



Changing
Women's Lives
*One Woman
at a Time*



To find out how ABWA can help you connect, learn, and grow, scan this code to visit our website.

Visit your smart phone's app store and search for "QR code" to download a free QR code scanner.

find your way to ABWA



Have you gotten lost along your career path? Does your current job give you a case of the blahs? Are you looking for a way to become inspired again? Then why not let ABWA help show you the way?

The American Business Women's Association was created because women need an environment where they can come together and pursue opportunities. ABWA provides the framework so you can focus and define your aspirations, with the support of others.

In ABWA, you'll become a member of a team of like-minded women who are all striving for success. Hundreds of ABWA leagues are working around the country, helping fellow members acquire new skills, expand their business knowledge and overcome challenges as they find new avenues to success. There's probably an ABWA chapter or Express Network right in your own community.

"ABWA has been an important part of my personal and professional life for 22 years. I have met lifelong friends, made workplace connections, learned uncountable skills and knowledge, and enjoyed myself immensely through my participation."

*—JoAnn Wickwire
member since 1992*

ABWA provides you with a safe haven to build and practice skills such as public speaking and team building and provides an organization where you can grow as a leader. As your confidence builds, you'll soon be applying your new knowledge in your workplace or in your job search.

ABWA is the only professional development organization for women offering a powerful proprietary online educational storehouse, the Women's Instructional Network (WIN), where you will find a huge cache of job-specific knowledge just waiting for you to dig into. In addition, you'll have access to unsurpassed educational opportunities such as:

- Regular MBA-level coursework prepared exclusively for ABWA members by business professors from the University of Kansas.
- College-level leadership training courses offered by instructors from Park University.
- Regional and national conferences where you will meet many proven business leaders who are ready to impart their lessons to you directly.

ABWA is an incomparable value for women business owners to grow within their companies or to build one of their own. In addition to the valuable skill development tools we provide, ABWA offers a supportive environment where you can learn from your peers and establish life-long friendships with women who share your values.

Become a part of ABWA and take charge of your future. It's time to invest in yourself!

René Street
ABWA Executive Director

Could you benefit from joining a prestigious, dynamic, and innovative organization?

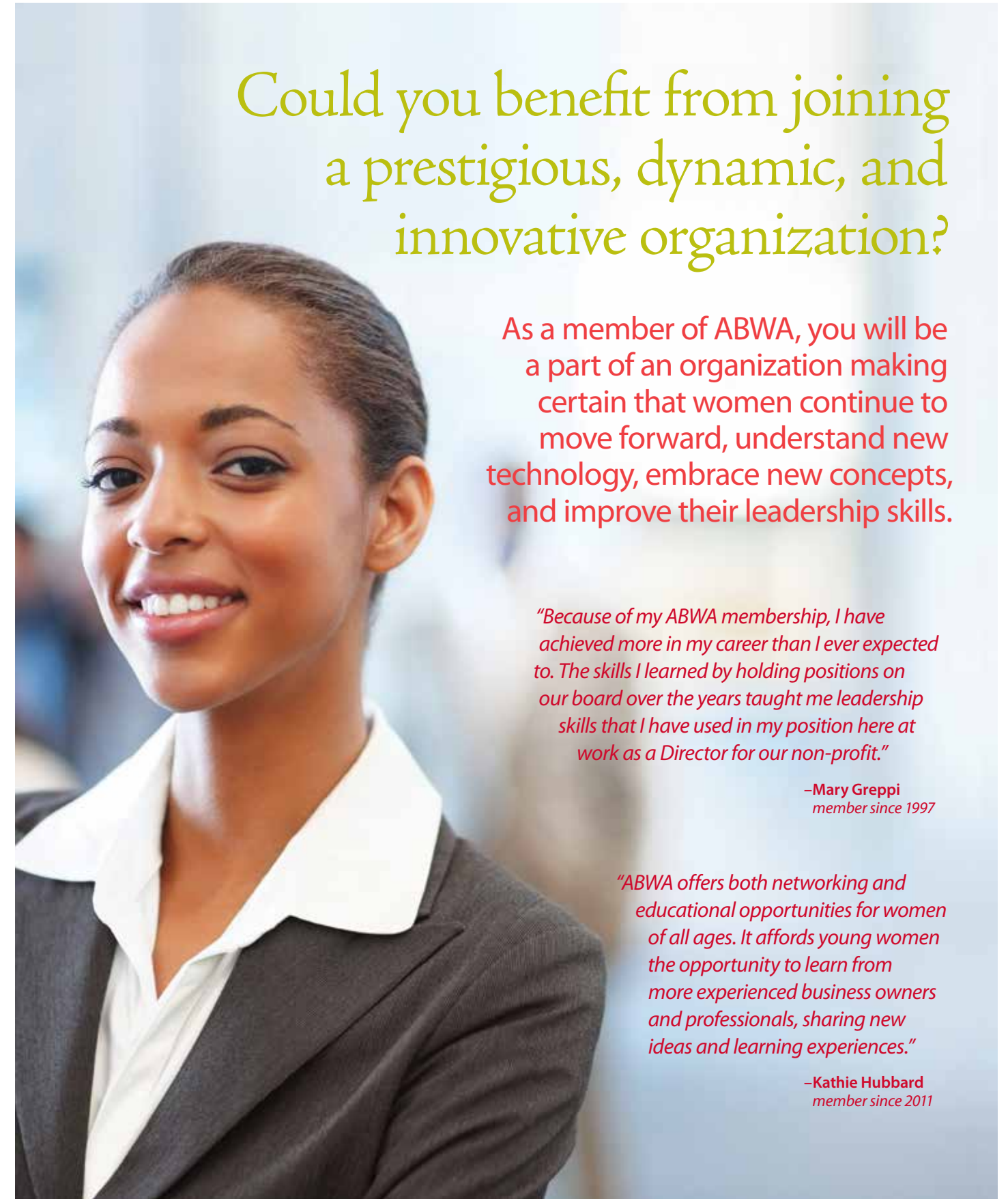
As a member of ABWA, you will be a part of an organization making certain that women continue to move forward, understand new technology, embrace new concepts, and improve their leadership skills.

"Because of my ABWA membership, I have achieved more in my career than I ever expected to. The skills I learned by holding positions on our board over the years taught me leadership skills that I have used in my position here at work as a Director for our non-profit."

*—Mary Greppi
member since 1997*

"ABWA offers both networking and educational opportunities for women of all ages. It affords young women the opportunity to learn from more experienced business owners and professionals, sharing new ideas and learning experiences."

*—Kathie Hubbard
member since 2011*



association facts

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.

HISTORY

The American Business Women's Association was established in 1949 to give women like you access to leadership, networking, and recognition opportunities—the three basic elements of career achievement. Through online business courses, insightful and timely seminars, and the opportunity to be part of both a local and national organization, ABWA has become the place to be for women who want to connect, learn and grow.

Become part of a national women's organization that has made a difference for women for more than 62 years. Join the American Business Women's Association today!

ABWA is a prestigious organization made up of working women across the nation. Hundreds of Chapters and Express Networks throughout the U.S. offer monthly networking and professional development programs.

ABWA MEMBER INDUSTRIES

ABWA represents a range of 23 different industries—more than any other businesswomen's organization.

· education.....	9%
· service.....	9%
· banking / finance / insurance / law.....	15%
· retail / wholesale.....	12%
· real estate.....	8%
· healthcare.....	11%
· government / armed forces.....	8%
· other industries.....	18%

EDUCATION

· high school graduates.....	> 97%
· attended college.....	> 34%
· earned college degrees.....	> 29%
· earned Masters / Doctorate degrees.....	> 10%

WOMEN BUSINESS OWNERS

sole proprietor.....	66%
one (1) or more employees.....	48%

HOUSEHOLD INCOME

· up to \$49,999.....	50%
· \$50,000 - \$74,999.....	27%
· \$75,000 or more.....	23%



JOIN ABWA TODAY!

annual events



NATIONAL WOMEN'S LEADERSHIP CONFERENCE OCTOBER 15-17, 2015 ALBUQUERQUE, N.M.

HELD AT: ALBUQUERQUE CONVENTION CENTER
HQ HOTEL: DOUBLETREE ALBUQUERQUE

Make plans now to join us for the 2015 ABWA National Women's Leadership Conference in Albuquerque, New Mexico. If you are in business—as an employee, employer, business owner, service provider, consultant, or someone looking for a new opportunity—this conference is designed to challenge you!

Attendees can choose from a variety of programs designed to leverage their careers and empower personal growth. Professional development seminars include programs in leadership and technology, management, entrepreneurial skills, and more. This is our biggest networking event of the year!



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REGIONAL CONFERENCES

Regional Conferences support ABWA's goal of strengthening the Association and its mission of bringing women together to meet their personal and professional needs. Each regional conference provides a blend of professional development with members who are serving, or plan to serve, in a leadership position with ABWA.

- **Western Regional Conference**
Districts II and VI
March 26-28, 2015, in Tucson, Ariz.
Viscount Suite Hotel
- **Eastern Regional Conference**
Districts I and IV
April 16-18, 2015, in Safety Harbor, Fla.
Safety Harbor Resort and Spa
- **Central Regional Conference**
Districts III and V
April 30-May 2, 2015, in St. Louis, Mo.
Crowne Plaza St. Louis, Downtown

STEPHEN BUFTON MEMORIAL EDUCATIONAL FUND

NATIONAL SCHOLARSHIPS, OUTRIGHT GRANTS, AND
BUSINESS SKILLS TUITION REIMBURSEMENTS

The Stephen Bufton Memorial Educational Fund (SBMEF) has been assisting women to succeed in higher education ever since its inception in 1953. Today it is considered one of the country's most highly respected grant and scholarship programs for women.

SBMEF assists women who are pursuing advanced educational goals to achieve both business and professional success; to become role models, mentors, and leaders for the future. Since it was established in 1953, the fund's Board of Trustees has awarded more than \$16 million in scholarships to more than 16,000 women thanks to the generous contributions of ABWA members.

Selection of scholarship winners in communities across the United States has grown into one of ABWA's favorite and most long-standing traditions for national scholarships, outright grants, and business skills tuition reimbursements.

ABWA's educational fund has four different scholarship programs to support women in their pursuit of knowledge: National Scholarship, Outright Grant, Business Skills Tuition Reimbursement, and Impact Scholarship. Each scholarship program has a unique set of guidelines, applicant eligibility requirements, and procedures. To participate in one or all of these scholarship programs, the sponsoring league and the applicant must comply with the requirements of each program. To learn more about each program or how to participate, visit the website at: www.sbmf.org or direct your inquiries to webmail@sbmf.org.

Scan this code to visit the current SBMEF site.

To download a free QR code scanner, visit your smart phone's app store and search for "QR code."



 Like SBMEF on Facebook!
www.facebook.com/ABWASBMEF



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professional development

The Association provides professional development through both accredited universities and online training opportunities to help women grow both personally and professionally.

KANSAS UNIVERSITY AND PARK UNIVERSITY

In partnership with these fully accredited institutions of higher learning, ABWA's goal is to deliver real-life coursework for real-life business women that is directly transferable to the real world environment, and supports women in advancing their leader skills and business acumen.

Each program consists of twelve, four-hour courses valued at .4 continuing education credits by the respective institution. Three courses are scheduled at each national conference event. Upon successful completion of either program, ABWA-KU MBA Essentials or Women as 21st Century Leaders, a member receives national recognition.



THE UNIVERSITY OF KANSAS SCHOOL OF BUSINESS PRESENTS ABWA-KU MBA ESSENTIALS

- Self-Leadership: The Engagement of Positive Thoughts
- Leadership for Strategic Change
- Strategic Planning
- Marketing Management
- Decision Making in an Uncertain Environment
- Leading and Communicating with Integrity
- Human Resources Management
- Financial Leadership in the Firm
- Accounting Tools for Financial Success
- Organizational Behavior and Management Principles
- Operations Management
- Time is Money: Financial Guide to Making Profitable Investment Decisions

PARK UNIVERSITY PRESENTS WOMEN AS 21ST CENTURY LEADERS

- Overview of Women as Leaders
- Focus on Internal Category of Leadership
- Interpersonal Skill-Building
- Problem Solving
- Understanding Organizations
- Being a Change Agent and Managing Change
- Ethical Leadership
- Adaptive Leadership Style
- Managing Time and Stress
- Being "Up Front"
- Leading an Unscripted Future
- Creating a Leadership Development Plan

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professional development

THE ONLY BUSINESS TOOL OF ITS KIND EXCLUSIVELY FOR ABWA MEMBERS

The Women's Instructional Network (WIN) is an exciting new learning and communications portal designed just for ABWA members! WIN is a sophisticated interactive online community customized exclusively for members of the American Business Women's Association. WIN delivers professional development courses, ABWA tools and resources, and keeps members informed on the latest Association news.

"ABWA has provided me with the tools to develop myself both personally and professionally. So I have learned and grown tremendously. I have developed self-confidence and increased self-awareness through the support and connection with other members."

*—Janie McGrew
member since 2008*

"ABWA has brought so much to my life: friendships, travel, mentors, role models, professional development, and opportunities for personal and professional growth. It is rare to receive so much from one organization. ABWA is a complete package."

*—Mary Jo Sekelsky PhD
member since 2004*

"ABWA has been a great part of my life for 30+ years. It has had a positive impact on my personal life as well as my career before retirement. Now that I'm retired, it keeps me 'in the loop.' I don't know what I would do without it..."

*—Nina Adams
member since 1983*



THE ONLY BUSINESS TOOL OF ITS KIND EXCLUSIVELY FOR ABWA MEMBERS

WIN is designed to help you realize your full potential! Take courses on your time and at your own pace through ABWA's exclusive online learning and communications portal. There are now 20 courses available exclusively to ABWA members, including the following:

- Creating a Team Charter
- Team Communication Basics
- Building a Collaborative Team Environment
- Managing Team Conflict
- Making Group Decisions
- Using Principles, Boundaries, and Guidelines
- Giving and Receiving Feedback
- Facilitating Team Interaction
- Goal Setting and Measuring Results
- Managing Team Performance
- Planning for Action
- Selecting Team Members
- Team Problem Solving
- Team Member Roles & Responsibilities
- Working with Your Supply Chain

THE JOB SUITE

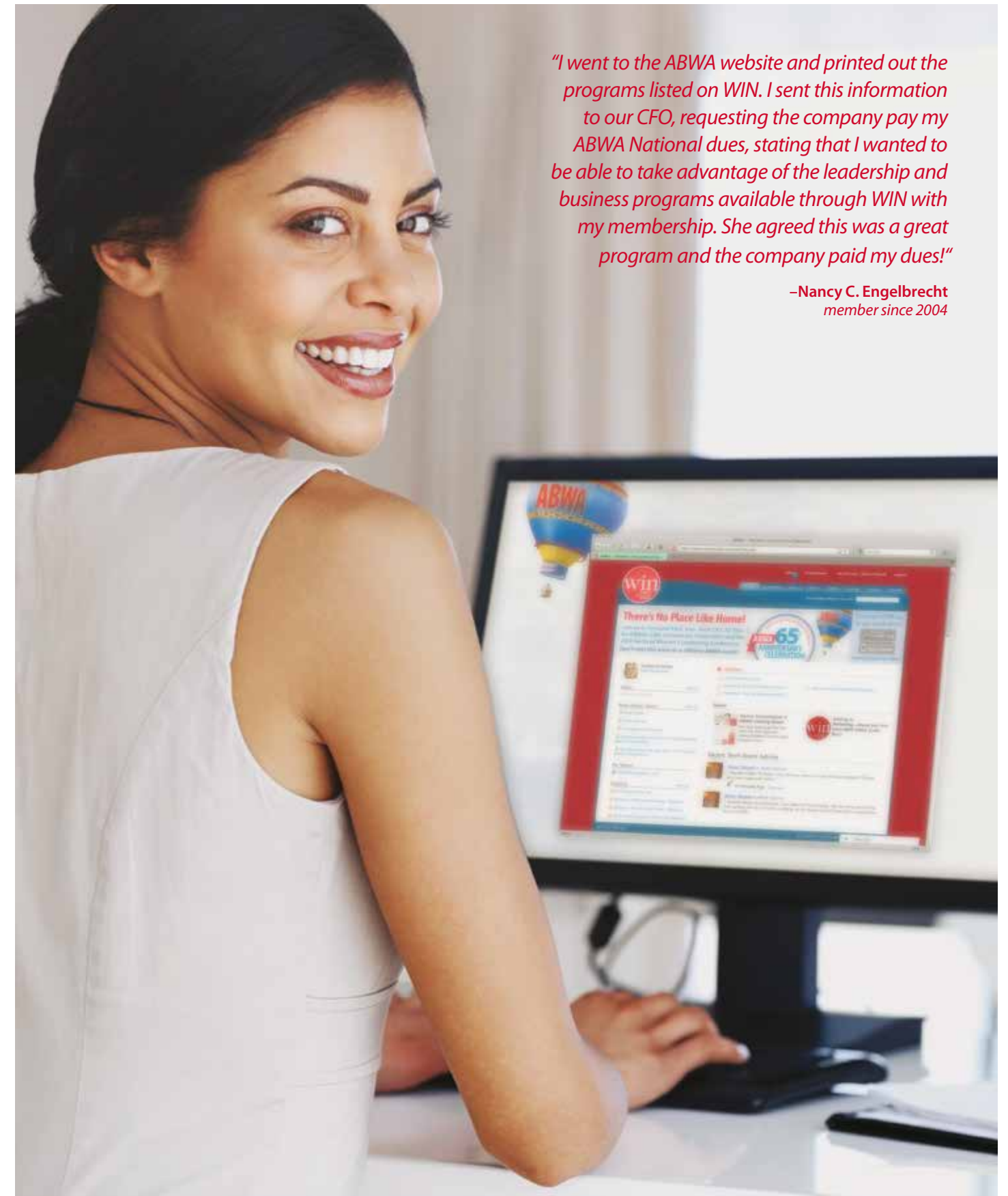
These courses provide a step-by-step processes for coping with career transitions, including:

- *Resumes That Get Interviews*
- *Interviews That Get Results*
- *The Joy of Starting Over*
- *The Joy of Jumping In*
- *First Days Off the Job*

HOW TO BE HEARD

How to Be Heard is a series of self-study modules with social learning opportunities that will provide you with tips and strategies for finding—and amplifying—your voice in the workplace.

- *Powerful Conception: Idea (Module 1)*
- *A Survey of Influence Strategies (Module 2)*
- *The Influential Power of Story (Module 3)*



"I went to the ABWA website and printed out the programs listed on WIN. I sent this information to our CFO, requesting the company pay my ABWA National dues, stating that I wanted to be able to take advantage of the leadership and business programs available through WIN with my membership. She agreed this was a great program and the company paid my dues!"

*—Nancy C. Engelbrecht
member since 2004*

the "IN" crowd

Women In Business®, the official magazine of ABWA, is a publication dedicated to helping women stay current with the issues that affect them both inside and outside the workplace. As women continue to transform the places where they live and work, *Women In Business* is the one resource full of relevant, inspirational information, tips and ideas for real women working and living in the real world.

"ABWA has helped me to gain confidence in myself and my abilities. I have gained vital experience in networking that has helped me in ABWA, workplace and other organizations. My membership is invaluable."

*—Shirley New
member since 1990*

CONNECTING WITH WOMEN

ABWA's publication, *Women In Business*, creates an opportunity for members to learn more about topics that have high interest to working women and high relevance to the Association's mission. The magazine explores topics ranging from building your personal brand online to managing your health in winter, from struggles with the current economic forecast to overcoming the unstable job market, from finding a new way to do business to keeping you in style without breaking the budget, and so much more.

ABWA also utilizes the publication as an opportunity to recognize the accomplishments of members and share lessons learned from successful business leaders like Congresswoman Carolyn Maloney and U.S. Surgeon General Dr. Regina Benjamin, basketball coach Pat Summitt, presidential daughter Jenna Hager Bush, and TV host and author JJ Ramburg. You will learn about the latest additions to the Women's Instructional Network and stay on top of Association news. Each issue also includes a Food column written by James Beard Award-winning Executive Chef Debbie Gold as well as a Personal Portfolio department that features timely articles like "The First 100 Days After Losing Your Job," "Every Resume Tells a Story," and "A Checklist for Starting Your Own Business."

In the summer issue, attention turns to ABWA's National Women's Leadership Conference with a special section of the magazine dedicated to speakers, entertainment, luncheons, and seminars. *Women In Business* is foremost about what matters to working women but also expands into areas that help women balance the personal with the professional.



JOIN ABWA TODAY!

past issues



Winter 2011

- **Dr. Regina Benjamin:** Surgeon General of the United States, America's Doctor
- **The Brave Entrepreneur:** The Ever-Growing Ranks of the Self-Employed
- **2012 American Business Woman:** Patti Bigger Receives Association's Top Honor

DEPARTMENTS:

Food *Comfort Food and the Human Condition*
Personal Portfolio *A Checklist for Starting Your Own Business*
Mind & Body *Winter Takes a Toll on Your Skin*



Fall 2012

- **Hitting the Glass Ceiling:** Examining the Hard Reality of Equality in the Workplace
- **Look Out, Memphis! ABWA is Coming:** The Year's Biggest Networking Event
- **PerfectFit:** ABWA's 2012 Fall Membership Recruitment Campaign
- **Stephen Bufton Memorial Educational Fund:** Celebrating 60 Years of Scholarships and Grants for Women

DEPARTMENTS:

Personal Portfolio *Improving Your Resume with a QR Code*
Food *The Humble Squash*
Style *A Colorful Season On and Off the Rack*



Summer 2014

- **Forging Her Own Career and Identity:** Presidential daughter Jenna Bush Hager
- **Finding Success in Small Businesses:** "Your Business" host and author JJ Ramburg
- **There's No Place Like Home:** 2014 ABWA National Women's Leadership Conference and 65th Anniversary Celebration

DEPARTMENTS:

Personal Portfolio *Conference Networking Tips*
Food *KC Food Culture*
Travel *Shopping, Sightseeing, and Culture... Oh My!*

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- Are you looking to increase your company's sales and services?
- Do you want to stay abreast of your competitors?
- Could you benefit from access to tools that will help you stay ahead of business trends?
- Would you like to increase the visibility of your company?
- Are you interested in developing better search engine capabilities for your business?
- Would you like up-to-date digital articles to enhance your business?
- Are you interested in saving money through Affinity discounts?

If you answered **yes** to any of these questions, then the new, improved Company Connection is for you.

COMING SOON!
the COMPANY CONNECTION®



JOIN ABWA TODAY!



**Are you looking for a career change?
 Do you know a recent graduate who
 is now entering the job market?**

Each year, dozens of companies post new job openings on the ABWA Career Connections site. These job postings include opportunities in HR, banking and finance, government, IT, education, retail, law, real estate, healthcare, and more. From Maryland to California, companies are searching for qualified people.

Visit www.abwa.org and click on Career Connections (located on the navigation bar) to add your resume today. There is no cost to add your resume to ABWA's Career Connection.

careers.abwa.org
YOUR CAREER CONNECTION

This online resource is designed to bring even greater job opportunities to female professionals nationwide. Whether you are looking for a new job opportunity or you're ready to take the next step in your career, Career Connection will help you find the opportunity that's right for you.

Your career success begins right here:

- Resume posting and job search services are both FREE and confidential!
- Create a password-protected account for managing your job search.
- Save job postings—with advanced job search options—and apply to positions when you're ready.
- Job Agent and RSS Capability allow you to receive email notifications when posted jobs match YOUR criteria.
- Document Manager allows you to post up to five professional documents—published articles, portfolios, and more!

ABWA's Career Connection focuses on women's need for a centralized resource for job placement and career enhancement. This new system offers many features and benefits designed to connect professionals with quality job opportunities everyday. Simply setup a Job Agent to automatically receive updates when new jobs matching your criteria are posted. Our site makes researching job opportunities faster, leaving you more time to plan your next career move.

Highlights:

- Your Career Connection provides a location for job postings from national companies.
- ABWA members can post resumes for viewing by companies looking for qualified professionals to fill positions nationwide.
- *careers.abwa.org* offers premier advertising space for employers and other companies to reach a new audience of female professionals nationwide.

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Changing Women's Lives, One Woman at a Time

Join ABWA to connect, learn, and grow! Membership opens many professional growth opportunities while keeping you connected to the largest network of working women in the country. You'll benefit from leadership training, professional development, networking opportunities, and more. Become a member of America's leading career-building organization for women—**join ABWA today!**

1-800-228-0007
www.abwa.org

"In today's economy, it's vital for women to join a professional development organization... and I choose ABWA!"

Krina Snider
member since 1991



JOIN ABWA TODAY!



American Business Women's Association Membership Application

11050 Roe Avenue, Suite 200 · Overland Park, Kansas, 66211 · 800-228-0007 · Fax 913-660-0101

Benefits of membership begin the date your application and payment are received and processed at ABWA National Headquarters. For renewal purposes, membership starts on the first day of the month following the date the application and payment are processed and renews annually. Dues payments are non-refundable and non-transferrable.

Date: _____

First Name: _____ MI: _____ Last Name: _____

Affiliation Information

Do you plan to join a chapter/Express Network: Yes No

If "yes," your primary chapter/Express Network name: _____

Sponsor (please print clearly): _____ Member No. _____

Note: Membership in ABWA and local Chapter/Express Network is contingent on timely payment of annual National dues.

Address and Contact Information

Home Address: _____

City / State / Zip: _____

Primary phone contact: _____ Primary email address: _____

Note: Your email address is required in order to access your membership information and conduct business online at www.abwa.org. By providing your email address, you are authorizing ABWA to contact you via email.

Personal Demographics (for statistical purposes only)

Birthdate (month / day / year): _____ / _____ / _____ Gender: Female Male

Business Owner, Employment, and Education Level Demographics (for statistical purposes only)

Your company's name: _____ Job Title: _____

Are you a business owner? Yes No

Description of products/services: _____

Education Level: High School/GED Vo-Tech Associate's Degree Bachelor's Degree Master's Degree Doctorate Degree

Enclosed is my ABWA National dues payment of...

\$90 ... \$75 Basic Membership + \$15 WIN Technology Fee \$115 ... \$100 Express Network + \$15 WIN Technology Fee

Membership Discounts

\$50 ... \$35 Basic Student Membership* + \$15 WIN Tech Fee \$65 ... \$50 Express Network Student Membership* + \$15 WIN Tech Fee

**To qualify for student membership, include a class schedule reflecting enrollment in 12+ credit hours per semester.*

\$40 ... 70+ Years Old Discounted Basic Membership** \$15 ... Optional WIN Technology Fee for New Members ages 65+**

***To qualify for discount, please provide birth date including year in application information.*



Payment Information

Check ... Mail check with application to ABWA, 11050 Roe Ave., Suite 200, Overland Park, KS 66211

Visa Mastercard Discover Card number: _____ / _____ / _____ / _____

Expiration Date _____ / _____ Security Code (3-digit code on back of card) _____

Name on card: _____ Signature: _____

The American Business Women's Association is a non-profit organization which is serviced by ABWA Management, LLC, a company organized for profit. All ABWA income is received by ABWA Management, LLC and, in exchange, the company provides all necessary services and materials to the ABWA membership. All dues include a one-year subscription to *Women in Business*®, ABWA's official publication. Dues are not deductible as a charitable contribution for Federal income tax purposes; however, they may be deductible under other provisions of the Internal Revenue Code.



Learn more about ABWA by connecting with us online:

- Become a friend of Executive Director René Street and a fan of ABWA on Facebook:

To "friend" René—www.facebook.com/rene.street

To become a fan—www.facebook.com/home.php#!/pages/ABWA-A-place-to-connect-learn-and-grow/110652155635738

- Follow us on Twitter ... **ABWAHQ**
www.twitter.com/abwahq
- Login to the Women's Instructional Network (WIN). You can gain access simply by joining ABWA. *There's always something new to explore in WIN!*
- Contact ABWA via email ... webmail@abwa.org



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