



## Inside this issue:

Red Diamond Spotlight.....	2
Cont'd Letter from President ...	2
Cont'd Spotlight Interview .....	3
Give, Get & Grow .....	3
SBMEF .....	3
Run for Office .....	4
Upcoming Events .....	4

January 2016

# JUMP

North Dallas Business Women Express Network  
Dallas, Texas

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



## Letter from the President

Happy New Year!

As North Dallas Business Women JUMP in to 2016, I want to give you an update on some of the exciting things your Executive Board has been working on and things you can look forward to seeing in the next few months.

We have some big changes happening! First, **we have a brand new VP of Membership, Jenny Bair**. If you have not met Jenny yet please reach out to her at the next event and thank her for serving. She epitomizes our theme of JUMP as she jumped in after her first meeting to serve on the board in such an important position. And boy are we lucky to have her! I know you will love her as much as I do. Second, **we have a brand new location for our monthly meetings starting in April!** Stay tuned for more details, but get ready to experience the style of **Prestonwood Country Club**. And did I mention they have GREAT food?

In my last letter to you I laid out your Executive Board's goals for the year.

Including things like membership growth and retention and participation in our monthly luncheons and outside events. I want to reiterate our commitment to those objectives. As always, we need your help! It is time to JUMP in and engage. And there are several ways you can do that!

First, mark your calendar and join us! **We have our first mix and mingle of the year**

**planned for March 24th at the Legacy Bank**. It is free to attend and we will have wine and light snacks so that you can connect with great people and maybe even win a door prize. Bring a friend (or 4 or 5 of them!) and come enjoy an evening of ABWA. We also have a **member orientation scheduled for March 2nd**. If you have never attended an orientation then you don't want to miss this event! We have partnered with Dallas Area Council (DACA) and the Charisma Charter Chapter to make this an even bigger event. Bring your own dinner and come learn more about ABWA and YOU! Mentors and mentees are both invited.

We have several other big things coming up in the next three months that we need your help to accomplish. We have the honor of selecting our next Woman of the Year and Top Ten Business Woman of NDBW. Thank you Kimberly Williams, Angelyn Horrell and Mary Murphy who have agree to serve on the Recognition Committee to help with the selection process.



*(continued on page 2)*



## Interview with Red Diamond Partner - Kasandra Vitacca Mitchell

them to make the RIGHT decisions about their money. We educate individuals, families and business owners about the best ways to protect and grow money and provide them with economic processes and strategies so they may enjoy more efficient use of their hard earned capital.

What sets Epiphany Financial apart is our ability to help clients generate the MOST money possible with guarantees that it will last as long as their lifetime. Part of the customized design process creates the possibility for 30-80% more spendable income in retirement guaranteed. We specialize in "Distribution Strategies" and the "Private Reserve System." We are certified to deliver CPEs to professionals who advise others about their money and we help companies meet their annual ERISA requirements to deliver financial education to their employees.

### **Tell me how you got in to ABWA and why have you stayed?**

In early 2013 my client, Lorie Burch, asked me to help form a new league. She stated I did not have to stay beyond the formation but that

she knew I had the skills, experience and disposition to launch a new group. Even after I assumed the role of VP of Finance for NDBW, I was still not convinced that ABWA was for me. However, after attending the National conference in October 2014, the mission of ABWA came to life and I knew I had found my "people."

As a mission driven woman, learning that ABWA lives up to its purpose to help women grow personally and professionally was all I needed to make ABWA have a primary place on my calendar. As an educator, I believe in surrounding myself with people and, specifically women, who care not only about their own growth, but the advancement of others. ABWA exists so that women may learn and then practice the skills, aptitudes and attitudes that are in demand in the workplace today and beyond. As such, I not only get to learn and grow myself, I get to help other women reach whatever goals they have set for themselves and THAT is living a life of abundance!

*(continued on page 3)*

I would like to introduce you to our Red Diamond Partner, Kasandra Vitacca Mitchell of Epiphany Financial. Most of you know her because she also serves as the President Elect for our league, but there is so much about Kasandra that is amazing. She was part of the NDBW formation team, she served 2 years as the VP of Finance, and is our current NDBW Woman of the Year. I want everyone to get to know her better. I had the opportunity to speak with Kasandra and learn a little bit more about what makes her tick. This is some of what she said.

### **Tell me more about Epiphany Financial—**

Epiphany Financial's mission is to teach people the systems, strategies and behaviors that allow

## Letter from the President *(continued from page 1)*

We also **need a Nominating Committee to help form the slate of candidates for the 2016-2017 Board**. Membership will elect the next Executive Board at the May monthly meeting, so there is work to be done to get ready. If you are willing to give back to NDBW just a few hours of your time and serve on this committee, please reach out to me and let me know. It is because our members serve that we continue to thrive as a community of successful women!

My mission as your President is to serve you, the membership. To make our NDBW league

something you are proud of, you are committed to, that you look forward to every month, and that you want to share with every woman you know. And I know your Executive Board feels the same way. We have JUMPED in to achieve that goal. Let us know how we are doing and what we can do better; we want to hear from you. And JUMP in with us, won't you?

In ABWA Love,  
Julie Burch  
President, NDBW 2015-2016

**"It is because our members serve that we continue to thrive as a community of successful women."**

- Julie Burch

## Interview with Red Diamond Partner – Kasandra Vitacca Mitchell *(continued from page 2)*

**What is your mantra, vision, or purpose in your life? And how does your business support that?**

It's not about me. This life, this world was not created so that I may live in self-indulgence, self-perpetuation, self-aggrandizement, self! Rather, I am a created being designed to bring my unique gifts and talents to the world so that others may flourish. It's not about me.

Epiphany Financial is an extension of this Truth insofar as I happen to be trained in and have experience with how monetary systems and

financial contracts work such that I can help others become the master of their money rather than be mastered by it. It is the gift of education that I bring to people so that they learn not only which financial contracts and processes make sense to have within their personal or business economy but why these specific contracts and systems will or will not help them reach their financial goals and, ultimately, financial peace and freedom.

**“I am a created being designed to bring my unique gifts and talents to the world so that others may flourish.”**

- Kasandra Vitacca Mitchell

## We Celebrated the Season of Sisterhood during Our Holiday Give, Get, & Grow Luncheon—December 11, 2015

Every December the North Dallas Business Women meeting is different than all others throughout the year. It's a time to celebrate. In the few years our league has been in existence, we have enjoyed terrific December celebrations.

This year we wanted to not only celebrate the holidays but use the opportunity to do more. Part fundraiser, part networking, part education, our December meeting gave us the occasion to celebrate the charity we have in common—North Dallas Business Women. Our goal was to raise money for our scholarship program—a program to offset the cost of members attending ABWA regional and national conferences.

**You Gave:** We asked you to donate an item \$25-\$50 (or more if you chose) to our silent auction and indeed you gave! Over 40 items were donated—an amazing amount. We were overwhelmed by the generosity of our members.

**You Got:** In less than two hours you got—a lot! Those in attendance received some exceptional deals on items. We raised over \$1,500—money to help fund members who want to attend regional and national ABWA conferences. How cool is that?!

**You Grew:** Julie Burch, our own NDBW president, brought a slice of the ABWA National Women's Leadership Conference to us. She shared some of her favorite assertive communication techniques—identifying the difference between passive, assertive and aggressive and how that impacts our credibility and power as leaders.

Certain to become an annual event, make sure you mark your calendar now for the second Friday of December for our next NDBW Holiday Give, Get, and Grow Luncheon. Look forward to seeing you then!

– Jennifer Neily, VP of Programming



## Stephen Bufton Memorial Educational Fund

**Outright Grant (OG)**

Up to \$2000 for any female US citizen pursuing a baccalaureate degree or higher at an institution authorized to confer a BA and higher in the US and who has already attained sixty (60) credit hours with a 3.0 GPA or better.

**Business Skills Tuition Reimbursement (BSTR)**

From \$50 to \$500, partial reimbursement for coursework any female US citizen has completed that enhances her career objectives. Work must not have been

completed more than ninety (90) days prior to submission.

If interested, or if you have a daughter, niece, beloved client who is interested, please send an email to [klvitacca@financialepiphany.com](mailto:klvitacca@financialepiphany.com) so that the official process may begin.

**All requests must be in by May 1, 2016!!**

## Are You Ready to Serve? – Run for Office!



### Candidates Needed for the 2016-2017 Executive Board:

**President** – authorized volunteer leader; serves as league liaison; facilitates communication between National and North Dallas Business Women;

**President-Elect** – assists President in fulfilling her responsibilities; oversees committees and projects;

**Vice President of Finance** – custodian of financial records; manages all aspects of NDBW finances;

**Vice President of Communications** – transcribes Executive Board meeting minutes, monthly meeting reports and handles any official correspondence;

**Vice President of Programming** – identifies and secures speaker for delivery of business relevant programming for each scheduled league meeting;

**Vice President of Marketing/Public Relations** – increases NDBW visibility and its members using social media outlets ( Facebook, LinkedIn, etc.)

**Vice President of Membership** – grows league’s membership; invites prospective members to monthly meetings.

If interested in serving on the Board or the Nominating committee that helps establish the Slate of Candidates, please send an email to: [julie@julieburch.com](mailto:julie@julieburch.com)

### UPCOMING EVENTS

#### NDBW MEETINGS

**February 12, 2016**

11:30 a.m. – 1:00 p.m.

Speaker: Tarsha Palk

You.com: The Art of Branding Yourself

**March 11, 2016**

Topic: Braven© (Be Brave!)

**April 8, 2016**

Topic: Dress Like You Mean Business

#### NDBW MIX & MINGLE

**March 24, 2016**

5:30 – 7:30 p.m.

Legacy Texas Bank

(Parking lot of The Mercury)

It's FREE - Please bring guests

#### ABWA REGIONAL CONFERENCE

**April 14-16, 2016**

Fort Worth, Texas

**March is Women’s History Month and April 4, 2016 is Biz Mentoring Monday**

### 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 Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. 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.

Julie Burch  
President

Elva Hernandez  
Newsletter Editor  
Phone: 214-457-9095  
Email:  
[elvahernandez58@gmail.com](mailto:elvahernandez58@gmail.com)



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