

Achieve

3RD
ISSUE

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ABWA PERSPECTIVES

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HOW TO SUSTAIN FLEXIBLE THINKING and NIMBLE ACTION

To survive the pandemic, companies were forced to adapt very quickly to radically new circumstances. Even large organizations - where it's typically difficult to shift directions quickly - managed to accomplish it. Leaders discovered that, when required, their organization could act much more quickly and nimbly than they normally do.

So, the obvious questions are 1) What was different? And 2) How can you "hardwire" this flexibility into your organization so it continues to be stronger in the future?

WHAT WAS DIFFERENT?

All humans have a set of cognitive biases, which are mental shortcuts that are used for problem solving and decision making.

To be clear, cognitive biases are NOT individual or personal biases. They are a neuroscience phenomenon that all humans share. It's also important to understand that they operate subconsciously; They affect your thinking in ways that you don't realize.

continued on page 3



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.



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- **District Facebook pages**

Important deadlines and events
your league won't want to miss!

save the date

June 15

- Top Ten applications due

June 16

- 1st payment of 2021 NWLC payment plan

June 24

- Just in Time webinar

June 29

- 1st event in the Summer Solstice Series

June 30

- Officer election reports, website listing or website hosting renewal form due and liability payment due.

July 6

- 2nd event in the Summer Solstice Series

July 13

- 3rd event in the Summer Solstice Series

July 14

- 2nd payment of 2021 NWLC payment plan

July 20

- 4th event in the Summer Solstice Series

July 27

- 5th event in the Summer Solstice Series

August 3

- Final event of the Summer Solstice Series

SUSTAIN FLEXIBLE THINKING *continued from page 1*

You have two different thinking systems, commonly known as System 1 and System 2, sometimes referred to as thinking fast (1) and thinking slow (2).



System 1 is the “intuitive”, quick, and easy thinking that we do most of the time. In fact, it accounts for about 98% of our thinking. It doesn’t require a lot of mental effort; we do it easily, quickly, and without having to think about the fact that we’re thinking.

System 2 thinking is deeper thinking; the kind that’s required for complex problem solving and decision making. This deeper thinking requires more effort and energy; it literally uses more calories. Since it’s less energy efficient, our brain automatically and subconsciously defaults to the easier System 1 thinking whenever it can, to save effort.

Cognitive biases result when our brain tries to stay in System 1 thinking, when perhaps it should be in System 2. The outcome is often sub-optimal solutions and/or poor decision making. But we don’t realize that we have sub-optimized because all of this has happened subconsciously.

In typical circumstances, several of these cognitive biases conspire to make us perceive that continuing as we are – with only slower, incremental changes – seems like the best decision. It feels familiar, it feels lower risk, in sum – it feels smarter. Choosing to do nothing different is – very often – simply the default. It frequently doesn’t even feel like we made a decision; instead it feels like we were really smart for NOT making a potentially risky decision.

But during the pandemic, changing nothing, or changing very slowly, were simply not options. This particular situation was so unique that our brains didn’t have the choice to stay in short-cut System 1 thinking. System 2 thinking was required. Since we consciously realized we MUST change – quickly, our brains started literally working harder – in System 2 – and the normal cognitive biases weren’t a factor.

HOW TO CONTINUE TO BE MORE NIMBLE IN THE FUTURE

The key to maintaining flexible thinking and nimble behavior is to not allow our brains to fall into the trap of cognitive biases. Obviously, since these are intuitive and subconscious responses, this is not an easy task. But there are proven ways that we can better manage our brains. Here are a few ways to start.

1. Knock out the Negativity Bias

Negativity Bias is the phenomenon that negative experiences have a greater impact on your thoughts, feelings, and behaviors than positive experiences. So, you are much more highly motivated to avoid negative than we are to seek out positive. The way this manifests in your daily work is that we are much more prone to reject new

ideas than to accept them, because rejecting ideas feels like we’re avoiding potential negative.

Respond to “yes but...” with “what if...?” This requires a dedicated and conscious mental effort, by everyone on the team, to monitor their own and the team’s response to new ideas. Every time “yes, but...” is uttered, the response needs to be “What if we could solve for that?”

This reframing of the problem into a question will trigger our brains to look for solutions, instead of instantly rejecting the idea.

2. Short Circuit the Status Quo Bias

The Status Quo bias is a subconscious preference for the current state of affairs. We use “current” as a mental reference point, and any change from that is perceived as a loss. As a result, we frequently overestimate the risk of a change, and dramatically underestimate the risk of “business as usual.”

When weighing a choice of possible actions, be sure to overtly list “do nothing” as one of the choices, so you are forced to acknowledge it is a choice. Also include “risk” as one of the evaluation criteria and force the team to list all the possible risks. Then comes the difficult part - remind the team that their subconscious brain is making them perceive the risks of doing nothing to be lower than the reality, so they should multiply the possibility of each of those risks.

3. Curtail the Curse of Knowledge

In any subject where we have some expertise, we also have many subconscious assumptions about that subject. Under normal circumstance, this Curse of Knowledge (these latent assumptions) limits our thinking and suppresses our ability to come up with radically new ideas.

Rely on advisors who don’t have the same Curse of Knowledge. In other words, seek out advice from people outside of your industry. When evaluating ideas or actions, these outsiders won’t have the same blinders that you have, so they will likely have a more clear-eyed view of the benefits and risks.

The bad news is that cognitive biases are always going to be a factor in our problem-solving and decision making; they’re hard-wired into us. The good news is that, with some dedicated and continuous mental effort, we can mitigate them and become nimbler in the face of change.

SUSAN ROBERTSON empowers individuals, teams, and organizations to more nimbly adapt to change, by transforming thinking from “why we can’t” to “how might we?” She is a creative thinking expert with over 20 years of experience coaching Fortune 500 companies. As an instructor on applied creativity at Harvard, Susan brings a scientific foundation to enhancing human creativity. To learn more, please go to: www.SusanRobertson.com.



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Strategic Partnership Account Executive

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I'M STUCK IN WEEDS and CAN'T GET OUT



THE MICROMANAGER'S RECOVERY GUIDE

She gives me an assignment and tells me to do it my way. I only wish she meant it. My way doesn't seem to hit the mark. She changes the smallest details. I dread getting new work.

I've had this job for six years. At this point, I think I understand how it works. It's so frustrating to be treated like someone who just walked in the door.

Yesterday, I found her checking my spreadsheets when she thought I was at lunch. It feels terrible not to be trusted. I need to look for a new job.

Regardless of their intentions, people who micromanage often create an environment of fear, mistrust, and disengagement. The constant oversight, checking in, and nitpicking wears down even the strongest employee. Turnover goes up, engagement goes down, and all the while, the managers who micromanage may not even know they're the source of the problem.

The good news? With a little self-awareness and some hard work, micromanagers can learn to let go.

STEP 1

RECOGNIZE THE BEHAVIOR PATTERN

If your employees don't take initiative and wait for you to micro-delegate, you may have created a culture where they don't feel comfortable taking the next step without your say so.

More signs? If you find yourself redoing work, checking and rechecking assignments, insisting you be copied on everything, chances are you have some micromanaging tendencies.

STEP 2

THINK ABOUT THE CONSEQUENCES MICROMANAGERS EVENTUALLY FACE

Micromanagers exact control. In the short term, they have command of the future. Long term, however, many micromanagers find themselves stuck in roles, unable to take vacation without calling in, and essentially tied to their jobs. Recovering micromanagers have a better chance of self-rehabilitation when they know how they will benefit from changing their behavior. Ask yourself: *Where do you want to be in year? How about three? Do you have a replacement identified? Is that person ready to take over for you?* If not, there is work to do if you plan to move on or at some point have a life outside the job.

STEP 3

WHEN DELEGATING, ASK YOURSELF IF HOW IS IMPORTANT

Once the recovering micromanager recognizes the problem and knows why change is important, it's time to get practical

continued on page 6

MICROMANAGERS *continued from page 5*

and start focusing on what instead of how.

In other words, if how something is done doesn't matter, treat people like the adults they are, and let them complete work in a way that works for them.

In cases where how something is accomplished matters, explain why that is. For example, if you work in a lab, explain the importance of the work instruction and why the person performing the work must do so in a specific way.

STEP 4

SHOW PEOPLE WHAT A-GRADE WORK LOOKS LIKE

Recovering micromanagers will reduce their propensity to backslide if their employees deliver great work. What exactly does great work mean? Good question! If the micromanager has not explained what makes an A an A, how can that person possibly expect employees to produce a stellar work product with any regularity? Take the time to be complete, and you may be surprised at your team's ability to rise to the occasion.

STEP 4

WORK ON ACCEPTING DIFFERENT APPROACHES

Old habits die hard, and change takes time without some help. A little narration can go a long way toward steering the brain in the right direction. "James is not me, and I am not James. It's okay that we don't work the same way." A mantra such as that can serve as a gentle reminder and help the micromanager recalibrate. Eventually, these new mental tapes will start to replace old thinking patterns. With hope, the updated mental map will positively influence the manager's choices and behaviors.

STEP 4

PERFORM THE GOLDILOCKS TEST

Recovering micromanagers aren't mind readers, so it's important that they get comfortable with feedback. A multiple-choice approach is often the best way to encourage candor. For instance, "I'd like to get some feedback from you about how you like to work. Am I too hands on, too hands off, or just right? I'm asking because

everyone operates differently, and it's important to me that we work well together."

A word of caution: even with the Goldilocks approach, if you've micromanaged your team for a long time, it may take awhile for them to give you frank feedback. Check in often and get specific. "Chuck, let's talk about this last assignment. Do you feel we got the delegation balance right or do we need to make some adjustments?"

STEP 4

DON'T ARGUE WITH THE FEEDBACK

When someone gives you feedback you don't like or don't agree with, don't argue. Your employee's perception is the reality you must work with. So instead of fighting or withdrawing, ask questions. For example, "What I'm hearing is you would like me to focus less on how you run the lab tests and more on the number you complete each day. Do I understand correctly? If I explained why in this case the process matters, do you think you might feel differently?"

STEP 4

LOOK FOR WAYS TO LET GO AND TAKE ON NEW TASKS

Leaving the micromanaging lifestyle behind is a process and not an event. Self-development requires regular assessment and planning. In addition to asking for feedback, pay attention to where you spend your time that you shouldn't and where you could that you don't. Are you working on strategic initiatives or navigating deep in the weeds? Are you developing people or hoarding work? Are you controlling or empowering? The questions are numerous and important to ask.

To sum it up, any activity that requires change can be hard work and at times even a little scary. For micromanagers, this can be especially true. Nevertheless, as most rehabilitated micromanagers will profess, it's a lot more productive and rewarding to work in a place where people have the freedom to do their best work. If you're a micromanager or think you might be, now is the time to do something about it.

KATE ZABRISKIE is the president of Business Training Works, Inc., a Maryland-based talent development firm. She and her team help businesses establish customer service strategies and train their people to live up to what's promised. For more information, visit www.businesstrainingworks.com.



New ABWA League in Pennsylvania!

We are pleased to announce the newly installed league, *Bucks County Business Women's Chapter* in Newton, PA. They installed on April 16 with over 30 new members.

The Formation Team included:
Formation Chair: **Susan Allen**
Membership Chair: **Liz Shivers**
Program Chair: **Laura Heflin**
Marketing Chair: **Lisa Blue**
Finance Chair: **Ariel Claus**

They have been meeting by Zoom during the pandemic. Their next meeting is June 18th, 11:00 am – 12:15 pm EST, and there is no registration fee.

Visit <https://www.abwabuckscounty.org/> for more information.

Newton, PA is around 30 miles northeast of Philadelphia, PA.

Bucks County Business Women's Chapter

Installed on April 16th in Newton, PA



CELEBRATING OUR MEMBER & LEAGUE ANNIVERSARIES FOR JUNE-JULY

25
YEARS

JANICE CURRY
Charisma Charter Chapter
Carrollton, TX

LISA WORLEY
Sunset Chapter
Sarasota, FL

MICHELLE CRONE
Women of Magnitude
Express Network
Huntington, IN

IRMAJEAN STONE
Polaris Chapter
Springfield, OH

JEANIE CROES
Lakeland
Downtown Chapter
Lakeland, FL

ADRIENNE TAYLOR
Airport Charter Chapter
Atlanta, GA

VANESSA TAYLOR FLEMING
Airport Charter Chapter
Atlanta, GA

WILLIE ESTES
Shining Star Chapter
Kansas City, MO

30
YEARS

MARY VOYLES
Jax River City Chapter
Jacksonville, FL

SUSAN LANDIS
Penn Square Chapter
Lancaster, PA

DIANE SMITH
Northern Palm Beach
Chapter
Jupiter, FL

DOROTHY SMITH
Northern Palm Beach
Chapter
Hobe Sound, FL

TERESA FARRISH
National Member
Nacogdoches, TX



DOLORES LOYD
South East Express Network
Houston, TX

LONA WITHERSPOON
Charisma Charter Chapter
Richardson, TX

JANICE SCHUCKMAN
Quincy Charter Chapter
Quincy, IL

MARY LOU CHANDLER
National Member
Willingboro, NJ

GLORIA LAWLAH
Oxon Hill Charter Chapter
Temple Hills, MD

JOYCE GODIER
Trendsetter Chapter
Rancho Mirage, CA

35
YEARS

ALICE GRIGGS
Douglas County
Charter Chapter
Temple, GA

CHARLENE WRIGHT
National Member
Joliet, IL

40
YEARS

VIRGINIA BURGESS
Coral Springs Charter
Chapter
Delray Beach, FL

ETTA GREENE
National Member
Goldsboro, NC

LAURA JOHNSON
National Member
Florissant, MO

VIVIAN ARMIJO
National Member
Paramount, CA



45
YEARS

RETHA BROWN
National Member
Lawrenceburg, IN

50
YEARS

SHARON BURD
National Member
Loysville, PA

55
YEARS

FRANCES FARIA
National Member
Livermore, CA

60
YEARS

MAGGIE BRENEK
ANDERSON
National Member
Houston, TX

JUNE AND JULY LEAGUE ANNIVERSARIES

WOMEN EMPOWERING
WOMEN EXPRESS NETWORK
Houston, TX
celebrating 5 years

LANCASTER AREA EXPRESS
NETWORK
Lancaster, PA
celebrating 15 years

PARK CITY CHAPTER
Janesville, WI
celebrating 25 years

CORAL SPRINGS CHARTER
CHAPTER
Coral Springs, FL
celebrating 35 years

CAVALIER CHAPTER
Richmond, VA
celebrating 50 years

GLOBE CHAPTER
Killeen, TX
celebrating 60 years

LUBBOCK AREA LIGHTS
CHAPTER
Lubbock, TX
celebrating 15 years

SUBURBAN CONNECTION
CHARTER CHAPTER
Utica, MI
celebrating 15 years

AD ASTRA CHAPTER
Topeka, KS
celebrating 20 years

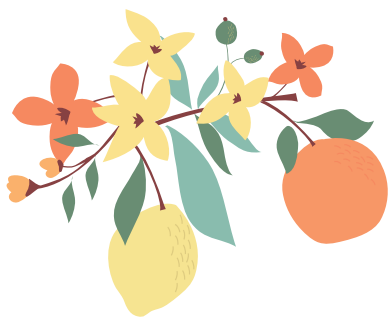


LAKELAND DOWNTOWN
CHAPTER
Lakeland, FL
celebrating 25 years

PENN SQUARE CHAPTER
Lancaster, PA
celebrating 35 years

RECOGNITION OF ABWA'S INNER CIRCLE MEMBERS

Recruiting new members has always been an important aspect of maintaining the growth and sustainability of the American Business Women's Association (ABWA). Introduced in the early 50s, ABWA's *Inner Circle Recognition* program recognizes members who are committed to sponsoring new members into ABWA. There are eight levels of the *Inner Circle Recognition* program. Each level representing a higher number of sponsored new members. This elite group of *Inner Circle* members are recognized in the Achieve Newsletter published six (6) times a year. They are ABWA's unsung heroines.



ELIZABETH BROEKMAN
Crescent City Connections
Express Network
Inner Circle
sponsored 11 new members



LISA SMITH
Alabama Leading Ladies Chapter
Inner Circle
sponsored 11 new members



TRACY MORGAN
Victoria Professional Express
Inner Circle
sponsored 11 new members



MARY STEPHENSON
Lakeland Downtown Chapter
Golden Sapphire Star
sponsored 35 new members



TRACEY JACKSON, PHD., JD
Oxon Hill Charter Chapter
Emerald Star
sponsored 22 new members



JANIS STEWART
Engaging Leaders of ABWA
Chapter
Pearl Star
sponsored 78 new members



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to ABWA's online Career Connection site

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with companies across the country

JOB POSTINGS
Check regularly, there may already
be the perfect job listed

FRIENDS & FAMILY
Non-members can also add resumes!

CREATE A NEW COMMUNITY



**FOR WOMEN TO CONNECT,
LEARN, AND GROW**

IN THE AMERICAN BUSINESS WOMEN'S ASSOCIATION

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**NORTHCENTRAL
UNIVERSITY**



1,500 THANK YOU'S

ABWA would like to pay for \$1,500¹
in accidental death and dismemberment
insurance for you to show how much we
appreciate your membership.

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secure your family's financial future today.

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¹This product may not be available to residents of all states.
Benefits reduce by 30% at age 70. Insurance is underwritten by Federal Insurance Company, a Chubb
company. For California Residents: Insurance product offered by Franklin Madison Insurance Services
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of the policy. Exclusions and limitations apply. Chubb, PO Box 1600, Whitehouse Station, NJ 08889.

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TO ADVANCE YOUR CAREER

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SAMANTHA'S JOB ALIGN'S WITH HER VALUES.

“With Fisher, I’m excited by the
opportunity to explore other
career paths and become a
female leader in the company,
impacting the firm and families!”

**Samantha Torres is an Investment
Counselor at Fisher Investments.**



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BRIGHTEN YOUR BUSINESS ACUMEN WITH ABWA'S 2021 SUMMER SOLSTICE SERIES

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Dive into this year with more energy and focus than ever and let ABWA help brighten your business by taking one, or all, of the insightful, encouraging, and valuable sessions in leadership, marketing, cyber security, and more offered in

ABWA's Summer Solstice Series.

Each engaging session will be led by accomplished professionals, inspiring you to build your business to the next level with knowledge, strength and confidence.

PINK PREP:

A Woman's Best Guide to Preparing for the Worst

TUESDAY, JUNE 29TH

Session Overview

The pandemic turned the world upside down and most of us were unprepared. Women have been hit harder than men financially and had the added burden of being primary caregivers. It should serve as a wake-up call.

80% of women will outlive their spouses and only 20% of women feel very prepared to make major financial decisions. Heart disease kills 647,000 Americans a year and is the number one killer of women. These challenges can be mitigated – if we prepare.

This program covers five key areas women need to address:

• Relationships • Finances • Health • Travel • Emergencies

And is packed with strategies that can be easily implemented right away. There is a 100% chance the future will be different. This program will make sure you are too.



DENISE RYAN, MBA, CSP

Denise Ryan is a motivational pyromaniac. Her infectious energy, humor, and enthusiasm will set a room ablaze.

Not your typical "motivational speaker," Denise is genuine and real. But also highly skilled—she holds the title of Certified Speaking Professional (CSP), a designation awarded to fewer than 10 percent of professional speakers. Denise addresses workplace issues such as dealing with change and getting along with others.

Sign Up Today in the ABWA online store!

\$15.00 a session or \$90.00 for all 6

**There are no refunds on fee based sessions.*

HOW TO PROTECT YOUR BANK ACCOUNTS, INVESTMENTS, AND MONEY FROM ORGANIZED WEB MOBS

TUESDAY, JULY 6TH

Session Objectives:

- Protect shared information, stored information, and any intellectual property—online or in the cloud.
- Learn to be smart about computing on the go with your laptop, tablet and smartphone.
- How to use various tools to ensure the data that criminals want are impossible to get.



ROBERT SICILIANO, CSP

is a security expert and private investigator fiercely committed to informing and educating people so they can protect themselves from violence and crime in their everyday lives.

Dell Session title coming soon

TUESDAY, JULY 13TH

DELL TECHNOLOGIES

This session will be facilitated by Dell Technologies. . . the session title will be announced at a later date.



Sign Up for Sessions Today!

• Also enjoy drawings for fun prizes •

BODY LANGUAGE CONFIDENTIAL: Pandemic Edition

TUESDAY, AUGUST 3RD

Session Overview

It's only confidential unless you've been to Traci's program. Are you struggling to read your clients because they are wearing a mask or on a video call? This program is for you.

Understand what people are doing and AREN'T saying in Virtual Meetings AND when they are wearing a mask so you can put others at ease and build trust, make the right decisions, keep your team engaged, find the truth, and close the sale.

You'll discover:

- Simple Hollywood cinematography to increase your persuasion and team engagement in virtual meetings.
- Why you have an advantage reading people in virtual meetings and how to interpret their behavior.
- How to increase connection and build trust when you're together and wearing masks.
- How to know if others like or dislike what you're saying online or behind the mask.
- The hidden meaning behind other's words and speech patterns.
- What to do put people at ease in today's stressful environments and get the sale.
- How to make the most of info available to us so you can make better decisions, find the truth and make the sale.



TRACI BROWN

Traci is the author of several books including her Amazon bestseller *Persuasion Point* and her newest release, *How to Detect Lies, Fraud and Identity Theft*. She holds a business degree from the University of Colorado and is a certified master practitioner of Neuro Linguistics, Hypnosis and Hawaiian Huna.

TAMING THE EMAIL BEAST:

Key Strategies for Managing Email Overload

TUESDAY, JULY 20TH

Session Overview

If you would like to get control of your email "beast", we recommend attending this program featuring tips for Outlook and Gmail users, but applicable for any email user. Learn a proven system for taming your email account, with strategies for keeping your inbox efficient and under control by building and administering a personal "e-mail processing system."



RANDY DEAN, MBA, The Email Sanity Expert®

Likely, the best email management speaker/trainer in North America.

Randall Dean, MBA, is the author of the recent Amazon.com #1 E-mail Bestseller, *Taming the E-mail Beast*, as well as the producer and creator of several highly-rated video-based self-study courses.

He has nearly 30 years of experience using and teaching an advanced time management/personal organization system, including systems for effective e-mail management, office clutter reduction, optimizing your Outlook and/or Gmail/Google usage, and getting the most from affiliated smart phone and tablet devices.

SIMPLICITY FOR PROFESSIONAL WOMEN

TUESDAY, JULY 27TH

Session Overview

Today's professional women are often at their max. The demands of work, home, and (maybe?) a social life can leave them feeling stressed and perpetually stretched thin. In this humorous, engaging talk, Rose Lounsbury--simplicity coach, still-sane triplet mom, TEDx speaker, and author of the Amazon bestselling *Less: Minimalism for Real*—shows professional women how simplicity, the age-old philosophy that less is more, can create more space for joy, balance, and mental wellbeing in all areas of their lives.



ROSE LOUNSBURY

Rose Lounsbury is a simplicity coach, TEDx speaker, and author of the Amazon bestselling *Less: Minimalism for Real*. After blogging about her personal journey toward a simpler lifestyle, Rose was inspired to help others live happier lives by owning less stuff. Rose spends her days speaking, writing, and helping her clients and online students create more peaceful, open spaces in their lives.



WHAT'S THE BUZZ ALL ABOUT?

OUR NEXT VIRTUAL NATIONAL WOMEN'S LEADERSHIP CONFERENCE IS COMING THIS FALL!



save the date!

NOVEMBER 4-6 2021

BRINGING BUSINESS WOMEN TOGETHER, NO MATTER
WHAT BARRIERS WE FACE, SINCE 1949!

Nothing will stop us from bringing business women together to connect, learn and grow! This year we're going to meet again virtually for the 2021 National Women's Leadership Conference to elect ABWA's 2021-2022 National Board of Directors, celebrate member and league achievements, and enhance your effectiveness in your job or in your business with professional development seminars and discussions delivered by subject matter experts.

More information coming soon! Mark your calendar for November 4-6, 2021 for ABWA's National Women's Leadership Conference!

THE AMERICAN BUSINESS WOMEN'S ASSOCIATION'S
2021 VIRTUAL NATIONAL WOMEN'S LEADERSHIP CONFERENCE
NOVEMBER 4-6, 2021 REGISTRATION FORM

Conference Registration Fee: **\$489.00 ABWA Member** **\$589.00 Non-Member**

Please select your payment option below:

☐ I am enclosing my payment in full.

☐ I wish to participate in the 4-part prepayment plan. I understand that my payments will be deducted from my credit card on the following dates and amounts (**available for ABWA members only**):

June 16 \$ 122.25

July 14 \$ 122.25

August 18 \$ 122.25

Sept. 15 \$ 122.25

The conference agenda will be available in the upcoming Achieve newsletter and on the ABWA National website (www.abwa.org) at a later date.

☐ **This is my first time attending an ABWA National Conference.**

Check below to enroll in the KU-MBA and/or Franklin Covey courses for continuing education units (CEU). The courses will be offered on separate days. Enrollment is required to insure you receive CEU credits on your membership record and for conference materials. **Please Note:** If you are not interested in obtaining continuing education units, other professional sessions will be offered in lieu of the CEU courses on the same days.

☐ **KU-MBA** **Yes**, enroll me!

☐ **Check here** if you will be graduating this year from **KU-MBA Essentials Class**

☐ **Franklin Covey** **Yes**, enroll me!

Cancellation/Forfeiture Policy (please read carefully): The entire registration fee will be forfeited for cancellations on or after October 1; however, if you so choose, you may transfer your registration to another ABWA member. Prior to October 1, a cancellation fee of \$250 will be charged.

☐ I acknowledge that I have read and understand the Cancellation/Forfeiture Policy.

Complete and mail, call or fax to ABWA National on or before June 15, 2021:

Mail: ABWA National

P.O. Box 4757

Overland Park, KS 66204-0757

Phone: (800) 228-0007

Fax: (913) 660-0101

☐ Enclosed is my check # _____ in the amount of _____.

☐ Please charge the credit card listed below:

☐ Visa

☐ MasterCard

☐ Discover

Card Number _____ Exp Date _____ Security Code _____

Name on Card _____

Member Name _____ Daytime Phone _____

Email for Voting Purposes (required for voting - print legibly) _____

Cell Phone Number in case text alerts are needed during conference: _____

Member Signature _____



PURCHASE NOW WHILE SUPPLIES LAST!

ABWA THEME MERCHANDISE!

Available in the ABWA online store, www.abwa.org

“Camping” Mug

Stainless steel mug with plastic inner liner. Double-walled construction helps maintain temperature, includes push-on lid with sip-through opening. White mug with 2021 theme logo in teal. **\$10.95**



Fleece Jacket

Sizes are limited for this ultra-soft teal fleece jacket. It is 100% polyester, designed with a stand-up collar, full length zipper, chin guard, plus zippered pockets. **\$49.95**



Henley Cotton Shirt

Perfect for summer, this Henley shirt is 100% cotton, white with ABWA logo embroidered in white. Sleeves are three-quarter length with Y-neckline and a three-button placket.

Available in sizes small through 3X Large. **\$28.95**



Chenille Blanket

Be ready for cool nights with this chenille blanket, it is so soft and cozy. Beautiful teal color with the 2021 theme logo. It's the perfect size, a large 50" X 60". **\$35.00**



Order online or call 1-800-228-0007