

## President's Letter

Dear fellow CYFEN Sisters & Colleagues,



Summer is here and the weather is getting hotter, but things have been sizzling in CYFEN this spring! We've had great meetings and awesome events. From the ABWA Regional Conference in Sugarland, Women's Business Expo and our networking luncheon with speaker Tonya Hoffman, this year's theme of "inspire and be inspired" has echoed loud and true with our chapter.

The ABWA Regional Conference in Sugarland on April 10-12 was informative and fun. With 13 from CYFEN, we tied with the most members in attendance. Many were first-timers and were able to take advantage of the new budget allowance for first timers. Although we have a general budget of \$2,500 to split amongst all conference attendees, this new budget item allocates funds to reimburse first-time conference attendees in addition to the general fund. We see how conference motivates and inspires those who attend so we incentivize everyone to participate. If you missed out, don't fret. Mark your calendars for the upcoming Fall national conference being held October 30 – November 1, 2014 in Overland Park, Kansas. ABWA is celebrating their 65<sup>th</sup> year, so it's not to be missed! If you'd like to carpool contact Lynda O'Donnell to reserve your spot.

Our annual Women's Business Expo held on Thursday April 24<sup>th</sup> was the best yet. We had 65 vendors, 14 sponsors, earned \$5,653.26 and recruited 5 new members! It was truly a success because of one main reason: Our fabulous Volunteers! Without you, we

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## May 2014 Cy-Fair Houston Chamber of Commerce Meeting

The Cy-Fair Houston Chamber of Commerce hosted the monthly membership luncheon on May 20<sup>th</sup>. It was held at the Northwest Forest Hotel and Cusiness Center Settlement House, 12715 Telge Road, Cypress, TX 77429.

Three companies were featured and gave a 2-minute presentation. They were Cy-Fair Magazine, Towne Lake and Cy-Fair ISD.

Announcements were made for the July Health Fair which will replace the regular monthly luncheon. It will be held at the Berry Center on July 15<sup>th</sup>. In addition, the Chamber Golf Tournament honoring the Adam-Skinner Scholarship Fund will take place on Sept 8<sup>th</sup>.

The guest speaker was Dr. Audre Levy, President of the Lone Star Community College, Cy-Fair Campuses. Her theme is "Backpack to Briefcase". Her thoughts are that education can be

traditional in non-traditional ways. She stressed how Cy-Fair ISD is a satellite of the college with great success.

The current enrollment on the Cy-Fair campuses is 19,544 students. There have been over 120,000 students who have gone through these campuses since Lone Star College-Cy-Fair opened nine years ago. Seventy-eight percent of all college graduates have had help with a community college. And, again, she emphasized her theme in closing, "Backpack to Briefcase"!

The next general membership luncheon is scheduled for Tuesday, June 17<sup>th</sup>, 11:30 am. It will take place at the Northwest Forest Hotel & Conference Settlement House, 12715 Telge Rd, Cypress, TX, 77429.

*Submitted by Joyce Berube, chamber delegate.*



## New Members

Welcome to the following CYFEN new members who have joined in the past few months:

Karen Babineaux  
Lester Childres  
Christen Goolsby  
Gina Massiatte  
Lori Noack-May  
Marian McClendon  
Blaire Pancake  
Stefanie Prokopiou  
Deleana Ramirez  
Leslie Shatto  
Lisa Sprague

## President's Letter

*(Continued from page 1)*

wouldn't have been able to pull it off! I would like to acknowledge some of the contributions of our key people.

Thanks so much to our amazing marketing team of Darlene Hajduk, Melissa Rotholz & Anya Lucas. Together they came up with some creative new strategies that really helped drive attendance this year. One in particular was the "What's in the Box" campaign. They gave our hundreds of little red jewelry boxes that when opened had a message to come and attend the Expo to find out. Once the attendees arrived they walked through the length of the exhibit hall to get to the CYFEN table. There they would exchange their box for a spin of the wheel. Vendors donated prizes on the wheel which reinforced the marketing value of having a booth at our event. The team also created our first ever LinkedIn event/group to promote us, as well as actively posted to Facebook and ABWA's WIN. Thanks ladies! We are so grateful for your countless hours and dedication to make our organization the best it can be.

Special thanks are also in order to our Past-President Lynda O'Donnell for stepping up and organizing and managing all the vendor registrations and name tags. Normally after a year as president, it's understandable for them to take a more minor role of mentorship. But Lynda really went above and beyond and pulled us through. We are truly thankful for all you've done and continue to do!

We also want to thank our sponsorship team. New member and sponsorship committee co-chair, Rita Wilder, helped secure brand new sponsors this year! Thank you! President-Elect Jessica Smith helped in soliciting spon-

sors and securing our shred fundraiser sponsor, Texas Security Shredding. Darlene Hajduk was also instrumental in obtaining sponsorships. Our Platinum sponsor who is co-branded on our tote bags came from our VP of Finance Nicole Travis who secured Wines Styles on Barker Cypress. Thanks so much Nicole! We're so appreciative of your help!

Our logistics and "day-of" Co-Chairs, Kristin Severson and Nicole Travis did a tremendous job of coordinating the set-up, vendor check-in, and take-down. Thanks to you and all of your volunteers who contributed to making the event so great.

Our May Luncheon meeting was exceptional because of our dynamic speaker Tonya Hoffmann who spoke on "Turning Strangers into Clients." Tonya was funny and engaging. She gave us tips on how to get people to open up about them selves and build relationships so you can have better clients. Thanks to VP of Communications, Kim McCully for referring Tonya to speak for us and VP of Programs, Casey Cargle for arranging it. It's great programs at our lunch meetings that make taking time out of our busy schedules attend all worthwhile.

A shout-out of thanks goes to our vivacious Hospitality Chair Michelle Becker who planned our fun spring social at Los Rameros Brazos Restaurant May 29<sup>th</sup>. It was Karaoke night we won't soon forget! We had lots of chips, salsa, and laughs. I learned that even if you don't have a naturally talented voice, you can still take the mike and have a blast if you're surrounded by your sisters. Our hospitality social events are the talk of the group so make sure you don't miss the next one coming in August. Thanks to all who came out to participate.

And finally at our May meeting we had our new officer board elections.

Congratulations to the incoming board for the 2014-2015 year. Their term starts August 1<sup>st</sup>. I cannot believe my year is nearly up. It's been so rewarding getting to work together to accomplish all we have this year. I'm so grateful for the opportunity to serve CYFEN! You all have inspired and pushed me to grow in new ways this year. Thank you all who have offered support, advice and help. It's a team effort and I'm so fortunate to have had this chance to lead the team. As my predecessors of Anya Lucas, Darlene Hajduk and Lynda O'Donnell have proven, Past-President's have lots to add to the organization. I look forward to continuing to help grow this beloved group, my CYFEN, our CYFEN. We have great things on the horizon. Continue to Inspire and Be Inspired! Have a prosperous summer!

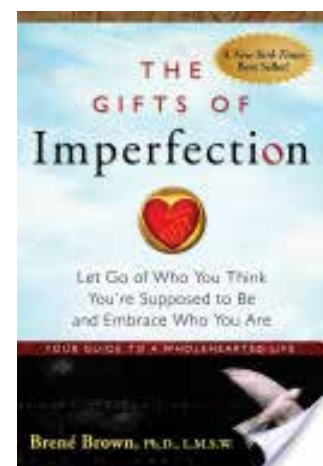
Yours in ABWA Sisterhood,  
Melanie Kay Hugel  
President 2013-2014



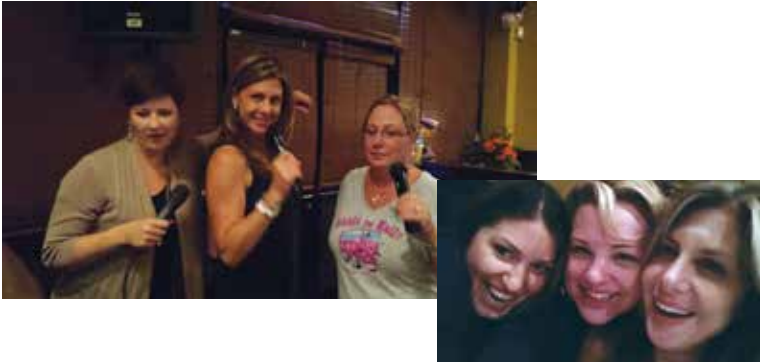
## Book Club

Business Book Club Spring Summer Selection – Gift of Imperfection by Brene Brown

Jill Manty – Business Book Club Chair will post on WIN and Facebook our summer discussion date. Stay tuned!



## Karaoke Night



### New Slate of Officers for 2014-2015

- President – Jessica Smith
- President-Elect – Nicole Travis
- VP of Finance – Sonja Rucker-Hines
- VP of Programs – Jill Manty
- VP of Technology – Lynda O'Donnell
- VP of Communications – Jacqueline Pierson
- VP of Marketing/PR – Casey Cargle
- VP of Membership – Reba Charleston
- VP Outreach – Kristin Severson
- Expo Chair- Kristin Severson
- Hospitality Chair- Berni Horan
- Mentor Chair – Melissa Rotholz
- Scholarship Chair – Kelly Norton
- Chamber Delegate – Joyce Berube
- HAC Delegate – Darlene Hajduk
- FHPW Delegate – Melanie Hugel

## FHPW Quarterly Meeting April 28, 2014

Gala Director Update:  
WOE is Sat September 27th, 500-700 guests expected. Kim McCully is getting forms out. Targeting sponsors. Packets put together for sponsorships. Get word out. Watch the gala time-line on the website. One change is August 15th is the deadline for sponsorship forms.

Melanie Brown introduced Dr. Wilson he is an educator and attorney. He spoke about the Affordable Care Act of 2010.

Treasurer:  
\$23,000 in checking  
\$5,600 invested

Scholarship recipients will be notified next month.

### July 2014

July Luncheon Speaker is Marla Regan, President of Organized Time, presenting "Learn How to Get Organized and Not Agonize." Marla is a certified Family Manager coach, speaker, author and organizer. An active member of National Association of Professional Organizers and ABWA, she has more than 20 years experience speaking to clients across the country.

### August 2014

August Speaker will be Leslie Martone, President of the Cy-Fair Chamber of Commerce who will give us an update on business in and around the Cy-Fair area.

### Reminder

CYFEN Local Dues were due June 1<sup>st</sup>. If you have not paid your dues, please go online to pay them (\$60) or send a check to Nicole Travis, payable to CYFEN. Send it to P.O. Box





## Upcoming Events

### June 21, 2014

ABWA Houston Area Council Awards Recognition Luncheon honoring the Top Ten and Woman of the Year. This year we honor Darlene Hajduk as our Top Ten Candidate and Melanie Hugel as our Woman of the Year.

### July 28, 2014

The next FHPW (Federation of Houston Professional Women) Quarterly Event. This event will honor the FHPW Women of Excellence, and the CYFEN Woman of Excellence this year is Melanie Hugel, so plan to attend to honor Melanie.

### September 27, 2014

The FHPW Woman of Excellence Gala, held at the Hyatt Regency Downtown. CYFEN will honor our Woman of Excellence Melanie Hugel. Watch for more information coming soon. Individual tickets are \$100 and sponsorships are available. (See [www.fhpw.org](http://www.fhpw.org) for more information.)

### Oct. 30 - Nov. 1, 2014

ABWA National Women's Leadership Conference is October 30<sup>th</sup> – November 1<sup>st</sup> in Overland Park, KS. Join other CYFEN members and travel to the National Conference to help celebrate the 65<sup>th</sup> Anniversary of ABWA.

*The VISION of CYFEN... is to be a community and national leader for the support of professional women by providing a nurturing environment for business development, networking, education and mentoring.*

*Our members have opportunities to pursue excellence and achieve both local and national recognition.*

*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.*

**ABWA Spring Membership Recruitment Campaign**  
March 1-May 30, 2014

**Inspire other women through ABWA and be inspired by your league, your fellow members, and your community.**

What better time than the 65<sup>th</sup> year of ABWA to sponsor or recruit a new member? It's the perfect opportunity to share the history of your Association and make someone new to help us shape the future of ABWA! During the Spring Membership Recruitment Campaign, you can find inspiration and recruit new members by:

- making a co-sponsor to your local league's monthly meeting
- hosting a luncheon for recent graduates or college alumni
- becoming a mentor to a woman just starting or re-starting the workday
- sponsoring someone looking for new ways to connect, learn, and grow.

Imagine inspiring someone you know to continue working toward her dream—a big promotion, the corner office, starting her own business. As a member of ABWA, you have a myriad of resources to share with others who could benefit by joining a strong and vital community committed to learning, to mentoring, and to growing stronger together.

**Starting today, make a commitment to grow both your league and your Association by sponsoring or recruiting a new member. When you make an investment in our Association through recruiting, you inspire your community to continue changing women's lives one woman at a time!**

**ABWA 65<sup>th</sup> ANNIVERSARY CELEBRATION**  
1949-2014  
AMERICAN BUSINESS WOMEN'S ASSOCIATION

Recruit your new member during the ABWA Spring Membership Recruitment Campaign, from March-May 2014, and you will receive this commemorative item celebrating our Association, our members, and our future!

**ABWA**  
1949-2014

## ABWA's 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, guest, 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 profession development of other members.



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Dawn Newcomer, Newsletter Editor  
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President – Elect – Jessica Smith, Iberia Bank  
VP of Communications – Kim McCully, My Tech Gal  
VP of Finance – Nicole Travis, Texas Realty Select  
VP of Marketing – Sonja Rucker-Hines, Amegy Bank  
VP of Membership – Kristin Severson, Cool Hands AC  
VP of Programming – Casey Cargle, Cy-Fair Chamber of Commerce  
VP of Technology – Jill Manty, Manty Web Designs  
Past President - Lynda O'Donnell, The Wendy Cline Team – RE/MAX

2012 – Woman of the Year – Kathi Schmidt, Reach Unlimited  
2012 – Woman of Excellence – Darlene Hajduk, ProLine Supply  
2012 – Top Ten Candidate – Darlene Hajduk, ProLine Supply

Hospitality Committee Coordinator – Michelle Becker, Silpada Designs  
Mentor Committee Coordinator – Pandora Hernandez, Shaklee  
Scholarship Coordinator – Marie Holmes, Cy-Fair Education Foundation  
Expo Committee Coordinator – Rita Wilder, Melanie Hugele, Lynda O'Donnell, Nicole Travis, Kristin Severson, Jill Manty, Darlene Hajduk, Anya Lucas & Melissa Rotholz



### CYFEN Newsletter Advertising - 2013-2014

Place your ad in the CYFEN Newsletter  
\$100 per year  
for a Business Card Sized Ad in  
The CYFEN Newsletter - published 4 times a year  
Newsletter is emailed to all members and will  
be printed out and available at all meetings.  
Advertising = more visibility for your business.

Ad must be print ready in a .jpg file and emailed to [communication@cyfen.org](mailto:communication@cyfen.org)  
and payment received before ad will be included in newsletter.  
Acceptable digital formats: EPS, JPG or TIF

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Melanie Kay Hugele advertisement featuring a decorative floral border and the MK EVENTS FLORAL DESIGNS logo.



## CYFEN 2014 Business Expo



*VP Membership Kristin Severson is getting her welcome tote bag of swag from check-in volunteers Marilyn Smith & Dee Coleman*



**ABWA is here  
to help you  
connect,  
learn, and  
grow today!**





*The official After Party*



*CYFEN Member Lynda O'Donnell with Miss Cy-Fair Houston 2014 Callie Thompson*