



February 2014

Relationships With A Purpose

2013 - 2014 BOARD

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Paula Stahel

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.

Speaker: Carrie Rokosz Video Marketing Made Easy An Introduction to YouTube

Tuesday, February 11th, 11:30 am - 1:00 pm

Centre Club 123 Westshore Blvd.

Members \$20 - Guests \$30

Menu: Oven Roasted Chicken Breast, Picatta Style
(Veggie plate available; please request when reserving)

RSVP by noon Friday, February 7th through NEW website

Carrie Rokosz has been entertaining and informing audiences for more than two decades. Whether it be on radio, television, film, stage, the Internet or in person, Carrie has brought joy to literally billions of people over the course of her career, and has made millions of dollars for her clients.

As co-founder of ROKOSZ Studios, Carrie's leadership has resulted in the production of more than 40,000 online videos achieving more than 1.5 billion views. Specializing in video content marketing, increasing business, creating high visibility, generating leads, sales, and positive cash flow for clients, ROKOSZ Studios was recently named Demand Media Inc. Partner Production Company of the Year.

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President's Message

Ah, the sweet smell of success. Really? Do I smell it? It's a bit of a ridiculous notion, but in truth, success can be described in many, many ways. Does success have a sound? Does it have a definitive value? Is it, for example, 10 pounds? \$10,000? Or 10 really good friends?

Okay, so now I have you thinking in the right direction. Yes, success is a many splendid thing. Funny, though — our personal success is different than the success we measure in others.

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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

P.O. Box 270595, Tampa, FL 33688

Events This Month

LADIES' POKER 101

When: Thursday, February 6, 2014

Where: Home Instead Senior Care Tampa 2902 Busch Lake Blvd., Tampa, FL 33614

Time: 6:00 - ?PM

If you ever want to learn to play Texas Hold 'em or sharpen your skills, this is the time to get "All In!" Bring your beverages and snacks. We'll provide the lessons. For more info, contact Kristi Campbell.

FRESH THREADS EVENT

When: Thursday, February 27, 2014, 6 - 8pm

Members and guests are invited to Fresh Threads, 1543 S. Dale Mabry Hwy., Tampa, for an event offering huge savings on quality and designer consignment goods, many of which have never been worn. Lisa Ford will share "10 Ways to Dress to Look 10 Pounds Thinner." Light hors d'oeuvres and wine will be served. For more information, contact co-host Samantha Bond or call Fresh Threads owner Julie Halifax at 813-449-3578.

Monthly Board Meeting

Thursday, February 20th, noon-1 p.m.

SB Recommend, 606 South Boulevard, Tampa, FL 33606
813-601-1992

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Certainly we cannot ascribe our version of success to everyone we meet. Even with people we work shoulder-to-shoulder with, in a like position and for the same company, we measure accomplishment differently. Our personal success is ours to define because it is precisely that: personal.

Traditional measures of success are easy to name: money, fame, power, and prestige readily come to mind. Things we buy are sometimes used to symbolize success, so that others can see it. We buy ourselves things that may make us feel more successful, like a more expensive anything — watch, car, sunglasses. Do we buy the fancier versions to show others our success, or because we genuinely enjoy them more? I think some of each is the truth.

Beyond the tangible, what gives us the feeling of success? I suspect many of us enjoy the recognition

we receive from others. This is one of the reasons I have enjoyed being a member of the board for NEW. Seeing the reactions of our winners of the Executive Woman of the Year (EWOTY) event is uplifting, joyful and fulfilling. The winners themselves are obviously elated — and feel successful themselves. Oh, what a feeling!

If you want to experience the shared feeling of joy, make sure you reserve your seat for EWOTY. Better yet, share the experience by inviting others to enjoy the festivities with us. We are successful ourselves, and surround ourselves with successful others. Never mind the accoutrements, let's just bask in the moment and share the sweet smell of success.

—Samantha Bond, President

EWOTY on the Horizon

Mark your calendars — NEW's annual Exceptional Woman of the Year luncheon will take place on Tuesday, March 11.

During 2013 we raised \$4000 to present as scholarships for deserving women who are continuing their education and already having an impact on the community.

Please help us kick-start our 2014 scholarship fund by inviting sponsors to support our effort. Sponsor applications are available at our website, or recommendations can be made to EWOTY chair Kristi Campbell.

Upcoming Events!

MARCH

March 11: Annual Exceptional Woman of the Year Luncheon. Keynote speaker: Shivan Sarna, award-winning HSN host and motivational speaker.

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



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

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Locally, Carrie was recently nominated as *Tampa Bay Business Journal's* 2013 Business Woman of the Year. Prior to founding ROKOSZ Studios, Carrie spent 13 years broadcasting as "Carrie Kirkland" on Tampa area radio stations WRBQ, Q105's "The Mason Dixon Morning Show," WMTX Mix 100.7 host of "Into the Night with Carrie Kirkland," WAKS, WFLA, WFLZ, and others.

Carrie will be sharing her knowledge and experience on how businesses can actively seeking ways to grow their business through online marketing activities and deliver a substantial ROI. Whether you're new to web video marketing or have experience working with video producers, you'll discover that producing high quality, professional, web video content for your business does not have to be expensive or difficult.

Member News

Welcome NEW Member!

Deborah Johnston, CPA, a senior audit manager with Warren Averett LLC in Tampa, also serves as a board member of the Family Justice Center of Hillsborough County. Her industry experience includes nonprofit, construction, manufacturing and high technology.

Karen Mertes of Fulfill Your Destiny is honored to be recognized as a double finalist in the WEDU Be More Awards, in the categories of Entrepreneurial C1 Bank Engaged Philanthropist Award and the Be More Vocal Steve Otto, *Tampa Tribune* Voice of Tampa Bay Award. Winners in all the categories will be announced at the annual WEDU Be More Awards luncheon on Feb. 20. Come out and support Karen — tickets can be purchased at www.wedu.org/bemore.

Paula Stahel has been elected to a three-year term as chair of the Life Enrichment Center board of trustees.

Charity Chics celebrated its fifth anniversary in January. Congratulations to co-founder **Lisa K. Ford**, member and chapter owner **Jeannie Holliday**, and member **Karen Mertes** for creating and building such a successful program for professional women to support local charities that benefit other women!

Business Highlight

SB Recommend

Samantha Bond SB Recommend

Samantha Bond of SB Recommend has professionally fulfilled the insurance and administrative needs of small business owners for 23 years from the approach of listening and getting to know an individual before offering a "product."

SB Recommend
606 S. Boulevard, Tampa, FL 33606
813-601-1992

NEW App!

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

Special Thanks!

Thank you to **Karen Mertes** of *Fulfill Your Destiny* for her generous donation to our February's 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.

In January, symmetry prevailed: the 50/50 Fundraiser raised \$50.

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

501(c)(3) the Exceptional Woman Scholarship Fund
FEIN #46-0563695