River City Express Network
American Business Women's Association
Richmond, Virginia

The River City Record **Volume 11 / Issue 7 ~ February 2012**

ABWA Express Network
American Business Women's Association

ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION

The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.

Vision Statement
River City Express Network of the American Business Women's Association provides Richmond area businesswomen a unique opportunity to enrich their lives through relationship building, education and professional development.

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February Program: *Unleash the Power*

The next River City Express Network meeting is Wednesday, February 1 at Willow Oaks Country Club. Breakfast and networking begin at 7:30 am. The program begins at 7:45 am.

Can you pinpoint your business or career personality? Do you immediately know the key messages uniting your brand story? Have you created a writing stylebook for you and your employees to follow?

If you answered NO to any of these questions — or even if you answered YES — get a fresh perspective on the power of a verbal brand for your company or career.

On Wednesday, February 1, River City Express Network will host "Unleash the Power of Your Verbal Brand" presented by Meghan Codd and Deanna Lorianni of Zuula Consulting.

Meghan and Deanna are passionate about helping businesses and individuals communicate their unique value and personality. By effectively addressing your company's brand purpose, brand story and brand voice, you can harness an incredible tool that distinguishes you from your competition while uniting the stories (and language) you use to share those distinct messages.

The meeting cost for members is $15 in advance, $20 after noon on January 27, the deadline for advance reservations. The non-member cost is $25. The cost for walk-ins at the meeting is $25 for members and $30 for non-members.

Advance payment checks can be mailed to Cindy Mims, Finance Committee, 3 Poe Street, Richmond, VA 23222 and must be received by January 27.

For directions to Willow Oaks Country Club, visit their website at willowoakscc.org.

Make reservations online at rivercityexpressnetwork.org.

This Month's Meeting Sponsor

Dr. Alan J.Burke, Facial Plastic and Reconstructive Surgeon with Virginia Ear Nose and Throat Associates, is passionate about his patients, whether he sees them at his office in the west end of Richmond, or in Belize, as part of the World Pediatric Project, where he volunteers his time and surgical expertise. The World Pediatric Project's mission is to help children in Central America and the Caribbean with life saving and life changing pediatric critical care. *Richmond Magazine* "Top Docs" issue (May, 2011) also highlighted Dr. Burke's volunteer work with the World Pediatric Project.

FACIAL PLASTIC SURGERY

VIRGINIA EAR NOSE & THROAT Associates

As a partner of VENTA, Dr. Burke has been practicing in the Richmond area for 11 years. He completed

(Continued on page 6)

From the President

2011-2012 President
Trina Willard
Knowledge Advisory Group

We're delighted to have many new members joining our network in recent months! From great speakers at our monthly breakfast meetings, to social events, to community outreach, to building relationships with business professionals in Central Virginia, RCEN members have access to a wide variety of experiences.

When I became a member of RCEN in 2003, one of the first recommendations I received was to join a committee and "get involved". I wasn't really sure what this meant at the time, but I soon found out the becoming a part of a committee has great benefits.

First, it helps you get to know your fellow members better by working together on specific network projects or initiatives.

Second, it often allows you to engage with other members of the business community outside the RCEN membership, including the media, professional speakers and potential corporate sponsors.

Additionally, committee involvement gives you the opportunity to learn more about RCEN, its history, its procedures and our national organization, ABWA.

Finally, if you're the kind of person who is interested in gaining leadership experience, becoming a committee member can help you work towards that goal as well.

We're currently recruiting members for the following committees:

- **Corporate Partnerships**, which identifies and maintains relationships with meeting and corporate sponsors;
- **Marketing & Public Relations**, which promotes RCEN to the media, members, and prospective members; and

(Continued on page 3)

Calendar

Catch the Express...
We're *GOING* Places!®

FEBRUARY

1 RCEN meeting
Unleash Your Verbal Brand
Meghan Codd & Deanna Lorianni
Zuula Consulting

9 RCEN Winter Hospitality Social

15 RCEN Executive Board meeting

MARCH

7 RCEN meeting
Program: *Executive Success Stories*
(see details Page 8)

21 RCEN Executive Board meeting

22 ABWA Regional Conference
Cary, NC

APRIL

4 RCEN meeting
Program: *How to Get the Most Out of Your Network*
Jim Roman
Business Owners Institute

18 RCEN Executive Board meeting

MAY

2 RCEN meeting

"Our lives begin to end the day we become silent about the things that matter."

Martin Luther King, Jr.

ABWA's Proud Code of Conduct

ABWA's Proud Code of Conduct was developed as a means of guiding all members in making ethical decisions. The broad statements of the code of conduct that are listed below are not expected to cover all conduct for all situations. This is why the Proud Code of Conduct was created as a living and fluid code.

1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

Isley Shows "How to LEAD the Way..."

Photo by Betty Grabowski

Cassandra Isley, Authentic Principles Consulting, spoke to the River City Express Network January audience about "leading the way and making a difference in 2012."

Describing the pressures on today's businesswomen from career, family and community, Isley talked of the powerful tool - control: "people and organizations are products of their choices."

The right choices lead the way to successful outcomes. Leading choices are those that will build "brand value, reputation and business" and "will separate the leaders from the left-behind."

Leaders establish a clear vision for their organizations. Stressful conditions many times block the vision. A clear vision of your future path starts with defining who you are and defining your character.

Do you have a clear understanding of who you are, what you do, and why you do it? To lead the way, Isley says, "You must be able to clearly articulate these things."

Isley recommends keeping a Personal Business Journal and suggested several products sold at www.mindjet.com. The journal should include answers to questions like:

- What motivates me? What are my hobbies and interests?
- What skills do I have that add value to the position? To the profession?
- What are my strengths and weaknesses?
- How can I utilize my strengths to be a leader in my field? To be different from others in the profession?
- Where do I see myself in five, ten, fifteen years?

Research is critical to being smart, selective and strategic. Isley urged audience members to "do your homework!" Research potential clients. Research your own profession. Always keep learning.

Isley encouraged using networking effectively. "Time is money...utilize it wisely." Join associations and business groups strategically. Become active in committees and as board members. Take advantage of member directories. Volunteer!

***Cassandra Isley** is the founder and President of Authentic Principles Consulting, LLC. She is highly respected for her expertise in the field of organizational management, communication, performance development, business ethics and leadership. Learn more about Authentic Principles Consulting services at www.authenticprinciples.com.*

RCEN Has A New FB page!

Get even MORE connected in 2012. We are excited to announce that we have a new Fabebook Fan Page for RCEN!

This Fan Page replaces the former Group Page and offers members the perfect place online to share ideas, tools and successes. Keep informed about RCEN activities, as well as member announcements.

Visit the new page now at www.facebook.com/RiverCityExpressNetwork.

And be sure to "Like" it so you can be part of the conversation!

From the President... *continued*

(Continued from page 2)

- **Nominating**, which recruits candidates for the incoming Executive Board.

Please email me at Trina@KnowledgeAdvisoryGroup.com or call (804) 564-6969 if you're interested in learning more about committee service and how it can enhance your professional development.

Get involved! Like me, you'll be glad you did.

Trina

Member Spotlight: Heather Blackwood

Name Heather Blackwood
Corporate Sales Executive
Richmond International Raceway
Describe what you and your company do. I work with small business owners and/or managers to use the largest event in Richmond to grow their business. RIR is one of the most popular racetracks on the circuit; folks know they will see a great event. RIR provides top-notch hospitality areas that are great for client or employee entertaining, along with marketing opportunities that get your brand in front of thousands of loyal race fans.
Please share information about your spouse/significant other/children/pets. I have a dachshund. Her name is KatieBelle. I started to name her Katie Scarlett, after Scarlett O'Hara in *Gone with the Wind*. However, that plan didn't work because my dad began to call her KatieBelle and the name just seemed to fit.
What do you do to relax/ unwind? I love to read. If I have a glass of wine and a book, I'm happy.
Tell us about:
the book you are reading now *The Best of Me* by Nicholas Sparks
the last movie you saw "Bridesmaids"
your favorite TV show "NCIS"
your dream job I know this is cliché, but I'm at my dream job. This is what I went to school for.
your last vacation To me, a vacation is going home to North Carolina and seeing family. So, Thanksgiving was the last time I did that.
what you'd do if you won the lottery I would pay off my student loans from college, buy a new car, and my own house.
your favorite childhood memory Christmas Eve and Christmas morning at my grandmother's house
where you grew up Chapel Hill, NC: your typical college town. I looked forward to November through March for the college basketball. Beautiful in the spring with the dogwoods blooming.
where you went to school Meredith College was the best choice for me. I grew as a woman. I made lasting friendships.
your idea of a perfect day Having my college friends over with some wine, a marathon of "Friends" on and just talking
What is the best business advice you've ever gotten? To come out of my shell more
Share your favorite networking tip. Don't sell. Networking is about meeting people, creating and nurturing relationships.
What do you know now that you wish you'd known then? No matter how hard you try, you can't make everyone happy.
Please finish the following sentences:
I wish I could draw a straight line.
My Mom told me aim high.
If I were US President, I would hand off to the Vice President.
My co-workers think I'm too quiet.
The best thing I ever did was graduate from college.
I wish I had never let other opportunities pass me by.
I'd like to get tickets to see the NCAA Men's Basketball Final Four and National Championship game.
I'd like 30 minutes alone with President Obama.
My pet peeve at work is leaving something until tomorrow if it could've gotten done today.
I'd like to know more about the history of Richmond.
I have a collection of *Gone with the Wind* mini set figures (i.e. Tara, Twelve Oaks, etc).
Stranded on a desert island, I'd want:
food Tostitos and queso
book any Nicholas Sparks book
music all Dierks Bentley albums
companion my dog
Recommended business reading The *Best Damn Sales Book* by Warren Greshes
What else would you like us to know about you? I like to try everything at least once; you never know what you'll like unless you try it.

Mark Your Calendar Now!

For more information visit the Mtgs & Events page at RiverCityExpressNetwork.org

Member News and Events

The winter **River City Social** has been scheduled for Thursday, February 9 at the Wine Loft. The fun will begin at 5:30 pm at the West Broad Village in Short Pump. The Wine Loft is located at 4035 Whittall Way, Glen Allen 23060. For directions and more information about the Wine Loft, visit thewineloftrichmond.com. Contact Jeni Holljes at jenifer.holljes@genworth.com for more information about the event.

Please correct your directory information for new member **Heather Blackwood**. She is the Corporate Sales Executive at **Richmond International Raceway**, 600 E. Laburnum Avenue, Richmond, VA 23222.

Also, please note these updates for **Samantha McGraw**: her business is now **Samantha McGraw Coaching** at www.SamanthaMcGraw.com. Contact her by email to: info@samanthamcgraw.com.

The Richmond Chapter of the National Association of Women Business Owners (NAWBO) has announced the **2012 Enterprising Women of Excellence Awards.** The event will be held on Thursday, March 22 at the Omni Hotel in downtown Richmond. The keynote speaker will be Meg Hirshberg, contributing editor at *Inc. Magazine*. Sponsorship opportunities are available. For more details, visit the NAWBO website at nawborichmond.org.

Share your news and events here! Send information about you and/or your company or organization by email to: editor@ rivercityexpressnetwork.org.

HAPPY BIRTHDAY
February

4 Barb Upchurch
17 Mary Foley
21 Debbie Bowie

MEMBERSHIP ANNIVERSARIES
February

6 years
Mary Foley
Vickie Griffith

4 years
Carolyn Boone

3 years
Lisa Martin

1 year
Katie LaFon

Remember! RCEN is on Facebook, LinkedIn and Twitter. Join us online today!
Facebook and Linked In: Search phrase "River City Express Network"
Twitter: ABWARiverCity

Connect with ABWA online.

- Become a friend of Executive Director Rene Street (www.facebook.com/rene.street) and a fan of ABWA (Search: ABWA - A place to learn connect and grow) on Facebook
- Follow ABWA on Twitter: AB-WAHQ (www.twitter.com/ abwahq)
- Login to the Women's Instructional Network (WIN) - there's always something new to explore! (www.abwa.org/win)

Welcome New Members

Natalie Garramone
Associate Consultant
The Frontier Project
2006 E. Franklin Street, #103
Richmond, VA 23223
804-612-8796
natalie@thefrontierproject.com

WELCOME BACK!
McDermott, Catherine
CEO
RF&P Federal Credit Union
11708 Kimbolton Place
Glen Allen, VA 23059
804-338-4545
catherine@rfpfcu.org

WELCOME BACK!
O'Reilly, Renae
Owner
Edible Arrangements
8118 Hampton Meadows Lane
Chesterfield, VA 23832
804-339-1087
renae@2fruiti.com

5 Questions You Must Answer to Build Your Career in 2012

Contributor: Mary Foley

Are you completely satisfied with your career? Or, is there something gnawing at you inside saying that you could do better?

Here are five questions to determine if you're on track for building a Bodacious Career in 2012 and what adjustments you need to make. (Pssst! If you own your own business, these questions can be applied with just a little imagination.)

#1 Do you deliberately create relationships with people that matter inside and outside of your company?

Everything in business that is introduced, evaluated, negotiated, bought, sold, resolved, ended, and enjoyed is highly related to relationships. You need to determine who inside and outside your company can help your career in some way. And you need to take action to get to know them.

#2 Do you know how to say "no" without jeopardizing your career?

You must be able to say "no" in many forms and take a stand for yourself when needed. "No" comes in many forms, from "I can't do that right now, how about on Thursday?" to "If you want me to do this now, I can, but first let me know what can wait to give this priority" to "I appreciate your thoughts, but I've decided to make a different decision."

#3 Do you usually have a proactive strategy for thriving on change?

Change is inevitable, but growth is optional. For career success you must commit to figuring out how you can thrive, not just survive, as situations arise in today's constantly changing environment.

#4 Do you embrace office politics and know the power bases in your company?

Office politics is really relationships plus power. Power is derived from one or more bases that exist is every organization: knowledge power, creative power, positional power, relationship power, and personal power. Embracing office politics means determining how to use the power bases in your company for the good of your career and the organization.

#5 Do you have a personal career plan?

You must know where you're headed and how you're going to get there. Creating your future includes evaluating what's working and what's not in your current situation, allowing yourself to dream about a future state, and taking constructive steps in that direction. It also includes making adjustments as needed and celebrating achievements along the way.

ABOUT THE AUTHOR

Mary Foley inspires women with practical advice to create sanity for their lives and confidence for their careers – all while having a bit of fun! She is the author of three books including *Bodacious Career: Outrageous Success for Working Women,* a popular national speaker, and former co-host of the *Girlfriend We Gotta Talk!* radio show. You can be inspired, too! Get her FREE Sanity, Confidence and Fun Action Pack, jam-packed full of e-books, mini-posters, and other goodies at www.maryfoley.com.

Meeting Sponsor...*continued*

(Continued from page 1)

Fellowship training in Facial Plastic and Reconstructive Surgery at the Oregon Health Sciences University.
Dr. Burke is also Board Certified by the American Board of Otolaryngology, Board Certified by the American Academy of Facial and Plastic Reconstructive Surgery and is a member of the American Academy of Otolaryngology - Head and Neck Surgery. If you are looking for a physician who can assist you and your loved ones for ear, nose and throat care needs, please consider Virginia Ear Nose and Throat associates. Our team has served the Richmond area for more than 35 years and has four convenient locations.

The Butterfly Effect: It's All in the Networking

Contributor: Jeanne Willson

What is the butterfly effect? According to acclaimed author, Robert G. Allen, *"the Butterfly Effect is the theory that the tiny flutter of a butterfly's wings can create enormous changes halfway around the world."* So get ready, because every month we bring you a simple "flutter" you can use to improve your bottom line.

Good Networking Tips
Networking should be a vital part of your marketing efforts. Whether it's online networking via social media or in-person networking it is important to establish and develop relationships with people who are potential clients or referral sources.

According to The Oxford Dictionary, the definition of the word "network" is: a group of people who exchange information, contacts and experience for professional or social purposes.

We've put together a few tips to help you with your in-person networking (although many apply to online networking as well):

1. **Set goals for attending a meeting or event.** Do you have certain people you would like to meet? Check with the organizers to see who will be in attendance. Who are you looking to work with? Take notice of people who might be connected to those in your target market. For example, if you are looking to work with people in the pet industry, the woman who publishes a local magazine for dog lovers could be a great connection.
2. **Get comfortable with answering the question, "So, tell me about your business."** Some people call it your elevator speech but inevitably, you will be asked to talk about you and your business. Make it clear, concise and descriptive. Write it down. Rewrite it. Say it out loud. Try it out on some family members, friends and fellow entrepreneurs to see what they think.

5. **Ask people about themselves.** Start out with "Tell me what business you are in" Then lead into "What are you working on these days?" or "What are your greatest challenges in today's market?" If you can't help them with their immediate needs, perhaps you can take it one step further by helping them find someone who can. Become a resource for them.

   "You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you." Dale Carnegie

4. **Meet people.** Get in line for food or drinks or visit the information table. Once in line, strike up a conversation with the person in front of or behind you. Ask them how they ended up a part of this meeting. Ask them about their business and how their industry is doing.

   Remember, good in-person networking is all about quality and not quantity. Spend some quality time getting to know just a few people versus spending seconds introducing yourself to everyone.

5. **Thank the people involved.** Find the presenter, host and/or sponsor of the event and thank them for their efforts. Then ask them how they became involved with the event. Ask them about their business. Then thank them and connect with them after the meeting via LinkedIn.
6. **Follow up.** Be sure to follow up with those you met. Send them a 'great to meet you' email. Set up a time to get together to learn more about their business. Support their social media efforts (are they on Facebook or Twitter?). Comment on their blog postings. Add them to your email contact list.

Remember, networking is about building new relationships. People do business with people they know, like and trust. Supporting people and helping them find what they need can be a great way to start that process.

Happy networking!

ABOUT THE AUTHOR

Jeanne Willson is the Director of Markbeech Marketing, the virtual marketing department for small business. She is a small business marketer, social media manager, blogger, entrepreneur, educator and professional graphic designer. Sign up on her website to receive *5 Tips for Effective Social Media Marketing* (www.MarkbeechMarketing.com) and join her on Facebook (www.facebook.com/MarkbeechMarketing) or Twitter (@MarkbeechMktg) for ongoing marketing tips and ideas.

Executive Success Stories Panel Announced

One of the most highly anticipated of the year, this program features a panel of three Richmond area business women who have experienced great success. On March 7 they will tell their stories of how they "reached the top" and answer audience questions about how others can learn from their experiences.

What do Annette Pelliccio, Pat Jones and Karen Coltrane have in common? They are all women executives in the Richmond area who have not only achieved career success, they are also willing to talk about it! On Wednesday, March 7, River City Express Network's 2012 edition of "Executive Success Stories" will feature Pelliccio, Jones and Coltrane. This is a wonderful opportunity for business women and men to gain insights into their own success and be inspired!

Karen Coltrane, CEO, the Children's Museum of Richmond

Having worked with non-profit organizations for 22 years, Karen has been President and CEO of the Children's Museum of Richmond since 2004. Under her leadership, the museum has experienced significant growth, including becoming the first children's museum in the country to open a satellite location. Karen was recognized for her efforts by being a recipient of the YWCA of Richmond's 2012 Outstanding Women Award.

The mission of the Children's Museum of Richmond is to inspire the potential in every child. A not-for-profit organization, the Museum exists to create innovative learning experiences for all children and those who support them that inspire the next generation of creative problem solvers.

Pat Jones, Vice President and General Manager, King's Dominion

Pat began her career with King's Dominion in 1979 as a seasonal employee and over the last 33 years has worked her way up to becoming the park's Vice President and General Manager. In addition, in October of 2011, Pat was given oversight responsibility of Carowinds amusement park while maintaining her current position at King's Dominion. Throughout her career, Pat has successfully led numerous resale operations and served in several professional leadership roles for the company.

King's Dominion is a 400-acre theme park that's home to more than 60 rides, shows and attractions. The park hosts more than two million guests annually and employs over 3,000 seasonal and 110 year-round employees. King's Dominion was recently voted Virginia's most exciting theme park.

Annette Pelliccio, Founder & CEO, The Happy Gardener

Annette is a third generation garden business owner with a focus for educating home gardeners and communities on healthy alternatives to conventional garden and lawn

care practices. The Happy Gardener has been recommended as an eco-business opportunity by ABC's "The View," *Entrepreneur* magazine, AOL, Women's Day magazine, and David Bach's *Go Green Live Rich*.

The Happy Gardener is a direct sales company committed to helping home owners and the community learn about healthy alternatives to conventional garden and lawn care methods. What began as a small, home-based business in Ashland, Virginia has organically evolved into a nationwide garden resource network.

This is one of River City Express Network's most attended programs. To reserve your place today, visit the Meetings and Events page of our website: RiverCityExpressNetwork.org.

Meeting sponsor: Jeanne Willson, Markbeech Marketing

2012 Eastern Regional Conference

Robin White joins us in Cary, N.C., from March 22-24, 2012.

SEMINAR SPEAKER

Robin White

With nonstop energy and infectious enthusiasm, Robin White instantly builds rapport with audiences and captures their attention. She is a natural and dynamic presenter, trainer, and professional developer. Wherever she presents, she is a breath of fresh air for participants who easily come away with techniques and practical tools they can put to use immediately to be more effective in their jobs.

share THE past build THE future

VOLUNTEER OPPORTUNITIES

We're looking for 16 members from across both districts to volunteer on-site at the Eastern Regional Conference. Use this opportunity to learn new skills and practice old ones while working with members in your region. If you're interested in being part of this team, please contact Kerri Craven at kcraven@abwa.org or (800) 228-0007 ext. 241.

FRIDAY SEMINARS

Secrets to Creating and Sustaining an Energized, Engaged, Effective Workplace

Contribute to and invigorate your work environment with positive energy, motivation-building, and productivity-boosting enthusiasm—the hallmarks of a great organization! Find ways to build a sense of community by thinking outside the lines and learning how to use humor to motivate yourself and others to higher levels of productivity, better morale, and unwavering loyalty.

COURSE OBJECTIVES:

- Develop and demonstrate key leadership characteristics to energize and engage the team
- Create positive culture and work environment
- Increase effectiveness through strategic communication
- Become personally motivated and enthused about work, the team, and the organization

Getting Results Without Direct Authority

An indispensable part of organization change is positive risk-taking. Innovation requires that business owners and employees at all levels have the power to take risks not only in their departments but in the company as a whole as their actions (or inactions) can have widespread impact on customer satisfaction, speed and quality of delivery, and many other vital business factors. People have competing interests and different priorities, and don't always give you the cooperation you need. So, how do you build relationships that help you accomplish your goals? You need to communicate with tact and finesse, walking that fine line between confident assertiveness and nagging. Even if you're a "people person," you may be committing some of the cardinal sins of persuasion and influence.

COURSE OBJECTIVES:

- Identify your own strengths and weaknesses in your influencing style
- Discover your own leadership style
- Understand the basics of influence and authority
- Use persuasion and influence skills on those above you in the chain of command.

Total of .5 CEUs for Friday Seminars.

CARY, N.C.

Districts I and IV · March 22-24, 2012

Network Corporate Partners

River City Express Network ("RCEN") offers a unique opportunity to corporations, medium and small businesses alike. As a corporate partner, your message will reach a diverse demographic of customers throughout the Greater Richmond region.

For more information about becoming a corporate partner, contact Patty Wood, RCEN Vice President of Resource Development, at patriciawoodpsu@gmail.com.

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Small Business Management Consulting
Publication and Website Design

Marianne Lewis Lawrence
President

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A Message From Our Sponsor...

ABWA national corporate sponsors are an important part of our Association. Their investment in ABWA keeps membership dues and programming affordable. Please support ABWA sponsors and let them know that you appreciate their generous participation. To learn more about sponsorship opportunities with ABWA, contact cbell@abwa.org.

Pitney Bowes

Enjoy the convenience of handling mail from your office. With the Pitney Bowes mailstation 2 Digital Mailing System, you can weigh mail and print postage from your desktop, so you can eliminate trips to the Post Office and save on gas. Plus, you'll get $100 free in postage coupons.

Visit Pitney Bowes (www.pitneyworks.com/GAS/ordernow.cfm?ml=W1208WD000D99C) to learn more about a FREE 60-day trial offer.

Visit abwa.org and click on the Marketplace tab, then "Special Offers" or call 1-800-368-2734 for a free rate quote.

RCEN - A History of Achievement

River City Express Network was chartered by the American Business Women's Association on August 1, 2001 with 52 members. Since then, membership has doubled and the network has received local and national recognition for its networking opportunities, professional development programs and community involvement projects.

Network Presidents

2001-2002
Cindy A. Mims
NeighborWorks

2002-2003
Laura Posey
Dancing Elephants

2003-2004
Genevieve Roberts
The Titan Group

2004-2005
Karen D. Higgins
Wells Fargo Advisors

2005-2006
Alisa H. Dick
AAA Mid-Atlantic

2006-2007
Kyra Oliver
Oliver Creative

2007-2008
Cherie Biddle
AAA Mid-Atlantic

2008-2009
Sandra B. Sylvester
Superior Expressions

2009-2010
Tena Krouse
Y Not Now

ABWA National Board of Directors

1983-1984
Marianne L. Lawrence
Triangle Resource Group

1996-1997
Cindy A. Mims
NeighborWorks

Network Women of the Year

2002 - Laura Posey
Dancing Elephants

2003 - Genevieve Roberts
The Titan Group

2004 - Karen D. Higgins
Wells Fargo Advisors

2005 - M. Casey Quinlan
Mighty Casey Media

2006 - Alisa H. Dick
AAA Mid-Atlantic

2007 - Tena Krouse
Y Not Now, LLC

2008 - Sandra B. Sylvester
Superior Expressions

2009 - Marcia Robertson
Printing Department, Inc.

2010 - Mary Foley
Bodacious! Ventures

2011
Roxi Saultz-Dikteruk
SunTrust Bank

Regional Newsletter Awards

2002 2003 2004 2005
2006 2007 2008 2009 2010

National Newsletter Awards

2002 2004 2005
2006 2007 2009 2010

ABWA National Best Practices Awards

2003 2007 2008 2009 2010

ABWA Top Ten Nominees

2006
Kyra Oliver
Oliver Creative

2007/2008
Laura Posey
Dancing Elephants
Achievement Group

2009
Tena Krouse
Y Not Now, LLC

2010
Sandra B. Sylvester
Superior Expressions

2011
Trina Willard
Knowledge Advisory Group

2012
Mary Foley
Bodacious! Ventures

ABWA Top Ten Business Women

1998 - Marianne L. Lawrence
Triangle Resource Group

2002 - Cindy A. Mims
NeighborWorks

2009 - Tena Krouse
Y Not Now, LLC

Sponsor

2004 ABWA National Convention
Richmond

2007 ABWA Spring Conference
Norfolk

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Each year, a theme is chosen to represent the efforts of the Association. The 2011-2012 national theme is ***Share the Past, Build the Future***.

Hummingbirds can fly forward or backward with ease. As women and ABWA members, we can "fly backward" and appreciate our past and we can also "fly forward," carrying the lessons and experience of our past as we seek to define our future together.

Hummingbirds are known to wing their way as far as 2,000 miles to reach their destination. This reminds us to be persistent in the pursuit of our dreams and to adopt the tenacity of the hummingbird.

In some Native American cultures, hummingbirds are emblems of timeless joy and the nectar of life. They remind us to forever seek out the good in life and the beauty in each day.

River City Express Network

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First Class Mail

2010 National Women's Leadership Conference
Newsletter Award

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