

The Driving Force

Driven to Succeed Chapter
Lee's Summit, Missouri

Volume IV, Issue V
November/December 2010



INSIDE THIS ISSUE:

President's Message	1
Working Woman	2
Chapter Info	3

The mission of the American Business Women's Association is to bring together business-women 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.

President's Message

Can you believe we're already in the second quarter of the ABWA fiscal year? I want to begin by thanking everyone that helped by serving German meals in the Biergarten at Oktoberfest. I hope you all had as much fun as I did! This event gives us visibility in the community, as well as provides an opportunity to build camaraderie. Shirley Boyer did a great job on our logo T-shirts!

A group of us climbed aboard the tour bus for a road trip on Saturday, November 6. We enjoyed our very own Jodi Bowers performing in a country music show at the Middle Creek Theater near Louisburg, KS. We had a lot of fun and

who knew Jodi was hiding all that talent!

The ABWA (A Bunch of Women with Attitude!) Gala was held on Monday, November 8. We had several guests in attendance. Two ladies joined that evening and I think there will be more to come! I'd like to extend a special thank you to Rene Nix, Debbie Leonard and Pam Prouty for donating the door prizes.

It was determined by the majority attending our September meeting to support the Pro Deo Youth Center by donating non-perishable food at our Christmas Party held on December 13. A list of their other



Cathy Young

needs are registered under "Baby" at Target. Please consider purchasing additional items as well. The organization was suggested by Susan Coffman... thanks Susan!

Kindest regards,
Cathy

Upcoming Meetings

Monday, December 13, 2010
5:30 p.m.

Christmas Party

Location:

Gamber Center

Lees Summit, MO

Monday, January 10, 2011
5:30 p.m.

Celebrating Success

Presented by: Todd Long

Leadership Innovations

Location:

Gamber Center

Lees Summit, MO

For the Working Woman

Why Plan? The Top 5 Reasons Female Entrepreneurs Must Plan

By Michele DeKinder-Smith

Every female entrepreneur probably understands the importance of planning, at least subconsciously. In fact, every woman business owner has created some sort of plan for her company's future, whether it's to offer more products or partner with another business. But what are the most important reasons a female entrepreneur must plan?

When a business owner creates a plan for her business, she is creating a road map she can follow to get to her ultimate destination: success on her own terms. Such a road map does not have to be concrete -- it can include detours at unexpected obstructions, as well as pit stops to refuel and rest stops when necessary. Not every female entrepreneur has a plan, and many who have not yet created one, are thriving anyway. However, sitting down and outlining the route to success gives a business owner a sense of direction, and the company a boost.

There are 5 Top Reasons why female entrepreneurs must plan:

1. *A plan provides focus.* In some cases, a female entrepreneur envisions multiple streams of income. Each stream comprises several ideas - and the business owner is thinking about many of these ideas at once. If her attention is split between several projects or ideas at one time, her work will not make effective progress. Therefore, a plan helps a business owner focus on projects or ideas, one or two at a time so that she can move forward rather than spinning her wheels.
2. *A plan takes the guesswork out of decision-making.* When a business owner is following a plan, making decisions becomes easier. For example, deciding whether to hire an employee, launch a new product, or pay someone to do the bookkeeping becomes easy when a business owner has a plan to follow. In the moment of choice, the

business owner must simply stay true to herself - and her plan. In cases where a certain decision seems right for the company, but doesn't jive with the plan, the business owner may choose to reassess, and possibly refocus her plan. Remember, plans can change to include detours, as long as the destination is the same: success.

3. *A plan relieves stress.* Some business owners are overwhelmed every day by multiple work-related commitments and responsibilities. Short-term and long-term planning can help a business owner keep things in perspective and relieve stress. One suggestion: create a "parking lot" for ideas that need to be addressed in the next week, month, six months and year. Keep the "parking lot" somewhere easily accessible and jot down ideas whenever they come up.
4. *A plan creates work-life balance.* A plan helps a business owner prioritize projects so that she can choose when she needs to work on and complete them. In this manner, a business owner can schedule work time and play time, so that she has the opportunity to recharge and refuel herself. Without a plan, an entrepreneur can feel a frenzied need to get everything done at once, and it is easy to forget personal time when this happens. A well-rested, energized business owner performs better than a tired, overworked one does.
5. *A plan increases profit.* When she follows a plan, everything a business owner does is more efficient. This greater efficiency reaches every part of her business - because she has shared the necessary parts of her plan at every level - and therefore, each activity produces its intended result in less time. This means more time for more activity - and more revenue.

In creating a plan for her business, a female entrepreneur must first consider her definition of success. For some business owners, this will mean major growth, while for others, it will mean maintaining an excellent work-life balance so she can meet her other obligations. In every case, though, planning is an essential step in reaching Destination: Success.

Michele DeKinder-Smith is the founder of Jane out of the Box, an online resource dedicated to the women entrepreneur community. Discover more incredibly useful information for running a small business by taking the FREE Jane Types Assessment at Jane out of the Box. Offering networking and marketing opportunities, key resources and mentorship from successful women in business, Jane Out of the Box is online at www.janeoutofthebox.com.



Driven to Succeed Chapter of ABWA



ABWA's Proud Code of Conduct

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.



Driven to Succeed Officers & Committee Chairs 2010-2011

Officers

President

Cathy Young

Vice-President

Pam Prouty

Secretary

Jessica Gillihan

Treasurer

Julie Joos

Committee Chairs

Fundraising

Shirley Boyer
Linda Napton

Membership

Rene Nix
Debbie Leonard

Newsletter

Lisa Odom
Laura Wheaton-Werle

Program & Professional Development

Cathy Young/Pam Prouty

Scholarship

Tracy Nelson

Website

Jodi Bowers

ABWA Driven to Succeed Meetings

Second Monday of the month
5:30 p.m. — Networking/Dinner
6:00 p.m. — Meeting

Gamber Center
4 SE Independence Avenue
Lee's Summit, MO 64063

Make your reservation to attend online:
<http://www.abwadriiven2succeed.com/Meetings.aspx>

