



BELIEVE. BELONG. BECOME.

American Business Women's Association



The Heartbeat

American Business
Women's Association

March 2025

Heart of Birmingham
Chapter

Letter From the Editor

Dear ABWA Members,

Welcome to the March edition of ABWA's Heart of Birmingham Chapter newsletter! In this issue, we will introduce you to our board, share news about the Spring Conference, and we've included an Apex course listing.

ABWA is an organization focused on helping women to grow personally and professionally. Now, more than ever, this is a place for women to gather, share, and grow.

Please note that we meet virtually via Zoom for your convenience.

Believe, Belong, Become...

Susan Crowther, Newsletter Chair and Editor



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Heart of Birmingham Chapter Officers:

Carol Skelton, President
Susan Crowther, Vice President
Sharonda L. Bonner, Secretary
Rolessa L. Chapman, Treasurer



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 By-laws.
5. Members will not use their personal power to advance their personal interests. 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.



March speaker: Ericka Giuggio

Please join us in March for our chapter meeting where we will be hearing from Canada-based Business and Marketing Strategist, Ericka Giuggio. Note that our meetings are virtual via Zoom.

Future speakers:

Upcoming Speakers

2025

April 15- Andrea Waters

*Alabama Based - Blogger with bylines in multiple publications
i.e. Chicken Soup Soul + More. Inspiring women to prioritize
self-care and travel.*

May 20- Tara Ondusky

Michigan Based - Executive Coach

June 17- Jennifer Stevenson

North Carolina Based - Mindfulness Medication Practitioner

July 15- Dr. Kristy Taylor

DC Based - Career and Executive Coach

August 19 - TBA

USA Based - Title





AMERICAN BUSINESS WOMEN'S ASSOCIATION

ABWA's Spring Virtual Conference MARCH 21-22, 2025 - FOR ALL DISTRICTS!



Learn great tips and strategies to help you
become the leader you've always aspired to be.
Join us for ABWA's Spring Conference
and connect, learn and grow!





4 pieces of career advice no one will give you

by [Kate Lopaze](#)

You've heard all the classics before (including from us!): never stop revamping your resume. Practice your body language. Keep your network evergreen, because you never know when you'll need it. These are all important and useful tips for anyone's career, no matter what the industry. But if you're just starting out, there are some more...off-the-record things that everyone learns the hard way, but people don't really talk about. Let's look at some of the things that happen to most of us, but aren't necessarily in the career guides.

1. You're going to fail (sometimes)

That sounds super harsh and pessimistic, right? But it's also true. You're not gonna fail all the time, or most of the time—don't worry. But sometimes, things will go badly, and you will run into the big "F." It happens to all of us—the straight-A overachievers, the guy who doesn't care, the seasoned professional. Sometimes things just aren't going to go well. And while it can be upsetting, especially if it leads to negative feedback or professional consequences, you have to be able to absorb it, take what lessons you can, and move on. And when it happens, remember that you're not alone, and that some of the most important lessons come from falling on your face once in a while.

2. Set work-life boundaries early

At the start of any new job or career path, you want to set a great first impression. The one who starts early (or is impeccably on time every day), stays late, deftly responds to an after-hours email. Here's the problem with that approach: it can turn into the status quo very quickly, as people start to expect that your hard-charging ways are just the way you operate and what they can expect from you. This is not to say you should slack off, or try to set expectations low. Rather, make sure you're staking out personal boundaries and that you have personal outlets that balance out the job. If you don't have a workout routine, or de-stressing activity, or something that keeps you happy and fulfilled outside of work, that's a fast-track to burnout.

3. Don't take everything so seriously

Yes, your career is important. Yes, you should be a strong advocate for yourself and not take crap from anyone. But if you've got your Game Face on all the time at work, you run the risk of alienating coworkers, bosses, anyone on the receiving end of your "don't mess with me" vibe. Being flexible (and willing to take a step back and chill out) when necessary will help you keep a kind of equilibrium at work.

4. It's okay to have imposter syndrome

You've probably heard about "imposter syndrome," where people feel like they're inadequate at their jobs and that everyone else is on the cusp of figuring out that they don't belong there. Turns out, a little insecurity can go a long way toward helping your career. If you feel an overwhelming sense of inferiority, that could mean that you need more training or guidance. But if you feel more like you could take that feeling and direct it into professional development, or working more efficiently, then it can be a boon to your career.

No matter who you are, no matter what job you do, the most important career advice of all is "don't worry." As long as you're working hard to improve yourself at every step of your career, you don't always have to worry about whether you're following the proper advice—it just has to be proper for you and your goals.

"If you don't like the road you're walking, start paving another one." Dolly Parton





PROFESSIONAL DEVELOPMENT THROUGH ONLINE TRAINING

APEX CAMPUS CURRICULUM OVERVIEW

The Apex Campus includes professional development courses, tools and resources to support you in achieving your personal and professional best. In ABWA's Apex Campus, you can take courses on your own time and at your own pace. Each course is activated for 50-days. Courses not completed during this period, must be repurchased.

Login today at www.myapexcampus.org. For questions, contact the national office at 913-732-5100 or webmail@abwa.org.

MARKETING TOOLS FOR YOUR BUSINESS

CREATE AND LAUNCH A WEBSITE IN CANVA FOR FREE - NO CODE NEEDED

Duration: 2 hr 20 min

Developed by Elizabeth Hambleton, learn how to design a one-page website that looks amazing and is a breeze to build. Identify key elements you need, the tips and tricks for making the design process quick and easy, and how to add extra functionality by connecting other platforms to Canva.

PROMPT ENGINEERING MASTERCLASS FOR MARKETERS AND CONTENT CREATORS - LEVERAGE AI TO CREATE QUALITY CONTENT

Duration: 1 hr 22 min

Developed by Elizabeth Hambleton, learn about the concept of prompt engineering and how to harness AI for content creation, elevate brand messaging and the Best Practices for refining and iterating prompt engineering strategies to achieve desired outcomes.

STANDOUT SOCIAL MEDIA GRAPHICS IN CANVA

Duration: 3 hr

Developed by Elizabeth Hambleton, this course is a perfect accompaniment for any small business owner. This 3-hour course provides you with useful tips and templates in Canva.



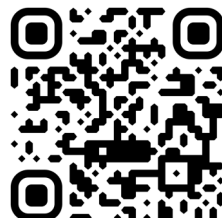
For more information, check us out
on Facebook:

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