



**Nokomis Charter Chapter  
#5027 Midland, Michigan**

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

**Volume 46, Issue 5**

**August/September 2009**

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# **The Creek Line**

## **Nokomis News**



### **September Business Meeting - Why ABWA?**

September 9, 2009 at Midland Resort  
(Formerly Holiday Inn Wackerly Road, Midland)

*Why ABWA? Learn about what the organization is about and how you can fully benefit.*

*Present by Diane Nixon, President of EMC*

Located at 6:00 pm Networking, 6:30 pm Dinner, 7:00 Presenting Speaker followed by Business Meeting

Buffet Dinner will be served

Cost \$16 at the door

RSVP: Online at [www.eventbrite.com](http://www.eventbrite.com) (Nokomis Events)

or call Bev Garchow

***NOKOMIS CHARTER CHAPTER IS HOSTING THE EMC***

***MEETING OCTOBER 10TH. WE NEED YOUR ATTENDANCE***

***AT MIDLAND RESORT SATURDAY 10/10 AT 9AM.***

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**Do you have a new address, phone, e-mail or job title? Let us update the chapter roster! Give any new information to Tracy Taylor!**

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### **August Program—Nokomis Goals**

Our first month of the new year with Kim Walden as our President was a great feedback session to hear what members wanted this coming year. We covered everything from this year's upcoming

program topics, operating budget, new membership, fundraising ideas, and more. If you missed the conversation but would like to discuss the future of the chapter, Kim is available.

### **New Member Cindy Adamowski**

August our chapter installed our newest member, Cindy Adamowski. Cindy is part owner is Midland Sabourin's Pharmacy. Welcome Cindy!



### Chapter Calendar

#### September

**Wednesday, 2th** Nokomis Board Meeting 6:00pm FBI Main Street

**Wednesday, 9th** Nokomis Program & Business Meeting 6:00 pm

**Friday, 11th** WakeUp! Midland at Valley Plaza Resort 7:40–9:0 am, \$5

**Wednesday, 16th** Business After Hours at Giesler Enterprises Inc. 5–7 pm

**Thursday, 17th** Nokomis BLING 9–10 am

#### October

**Friday, 2nd** WakeUp! Midland at Valley Plaza Resort 7:40-9:00 am, \$5

**Wednesday, 7th** Nokomis Board Meeting 6:00pm FBI Main Street

**Saturday, 10th** EMC Meeting 9:00 am

**Wednesday, 14th** Nokomis Program & Business Meeting 6:00 pm

**Thursday, 15th** Nokomis BLING 9-10 am

**Wednesday, 21st** Business After Hours at Holiday Inn 5-7 pm

#### November

**Wednesday, 4th** Nokomis Board Meeting 6:00 pm FBI Main Street

**Friday, 6th** WakeUp! Midland at Valley Plaza Resort 7:40-9:00 am, \$5

**Wednesday, 11th** Nokomis Business Meeting 6:00 pm

**Thursday, 19th** Nokomis BLING 9-10 am

### September Birthdays & Anniversaries

#### **BIRTHDAYS!**

20th Kim Walden

26th Nancy Townsend

#### **ANNIVERSARIES!**

2008 Stephanie Hauman

2008 Julie Shangle

### Member News from Tracy Taylor

Tracy L. Taylor CPS received written notification from the International Association of Administrative Professionals® (IAAP®) certification department congratulating her on passing all parts of the CPS Examination and on attaining the Certified Professional Secretary® (CPS®) rating. This certification is a prestigious professional rating and a mark of excellence that she can carry with her everywhere her career might take her. It demonstrates that she is committed as a professional. Tracy will receive a certificate and pin commemorating her achievement in early-August.

Tracy was selected as the first recipient of the Midland Chapter IAAP's CPS/CAP scholarship earlier this year.

Tracy is employed by The Dow Chemical Company where she is the senior administrative specialist supporting the Dow Polyurethanes (PU) global business group global public affairs team.

The CPS Examination is a three-part exam, covering the areas of office technology, office systems and administration, and management. It is administered twice a year and requires recertification every five years.

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**Congratulations Tracy  
on becoming a CPS—  
Certified Professional  
Secretary!**

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[www.abwa.org](http://www.abwa.org)  
for all National Events

[www.abwa-emc.org](http://www.abwa-emc.org)  
for all Eastern Michigan  
Council Events

[www.macc.org](http://www.macc.org)  
for all Midland Area  
Chamber of Commerce  
Events

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**The Eastern Michigan Council**  
American Business Women Association

**Lisa Beedon**  
*Presents*

**State of the Council Address**

*Saturday, October 10th*

*Midland Resort, formerly Midland Holiday Inn*

*1500 W Wackerly Midland, MI*

**Networking: 9:00am**

**Breakfast Buffet: 9:30 @ \$15 pp**

*Hosted by: Nokomis Charter Chapter*

**RSVP By Oct. 1<sup>st</sup> 2009**

Kim Walden

[kwalden@fbinsmi.com](mailto:kwalden@fbinsmi.com) 989-631-5801

## Professional Development

Training and Seminars is dedicated to providing cost-effective training opportunities that meet the needs of our members and enhance their skills, knowledge, and competencies. Training and Seminars has partnered with Lorman Education Services to provide continuing education in a variety of topic areas.

You may register online or call Lorman at 866-352-9539. Please use Priority Code 18041 when registering.

Here is a list of upcoming courses:

### Teleconferences:

[Workers' Compensation Metrics: Assessing and Reporting on the Success of Your Program](#) August 31, 2009

[FASB Codification: Are You Ready?](#) August 31, 2009

[Tax Treatment of Charitable Fundraising](#) September 2, 2009

Please visit <http://www.lorman.com/training/TrainingandSeminars> for a complete listing of courses. Register online or call Lorman at 866-352-9539.

## Chapter Dues are Due Now

Our chapter year started August 1st; our yearly dues are up. These dues go towards the normal operation of our chapter for postal services, website, among others. Our fundraising efforts support the rest of our chapter operations of grant, scholarship, programs, among others.

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## Online Seminars

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## Article: Cut 15 Minutes From Every Meeting

by Mark Murphy, CEO of [Leadership IQ](#)

Imagine that you have a meeting scheduled for 60-minutes, but you only have 45 minutes worth of content. How long does that meeting last? Of course, it lasts the full 60 minutes. What if you only have 35 minutes worth of content? The meeting still lasts 60 minutes. 25 minutes of content? Don't worry, you'll still be there for 60 minutes.

[What if you actually had 60 minutes worth of content? In that case, your meeting would probably take 90 minutes!]

For you scientist types, you learned in Physics class (thanks to Boyle and Bernoulli) that a gas will expand to fill the available space (for example, there's not a little pocket of oxygen in the middle of your office right now; it's expanded to fill your entire office). Well, in more ways than one, meetings are like gas; they will expand to fill whatever space you give them.

Why do most meetings last 60 minutes, regardless of how much content there is? It's because we usually don't have any other way of knowing when the meeting is over. Our schedule said we have a 1 hour meeting, so it'll be done when that hour is expired.

We recently conducted a study (which we'll be releasing to the media in a few weeks) that analyzed

meetings. In one part, we asked people coming out of meetings whether the meeting they just attended had accomplished its original objective. Sadly, the most common response wasn't "yes" and it wasn't "no." The most common response was "I have no idea."

The overwhelming majority of meeting attendees can't tell you the real objective of a particular meeting. Sure, they sit through lots of meetings, some of which even have agendas, but they still can't articulate the actual objective of the meeting.

This causes 2 big problems. First, if you don't know the real objective of the meeting, it's pretty hard to assess whether the meeting was a success or failure. Second, if you can't describe the objective, you don't know when you've achieved that objective. And that means that you don't know when you can tell all the participants "Hey gang, we just accomplished our objective, so let's get the heck out of here."

I've always been amazed that so many meetings take exactly 60 minutes. Regardless of the company, industry, size, geography, type of meeting, etc., they all seem to take 60 minutes. It turns out that every meeting takes 60 minutes because we don't have a way of

## Cut 15 Minutes From Every Meeting Cont.

by Mark Murphy, CEO of [Leadership IQ](#)

measuring when we've accomplished our objective. Instead of clear objectives, all we've got is a calendar entry that says this is a 60-minute meeting.

How do you fix this (and [cut the wasted time out of your meetings](#))? Very simply, you write a Statement of Achievement for every single meeting (including conference calls, etc.). A Statement of Achievement is 1 sentence that says "As a result of this meeting, we will have achieved [insert something here]."

It's not complicated, it's just a statement that tells you what this meeting needs to achieve before we can adjourn and go back to whatever we should be doing. And if you can't identify a hyper-specific achievement that defines the meeting, you should cancel that meeting.

It doesn't matter what your Statement of Achievement says, as long as everyone in the meeting will know exactly when you've achieved it. Time is not a good metric for assessing the success of a meeting. But agreeing on a price for the proposal, picking a color for the new product, settling on a new location, or completing 10 employee reviews, are all viable Statements of Achievement. And they'll tell you exactly when you've achieved success (so you can leave the meeting and go accomplish some other work).

Here's a startling revelation. Every one of our clients that implements this simple technique saves, on average, 15 minutes from every meeting. (How much time could YOU save every single day if you could shorten every 1-hour meeting by 15 minutes?) It turns out that most 60 minute meetings do NOT have 60 minutes worth of content. And even when they do, if you tell people that the meeting ends as soon as they achieve their objective, they cut out all the nonsense and chit-chat and focus like a laser on achieving that objective.

Too many meetings are seen as a waste of time. But if you can eliminate the wasted time from your meetings, using the Statement of Achievement, everyone will be more productive and much happier.

One final note: Next week, I'm conducting a teleconference called "[Cut the Wasted Time Out of Your Day.](#)" I'll be giving you dozens of hyper-practical tricks and tactics for eliminating wasted time and making you more productive (and less stressed). This meeting technique is just one the many cool techniques I'll be covering. There's limited seating, and it's almost full, so you should really register quickly.

## **American Business Women's Association**

Nokomis Charter Chapter #5027  
P O Box 223  
Midland MI 48640

E-mail:  
abwamidlandmi@yahoo.com



### **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.

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## **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, guests, vendors, and sponsors with honesty, respect, fairness, integrity, responsibility, kindness and in good faith.
4. Member will maintain compliance with ABWA's National, Chapter, and Express Network By-laws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellent in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

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## **EMC Presents Monthly Programs**

Kim Walden and Erin Strayer went to the August Eastern Michigan Council meeting. The presentation was finding monthly programs for our chapter. Kim came back with lots of ideas and asked the chapter at our last meeting about our wants in our monthly programs. Both ladies also networked with other chapters and shared the latest fundraising and member-

ship efforts used by chapters across the middle eastern Michigan region. These meeting take place at a hosting chapter location every other month. These occur at 9am with a breakfast buffet. In October Midland Nokomis Chapter will be hosting the EMC meeting.

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**Check us out: [www.abwa-midland-mi.org](http://www.abwa-midland-mi.org)**