



**Atlanta Area Council**

American Business Women's Association

Volume 2 Issue 8

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www.aacabwa.org

# COUNCIL NEWS



AMERICAN BUSINESS WOMEN'S ASSOCIATION



## 2010 Atlanta Area Council Executive Board

**Chairman, Janice Truesdale Harris**

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rjharrisj@bellsouth.net  
404-296-5920

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judy@magnetsbymom.com  
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Gwinnett Charter Chapter  
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770-883-6427

**COMMITTEE CHAIRS:**

- PAACC-Gwendolyn Jones West
- Programs - Richie Morris & Darlene Andrews
- Membership - Gail Dunn & Denise Gines
- Hospitality - Terri Hair & Karen Garnto
- Ways & Means - Janice Collier & Lucie Castro
- Education - Dorothy Steed & Ethelyn Barksdale
- Newsletter-Pat Zovickian , Angela Skeete & Beyunker Gilbert
- Public Relations - Eunice Carter
- Website-Roshon Thomas
- Decorations- Fannie Nelson
- Woman of the Year-Gwendolyn Jones West

## September Meeting Program

Celebrate ABW Day  
with Speaker  
Barbara Campbell  
and  
Top Ten Recognition

*Saturday, September , 25, 2010 at 11:00 am*  
*Atlanta Marriott Buckhead Hotel*  
*& Conference Center*  
*3405 Lenox Road NE*  
*Atlanta, GA 30326*  
*Meeting fee: \$26.00*

### TABLE OF CONTENTS

Page 1:	Chairman's Message & Meeting Minutes
Page 2:	Chapters of the Month , Mission Statement, Proud Code of Conduct & Reservations
Page 3:	2010 Calendar of Events
Page 4:	Apex Award
Page 6 :	Dr. Maggie Mercer
Page 7:	Dr. Maggie Mercer continued
Page 8:	Dr. Maggie Scholarship Fund
Page 9:	Dr. Maggie Memories
Page 10:	July Luncheon photos
Page 11:	July Luncheon photos
Page 12:	Chapter Leaders Playground
Page 13:	Funnies in the digital age
Page 14:	How to Balance Family, Job & Stress



## CHAIRMAN'S MESSAGE



Janice Truesdale Harris  
Chairman,  
2010 Atlanta Area Council

Dear Council Members,

September 22<sup>nd</sup> is ABW Day, a day we observe with pride. You can wear your ABWA emblems on this day along with the many other ABWA members. Join us on September 25<sup>th</sup> for our next Council Meeting as we pay tribute to ABW Day.

Well, we did it again, another July Luncheon success! On behalf of the Atlanta Area Council, I would like to extend accolades to the July Luncheon Committee, chaired by Chris Mann. The Friday Night reception was great, the Forum was excellent, and your attendance was superb.

Our Program Chair, Richie Morris, has planned a speaker for our upcoming September meeting whose presentation is interactive, educational, and simply amazing. Rebecca Carr will show you how having a trained memory can make you more money, reduce stress and save you time. You don't want to miss this meeting.

We will also recognize our Top Ten members, members who have achieved one of the most distinguished positions in ABWA. These members are recognized for their outstanding efforts in their career, community and local group, but also have the opportunity to serve as role models for the entire membership. We are indeed proud of our AAC Top Ten's.

I look forward to seeing you at our September Meeting. Invite a guest with pleasure.

Sincerely,

Janice Truesdale Harris, Chair  
2010 Atlanta Area Council



## ATLANTA AREA COUNCIL

### MEETING MINUTES

SATURDAY, JULY 24, 2010, 11:00 A.M.  
CROWNE PLAZA NW,  
ATLANTA, GA

The meeting was officially called to order at 11:19 a.m.

Chairman Janice Truesdale Harris opened the meeting with a warm welcome to all in attendance. The Invocation was led by 2010 Co-Council Woman of the Year, Terri Hair, followed by a special rendition of The Star Spangled Banner by soloist Shondra Echols. Chair Janice Truesdale Harris then introduced members at the Head Table; the Executive Board and all members sitting at the Head Table.

Vice Chair Judy Williams gave a formal welcome and introduced the National Officers, and the Top Ten AAC/ABWA Business Women; Chairman Harris acknowledged the family and special friend of Anne Pasquini and other special guests. Our 2010 PAACC (Past Atlanta Area Council Chairman) Chairman Gwendolyn West introduced all past PAACC members. A "special shout out" Roll Call of the States was presented by Treasurer Carolyn Parks. Lunch was served. During lunch, Casey Coven challenged all present to join her at the October 2010 National Women's Leadership Conference in Chattanooga, TN. She encouraged all to get the Apex Award which is a new ABWA program this year, established to recognize members for their personal excellence by successfully completing ABWA offered programs. ABWA will be honoring members who achieve their developmental goals in two program areas: Teaming and Personal Marketing.

Corresponding Secretary Elizabeth Echols read the extensive list of Proclamations, Letters and Certificates of Recognition and Appreciation presented to District I VP Anne Pasquini for her dedication of service to ABWA and the AAC from many, many city and county Mayors and Boards of Commissioners. Also presented was a Letter of Greeting from Governor Perdue and a Certificate of Special Recognition from Members of Congress, signed by Congressman John Lewis.

Christine Mann, our 2010 July Luncheon Chair, introduced the speaker of the hour, Anne Pasquini. Anne thanked her mom, dad, brother and dear friend for their undying support from childhood and into adulthood. Anne shared her dreams and encouraged all to "keep attitudes in high gear to help your dreams come true and to be patient and persistent." A Special Selection to Anne was sung by soloist Shondra Echols. Chairman Harris presented Anne Pasquini with a gift from the AAC Board.

Our 2010 Co-Council Woman of the Year, Darlene Andrews acknowledged the candidates who are running for National Office. Candidate for District 1 Vice President, Christine Wright gave her two-minute campaign speech.

*continued on page 4*

## Make Your Council Meeting Reservations

To make meeting reservations, please email Hospitality Chair, Terri Hair at: [hair218@hotmail.com](mailto:hair218@hotmail.com) or call at her at 678-789-3033. Make sure you put in the subject line of your email "AAC meeting reservation" so Terri can quickly identify your email. Reservations are due by the Tuesday before the meeting. And remember, **"A reservation made is a reservation paid"**. If you make a reservation and do not attend, you will be expected to pay the meeting fee.

*"Being in power is like being a lady. If you have to tell people you are, you aren't."*

*~Margaret Thatcher*

## 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.

## CHAPTERS OF THE MONTH

### JANUARY

Airport Charter Chapter  
Atlanta Peach Chapter  
Cherokee Eagles Charter Chapter  
Sphinx II  
Southlake Chapter

### APRIL

Douglas County Charter Chapter  
EBEN  
Pyramid Chapter  
Snapfinger Woods Chapter

### JULY LUNCHEON

All chapters and express networks and PAACC

### SEPTEMBER

ELEN  
Golden Dome Chapter  
Greenbriar Chapter  
Peachtree Spectrum Chapter  
NFEN  
Snapfinger Woods Chapter

### NOVEMBER

Hidden Hills Chapter  
Gwinnett Charter Chapter  
Horizon Chapter  
Lake Lanier Charter Chapter  
New-Roc Charter Chapter  
Crabapple Chapter

Chapter and Express Network Presidents and Delegates please note that door prize gifts should be new, unused gifts with a value of \$10.00 or more and they should be provided gift wrapped or in gift bags. The Council is asking each chapter or express network to bring a minimum of five door prizes to each meeting when your chapter/express network is listed as the "Chapter of the Month".

## ABWA Mission

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.



**2 0 1 0**  
**C a l e n d a r   o f   E v e n t s**

EVENT	DATE	TIME	LOCATION
Jan Luncheon Planning meeting/Woman Of the Year & Scholarship Recipient Recognition	Saturday, Jan. 9, 2010	9:30 am	Piccadilly Cafeteria North Druid Hills Rd.
Council Meeting Woman of the Year and Scholarship Recipient Recognition	Saturday, Jan. 23, 2010	11:00 am	Atlanta Marriott Buckhead Hotel and Conference Center 3405 Lenox Rd. NE Atlanta, GA 30326
Delegate Lunch & Learn	Saturday, Feb 20, 2010	11:00 am	Shula's at Atlanta Marriott Buckhead
Executive Board Meeting	Saturday, Mar 20, 2010	9:30 am	Piccadilly
Council Meeting-Speaker & Recognition of Inner Circle Members	Saturday, Apr 24, 2010	11:00 am	Atlanta Marriott Buckhead Hotel
Education Leadership Workshop Planning Meeting	Saturday, May 15, 2010	9:30 am	Piccadilly
Education Leadership Workshop	Saturday, June 12, 2010	8:30 am-2:30 pm	Hotel Midtown
July Luncheon Planning Meeting	Saturday, June 19, 2010	9:30 am	Piccadilly
July Luncheon Friday Night Reception	Friday, July 23, 2010	6:00 pm	Crowne Plaza Perimeter NW
July Luncheon-Honoring District I VP Anne Pasquini	Saturday, July 24, 2010	Forum: 9:00 am Luncheon - 11:00 am	Crowne Plaza Perimeter NW
Executive Board Meeting	Saturday, Aug 14, 2010	9:30 am	Piccadilly
Council Meeting – ABW Day & Top Ten Recognition	Saturday, Sept. 25, 2010	11:00 am	Atlanta Marriott Buckhead Hotel
Executive Board Meeting	Saturday, Oct. 16, 2010	9:30 am	Piccadilly
Council Meeting – Office Elections	Saturday, Nov. 20, 2010	11:00 am	Atlanta Marriott Buckhead Hotel
Holiday Luncheon	Saturday, Dec. 11, 2010	11:00 am	TBD

minutes continued from page 1

A special recognition was given by Chair Christine Mann to the July Luncheon committee for their dedication in making this luncheon a success. Anne Pasquini, Christine Mann and Tricia Malone Perry (Mother Malone's daughter) gave special recognition to the late Pat "Mother" Malone, as she was inducted into the Georgia Aviation Hall of Fame and also included in the Women of Atlanta Hall of Fame at the Princess Diana Exhibit. Tricia also shared that Delta Airlines announced a scholarship in Memory of Pat "Mother" Malone.

Door prizes were distributed by Janice Collier, Ways and Means Chair along with her committee. She also recognized and thanked the vendors of the day. Roshon Thomas, alternate winner from the AAC Leadership Workshop, was awarded for a paid, half registration to the National Leadership Conference due to budget availability. Benediction was led by Terri Hair.

The meeting adjourned at 2:15 p.m.

Respectfully Submitted by,

Deborah Sturgis Shields, Recording Secretary  
& Elizabeth Echols, Corresponding Secretary



## Apex Award Professional Development Recognition



ABWA's mission is to provide working women with the kind of professional development opportunities that allow them to compete and WIN in their personal and professional lives. One of our goals in supporting ABWA's mission is to continually raise the bar and offer the leading edge in business and market relevant programming. Additionally, we want to provide members with the national recognition they deserve for achieving their personal and professional best.

The APEX Award is designed to recognize members for their personal excellence by successfully completing ABWA programs. For the upcoming 2010-2011 Award Year, those members who achieved their development goals in two program areas will be honored: **Teaming and/or Personal Marketing**. Members may qualify for one or both of these programs. Members who complete these programs on or before October 1, 2010 will be recognized at the upcoming National Women's Leadership Conference in Chattanooga, Tennessee.

For complete details, please review page 28 in the 2010-2011 Executive Board Guide available on WIN

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## Treasurer's Report

The Atlanta Area  
Council Treasurer's  
Report will be  
available at the  
meeting on  
September 25th.



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# *Maggie Anne Mercer, DVM*

## *ABWA 2010 Top Ten*

*November 6, 1966 - August 1, 2010*



Dr. Maggie Mercer was born in Cleveland, OH. She was a veteran of the US Navy and the owner and veterinarian of Douglas County Animal Hospital. She graduated from the University of Georgia College of Veterinary Medicine.

Married to Steve Magsig, she balanced a career, marriage and ABWA. Maggie was 2010 ABWA Top Ten and an active member of Douglas County Charter Chapter. She also has mentored teens at a local high school.

The environment was always been important to Dr. Maggie. In 2002, she purchased a piece of land and a veterinary practice which needed a make over. She created a 4000 sq. ft. facility which is 80% maintenance free, thereby reducing the carbon foot-print. The land is managed organically and features native and water appropriate plants.

Maggie was funny, smart and vivacious, and we are terribly saddened and mourn the loss of our friend.



Maggie Anne Mercer, DVM



## Dr. Maggie Mercer Scholarship Fund

The 2010 Top Ten Business Women have set up a scholarship account in memory of Maggie. We are going to need \$3,000 to be able to award this SBMEF scholarship. It will be a national scholarship for a graduate student studying veterinary or animal science. Chapters and Express Networks should realize that donations made to the special scholarship fund do not count toward any benefits to your chapter. That means if you donate \$1,000 to this special scholarship, there are no funds available for tuition skills reimbursement or the outright grant.

All donations need to be marked "Dr. Mercer Scholarship". Forms for SBMEF donations are available on WIN and all donations are tax deductible.

Please help us spread the word with your chapters and council. All the Top Tens are thinking about you and your members who knew Maggie. This is a difficult thing to go through. It is so sad for all of us, but there will be better days ahead. We want to focus on the positive and are glad we were a part of her life that hopefully brought joy to her.

*Christine Boring*  
*2010 ABWA Top Ten Business Woman*



Dr. Maggie Mercer was a very special lady. Maggie overcame a lot of obstacles early in life and became an outstanding veterinarian. She cared deeply for her patients. I was honored to have her take care of my "children".

Maggie had a wonderful sense of humor and made everyone feel comfortable around her. She had a big, beautiful smile which would light up a room and put you at ease immediately. She made a difference in ABWA and in her community. I was never more proud than when Maggie was selected as a 2010 Top Ten. It was awesome seeing her on stage in Kansas City. She felt like the belle of the ball.

*Continued*

I consider myself blessed and lucky to have known Maggie for the last three years and to count her as my friend. I will miss her immensely and always wish I could have done more for her. No one will know the pain Maggie carried inside her and I find comfort in knowing Maggie is at peace now.

In an effort to help Maggie's husband, Steve, and to donate to the ABWA National scholarship set up in her memory, I am selling silicon bracelets. For a donation of \$5 or more, you will receive a pink (Maggie's favorite color) bracelet which reads "Maggie Mercer, DVM, 2010 Top Ten". It is my goal to raise \$1500. I will have the bracelets with me when I attend ABWA meetings and National Conference. I want to remember Maggie in her happier days and the bracelet is my daily reminder of her.

*Danielle Balint*  
*Douglas County Charter Chapter*



## From Douglas County Chapter

Dearest ABWA Sisters,

Thank you for all your support at Maggie's passing. We're proud to say that we knew and loved Dr. Maggie Mercer. She was fierce and funny, bright and dedicated and we miss her dearly.

Thank you for all you did to make Maggie's Celebration of Life Ceremony all that it was. You went above and beyond and it really showed what being involved with ABWA is all about: supporting one another. We heard back from Maggie's family, members of the community, our ABWA Sisters and Top Tens on what a fabulous job we all did.

We thank you all from the bottom of our hearts.

*Your Douglas County Chapter Sisters*



# Maggie Anne Mercer, DVM

## Cherished Moments with Dr. Maggie

*By Richie Morris, 2008 Top Ten*

I am very grateful for this venue to share my thoughts about Dr. Maggie Mercer, 2010 Top Ten Business Woman of the American Business Women's Association, who passed August 1, 2010.

Several years ago I was honored to accept an invitation from 2008 Top Ten Marcita Scharnhorst to speak at the ABWA Douglas County Charter Chapter General Meeting. Upon arriving at the meeting I noticed a young lady presiding in scrubs. It was my pleasure to meet Dr. Maggie, a veterinarian and the first female in the area to own her own animal hospital. Although Maggie was juggling a large practice and numerous ABWA duties, she was willing to assist me with Constant Contact, a program that ADEN (Atlanta Downtown Express Network) could possibly use to publish newsletters inexpensively. Shortly afterwards I was very happy to learn that Maggie was selected as a Top Ten.

As we celebrated her award during the National Conference she told us about her funny shopping spree which contributed to Maggie's stunning appearances. After it was announced that Doris Brown was the 2010 ABWA Woman of the Year, I was congratulated by Maggie's husband, Steve who mistook me for Doris. I have to admit that my response was pretty funny and he and I still joke about what happened. We also listened to Past National President Vicki Marlett hilariously describe how difficult it was getting past Maggie's staffer to give her the exciting news. We shared a lot of laughs and we were so happy and extremely proud of Maggie's accomplishments. Her husband and staff made it very clear how much they wanted her to be the ABWA Woman of the Year.

I cherish those moments with Maggie as well as the moments that I spent in her massive, beautiful, spotless animal hospital witnessing her passion and compassion as she lived her dream. I am also truly grateful for the tremendous sacrifice that Maggie made when she complied with my request to be a Forum Participant. It was not easy for Dr. Maggie to leave her hospital on a very demanding Saturday Morning. Fortunately for everyone present, Maggie poured her heart out; imparting invaluable information and life changing insight. Amazingly similar to our time with our dear Pat Malone at her final AAC July Luncheon; we **CHERISH THE MOMENTS!**

## My Friend

*By Anne Pasquini, 2009-2010 District 1 VP*

Dr. Maggie was one of a kind, who left her special mark where ever she went and with everyone she met. Maggie's spirit was infectious and so was her smile. For me, when I am challenged and unable to focus, I sit back and think "What would Maggie do?" My friend, Dr. Maggie Mercer, will be with me always!



# Glorious July Luncheon 2010



# July Luncheon 2010 Photos

continued



# Learn How to Create a Surplus of Volunteers At The Chapter Leaders Playground

<http://www.chapterleadersplayground.org>



## Are you tired of...

- ◆ People promising to do work—and then nothing?
- ◆ Feeling like you are doing it all?

## Do you wish you had...

- ◆ More volunteers?
- ◆ Could get more work done with less effort?

**It can happen. You can learn how.**

## At the Chapter Leaders Playground

- ◆ The Chapter Leaders Playground is an online community for chapter leaders from across organizations.
- ◆ Founded by Cynthia D'Amour, MBA, author of **The Lazy Leader's Guide to Outrageous Results**.
- ◆ Membership is free and includes 30+ webinars/year created to specifically help volunteer leaders achieve outrageous results.
- ◆ Programs are archived for 45 days - giving you 24/7 access.
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- ◆ Join today at <http://www.ChapterLeadersPlayground.org>

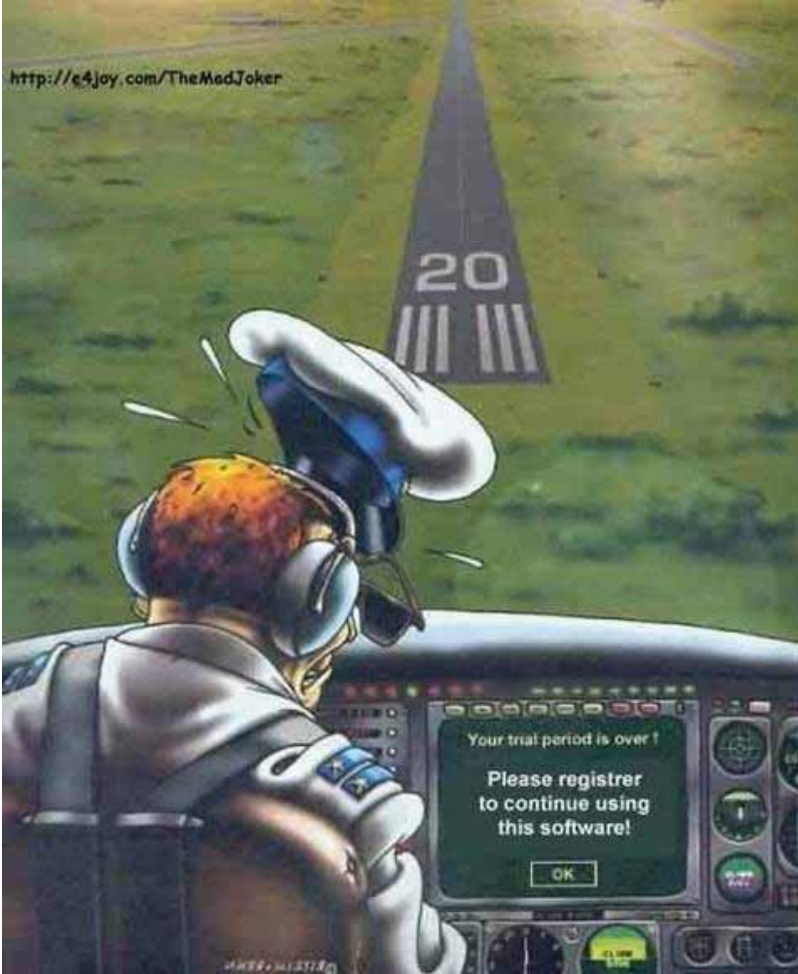


## Fall 2010 Webinars at the Playground include:

(All programs run live 1:00—1:30 PM ET)

- ◆ 9/9: Turn Your Chapter into a Recruiting Machine
- ◆ 9/15: Increase Your Chapter's Outreach with Social Media with Delcor's KiKi L'Italien
- ◆ 9/27: Get Members Excited About Your Chapter
- ◆ 10/7: Create Meetings that WOW! with Midcourse Correction's Blogger Jeff Hurt
- ◆ 10/13: Attract Future Leaders by Setting Them Up for Success
- ◆ 10/26: Accelerate Your Chapter's Growth with 10% Volunteers
- ◆ 11/3: Pack Your Chapter Meetings with Power Promotions
- ◆ 11/9: Boost Your Leadership Confidence: Shining When the Spotlight's on You!
- ◆ 11/17: Overcome the Retention Challenge – Keep Your Members Year After Year
- ◆ 12/1: Straight Talk: What Younger Members Want from Your Chapter
- ◆ 12/14: Just Ask Cynthia

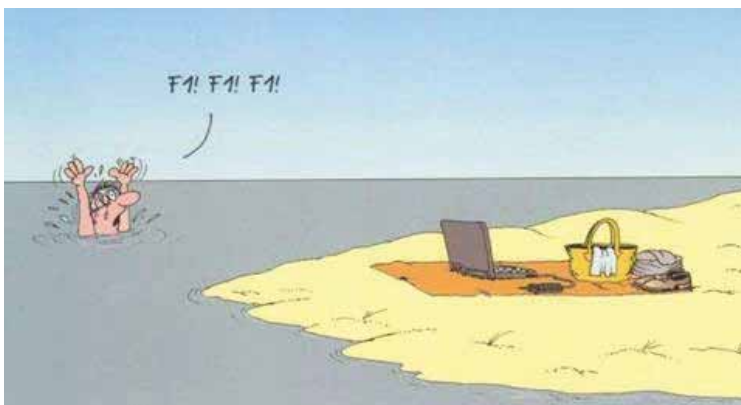
# Funnies In The Digital Age



"Nurse, get on the internet, go to SURGERY.COM, scroll down and click on the 'Are you totally lost?' icon."



"Okay your father managed to get a mouse. Now how do we use it?"



"You should check your e-mails more often. I fired you over three weeks ago."

## HOW TO BALANCE A FAMILY, YOUR JOB, AND YOUR STRESSES

*By Stanley Popovich*

It can be difficult for adults to have to take care of their families and manage their careers. This can cause a lot of stress and anxiety. As a result, here are a few steps in how to do take care of your family and your career without getting stressed.

Try to set goals for yourself when you manage your family or career. When you go to work each day, try to set some goals for you to accomplish. For instance, let's say your goal for today is to finish the report that your boss wants. At the end of the day, you will feel better about yourself knowing that you were able to finish that report. When you accomplish these smaller goals, you will feel happier, more confident, and less stressed.

Delegate part of your responsibilities. When taking care of the family, get your spouse to help out. If your kids are older, get them to assist you. If you are at work, only take on what you can handle. Don't try to do everything all at once. Learn to delegate and work with other people.

If you try to do everything, you will get stressed and anxious. A person can only do so much in a given day. Do not be a hero. Learn to manage your responsibilities. If you feel like your doing too much, then take a break and evaluate your situation.

Try to do things in terms of their importance. Let's say that you have to clean the living room, go to the supermarket, and wash the dishes. Go to the supermarket since this is the most important thing that needs done. Do the other two tasks later on. Determine what needs done right now and do those particular tasks in order of importance.

Managing your family and career does not have to very stressful. Learn to budget your time and manage your tasks. Eventually, you will be able to balance your career and family. If you still have trouble, then talk to a professional who can give you additional advice.

### BIOGRAPHY:

Stan Popovich is the author of "A Layman's Guide to Managing Fear Using Psychology, Christianity and Non Resistant Methods" - an easy to read book that presents a general overview of techniques that are effective in managing persistent fears and anxieties. For additional information go to: <http://www.managingfear.com/>



## ATLANTA AREA COUNCIL EVENTS FOR 2010

AT A GLANCE

Jan 9, 2010	Planning meeting for Jan. Luncheon
Jan 23, 2010	Council Meeting
Feb 20, 2010	Delegate Luncheon
Mar 20, 2010	Executive Board Meeting
Apr 24, 2010	Council Meeting
May 15, 2010	Leadership Training Planning
June 12, 2010	Education Leadership Workshop
June 19, 2010	July Luncheon Planning Meeting
July 23, 2010	July Luncheon Friday Night Reception
July 24, 2010	July Luncheon Honoring District I VP
Aug 14, 2010	Executive Board Meeting
Sept 25, 2010	Council Meeting/ABW Day & Top Ten Recognition
Oct. 16, 2010	Executive Board Meeting
Nov. 20, 2010	Council Meeting/Elections
Dec 11, 2010	Holiday Luncheon

\*\*\*\*Executive Board Meetings will continue to be at Piccadilly's on N. Druid Hills Rd at 9:30 am\*\*\*\*



The mission of the Atlanta Area Council is to promote communication between chapters, to disseminate information, to exchange ideas, to participate in workshops, seminars, and other joint activities, and to provide opportunities for members to grow personally and professionally through education, networking support, and community recognition.

Pat Zovicikian, Editor  
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