

Athena Society



B R I E F I N G S

November, 2013

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ATHENA SOCIETY

P.O. Box 10813
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Upcoming Meeting

- WHEN:** Thursday, November 7
11:55 a.m.
- WHERE:** Centre Club
Westshore at Kennedy
- PROGRAM:** Affordable Care Act and Medicaid Expansion
- SPEAKER:** Jim Davis, Former Congressman
Richard Seiden, Senior VP & Benefits Counsel
USI Insurance Services
- MENU:** Seared Salmon Piccata
Veg plate available on request when reserving.
- COST:** Guests - \$25
- RSVP:** By November 4 – Register online
or email ewhubbard@aol.com.

OPEN MEETING – GUESTS WELCOME

Jim Davis will be joined by Richard Seiden of USI Insurance Services to discuss the impact of the Affordable Care Act and Medicaid Expansion on families and businesses. Davis, a member of Holland & Knight's Public Policy & Regulation Group, served in the U.S. House of Representatives from 1997 to 2007 representing Tampa and portions of St. Petersburg, Bradenton and Hillsborough County. In 2006 he was the Democratic nominee for governor.

Before entering Congress, Davis was a state representative in the Florida House of Representatives from 1988 to 1996, serving as its majority leader in 1995 and 1996.

The format will focus on questions from the audience, so any submitted in advance would be appreciated. If you have one you'd like considered, please post it on the registration form online or email ewhubbard@aol.com.



President's Message

Life is full and, like you, I wear multiple hats every day of the week. On a typical business day, I prepare wills and trusts, respond to emails, return phone calls and meet with grieving family members. Then I rush home to eat dinner, check my third grader's homework and begin the bedtime routine. I'm constantly striving to create balance in my life. One of the keys to professional success and personal happiness is managing time effectively.

Each of us faces a giant pile of things to do and decisions to make. We often start at the top of the pile and try to work our way through the various tasks. Frequently, it seems that the pile does not get much smaller. A better choice is to prioritize the tasks and focus on those that are both important and urgent.

Over the years, I've learned numerous organizational skills to manage time effectively. Last summer when carpooling to the Athena retreat with **Amanda Sansone**, I learned some new tips. Amanda had planned to showcase her exceptional organizational skills at "Athena's Got Talent," but the event was cancelled when the Retreat Committee discovered that, with a few exceptions, Athena does not have talent. Instead, Amanda and I decided to combine our tips and publish them in the President's Message. Please email me and share your organizational tips. Perhaps we'll schedule an Athena Bonus to share your tips!

- 1. Grocery list.** Create an electronic grocery list that you print or use on a PDA when you are shopping. My list is organized by aisle at the Bayshore Publix. (I love this compact store!) Yes, it took time to create the list, but now it's a big timesaver. When my family goes on vacation and stays in a condo, I print the grocery list and take it with me.
- 2. Closet.** Every couple of years, on New Year's Day, turn all of the coat hangers around in your closet so that the hook part is facing toward you instead of toward the back of the closet. After you wear an item, hang it on a coat hanger with the hook hanging in the correct direction. At the end of that year, you can quickly scan your closet to see what you have not worn in the past year by checking which hangers are still facing the wrong direction. This makes cleaning out your closet easier.
- 3. Holiday cards.** Create an address book on Hallmark.com or a similar site. When I design a holiday card online, Hallmark addresses and mails the cards directly to the recipients. If I'm really organized and design the card early during the holiday season, Hallmark offers discounts and free postage.
- 4. Email In Box.** When I'm working on a project and a new email arrives, I'm immediately distracted. My business emails are sorted by "Today, Yesterday, Last Week, and Older." A simple click makes the emails under the heading "Today" disappear. By doing this, you will not see all the Today emails, especially the new ones arriving every minute. You will be more focused on the task you planned to complete rather than reading the newest email with a red exclamation mark.

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President's Message *continued*

5. Packing lists. Create packing lists for yourself and each of your children for vacations and a list for yourself for business trips. I created a personal packing list after arriving at a destination without my makeup. I also created an extensive packing list for my family's annual Thanksgiving trip to Sanibel Island.
6. Gift ideas. Keep a list of birthday and holiday gift ideas in a calendar entry on those days. I add ideas throughout the year and it takes the guesswork out of gift-giving. The low tech version of this organizational tip is a paper folder with pages from catalogues and magazines.
7. Updating calendar. Have a standard time entry (like 9 p.m.) for adding items to your calendar that you need to do when you are home at night. As you think of things you need to do throughout the day, you can add them to that calendar entry to keep a nighttime "to do" list. Similarly, when you think of things at night that you need to do the next day at work, have a standard time entry (like 9 a.m.) to add those items to create a daytime "to do" list.



Bonus Happenings

Our weather is perfect for an outing to the country, so please join us for a private wine tasting and tour at Keel & Curley Winery in Plant City. The date is Sunday, November 3, and festivities begin at 2 p.m. with the tour scheduled at 3. Cost is \$10 per person and guests are welcome. You can register online or by calling Eleanor Hubbard; the event is limited to 30 people.

If you're not yet comfortable accessing our website from your computer or mobile device, or if you're ready to navigate a little deeper into the site this one's for you. Tech Chair **Jean McNally** will conduct the session at her office at the Morgan Cigar Factory (2802 No. Howard) at 5:30 p.m. on November 5 and will be joined by **Elaine Terenzi**. Enjoy a relaxing informal interactive "Tech Talk" complete with wine, light apps and music! Reserve online or with **Eleanor Hubbard** by November 1.

December 8 – Concert at Sykes Chapel – University of Tampa Campus – 4 p.m. – No charge.

Looking ahead, a Ropes Course at MOSI is planned for January; details next month.

News About Members

Clarification re: last month's news of **Patti Breckenridge's** promotion at Publix Super Markets..... She continues to recruit talent outside the company in addition to her new responsibilities for internal talent acquisition.



Calendar

November 3 – Keel & Curley Tour/Wine Tasting
November 5 – Tech Bonus
December 8 – Bonus – Sykes Chapel concert
December 15 – Holiday Party (4-6 p.m.)
January 9 – Luncheon
February 6 – Luncheon
March 6 – Luncheon
April 3 – Luncheon
May 1 – Luncheon
June 5 – Dinner
July 18-20 – Retreat



November Birthdays

Birthday wishes to the following members who celebrate in November:

Amelia Campbell
Jeanette Fenton
Pat Frank
Julia Freeman
Susan Freeman

Adrienne Garcia
Kassie Grizzard
Libby Jenkins
Anne Kantor
Margaret Mathews

Luanne Panacek
Amanda Sansone
Caroline Sikorske
Renee Vaughn
Andrea Zelman

Members' Projects

Anne Kantor and **JoAnn Urofsky** invite you to enjoy an outstanding documentary at the Tampa Theatre, 5:30 p.m., November 7 and 8 p.m., November 10 on WUSF-TV: "JFK in Tampa: The 50th Anniversary." This stunning film production combines rare footage with actual first-hand accounts from people who were there....just four days before the assassination. For additional information see www.jfkintampa.org.

Susan Steen invites you to meet two Akilah Institute students from Rwanda at the 4th Annual Metropolitan Safari on November 8. Cocktails, dinner and auction begin at 7 p.m. at Lowry Park Zoo. Tickets are \$150.