



*The Rising Tide*  
February — April 2020

OCEANSIDE CHARTER CHAPTER

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## MESSAGE FROM THE PRESIDENT



**Maria Sulick**  
President

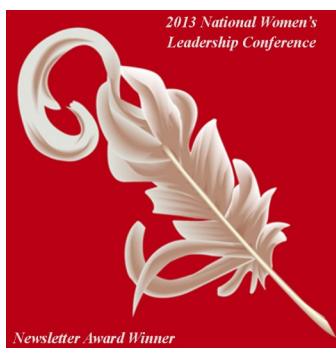
reer.

The Regional and National conferences offer opportunities for professional development through presentations by subject matter experts on relevant workplace topics. If you have never attended a conference, I highly recommend that you give some thought as to why you have not. These can be excellent opportunities to learn more about the organization as well as a chance to meet and connect with women from so many different backgrounds, and be truly inspired.

I invite all members, especially those who have recently joined to look at the opportunities within our own chapter to grow. Take advantage of participating in one of our many committees to sharpen your leadership skills and help our chapter rise to the challenge!

I'll see you at our upcoming meeting on February 25 as Madison Conradis presents "The Customer Is Not Always Right!"

~ Maria Sulick



Happy New Year Oceanside Charter Chapter! 2020 is off and roaring! We have many exciting events coming up this year! At our March meeting, Mary Stephenson, ABWA District I Vice President and member of the Lakeland Downtown Chapter will be speaking to our membership as we celebrate our 43rd anniversary as a chapter of ABWA! I am looking forward to our guest speaker, ABWA 2019-2020 National President, Sharon Godbee who will be visiting and speaking at our May meeting to be held at the Hilton Melbourne Hotel.

As our chapter continues to grow, I would like to focus on this growth and the possibilities for our membership. As a member of ABWA, you have several opportunities and resources at your disposal. Not only do our monthly chapter meetings provide you with an excellent opportunity to network and meet a diverse group of professional women in our area, but as a member you are also provided with opportunities for educational growth and professional development. The online Apex courses that are available through the Community Connections portal offer free and discounted courses to promote life-long learning and can help prepare you for challenges that you may encounter in your ca-



# FEBRUARY FEATURED SPEAKER

## The Customer Is Not Always Right!



Madison Conradis

Many successful companies have built their business on great customer service, but the customer is not always right! For exceptional customer service, a business needs to take steps to be responsive to a customer's needs, but also understand when the customer is being unreasonable, or just plain wrong. Madison will discuss

how and when the customer is not always right, and share tips on how to deal with a customer who is being unreasonable or discourteous.

Madison Conradis, a top executive at distributor, Your Logo by Geiger Brothers, holds key leadership roles in several community organizations and writes articles for publications and blogs on topics ranging from Millennials to women to college sports.

Growing up in Melbourne, Madison watched her mother, Cathy Bell, start a business from scratch out of their two-bedroom apartment. In 1991, Bell founded Your Logo and started selling promotional products. She soon grew the company into a full-service distributorship and embroidery facility before partnering in 2009 with Geiger to better position herself in the marketplace.

Madison earned a bachelor's degree in marketing from the Florida Institute of Technology, then continued her education to complete her master's degree in finance. Her diverse educational background has given her expertise across the business spectrum, and it has helped her to pinpoint where to best direct her ambition. To balance the grind of pursuing her master's degree, she felt the need for a creative outlet by training at Truthful Acting, a Meis-

ner Studio, and took on roles in several films including Discovery Channel's Dead of the Night, In-Between Days and Bullet of Madness. She's also appeared in various TV commercials and print ads touting brands such as Disney and Ron Jon's.

While in school, Madison got her first taste of real-world marketing by working as a brand ambassador for a wide range of companies, including Mazda and Microsoft. In those roles, she gained sales experience and exposure to customer service and event management. She also witnessed firsthand how organizations utilize promotional products, helping her to phase into selling marketing materials and apparel.

As a marketing professional and leader, Madison has been involved in various business and industry associations. She has served as Past President of the Space Coast Chapter of the American Advertising Federation. In addition, she serves on numerous boards within the community including 321Millennials, Friends of Children and The Eau Gallie Library.

Mark your calendar for Tuesday, February 25 to hear Madison's insights!

## \$1000 IMPACT SCHOLARSHIP

The Oceanside Charter Chapter of the American Business Women's Association (ABWA) is pleased to announce a scholarship in the amount of \$1,000 funded through the Stephen Bufton Memorial Educational Fund to be awarded to a deserving female student.

Each year, local chapters of ABWA provide Stephen Bufton Memorial Scholarships (SBMEF) to female students who will be attending accredited U.S. colleges, universities and community/vocational schools. Applicants for the \$1,000 Impact Scholarship must be citizens of the United States; residents of Brevard County; and enrolled in a licensed, accredited or state approved community college, technical or vocational school in August 2020 with a GPA of 2.5 or higher. Eligible women interested in apply-

ing for the scholarship must contact Anita Carbone at [acarbone@cfl.rr.com](mailto:acarbone@cfl.rr.com) to request registration as a candidate for the scholarship.

Applications must be completed online at [www.sbmeff.org](http://www.sbmeff.org) by April 15, 2020. A minimum of three (3) eligible completed applications are required for the scholarship to be awarded. The scholarship recipient will be notified in May 2020.

SBMEF, ABWA's national educational fund, is one of the most highly respected grant and scholarship funds in the country. For over 60 years, ABWA has helped women achieve their business and professional success through educational scholarships. Since its inception, more than 17,000 women nationwide have been awarded more than 17 million dollars in scholarships.

The Stephen Bufton Memorial Educational Fund is a 501(c)3 charitable trust and public foundation. It has the same tax status as public schools, churches and community funds.



## CHAPTER COMMITTEE REPORTS

### Membership

Please welcome new members Julie Alen, Carol Atkinson, Andrea Ellis and Jennifer Snyder!

Prior to our meeting on February 25. we will have our New Member Orientation at 5:30 p.m. in the yacht club lounge. Please email your attendance to Anita Carbone at acarbone@cfl.rr.com.

### Fundraising/Sponsorship

Promote your business by becoming a meeting sponsor! Please contact Sue Parker or Maria Sulick at mariasulick6@gmail.com to learn about the many benefits of sponsorship!

### Thank you to our January Meeting Sponsors!

Laura Chiesman - First Wave Financial  
Shari Tabat - RE/MAX Elite

### Newsletter

The Oceanside Charter Chapter Newsletter, *The Rising Tide* is published quarterly at [www.abwaoceanside.com](http://www.abwaoceanside.com). Please send newsletter submissions to acarbone@cfl.rr.com. Submission deadlines are published in the Chapter Standing Rules.



### February, March & April Birthdays

- Sunny Kincaid, 2/7
- Cindy Schmitt, 2/12
- Sharon DuBois, 2/13
- Martel Berry, 2/20
- E'ala Burgess, 2/26
- Xzondra Bergman, 2/28
- Jenn Klingensmith, 3/1
- Stephanie Dymora, 3/10
- Heidi Kuchenbacker-Robbins, 3/23
- Barbara Cheney, 4/1
- Stephanie Espinoza, 4/9
- Catherine Alexander, 4/11
- Jane Walker, 4/23
- Gina McTernan, 4/29

### Publicity

Chapter monthly meeting information is published in Florida Today as well as the online Community Calendar of the Cocoa Beach Regional Chamber of Commerce and Melbourne Regional Chamber of Commerce websites. Please email Megan Hall at [megan@truehomeinspects.com](mailto:megan@truehomeinspects.com) with photos or information for our Facebook page.



We're on the web!

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



ABWA—Oceanside Charter Chapter

## 2019 - 2020 EXECUTIVE BOARD

### President

Maria Sulick  
[mariasulick6@gmail.com](mailto:mariasulick6@gmail.com)  
321 749-3635

### Vice President

Xzondra Bergman  
[xzondrahelenesc@gmail.com](mailto:xzondrahelenesc@gmail.com)  
321 223-5173

### Secretary

E'ala Burgess  
[ealaburgess@gmail.com](mailto:ealaburgess@gmail.com)  
321 272-5090

### Treasurer

Tenille Perry  
[tperry@levaymack.com](mailto:tperry@levaymack.com)  
321 525-0266

## 2019 - 2020 COMMITTEE CHAIRS

### Audit

Anita Carbone: [acarbone@cfl.rr.com](mailto:acarbone@cfl.rr.com)

### Best Practices

Sheryl Glore: [sglore@cfl.rr.com](mailto:sglore@cfl.rr.com)

### Education

Anita Carbone: [acarbone@cfl.rr.com](mailto:acarbone@cfl.rr.com)

### Fundraising

Sue Tyson-Parker

### Hospitality

Barbara Cheney: [beejaycheney@gmail.com](mailto:beejaycheney@gmail.com)

Cindy Schmitt: [cshmitt@fit.edu](mailto:cshmitt@fit.edu)

### Membership

Anita Carbone: [acarbone@cfl.rr.com](mailto:acarbone@cfl.rr.com)

### Professional Development

Cindy Schmitt: [cschmitt@fit.edu](mailto:cschmitt@fit.edu)

### Publicity

Megan Hall: [Megan@truehomeinspects.com](mailto:Megan@truehomeinspects.com)

Anita Carbone: [acarbone@cfl.rr.com](mailto:acarbone@cfl.rr.com)

## ABWA EVENT CALENDAR

### February 22

Tri-County Council 1st Quarter Event—"How will You Rise to the Challenge in ABWA?"

9:00 a.m.—Noon

Rainbow Christian Academy, 22940 Old Dixie Hwy, Miami, FL

To register: [www.meetup.com/ABWA-American-Business-Womens-Association-South-Florida/events/268547402/](http://www.meetup.com/ABWA-American-Business-Womens-Association-South-Florida/events/268547402/)

### February 25

Oceanside Charter Chapter Networking & Dinner Meeting

Networking at 6:00 p.m. & Dinner at 6:30 p.m.

Eau Gallie Yacht Club, Indian Harbour Beach

Featured Speaker: Madison Conrads

### March 10

Space Coast Women Express Network Meeting

Networking & Lunch from 11:00 a.m. to 1:00 p.m.

Eau Gallie Yacht Club, Indian Harbour Beach

### March 10

Oceanside Charter Chapter Executive Board Meeting at 5:00 p.m.

### March 24

Oceanside Charter Chapter Dinner Meeting

Networking at 6:00 p.m. & Dinner at 6:30 p.m.

Eau Gallie Yacht Club, Indian Harbour Beach

Featured Speaker: Mary Stephenson, ABWA 2019-2020 District I Vice President

### April 14

Space Coast Women Express Network Meeting

Networking & Lunch from 11:00 a.m. to 1:00 p.m.

Eau Gallie Yacht Club, Indian Harbour Beach

### April 14

Oceanside Charter Chapter Executive Board Meeting at 5:00 p.m.

### April 23-25

Eastern Regional Conference

Durham, NC

### April 28

Oceanside Charter Chapter Dinner Meeting

Networking at 6:00 p.m. & Dinner at 6:30 p.m.

Eau Gallie Yacht Club, Indian Harbour Beach

## COMMUNITY EVENTS

### February 29

**we MEAN BUSINESS Expo 2020**

Featuring **women-owned businesses** from Brevard, Indian River and St. Lucie counties.

- Women-owned business vendors
- Food vendors
- Guest speakers
- Business trainings
- Door prizes throughout the day

**SATURDAY, FEB. 29, 2020**  
10 a.m.–2 p.m.

**OPEN TO THE PUBLIC**

Hosted by **weVENTURE™**  
BISK COLLEGE OF BUSINESS at FLORIDA TECH

[weVENTURE.fit.edu](http://weVENTURE.fit.edu) | 321-674-7007  
Follow us on **Facebook** and **Instagram**.

Florida Tech's CAI  
1050 W. NASA Blvd.  
Melbourne, FL 32901

### March 3

**Small Business Council**  
*Building Business Bridges*

7:45–9:00 a.m. at the Melbourne Regional Chamber, 1005 E. Strawbridge Ave., Melbourne. Join the Melbourne Regional Chamber's Small Business Council for its monthly meeting and Networking Event! Designed for organizations under 50 employees, this event provides an opportunity for Council Members to network, share information, and gather the resources they need to improve, grow, and flourish. To register: <https://www.melbourneregionalchamber.com/chambers-calendar.html>

### March 24

**WOMEN WHO ROCK**

11am - 1pm Crowne Plaza Oceanfront, 2605 N Highway A1A, Melbourne. **JOIN US AS WE CELEBRATE WOMEN IN OUR COMMUNITY WHO ROCK!**

For more information:

Phone: (321) 674-7007

Email: [weVENTURE@fit.edu](mailto:weVENTURE@fit.edu)

AWARDS LUNCHEON  
IN HONOR OF WOMENS HISTORY MONTH



**Oceanside Charter Chapter**

P.O. Box 360151  
Melbourne, FL 32936-0151

Member:  
Cocoa Beach Regional Chamber of Commerce  
Melbourne Regional Chamber

Newsletter Editor  
Anita Carbone  
acarbone@cfl.rr.com  
321 684-0790



**American Business Women's Association**

**Mission Statement**

*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.*

**Oceanside Charter Chapter**

**Vision Statement**

ABWA Oceanside Charter Chapter is dedicated to empowering local business women to build strong personal and professional relationships in a supportive environment.

**American Business Women's Association  
Set of Core Values**

1. Giving Members a Voice
2. Treat People with Dignity (Proud Code of Conduct)
3. Lifelong Learning
4. Focus on Creating Value for Members
5. Achievement
6. Visionary Leadership
7. Focus on the Future
8. Focus on Results
9. Manage by Facts
10. Manage for Innovation

**American Business Women's Association  
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 profession by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.