

## 2010 - 2011 BOARD

### President

Sonia Grays

### President-Elect

Laura Rehbein

### VP Communications

Debbie Denton

### VP Membership

Barbara Beall

### VP Networking

Barbara Heineken

### VP Outreach

Samantha Bond

### VP Programs

Amy Kurella

### Secretary/Treasurer

### Director/ Past President

Karen Gangel

### Director

Beth Eppley

### Director

Haley Maple

### Editor

Paula Stahel

## ADMINISTRATOR

Eleanor Hubbard

813-251-9172 or Ewhubbard@aol.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 Debbie Denton at [debbie@2designstudio.com](mailto:debbie@2designstudio.com) by the 15th of the month. If you'd like to post your photo in the member directory listing on our website please provide Debbie with headshot in a jpg, pdf, or tif file.

**Speaker: Karen R. Mertes**  
Lieutenant Colonel (Ret.) United States Air Force

Tuesday, July 12th, 11:30 am - 1:00 pm  
Centre Club 123 Westshore Blvd.  
Members \$20 Guests \$25

**Menu: Blackened Salmon Salad**  
(Veggie plate available; please request when reserving)

RSVP by noon Friday, July 8th through NEW website,  
phone (813) 251-9172 or [Ewhubbard@aol.com](mailto:Ewhubbard@aol.com)

Shape up your business strategy!

Colin Powell said it clearly: "Good leaders are made, not born." And where better than the military to learn such leadership?

Lt. Col. (Ret.) Karen R. Mertes transformed the skills she developed serving more than 20 years in USAF Military Intelligence and Air Force Comptroller fields to a successful consultancy on leadership. Now an independent consultant providing strategic and financial insights to her clients, she'll share professional and life lessons applicable to everyone, from sole practitioner to CEO.

Karen's leadership experience includes the rare opportunity

-continued on pg3

## President's Message

Dear Members and Friends,

Change is never easy. Many of us face difficulties dealing with changes in our lives. Change can create stress, especially when we feel we cannot control our circumstances. Some of you may be facing new career changes finding it difficult to adjust or personal matters such as dealing with changes after a

-continued on pg2

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

Join us on:



**Network of Executive Women**  
P.O. Box 320834, Tampa, FL 33679  
[www.networkexecwomen.com](http://www.networkexecwomen.com)

## Events This Month

### Get Acquainted Luncheon

Check website calendar for update

[www.networkexecwomen.com](http://www.networkexecwomen.com)

Enjoy lunch and conversation while you meet new and prospective members and get reacquainted with existing members.

A time to find out more about our members, NEW's committees and network.

### After Hours Networking

Thursday, July 28th, 5:30 pm - 8:00 pm

**Armani's at the Grand Hyatt**

2900 Bayport Drive

[www.networkexecwomen.com](http://www.networkexecwomen.com)

Enjoy socializing with members in a relaxed atmosphere with cocktails and appetizers.

Bring friends!

### Monthly Board Meeting

Wednesday, July 27th, noon - 1:00 pm

4809 Ehrlich Rd, Suite 101

## Upcoming Events

### August Luncheon:

You think you know what your customers and employees need, want and expect from you. But how do you know if you're right?

Mark your calendar to hear from **AnnaMaria Turano** on August 9 as she explains the Customer Value Proposition and how her 3Ds—desirability, differentiation and delivery, are critical to running a strong, streamlined business at any time, but especially in today's challenging economy.

AnnaMaria Turano is executive director of MCAworks, a consulting company based in Westport, CT. She's co-author of *Stopwatch Marketing—Take Charge of the Time When Your Customer Decides to Buy*, and has taught at NYU's Stern School of Business.

## President's Message continued from pg1

break-up which can all be very challenging.

It is all about perspective with regards to change and how you can productively manage it. Many of us view change and get "stressed out," failing to realize that, many times, it is during the process of change when we stretch ourselves and discover new heights and strengths.

NEW is undergoing its own changes now. We hope they implement smoothly, creating as little stress as possible for us all in the process. We're welcoming the change as we introduce a new and effective database that captures information to utilize at our disposal. In addition, our website transformation will more effectively create membership awareness, direct access to member business links and also promote upcoming events.

These are exciting times for NEW. With social networks at our fingertips, we now can communicate more effectively to a larger audience, making them aware of our dynamic organization.

Help us spread the word and invite even more change by helping us grow!

## Special Thanks!

Thank you to our members who generously donated our door prize for June's lunch:

**Karen Mertes**

## Scholarship Funds

### 50/50 Fundraiser

This luncheon fundraiser helps raise money which is awarded annually to financially and academically deserving women in the Tampa Bay area. Fifty percent of money raised goes to scholarship and 50% goes to the winning ticket holder.

**50/50 Fundraiser raised \$82  
at the June lunch!**

**Contributions can be made on our website.**

## July Speaker continued from pg1

of serving in two back-to-back Financial Squadron Commander positions, including as Comptroller or Chief Financial Officer of a military base with a budget in excess of \$169 million.

Her contributions to women in the military led to her receiving the Major T. H. Baca Award, named in honor of the first woman to officially serve as a commissioned officer in the National Guard, United States Army and military force, eventually rising to major and later appointed Assistant Adjutant General of New Mexico.



Karen is also a woman in philanthropy, continuing to honor the Air Force's second core value: "Service before Self." She supports a number of Tampa Bay organizations including MADD, Dress for Success, Bay Area Legal Services, ARCS and PACE. Other civic involvement includes being a WEDU Community Action Board member, the scholarship committee for Tampa Bay Business & Professional Women (BPW), supporter of Charity Chics, and member of e-Women Network, the ARCS Foundation and the NEW.

Surviving personal tragedy caused by a drunk driver led Karen to found the Traumatic Brain Injury Survivors Grant Fund Inc., a Florida non-profit corporation. The grant fund educates individuals about the uniqueness of each traumatic brain injury, increases awareness of this type of injury in our community and provides assistance and support to TBI survivors.

Karen has a Bachelor's Degree in Mathematics from Boston University, a Master's of Science in Business Administration and a second Master's of Science in Cost Estimating and Analysis from the prestigious Air Force Institute of Technology.

## Business Highlight



Don't forget to put your business card in the Business of the Month bag at our July lunch for a chance to highlight your business here and on our website. Look for our business of the month winner in August.

## Welcome to Our New Members!

We would like to welcome our newest members:

**Vicki Hamilton** is owner, vice president and broker of Smart Health Inc., an insurance brokerage firm that is contracted with multiple life & health insurance companies. The company also handles annuities, disability, final expense, health and life insurance sales. Vicki is very active in the community including:

- Rotary International member
- Wesley Chapel director/member
- Branch of Christ Ministries director
- National Ethics Bureau member
- Texas Woman's University alumni
- Moody Bible Institute supporter
- W.I.S.E. MasterMind facilitator
- Southern Poverty Law Center supporter

**Amanda Heystek** is C.A.R.E.S. team manager and senior attorney for Disability Rights of Florida which is governor-designated, federally-mandated, protection and advocacy system for persons with disabilities in the state of Florida. She manages a team of advocates and lawyers in securing community services, resources and entitlements for persons with disabilities. Amanda previously owned her own law firm specializing in family and probate law and prior to this worked as an assistant public defender for the 6th Circuit of Florida in Clearwater.

## Member News

**Independent Financial Services** is excited to announce the opening of its new office in Land O' Lakes at 20635 Amberfield Drive, Suite 102. This move to Pasco County enables the staff at Independent Financial Services to expand their presence into the fast-growing communities of Wesley Chapel, Land O' Lakes and New Tampa.

While the address is new, the phone numbers will remain the same. Both new and existing clients can reach the new office at (813) 908-2701 and toll-free (888) 811-1817.

Independent Financial Services provides a variety of financial services to its clients, including comprehensive financial planning, ongoing active money management and investment management. The all-woman firm specializes in four key areas: women and investing, retirement planning, divorce planning and small business solutions.

Jeannie Holliday, CFA, CDFATM and Jodi Perez, CFP® founded Independent Financial Services in Tampa, Florida in 2007 after both had owned and operated their own firms separately. There is over 100 years of combined experience among its dedicated staff.

**Brenda Gauthier** has had her baby!! Kenley Nicole Gauthier was born May 17th and weighed in at 7 lbs 14oz and was 20 inches long.

**Haley Maple** has been nominated for the Tampa Bay Business Journal's 2011 Business Woman of the Year Awards, young category. CONGRATULATIONS!

**Jeannie Holliday**, has been nominated for the Tampa Business Woman of the Year, financial services category. CONGRATULATIONS!

CONGRATULATIONS to **Debbie Denton** in her new position as graphic designer with Sign-Age in Clearwater!

## Congratulations To Our Upcoming Board Members!

President – **Laura Rehbein**

President Elect – **Haley Maple**

Past President – **Sonia Grays**

VP Programs – **Karen Gangel**

VP Communication – **Karen Koch & Debbie Denton**

VP Outreach – **Samantha Bond**

VP Membership – **Barbara Beall**

VP Networking – **Amy Kurella**

Outreach – **Samantha Bond**

Network of Executive Women NEWSletter  
design and layout by Debbie Denton.



Creative Ideas and Quality Designs  
Your Business Can Count On.



Ads, Brochures, Corporate Identity, Direct Mail,  
Logos, Package Design, Newsletters,  
Signage, Webpage Design

[www.2DesignStudio.com](http://www.2DesignStudio.com)  
813.908.6345