

ACHIEVE

A Publication of the American Business Women's Association | Issue 3, 2026



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Give Your Career a Boost with the NU ABWA Scholarship!

- **20% Tuition Reduction for ABWA Members**
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(855) 355-6288**



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Accredited**

* Pre-licensure nursing programs, radiation therapy, and some doctoral programs are not eligible for this program. Other offer restrictions may apply. For questions, please contact National University.

Issue 3, 2026

A publication of the **American Business Women's Association**

4001 W. 114th Street Suite 115
Leawood, Kansas 66211
913.732.5100

The ABWA National Team

Executive Director
Elizabeth Johnson, CAE

Editor/Executive Admin
Lorraine Chavis

**Merchandise/Service
Manager, SBMEF Coordinator**
Jill Miller

**Manager of Member
Services & Support**
Barbara Sloan

**Manager of Professional
Development Programing**
Cheri Devereay

Meeting Planner
Shoshanna Gross

Chapter Development Manager
Karen Stauffer

Sponsorship Sales Manager
Alyssa Carlson

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Hope Sudol
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 ABWA –
National Organization

 American Business
Women's Association

 @americanbusinesswomensassn

www.abwa.org

SCHEDULE AT A GLANCE

10

**NW
2026
LC**



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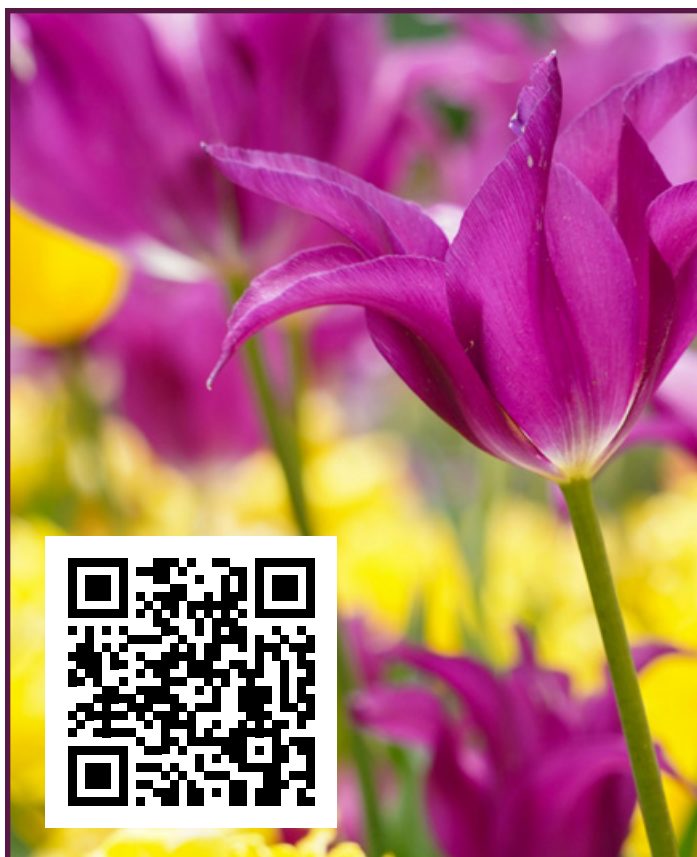
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SHOWCASE YOUR SPRING MEMBERSHIP CAMPAIGN RECRUITMENT EVENT!

Show us how your League brought the Spring Membership Campaign to life! Share your recruitment event highlights, creative ideas, and photos to inspire fellow Leagues and celebrate the impact of growing our ABWA community together.

ABWA welcomes professionals with experience in relevant fields to submit articles for publication in upcoming issues of *Achieve*.

Each issue focuses on a specific theme, and we are seeking thoughtful, well-researched pieces that reflect professional expertise and offer practical guidance for our members. Strong submissions should provide clear insights or actionable ideas that help inform and empower women in business.

One submission will be selected to be featured in each issue of *Achieve*.





ELIZABETH JOHNSON, CAE
Executive Director, ABWA

A MESSAGE *From The*

EXECUTIVE DIRECTOR

Dear Members,

In this issue of *Achieve*, we focus on career growth and financial literacy—two threads that are deeply intertwined in how we measure success.

Sometimes we measure success by the numbers: the money in our accounts, the size of our home, the trips we take. But often, and more meaningfully, we measure it by what we've accomplished, the kind of success that can't always be captured in a spreadsheet.

In the business world, success looks like titles earned and revenue generated. But ABWA represents far more than the business world, even if it's in our name. Our members include, educators, law enforcement officers, healthcare providers, and social workers. The growth achieved in those roles isn't always measurable. It's the student who finds you years later to tell you that you changed their life. It's creating something—music, art, an idea—that moves people you may never meet. It's saving a life.

The importance of ABWA lies beyond individual monetary or career success. As our mission statement reminds us, we are women who want to "help themselves and others grow personally and professionally." We help ourselves. We help each other. And in doing so, we help society. The role of women in the workplace is not just good for business, it is good for our country.

This July, America celebrates its 250th anniversary. When I reflect on the founding of this nation, my mind doesn't stop at Paul Revere or George Washington. I think of the women who were there too, scraping together fabric to clothe soldiers, serving as nurses and spies, standing in the gaps that history books too often skip over. I think of the women who stepped up during World War II, running businesses and communities while the men were away and whose contributions, as many of you know, helped give birth to ABWA itself.

As you celebrate the Fourth of July this year, I hope you'll also pause to honor the role women have played across all 250 of those years. Women who wanted more. Who challenged themselves—not only for their own gain, but for the good of the country they believed in. Consider where America might be today, were it not for women like you.

Here's to 250 more years,

ELIZABETH JOHNSON, CAE
Executive Director, ABWA

2026 UPCOMING EVENTS

American Business Women's Association

15 JUNE	NEW PRESIDENTS' CALL 6:00 PM CST
17 JUNE	COFFEE CONNECTIONS 12:00 PM & 6:00 PM CST Brewing Success and Friendship in ABWA
30 JUNE	ELECTION REPORT DUE TO ABWA NATIONAL
30 JUNE	WEBSITE RENEWAL FORMS AND ADMINISTRATOR FEES ARE DUE
30 JUNE	SPRING CAMPAIGN DEADLINE EXTENDED
23 JULY	JUST IN TIME WEBINAR 6:00 PM–7:15 PM CST



31 JULY	BEST PRACTICES IN LEAGUE MANAGEMENT SUBMISSION DUE DATE
31 JULY	ABWA FISCAL YEAR ENDS
1 AUG	ABWA FISCAL YEAR AND AWARD YEAR BEGINS
15 AUG	REPORTS FOR THE STANDING COMMITTEE CHAIR APPOINTMENTS DUE DATE
31 AUG	EARLY BIRD REGISTRATION ENDS FOR THE NWLC
31 AUG	LAST DAY TO QUALIFY FOR THE ABWA'S APEX AWARD
30-3 SEP-OCT	2026 NATIONAL WOMEN'S LEADERSHIP CONFERENCE IN SUGAR LAND, TX
1-30 SEP-NOV	FALL MEMBERSHIP CAMPAIGN



ACTIVATE HER AMBITION WITH ABWA

2026 ABWA SPRING CAMPAIGN EXTENDED

March 1, 2026–June 30, 2026

You didn't get where you are alone—and neither should she.

At ABWA, we believe ambition grows stronger when it's shared. By referring a new member, you're opening the door for another woman to activate her ambition through education, leadership, and a powerful national network.

As a thank you for helping others, enjoy these gifts the next time you're being active.

YOUR REWARDS

1

REFER ONE NEW MEMBER

Receive an ABWA microfiber yoga mat towel.

2

REFER THREE NEW MEMBERS

Receive an ABWA branded workout jacket.

GRAND PRIZE DRAWING

FOR EVERY MEMBER YOU REFER TO ABWA YOU GET ONE ENTRY INTO THE GRAND PRIZE DRAWING FOR ONE OURA 4 SMART RING.

When submitting a referral form online, your referral contact will be notified by email that you referred her name for membership in the American Business Women's Association. A member of the National Headquarters Team will email your friend or colleague to inform her about membership opportunities available in ABWA. The rest is up to her!



**OURA 4 SMART RING
VALUED AT \$349**



abwa.org/refer-a-friend/



webmail@abwa.org



913.732.5100

LET'S MEET IN *Sugar Land*

VISITSUGARLANDTX.COM



10

HOTELS

1,500

HOTEL ROOMS

42,000 SQ. FT.

OF MEETING SPACE

15,488 SQ. FT.

LARGEST BALLROOM

GEORGE BUSH
INTERCONTINENTAL
IAH - 38 MILES

WILLIAM P. HOBBY
HOU - 29 MILES

APPROX. 22 MILES
FROM DOWNTOWN
HOUSTON

DOWNTOWN
HOUSTON

HOU

SUGAR LAND



EXPERIENCE

SUGAR LAND TOWN SQUARE

The vibrant heart of Sugar Land offering an array of shopping, dining and entertainment.

SMART FINANCIAL CENTRE AT SUGAR LAND

Award winning entertainment venue with world-class performances.

CONSTELLATION FIELD

Home to the Triple-A Champions Sugar Land Space Cowboys.

TALYARD BREWERY

Locally-owned brewery with event space, pickleball courts, and live music.

GO APE

Houston area's longest zipline course, featuring treetop challenges over the Brazos River.



SHOP

FIRST COLONY MALL

150+ stores including Apple, Lush, Dillard's, Sephora, Lululemon, Face Foundrie, and more!

TOWN CENTER

DSW, Nordstrom Rack, Marshall's, J.Crew Factory, and more!



DINE

200+

Bars & Restaurants

LOCAL GEMS

B.B Italia, Little Woodrow's, Japaneiro's, Vino and Vinyl Supperclub, Rang Coffee



AWARDS



Forbes

**RANKS NO. 3 FOR HEALTH,
HOUSING AND ECONOMY
AMONG TOP US CITIES (2025)**

**ONE OF THE SAFEST CITIES
IN THE UNITED STATES (2023)**
(With a population over 100k)



PLAY

15+ MILES

of Mountain Biking Trails

35+ MILES

of Walking Trails

27 PARKS

for Kayaking, Hiking,
Birdwatching & more!



VISIT
Sugar Land
TEXAS



AMERICAN BUSINESS WOMEN'S ASSOCIATION
**2026 NATIONAL WOMEN'S
LEADERSHIP CONFERENCE**
Sugar Land, TX | September 30–October 3, 2026

WEDNESDAY, SEPTEMBER 30, 2026

7:00 AM–9:00 AM	Early Registration <i>(Ambassador Breakfast Attendees)</i>
9:00 AM–12:00 PM	Ambassador Steering Committee Awards Breakfast <i>(By Invitation Only)</i>
11:30 AM–5:00 PM	General Registration
12:30 PM–4:00 PM	Pre-Conference Sessions and Meet-ups
12:30 PM–4:30 PM	Track A Session
1:30 PM–2:30 PM	First Time Attendee Meet-up #1
6:00 PM–8:00 PM	Optional Activity to be announced

THURSDAY, OCTOBER 1, 2026

7:00 AM–8:30 AM	Continental Breakfast
7:00 AM–12:00 PM	General Registration
8:00 AM–8:30 AM	First Time Attendee Meet-up #2
9:00 AM–10:30 AM	Keynote Presentation
10:30 AM–11:00 AM	Break
11:00 AM–12:15 PM	Sessions: Track A&B
12:30 PM–2:30 PM	Top Ten Business Women's Award Luncheon
2:45 PM–4:45 PM	Track A Session
2:45 PM–3:45 PM	Track B Session
4:00 PM–4:45 PM	Track B Session
5:30 PM–7:00 PM	Welcome Reception

FRIDAY, OCTOBER 2, 2026

7:30 AM–8:30 AM	Optional Group Activity To be Announced
7:30 AM–8:30 AM	Continental Breakfast
9:00 AM–10:00 AM	Coffee with the Candidates: Meet the 2026–2027 Candidates for The National Board of Directors
10:15 AM–12:00 PM	Track A Session
10:15 AM–11:00 AM	Track B Session
11:15 AM–12:00 PM	Track B Session
12:00 PM–1:00 PM	Lunch on Own
1:00 PM–1:45 PM	Sessions: Track A&B
2:00 PM–5:00 PM	ABWA Annual Meeting & National Board of Directors Election
5:00 PM–9:00 PM	Optional Activity to be Announced

SATURDAY, OCTOBER 3, 2026

7:30 AM–9:00 AM	Continental Breakfast
9:00 AM–11:20 AM	ABWA Member Recognition Awards Ceremony
11:20 AM	Spring Conference Preview & 2027 Location Reveal
11:30 AM	Conference Concluded

EXHIBIT HALL SCHEDULE

Wednesday, September 30, 2026

9:00 AM–1:00 PM	Vendor Set Up
1:00 PM–7:00 PM	Exhibit Hall Open

Thursday, October 1, 2026

9:00 AM–6:00 PM	Exhibit Hall Open
------------------------	-------------------

Friday, October 2, 2026

9:00 AM–5:00 PM	Exhibit Hall Open
5:00 PM–8:00 PM	Vendor Tear Down

Meet the 2026–2027 CANDIDATES FOR THE NATIONAL BOARD OF DIRECTORS

THE FUTURE OF ABWA LEADERSHIP BEGINS WITH YOU.

During the 2026 National Women's Leadership Conference, members will have the opportunity to meet the candidates and vote for the 2026–2027 National Board of Directors.

Join us on Friday morning at NWLC for Coffee with the Candidates, where you'll have the chance to connect with nominees and learn more about their vision, experience, and commitment to advancing the mission of ABWA. Later that day, members will gather for the ABWA Annual Meeting & National Board of Directors Election, to cast their votes for the next group of leaders shaping the future of our organization.

NATIONAL WOMEN'S LEADERSHIP CONFERENCE RELATED EVENTS



Coffee with the Candidates

Friday, October 2, 2026
9:00 AM–10:00 AM



National Board of Directors Election

Friday, October 2, 2026
2:00 PM–5:00 PM

**YOUR VOICE.
YOUR VOTE.
OUR FUTURE.**

We invite you to get acquainted with this year's candidates and discover the leaders who are ready to serve and guide ABWA into the year ahead.



National President



DIORD DAVIS

Member Since May 2021



TRACEY JACKSON

Member Since Feb 2007

National Vice President



DR. DEBORAH JOHNSON-BLAKE

Member Since Sep 2016

National Secretary Treasurer



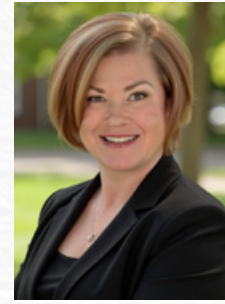
RENEE CLEMENT

Member Since Oct 2018



KRISTENA HACKETT

Member Since Aug 2015



LESLIE MCMILLIN

Member Since Nov 2018

District 1 Vice President



ALEXIA MARTIN
Member Since Apr 2015



RHOYNDA BENDER
Member Since Jun 2017

District 2 Vice President



NICOLE TRAVIS
Member Since May 2011



NATASHA VAUGHN
Member Since Oct 2009

District 3 Vice President



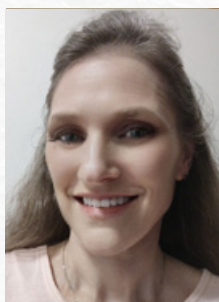
KRINA SNIDER
Member Since May 1991

District 4 Vice President



BECKY WAGNER
Member Since Apr 2001

District 5 Vice President



DR. DAWN KAISER
Member Since Nov 2021

District 6 Vice President



**ADRIENNE
JACKSON WRIGHT**
Member Since Dec 2017

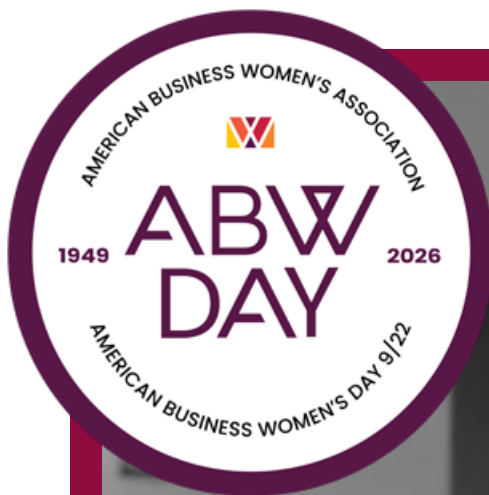
NW
2026
LC



EARLY BIRD PRICE

NOW THROUGH AUGUST 31, 2026!

[CLICK HERE TO REGISTER](#)



Join the Celebration! **ABW Day, September 22, 2026**

On September 22, ABWA members across the country will celebrate American Business Women's Day—a day dedicated to recognizing the achievements, contributions, and lasting impact of women in business. Established through the efforts of ABWA and officially recognized by Congress in 1983, this special day reflects our Association's commitment to empowering women through leadership, education, networking, and support.

How will your League celebrate?

Be sure to capture photos and highlights from your celebration and share them with the Achieve team. We look forward to showcasing the creative and meaningful ways ABWA members across the country honor this special day in an upcoming issue.



Mastering the Marathon

Four Strategies for Managing Long Sales Cycles

BY TROY HARRISON



Have you ever run a marathon? Most people haven't. But many salespeople run them every day—the long sales cycle. Salespeople love the quick win—that satisfying moment when a prospect becomes a customer in a matter of days or weeks. Sometimes, it's even the fabled “one call close.” But what about those industries, or even those times, where the sales cycle stretches into months or even years? How do you keep your sales teams motivated, strategic, on-task, and successful when the finish line seems so far away?

Long sales cycles present unique challenges. They test a salesperson's patience, strategic thinking, and ability to maintain momentum over extended periods. They can also tempt even the most disciplined sales professionals to neglect prospecting, as the gratification of a closed deal feels perpetually out of reach. But here's the truth: mastering the long sales cycle is not just a skill—it's an art form. And like any art, it requires dedication, practice, and a specific set of techniques. Let's explore four key strategies that can help you and your team excel in the marathon of long-cycle sales.

I

Never Stop Prospecting

Imagine you're a farmer (no, not the old, outdated “hunter/farmer” sales term). You know it takes months for your crops to grow, but you also know that if you don't plant seeds regularly, you'll eventually have nothing to harvest. The same principle applies to long-cycle sales.

It's easy to fall into the trap of thinking, “Why start new conversations when I won't close them for years?” But remember this: you can't finish a sale unless you start one. Prospecting is the lifeblood of your sales pipeline, regardless of how long it takes to close a deal. A sales funnel that doesn't consistently fill at the top will run dry at the bottom.

Make prospecting a non-negotiable part of your weekly routine. Set aside dedicated time each day to reach out to new potential clients. Use a mix of cold calls, emails, social media outreach, and networking events to keep your pipeline full. Remember, the seeds you plant today are the deals you'll close tomorrow—or next year. The best prospecting cadence is to open with a phone call (yes, a genuine, pick up the phone, voice-to-voice call), attempt to reach your target. If you don't get an answer (80% to 90% of the time these days), then leave a powerful voicemail message, and switch to LinkedIn connection. Once connected, slow play the connection using engagement techniques, then ask for the appointment 2–3 months after connecting.

2

Think Strategically, Act Consistently

Once you've initiated a conversation with a prospect, it's time to shift into strategic mode. This is where the real art of long-cycle selling comes into play.

Start by estimating a realistic timeline for the deal. Is it six months? A year? Two years? This timeline becomes your roadmap, guiding your interactions and helping you set milestones along the way.

With each contact, your goal should be to move the Buyer's Journey forward, even if it's just by inches. This is particularly crucial when you're up against an incumbent vendor with an existing contract. You're playing the long game, so every interaction should add value and strengthen your position. Basically, you're positioning yourself to be the vendor of choice at contract time. Maybe it's sharing a relevant industry report, offering a fresh perspective on a challenge they're facing, or simply checking in to maintain the relationship—but offering some new piece of knowledge or expertise every time. The key is consistency. Regular, value-added touchpoints keep you top of mind and position you as a trusted advisor, not just another vendor.





3

Keep Your Contacts Current

In the span of a long sales cycle, a lot can change. Decision-makers move on, new stakeholders emerge, and organizational priorities shift. Your job is to stay on top of these changes and adapt your strategy accordingly.

Make it a habit to regularly verify and update your contact information. But don't stop there—strive to expand your network within the organization. The more contacts you have, the more resilient your opportunity becomes to personnel changes. “High, wide, and deep” should be your watchword. Get as high on the corporate food chain as you can. Get as many contacts (a wide base of influence) in the target company as you can. And make sure that they genuinely know you and the value you bring. This approach not only provides you with a more comprehensive understanding of the organization but also helps safeguard your opportunity if your main contact leaves.

4

Be Ready When the Stars Align

Here's a fundamental truth about sales: a deal happens when need, solution, and timing intersect, and the Buyer's Journey completes. In a long sales cycle, your job is to be ready when that moment arrives.

Maybe the incumbent vendor slips up, budget suddenly becomes available, or a new initiative aligns perfectly with your offering. Your consistent presence and value-added interactions have positioned you to capitalize on these moments.

Stay alert to industry trends, organizational changes, and any shifts in your prospect's business that might create an opening. When that window of opportunity opens, be ready to act swiftly and decisively.

Managing long sales cycles is not about passive waiting—it's about active preparation. It's about building relationships, demonstrating value, and positioning yourself as the obvious choice when the time is right. There are no shortcuts to any place worth going.

Winning in long-cycle sales requires a unique blend of patience, persistence, and strategic thinking. It demands that we resist getting demoralized due to the lack of quick wins and instead focus on building lasting relationships and delivering consistent value. By maintaining a steady prospecting rhythm, thinking strategically, keeping our contacts current, and staying ready for opportunity, we can master the marathon of long sales cycles. 🏆

About the Author

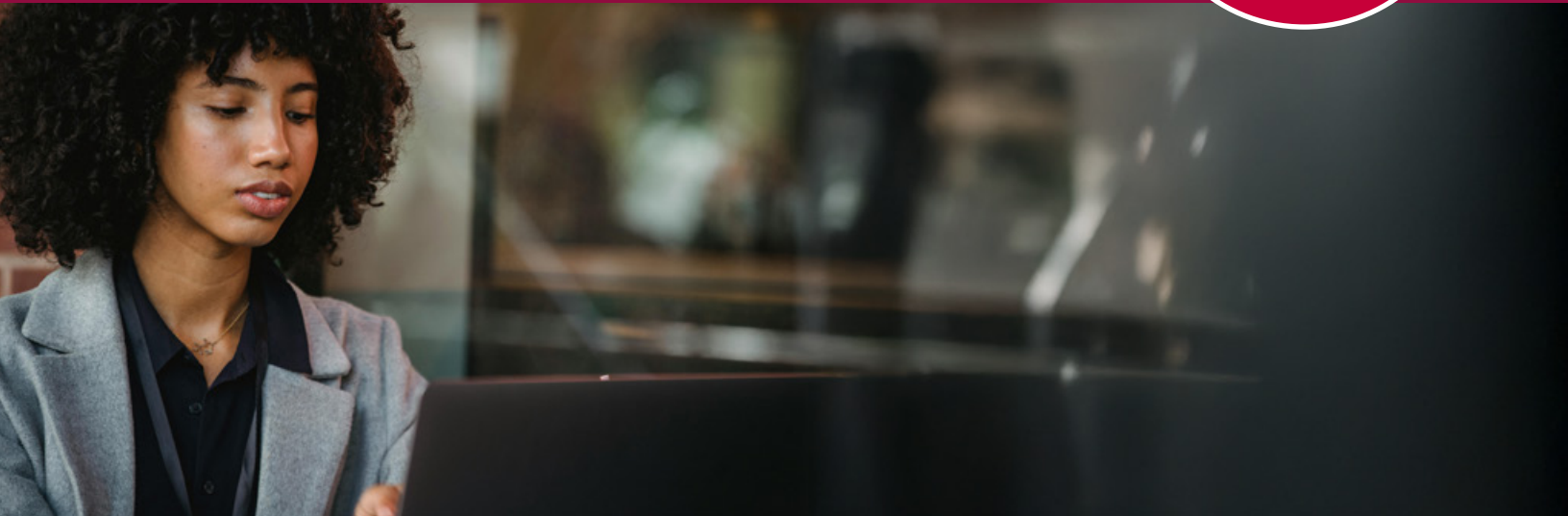
Troy Harrison is the Sales Navigator, a speaker, and the author of “Sell Like You Mean It” and “The Pocket Sales Manager.” He has trained salespeople from 23 different countries who live on three continents and has spoken all over North America and Europe. He helps companies navigate the Elements of Sales on their journey to success. He offers a free 45-minute Sales Strategy Review. To schedule, please visit www.TroyHarrison.com/ssr.



ABWA'S NEWEST PROFESSIONAL DEVELOPMENT RESOURCES

*Download
the Listing of
Courses from
the National
Resources*

***Sign up now for our June and July complimentary
courses from our Apex Campus!***



ADAPTIVE LEADERSHIP JUNE 1-30, 2026

(SCHOOL OF LEADERSHIP)

Learn how adaptive leadership provides leaders the tools and skills they need to lead in a variety of situations and rapidly changing environments. This course focuses on the four foundational leadership styles and learners will also see the importance of self-awareness and reflection identifying their preferred leadership style, as well as how to give instructions and delegate tasks. This course concludes with the best practices for using adaptive leadership, including how to avoid common pitfalls and keep a clear purpose in mind.

SELF-AWARENESS JULY 1-31, 2026

(SCHOOL OF LEADERSHIP)

Studies show that individuals who are self-aware are more fulfilled and more effective in their personal and professional lives. Self-awareness is the conscious knowledge of 10 aspects of ourselves, including our thoughts, feelings and emotions, motives, and behaviors. Developing self-awareness requires reflection, observation, and listening to feedback. There are many simple techniques we can start using to develop our self-awareness and improve our relationships, communicate clearly, make better decisions, and reduce stress.



Sign Up Today!
www.myapexcampus.org



MEET THE MEMBERS WHO RECENTLY LEVELED UP



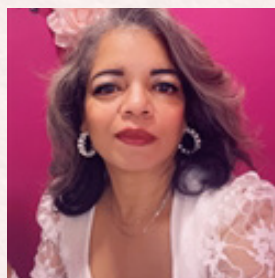
ALEXIA MARTIN
Punta Gorda
Charter Chapter
*joined the
Emerald Star level
by sponsoring 22
new members.*



INGRID CENTURION
Powerful Women in
Business Chapter
*joined the
Inner Circle by
sponsoring 11 new
members.*



TERRI WELCH
New River Valley
Express Network
*joined the
Emerald Star level
by sponsoring 22
new members.*



TALITHA CHESTNUT
Orange Park
Charter Chapter
*joined the
Inner Circle by
sponsoring 11 new
members.*

CELEBRATING LEAGUE ANNIVERSARIES

CELEBRATING 70 YEARS

Charlotte Charter Chapter
Charlotte, NC

CELEBRATING 60 YEARS

Raintree Chapter
New Castle, IN

CELEBRATING 50 YEARS

Orange Park Charter Chapter
Orange Park, FL

CELEBRATING 40 YEARS

Coral Springs Charter Chapter
Coral Springs, FL

CELEBRATING 25 YEARS

Kansas Executive Express Network
Topeka, KS

CELEBRATING 20 YEARS

Lancaster Area Express Network
Lancaster, PA

CELEBRATING 1 YEAR

Women Who Lead Chapter
Trinity, FL

congratulations! ★

CELEBRATING ABWA MEMBER ANNIVERSARIES

25 years

DEBORAH DERHAM

Pathfinder Chapter
Mariposa, CA

MARILYN HOUSER

Fort Bend
County Chapter
Sugar Land, TX

KELLA PRICE

Charisma
Charter Chapter
Springtown, TX

30 years

MICHELLE CRONE

Women of Magnitude
Express Network
Huntington, IN

PATRICIA MILLER

Homestead
Charter Chapter
Homestead, FL

LISA WORLEY

Sunset Chapter
Republic, MO

35 years

GWEN BELL

National Member
Gainesville, GA

SUSAN LANDIS

Penn Square
Chapter
Lancaster, PA

MILLCENT

SMITH
National Member
Upper Marlboro, MD

KRINA SNIDER

Mo-Kan Chapter
Kansas City, MO

MARY VOYLES

Jax River
City Chapter
Jacksonville, FL

40 years

LESLIE WALKER

National Member
Marietta, Ok

55 years

SHARON BUD

National Member
Loysville, PA

60 years

PEGGY SIVERS

National Member
Willis, TX



ABWA'S INNER CIRCLE RECOGNITION PROGRAM

Inviting and then recruiting new members has always been an important aspect of maintaining the growth and vitality of the American Business Women's Association (ABWA).

Introduced in the early 50s, ABWA's Inner Circle Recognition program spotlights members who are committed to sponsoring new members into ABWA.

There are nine levels of the Inner Circle Recognition program. Each level represents a higher number of sponsored new members.

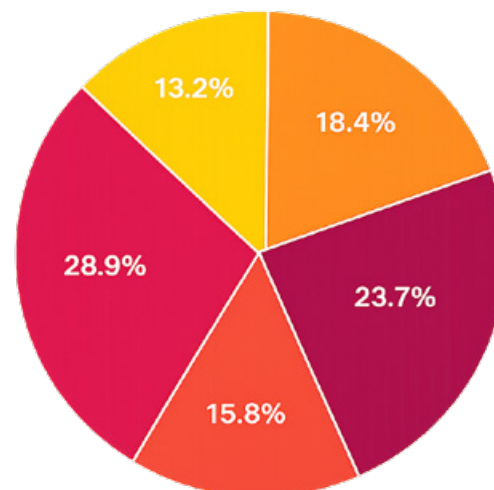


What Skill, Certification, or Experience Has Delivered The Biggest Return on Your Career Investment So Far?

We asked—and you answered.

Career growth comes from many places—education, certifications, mentorship, and hands-on experience. We asked ABWA members which investment has paid off the most, and their responses reveal a common theme.

-  On-the-job experience
-  Formal education (degree or continuing education)
-  A professional certification or credential
-  A specific skill (technical, leadership, or communication)
-  Mentorship, coaching, or professional networking



“ It’s helpful to learn tips or techniques I can put to use right away, and then practice new skills; like public speaking, how to use Notion, or how to run a successful virtual meeting.

TRINA KINGERY, LAKELAND DOWNTOWN CHAPTER, LAKELAND, FL



ABWA is a fabulous place to learn mentoring and professional networking ... it’s not a book learning thing!

ROBIN NECCI,
HEART OF THE
PIEDMONT CHAPTER,
GREENSBORO, NC



Continuing education is important. That is the best way to stay current and have a leg up on your contemporaries.

ANASTASIA TURNER,
SUCCESSFUL WOMEN
IN HANCOCK
COUNTY CHAPTER,
GREENFIELD, IN



Nothing sharpens my saw like “Just Do It!” I find that hands-on is what gives me the skills that last.

VICKI MARLETT,
CHARISMA CHARTER
CHAPTER,
CARROLLTON, TX



A skill-set is reliable but a certification in reference to this skill is actually a plus to an employer. Your knowledge and your education is not to be taken for granted. It is a welcomed relief to becoming an asset to these businesses that would need your services.

LAVONIA WILKINS VASSER, ABWA NATIONAL MEMBER



Missed this survey and want to participate in the next one? See **page 4** to participate in the next Achieve survey!

**SHOWCASE YOUR SPRING MEMBERSHIP
CAMPAIGN RECRUITMENT EVENT!**





League Spotlight

Raintree Chapter's 60th Anniversary

On May 16, 2026, Raintree Chapter celebrated an incredible milestone—60 years of ABWA sisterhood, leadership, and service since its charter on May 5, 1966.

Held in New Castle, Indiana, the celebration featured reflections on Raintree's rich history, special member recognitions, and heartfelt remarks from ABWA leaders including District V Vice President Renee Clement and Past National President Anne O'Neill. A standout tribute of the evening was a custom commemorative quilt, inspired by President Cheryl Blair, honoring members through names, stories, and photographs woven into Raintree's legacy. Members, former members, and ABWA friends gathered together to celebrate six decades of connection and achievement. 🏡





League Spotlight

Fort Bend County Chapter, Stafford, TX

Fort Bend County Chapter recently hosted its 2nd Annual Bloom & Brew Tea, welcoming women leaders, business owners, professionals, mentors, and community members for an afternoon focused on connection, encouragement, and leadership. The event celebrated the League's 45 years of service to the community and created a meaningful space for women to come together in support of one another.

Special guests included Sugar Land's first female mayor, Carol McCutcheon, who presented a proclamation recognizing the League's impact and years of service. Attendees also heard from ABWA Executive Director Elizabeth Johnson and ABWA National President Barbara Pedersen, along with former National Presidents Vicki Proctor Marlett and Vanessa Willis, who shared insights on leadership, service, and the importance of women uplifting women.

Guests also enjoyed an inspiring keynote from LaSandra Collins, whose message encouraged attendees to lead with purpose and embrace the impact they can make within their communities. Bloom & Brew served as a powerful reminder of the strength, unity, and inspiration created when women come together to support one another. 





IS YOUR CHAPTER CELEBRATING A MILESTONE?

*We'd love to feature
your story in a future
issue of Achieve!*

If your Chapter is celebrating
a milestone or event that you
would like featured in a future
issue, please contact:

Lorraine Chavis
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