

AMERICAN BUSINESS WOMEN'S ASSOCIATION
CHANGING WOMEN'S LIVES. . . ONE WOMAN AT A TIME.®



ONE MEMBERSHIP, A LIFETIME OF POSSIBILITIES

LEVERAGE YOUR ABWA MEMBERSHIP
TO ADVANCE YOUR CAREER



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.



Set of Core Values for the American Business Women's Association

Our core values are the foundation for which the American Business Women's Association (ABWA) was founded on in 1949. They're reflective of the ethos of the ABWA culture and have been integral to creating an enduring and supportive community for generations of women in the workplace.

1. **Selfless Leadership** – Be committed to doing the right thing, always. Be transparent in your actions even when no one is looking!
2. **Building Community** – Be committed to creating sustainable ABWA communities where women can connect, learn, and grow together.
3. **Value and Seek Diversity** – Be committed to recruiting new members from diverse cultures, ages, work industries and experiences.
4. **Manage for Innovation and Excellence** – Be committed to original thinking and delivering excellence in everything you do.
5. **Lifelong Learning** – Be committed to enhancing your own business knowledge, skills, and acumen. Be unafraid to make mistakes, iterate, err and try again.
6. **Focus on Facts and Own Results** – Be committed to using "data" to drive your decisions and actions and be accountable for your performance, good and bad.
7. **Choose to Make a Difference** – Be committed to unlocking a member's potential and inspiring/motivating her to become the best version of herself.
8. **Celebrate** – Be committed to celebrating members' achievements.

ABWA's Proud Code of Conduct

The **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.

- As an ABWA member, I will serve as a goodwill Ambassador for the American Business Women's Association.
- As an ABWA member, I will adhere to the Association's Bylaws and comply with the Association's Brand Guidelines.
- As an ABWA member, I will not use my personal power or influence to advance my own interests.
- As an ABWA member, I will not allow my personal beliefs or convictions to alienate other members, prospective members, and sponsors at any level of the ABWA organization (local, regional or national).
- As an ABWA member, I will always treat member colleagues, the ABWA National Team, guests, speakers, vendors and sponsors with dignity and respect.



Welcome to the AMERICAN BUSINESS WOMEN'S ASSOCIATION!

Whether you are working full-time, part-time, or just entering the workforce, the American Business Women's Association (ABWA) has the resources and opportunities you need to shorten your learning curve and accelerate your career.

Did you know?

ABWA is the only professional women's organization offering a powerful storehouse of online courses in its exclusive Apex Campus.

Did you know?

ABWA's conference curriculum includes compelling keynotes, workshops and break-out sessions presented by business experts and leaders in training and development including:

- FranklinCovey
- SkillPath Seminars
- Gemba Academy
- University of Kansas (KU) School of Business

Did you know?

There are a wide-range of possibilities for peer mentoring and support available at every level of the organization, local, regional and national.

We want you to leverage your ABWA membership by taking the time to invest in developing your **individual professional development plan** (PDP).

A PDP will help you:

- Keep your career aspirations in focus and on target.
- Assess where you are today.
- Define strategies for bridging gaps in your knowledge, skill sets, and experience.
- Choose the best resources and opportunities you will need to achieve your one main goal (OMG!).

If you need assistance, contact ABWA's National Headquarters at 1-800-228-0007.

It's time to reimagine your future with the support of the American Business Women's Association!



RENÉ STREET
Executive Director



SHARON GODBEE
2019-2021 National President



INSPIRATIONAL RESOURCES AND OPPORTUNITIES

• An ABWA Benefit for *Members Only*

OFFICIAL PUBLICATION

Don't have a lot of time to research the latest business trends? We've got you covered! As an ABWA member, you receive a complimentary subscription to the Association's official publication, the Achieve Newsletter. Each issue includes knowledge "bytes" on topics ranging from leadership to personal branding that are sure to add to your caché of business knowledge and expertise, newest ABWA Resources and Member Recognition.

leadership

operations management

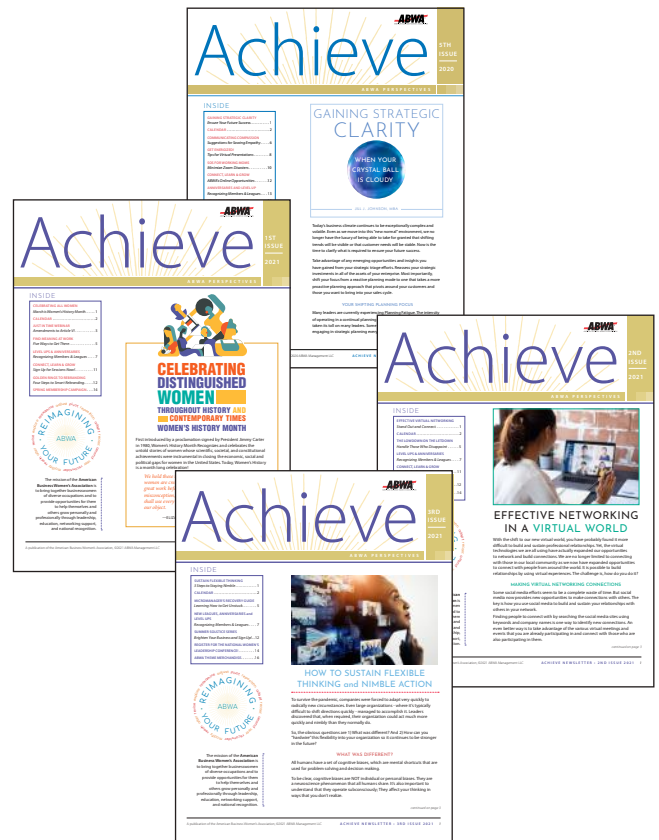
technology

marketing

personal brand

career advice

lifestyle



Leverage your ABWA experience by considering the wide-range of career development resources, services and opportunities your membership in ABWA affords you.

• An ABWA Benefit for *Members Only*

THE BUSINESS SOURCE

Research shows that people who read books make more money. Part of their success is having a constant flow of new ideas and strategies they can use to help advance their careers, their teams and their companies.

The problem is... who has time for all that reading? ABWA is proud to offer The Business Source at a 70% discount (a \$91 dollar savings) to members of the American Business Women's Association.

The Business Sources provides concise summaries of the latest business books. With an annual subscription, you will receive an email each month with two book summaries on best practices and powerful insights from leading-edge thinkers, industry experts and world-renowned business gurus. Most summaries take just 15 minutes to read!

The Business Source has three enrollment periods; late spring, early fall, and winter. Look for enrollment information in your email inbox.



 **THE BUSINESS SOURCE**

INSPIRATIONAL RESOURCES AND OPPORTUNITIES

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MY APEX CAMPUS

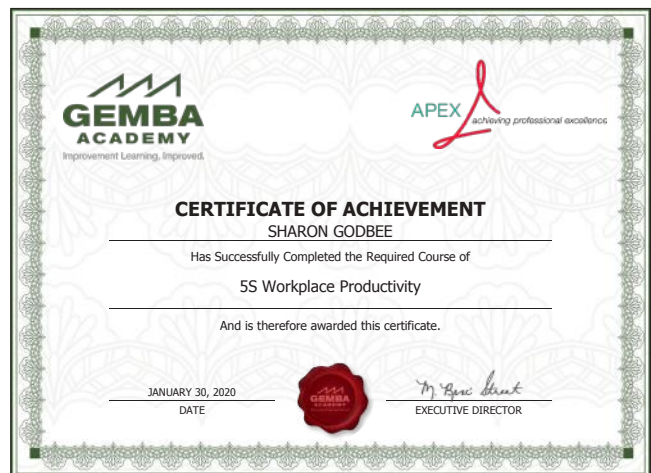
ACCESS TO ABWA'S E-LEARNING PORTAL, MY APEX CAMPUS

E-learning is an excellent way to deliver targeted, objective, learning “bytes” so you can access knowledge you need, when you need it. Specific benefits to using ABWA’s Apex Campus include: thousands of dollars in savings, quick deployment (login and launch a course at any time), learning through refreshers (go back and view again and again), hundreds of short videos that are right-sized (chunk out a course in small “bytes” or complete a course in one setting), and downloadable templates for you to use in your work environment.

You will find a huge caché of job specific knowledge including:

- School of Lean
- School of Six Sigma
- Summer Solstice Series

When you’ve completed a course, show and share your commitment to advancing your business acumen by printing your certificate of completion and sharing with your employer, client or business partner.

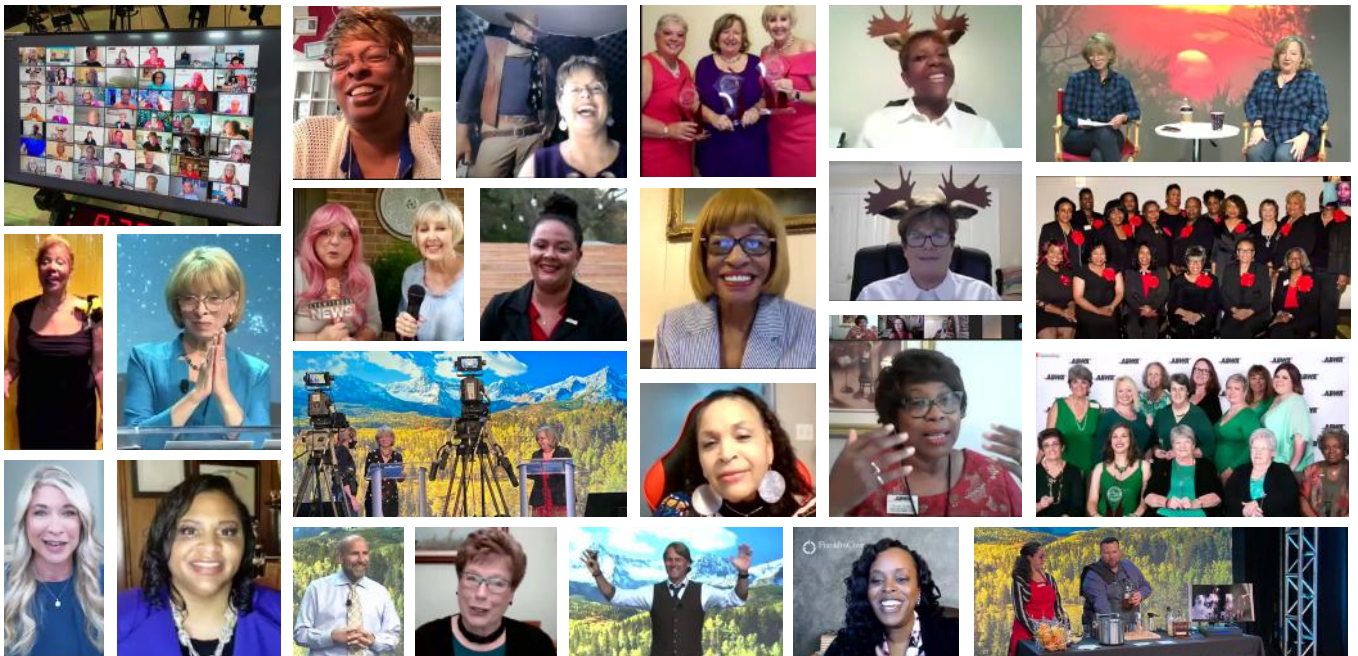


Download your Certificate of Achievement after successfully completing the course.

• An ABWA Benefit for *Members Only*

REGIONAL AND NATIONAL CONFERENCE EVENTS

If you want to expand your professional network, find a job or business leads and celebrate member achievements, ABWA's National Conference Events, whether live or virtual, are the place to be. Every conference curriculum includes learning sessions that are CEU accredited because we know that many professions (and employers) require continuing education units (CEUs) as a condition of employment and career advancement. As an ABWA member, you will save hundreds of dollars annually on your conference registrations (Regional and National).



INSPIRATIONAL RESOURCES AND OPPORTUNITIES

• An ABWA Benefit for *Members Only*

JOIN AN ABWA CHAPTER OR AN EXPRESS NETWORK

As a National Member of ABWA, you are eligible to join a local ABWA community we refer to as Chapters and Express Networks. Meetings are scheduled monthly and *local* annual dues are modestly priced. You will find a listing of some (not all) of the Chapters and Express Networks on the ABWA website at <https://www.abwa.org/abwa-chapter-express-networks/>. For more information, contact the National Office at 913-732-5100.

The most valued benefits of belonging to an ABWA Chapter or Express Network are:

1. Connecting with and growing your personal and professional network.
2. Mastering skills that will accelerate your career through experiential learning.
3. Peer mentoring and support from your ABWA colleagues.
4. Learning from guest speakers and subject matter experts at each monthly meeting event.
5. Having access to Community Connections, an online portal where you can connect with the members affiliated with your Chapter and/or Express Network.
6. Celebrating for making a difference in your community!

Don't believe us? Here are testimonials from some of ABWA's biggest fans!

I went into my first ABWA meeting nervous, having already talked myself out of it several times. Being an introvert, I knew that if I wanted to make my company a success, I had to learn to talk to people. ABWA helps me with that. Every month I open up a little bit more, I talk a little bit more and I grow a little bit more. ABWA is there to help me at my speed.

LAURA HATT

EmpowerHer Chapter
Orangeburg, South Carolina

"ABWA has been a catalyst for growth in all areas of my life. Professionally, ABWA has given me a platform to test new technologies, processes, and systems that have helped me grow my business—even through a pandemic! Personally, my life is forever changed by the support and friendships of amazing women from across the country. Some have even become lifelong friends!"

JULIE BURCH

Keynote, Speaker
Julie Burch Speaks!



“Learning is the process whereby knowledge is created through the transformation of experience” —DAVID A. KOLB, PhD Experiential Learning Expert

• An ABWA Benefit for *Members Only*

START A NEW CHAPTER

Do you want to be promoted but lack the knowledge, skill sets and experiences in planning, budgeting, leading teams, project management, marketing, etc.?

Are you interested in growing your professional network by at least thirty new contacts?

Do you want to receive national recognition for *Changing women's lives . . . one woman at a time®*?

If this describes you, consider forming a new ABWA Chapter in your community. During the six-month formation period, you'll learn and rehearse a wide-range of business disciplines that will close the gaps in your resume, grow your professional network, and give you the national recognition you deserve.

For more information contact Formations Coach, Angela Zuba, at azuba@abwa.org



GET STARTED TODAY!



INSPIRATIONAL RESOURCES AND OPPORTUNITIES

• An ABWA Benefit for *All Women*

CAREER OPPORTUNITIES IN CAREER CONNECTIONS www.abwa.org

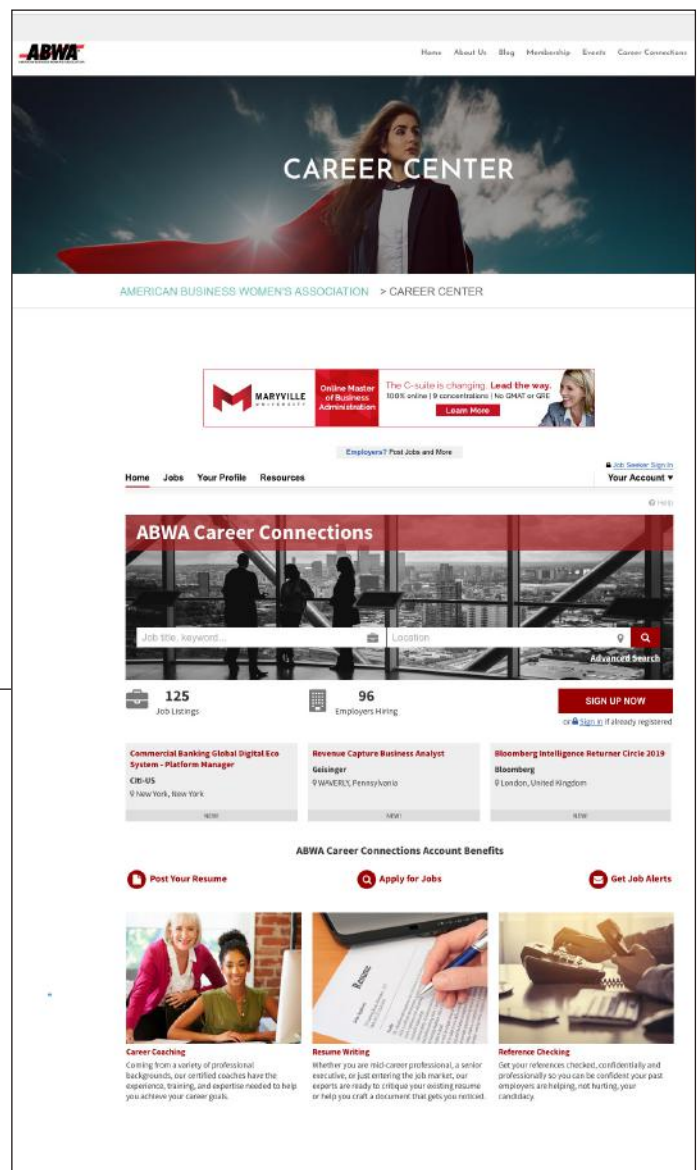
If you are looking for a new job, ABWA's Career Connections provides women with a centralized resource for job placement and career enhancement.

In Career Connections...

- All resume posting and job searches are free and confidential.
- You can save job postings and apply to positions when you're ready!
- The Job Agent and RSS Capability notifies you when posted jobs match your criteria.
- You can post up to five professional documents such as published articles, resume, references, certificates, etc. to demonstrate you are the most qualified applicant for the position!

HIGHLIGHTS:

- Your Career Connections 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.
- Career Connections offers premier advertising space for employers and other companies to reach a new audience of female professionals nationwide.



- **An ABWA Benefit for *All Women***

STEPHEN BUFTON MEMORIAL EDUCATIONAL FUND



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 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 close to \$18 million in scholarships to more than 18,000 women thanks to the generous contributions of ABWA members.

To learn more about each scholarship opportunity, visit the SBMEF website at <https://sbmef.org> or by emailing Jill Miller at jmiller@abwa.org



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



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CONNECT WITH ABWA ONLINE. *Anytime! Anywhere!*

- **Login:** *There's something new to explore in Community Connections—visit your team board or stop by for an online chat!*
- **Request to Join the Facebook ABWA Members Group**
- **Become a friend of Executive Director René Street on Facebook:** www.facebook.com/rene.street
- **Contact us at ABWA.org**
- **Follow us on Instagram**
- **Request to join the ABWA Members Group**
- **Request to join the ABWA District Members Group**



"Joining the American Business Women's Association is one of the best decisions I have ever made. I first learned about ABWA when a group of members from the Lakeland Downtown Chapter visited my college campus. As a student, I saw my future self in these inspiring women. They were achieving goals which I was just beginning to set for myself—and I knew I needed to learn as much as possible from their experiences. These women quickly became not only mentors, but also friends and sisters.

Since saying yes to membership in ABWA over five years ago, I have gained invaluable experience serving in a variety of leadership positions on our chapter board. I have also increased my business and social acumen thanks to the incredible speakers I've been exposed to at our bi-annual conferences and monthly chapter meetings."

KRISTA ROGERS

ABWA Scholarship recipient

"I joined ABWA in search of a women's leadership association that would provide educational, growth, and development opportunities for women within the company for which I'm a part of. The search led me to a number of women's organizations but what really attracted me to ABWA was the APEX Campus, and the regional and national leadership conferences. This was not something that I found in any other organization. I was also and continue to be incredibly impressed by the supportive and caring environment that exists here!

Partnering with ABWA has been a fabulous experience and we have great plans for the future! Since we've launched the Lamar Women's Leadership Network and partnered with ABWA, we have seen our women's confidence levels and levels of professionalism significantly rise! We've seen more women showing interest in and obtaining promotions than ever before! In fact, we've grown our company program and it is now offered to even more women! Thank you to ABWA for investing in women's futures and giving us the confidence to truly shine as professional women! ABWA is a true asset to our business!"

TAMMY DUNCAN

*EVP of Human Resources
Lamar Advertising Company*

**WE
LOVE
ABWA!**



HEARTFELT TESTIMONIALS THAT MAKE ABWA PROUD!

