask of my son—try your best.

Part 1: *What else am I supposed to do?* In reality, I perceive this question as somewhat ignorant, depending on the day. Am I not supposed to get my child on the bus? Am I not supposed to meet my deadlines and client expectations? I just do it because things need to get done, and I find a way. Some days that is easy. Other days, it means calling 15 different babysitters before I find one who can pick up my son because a deposition runs late, or I am forced to ask a client for an extension of a deadline, or, if an extension isn’t possible, I don’t sleep.

Is it always ideal and the way I want the cards to fall? Of course not. Is my child happy and healthy? Are my cases well-planned and worked up in advance because I’ve pre-planned for emergencies? Do I have a conference line in the event my child is sick and I have to be somewhere? Yes. I plan. Anyone who is busy plans, has a generally well-managed

calendar, and has five back-up contingency plans depending on what may or may not happen. As busy professionals juggling many things, we do what we have to do to meet our obligations and still make sure to find time on the busy calendar for the occasional massage or jog.

Part 2: *I try my best.* I read long ago that we will never be perfect in any area of our lives, much less all areas. I wish I could attribute this principle to its original source, but I’ve lived by this for so long, I don’t recall where it originated. Sandberg says, “perfection is the enemy.” I remind myself constantly that some days I may miss my son’s swim practice; others, I may not write the best legal analysis ever published; and still other days, my clothes may be rumpled, my lunch dispensed by a vending machine, and I may not make a phone call to my mother. But, I remind myself, I tried my best. Some days, we will not be the world’s greatest mothers—but I argued one hell of a motion. Another time, we rock motherhood—when I chaperone my son’s field trip or supply homemade organic cookies to his class. All we can do is try our best. It’s what our parents told us; it’s what we tell our kids; it’s what we say to the younger women we mentor. If that’s what we ask of others, we should be satisfied with the same in ourselves. If we accept imperfection from others, why should we demand perfection from ourselves?

Do I forget these principles I try to live by? Of course. Ask Karen Koch and Laura Rehbein, who have seen me burst into tears more than once after having a couple of rough days trying to juggle too much. While I generally focus on the big picture, from time to time when others bog down in details that I don’t have time for, I do lose my cool. Sandberg acknowledges in her book that she breaks down occasionally too, and we need to accept that this is okay. When I do, I lean on friends, let myself have a good cry, then remind myself that most days things work out well because I always try my best.

Give yourself permission to do just that—to try your best. Will it be perfect? No. But it will be good enough, and the world will not come to an end.

–Haley Maple, President

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remarkable results. Omnia Group's mission is to provide clients customized talent management that enables them to hire, develop, manage, and retain top talent by making more informed hiring decisions and navigating the complex world of employee behavior.

Upcoming Events!

SEPTEMBER:

September 10 Luncheon: NEW Board of Directors Installation

OCTOBER

October 8 Luncheon: Speaker—Robert P. Miles, "Warren Buffett: Feminist Capitalist"

Member News

Welcome NEW Members!

Diane McKelvey, a bank officer with American Momentum Bank, is also an independent consultant on project management, marketing strategy development, and marketing collateral for clients that range from a law office to Wesley Chapel's "Voice for the Orphans."

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.

In July, the 50/50 Fundraiser raised \$145!

Additional contributions can be made on our website.

Annual Retreat

NEW's annual Women's Retreat takes on an urban flair this year! We'll indulge ourselves in the posh accommodations of the Renaissance Hotel at International Mall, embark on a pub crawl, chat away into the night, and then awaken the next morning to an entertaining and informative program.

Plan to join this get-away today. The fun kicks off at 5 pm. on Friday, August 23. Saturday morning's breakfast is sponsored by Kristi Campbell and Home Instead Senior Care.

Registration, which costs \$25, is required through the NEW website. Members may attend the pub crawl and/or the breakfast meeting without booking a hotel stay, but still must register and pay the fee.

Recommended gathering time on Friday is 5 p.m.

Rooms must be booked separately through the Renaissance Hotel, 813-877-9200. *Rooms are limited and must be booked no later than August 14.* To receive the discounted room rate of \$99 (single or double occupancy), be sure to reference NEW when making your reservation.

Fun is guaranteed!



Special Thanks!

Thank you to Lisa Ford of Invent Your Image, Karen Mertes of Fulfill Your Destiny, and Laura Rehbein of Ameriprise for their generous donations to our raffle at July luncheon!

Also, a huge thank-you goes to everyone who did such a great job of enticing guests to our "Past, Present, Future" luncheon—a full dozen guests, three of whom were former NEW members, joined us at our celebratory gathering on July 9.