

# Maia Messenger

Volume 38  
Issue 6

Jul'17/Aug'17

Maia Chapter  
P.O. Box 3226  
Ann Arbor, MI 48106

Diane Nixon, Editor  
nixond@umich.edu

## July 18 program:

## Gap Analysis and Strategic Planning



### Facilitated by Maia Chapter's executive board

In business management, **gap analysis** involves the comparison of actual performance with potential or desired performance. If an organization does not make the best use of current resources, or forgoes investment in marketing or technology, for example, it may perform below its potential. When ABWA leagues examine their current state compared to the ideal state (Best Practices), they explore the obstacles to achieving the ideal state and how to overcome them. The strategic plan begins to unfold as we set priorities for improvement and choose strategies and actions to employ in the coming year to close the gap.

Tuesday, July 18, 2017

Stephen B. Ross School of Business  
Ann Arbor, MI

6:00 p.m. Networking

6:30 p.m. Dinner

7:00 p.m. PROGRAM

8:15 p.m. Adjournment

REGRETS are due by noon on Thursday, July 13 at <http://abwa-maia.org/regform.html>

### Inside this issue:

Board Column/ Maia	2
July 18 program flyer	3
August 15 program flyer	4
Pictures	5
Support Our Members	6
Dates to Remember	7
Chapter Officers/National Officers	8

#### • ABWA Mission Statement

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.



# A Message From the Executive Team

Greetings Maia Members,

As president of Maia Chapter for the last year, it has been my privilege to serve you. One of ABWA's pillars is leadership development. I have certainly been provided with that opportunity. We have great mentors in our Chapter and they have helped me to learn and grow as we choose great professional development speakers; inform, encourage, and lead our new members; embrace the talents of our membership; organize an educational fundraiser; and look to grow our Chapter.

As you have entrusted me to serve as your president for the 2017-2018 year, I look forward to furthering our mission to inspire, encourage, and support our diverse group of people as we expand our network and share the mission of ABWA.

Mary Ceccanese, President

Maia Members,

It has been an honor and pleasure serving Maia Chapter as your Vice-President this year. I'm also very honored to have been elected the FY17-18 Secretary to continue the work of our current board.

Engagement—Enrichment—Life-long Learning —Professional Development

All of these items are core values to continue to make Maia Chapter a thriving chapter. I look forward to working with each of you to make sure this happens in our new chapter year.

Diane Nixon, Vice-President

Our elected 2016-2017 Treasurer stepped down from her role in February, 2017. I was appointed to fulfill this role until the end of this chapter year.

We are an extraordinary league because we are very dedicated and very supportive of each other. It's been such a great honor and a fantastic journey having a District V Vice-President in our league. I've been very grateful for the experience I have gained in working along side our DVP.

In order to balance us as a chapter, I would like to see more intensive focus on membership recruitment and retention—we are missing balance in this area. In particular, some type of retention mechanism and a Best Practices Committee.

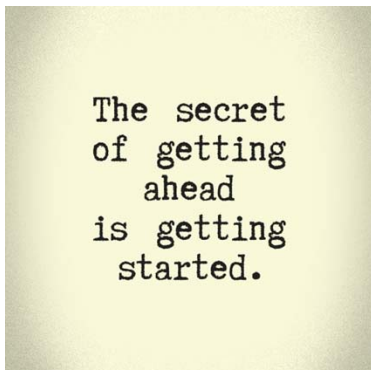
Sharon Walker, Treasurer

My objective in serving as Chapter Secretary was to widen my knowledge about our chapter and ABWA –at-large. I'm happy I stepped forward. The expanded experience as Secretary strengthened my ability to tell others about practical and concrete benefits of membership. Also, I was able to approach personal and professional contacts about supporting Maia's scholarship fundraiser. A number of those who donated told me they respected my deeply felt, yet business-like, reasons to support Maia. And, I was able to sway the opinions of two individuals who agreed to pay the registration fees for two employees to attend our "Women Thrive" conference. I value my tenure as Chapter Secretary.

Deloris Mortimer, Secretary

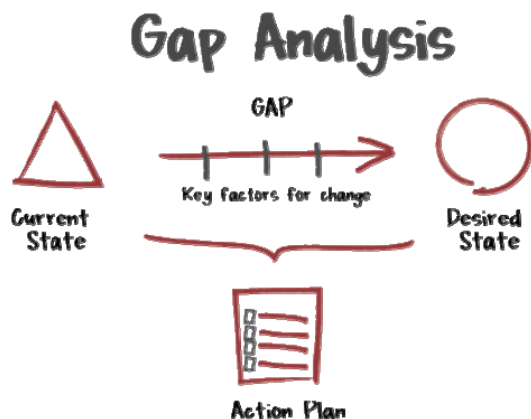
## Maia Chapter Vision Statement

Maia Chapter is a diverse group of fun, energetic and positive women working together for continual growth of ourselves and our group. We are recognized locally, regionally and nationally for advancing the personal and professional development of business women through our programs and educational opportunities.



# Gap Analysis and Strategic Planning

Facilitated by Maia Chapter's Executive Team



**Tuesday, July 18, 2017**

University of Michigan, Stephen M. Ross School of Business, R2320  
(second floor), 701 Tappan Ave, Ann Arbor

**6 pm Networking - 6:30 Dinner meeting - 7:30 Program**

In business management, **gap analysis** involves the comparison of actual performance with potential or desired performance. If an organization does not make the best use of current resources, or forgoes investment in marketing or technology, for example, it may perform below its potential. When ABWA leagues examine their current state compared to the ideal state (Best Practices), they explore the obstacles to achieving the ideal state and how to overcome them. The strategic plan begins to unfold as we set priorities for improvement and choose strategies and actions to employ in the coming year to close the gap.

Key takeaways (can apply to any business):

- Gap Analysis process
- Group problem solving
- Brainstorming
- Developing an Action Plan

*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.*

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

For more information about ABWA  
Maia Chapter, contact Delores Mortimer  
[mortime@umich.edu](mailto:mortime@umich.edu) or visit our website at  
[www.abwa-maia.org](http://www.abwa-maia.org)

**\*Make your reservation by noon, Thursday, July 13 at:**

**<http://abwa-maia.org/resform.html>**

**Dinner is \$20 per person, payable via PayPal with your online reservation**

## Assertiveness and Direct Communication: Your Wording is a Critical Productivity Tool

Online Learning Session presented by Laura Stack, MBA, CSP,  
CBAE, Business Author and Productivity Keynote Speaker



*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.*

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

For more information about ABWA  
Maia Chapter, contact Delores Mortimer  
[mortime@umich.edu](mailto:mortime@umich.edu) or visit our website at  
[www.abwa-maia.org](http://www.abwa-maia.org)

[www.abwa.org](http://www.abwa.org)  
**ABWA**  
AMERICAN BUSINESS WOMEN'S ASSOCIATION  
Maia Chapter

**Tuesday, August 15, 2017**

**Quarter Bistro, 300 S. Maple Rd, Ann Arbor, MI**

**6 pm Networking - 6:30 Dinner meeting - 7:30 Program**

Whether you're communicating with employees, team mates or superiors, say what you mean as directly as you can without being curt. Deference or timidity isn't going to get you anywhere, because it wastes time in a number of ways. Choose your words carefully.

While there will always be some potential for confusion (we're only human, after all), solid, clear wording at all levels will ensure that such confusion is limited.

Laura is a high-energy, high content speaker, who educates, entertains and motivates business professionals to deliver bottom line results. Join us as we watch this powerful online course presented by the "Productivity Pro."

***\*Make your reservation by noon, Thursday, August 10 at:***

***<http://abwa-maia.org/resform.html>***

***Dinner is \$20 per person, payable via PayPal with your online reservation***

[www.abwa.org](http://www.abwa.org)



Mary Shindell (sponsor), new member affiliation Lola Killey,  
Mary Ceccanese, President



Mary Ceccanese, President, new member affiliation Sherri Lawrence,  
Sharon Walker (sponsor)



2017-2018 Maia Chapter officer installation:

Mary Shindell, DVP conducting installation, Diane Nixon, Secretary,  
Meghan Johnson, Treasurer, Mary Ceccanese, President, and  
Gwendolyn Guy, Vice-President



## Support Our Members!

Meghan Hessler  
Healthcare Recruiter  
Manpower Inc. of SE Michigan



231 Little Lake Dr  
Ann Arbor, MI  
48103 USA

T: +1 734 665 3757 ext. 123  
F: +1 734 665 7850  
mhessler@manpowermi.com  
www.us.manpower.com



**MICHIGAN**  
COMPUTER SUPPLIES

JESSICA DULIN  
PRESIDENT

YOUR B2B RESOURCE FOR  
PRINTER SUPPLIES AND SERVICE



PRAYER IN MOTION, LLC

LET THE SPIRIT MOVE YOU

Janene L. Ternes  
Spiritual Director

734-429-7754  
351 Eastlook Drive  
Saline, MI 48176

PrayerInMotionJT@aol.com  
www.prayer-in-motion.com

District V Conference Call is scheduled for April 6 at 6pm Central / 7pm Eastern. Conference call number: [\(712\) 432-1212](tel:7124321212), 427-009-332#

## 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's 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.

# Dates To Remember

## HAPPY BIRTHDAY

### JULY:

27—Sheryl Humphrey-Redding

### AUGUST:

7—Janene Ternes



*Mark Your Calendar!*



## Save the Date

**DVP Luncheon**  
**Saturday, July 8, 2017**  
**Weber's Inn**  
**Honoring DVP**  
**Mary Shindell**

## Meetings & Events

## HAPPY MAIA ANNIVERSARY!

### JULY

Jessica Dulin                      3 years

### AUGUST

Sheryl Humphrey-  
Redding                      3 years

### JULY

- 8 DVP Luncheon honoring Mary S
- 11 Executive Board mtg (Ross SoB)
- 18 Chapter meeting

### AUGUST

- 8 Executive Board mtg (TBD)
- 15 Chapter meeting

## Save the Date

**National Women's**  
**Leadership Conference**  
**October 11—14, 2017**  
**Lancaster, PA**

**Register NOW to attend this jam**  
**packed educational event!!**

## ABWA Maia Chapter Contacts and ABWA National Officers

### Executive Team

#### **Mary Ceccanese, President**

H: 734-485-2723

W: 734-763-3068

mary.ceccanese@gmail.com

#### **Diane Nixon, Vice-President and Fund-Raising Chair**

C: 734-649-2673

W: 734-6478091

nixond@umich.edu

#### **Deloris Mortimer, Secretary**

H:

mortime@umich.edu

#### **Sharon Walker, Treasurer**

C: (734) 657-1029

walkers@med.umich.edu



### Committee Chairs

**Education:** Meghan Johnson and Sheryl Redding-Humphrey  
mmhessler@yahoo.com

**Hospitality:** Delores Mortimer  
mortime@umich.edu

**Membership:** All Maia Members  
Sharon Walker—(Liaison)  
walkers@med.umich.edu

**Newsletter:** Diane Nixon

nixond@umich.edu

#### **Professional Development :**

Mary Shindell

shindell@merit.edu.

**Website:** Mary Shindell

shindell@merit.edu

**Publicity:** Meghan Johnson

mmhessler@yahoo.com

**Social Media:** Sara Turner  
Sara.ce.turner@gmail.com

**EMC Delegate:** Mary Ceccanese

mary.ceccanese@gmail.com



### National ABWA Team

#### **National President**

Vanessa Willis

[vw3642@att.com](mailto:vw3642@att.com)



#### **National Vice President**

Sharon Godbee

[vw3642@att.com](mailto:vw3642@att.com)



#### **National Secretary - Treasurer**

Dr. Sonya Ogletree Santini

[bgber-ry93@tampabay.rr.com](mailto:bgber-ry93@tampabay.rr.com)

We're on the web!

[www.abwa-maia.org](http://www.abwa-maia.org)