



COLUMBIA TRIAD CHAPTER | FALL NEWSLETTER

Q4 2025 • Issue 1



Next Level You

ELEVATE • EMPOWER • EXCEL

American Business Women's Association • Activate Your Ambition

2025 – 2026 CHAPTER LEADERSHIP

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Quianna Couthen

VICE PRESIDENT

Jeanette Johnson

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TREASURER

Anna Davis

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Jacqueline Brabham

PROFESSIONAL DEVELOPMENT TIP

SMART Goals for Q4

As we close out the year, sharp goal-setting separates intention from achievement. Use the SMART framework to finish 2025 strong and set the stage for an even bigger 2026.

S — Specific. Name the exact outcome. "Grow my client base" becomes "Add five new retainer clients."

M — Measurable. Pick the number you will track weekly so progress is visible.

A — Achievable. Stretch yourself, but anchor the goal in real time and capacity.

R — Relevant. Tie it to your 12-month vision so the work compounds.

T — Time-bound. Set a December 31 deadline and weekly checkpoints.

This week: write one SMART goal, share it with a chapter accountability partner, and book the first checkpoint by Friday.

WOMEN'S HEALTH TIP

Don't Skip Your Annual Screenings

October is Breast Cancer Awareness Month — a reminder that early detection saves lives. One in eight U.S. women will be diagnosed with breast cancer, and screening remains the most powerful tool we have.

Know your baseline. Most women should begin annual mammograms at age 40 — earlier with family history.

Self-exams. Pick the same day each month and note any changes in size, shape, or texture.

Stack your wellness visits. Pair your mammogram with your annual physical and well-woman exam in one season so nothing slips.

This month: call your provider and book — or confirm — your mammogram and annual physical before the holidays, then encourage a sister-member to do the same.

LEADERSHIP • 2025 – 2026

Meet the Team

The women leading the Columbia Triad Chapter this program year.



MEET THE TEAM



Quianna Couthen
CHAPTER PRESIDENT



Jeanette Johnson
CHAPTER VICE PRESIDENT



Melissa White
RECORDING SECRETARY



Anna Davis
TREASURER



Jacqueline Brabham
CHAPTER ADVISOR

[HTTPS://WWW.COLUMBIATRIADABWA.COM/](https://www.columbiatriadabwa.com/)

ABOUT THE CHAPTER

Columbia, SC • www.columbiatriadabwa.com • Professional Development Seminars: 4th Tuesday • 7:00 PM

PROFESSIONAL DEVELOPMENT • FEATURE

Leading the Next Level You: Owning Your Growth

How intentional development turns ambition into measurable career advancement.

Reaching the next level of your career is not an accident — it is the product of intentional, consistent investment in yourself. As ABWA women, we are surrounded by a network built for exactly this kind of growth, yet the most important leadership we will ever practice is the leadership we exercise over our own development.

1. Audit where you are. Before you can elevate, you have to be honest about your starting point. Take thirty minutes this week to list your top three professional strengths, the two skills holding you back, and the one opportunity you keep avoiding. Clarity is the prerequisite for growth.

2. Choose one skill, not five. High performers go deep, not wide. Pick a single high-leverage skill for the quarter — public speaking, financial literacy, negotiation, AI fluency — and commit to one hour of focused practice each week. Compounded over twelve weeks, that is a meaningful new capability on your résumé.

3. Build your personal board of directors. Identify three people whose careers you admire: a mentor (two steps ahead), a peer (running the race beside you), and a sponsor (who will speak your name in rooms you are not yet in). Our chapter is a goldmine for all three.

4. Make your wins visible. Quiet excellence is still excellence, but it rarely gets promoted. Keep a running "brag file" of projects completed, problems solved, and metrics moved, and review it before every performance conversation, rate negotiation, or pitch.

5. Show up for the chapter. Some of the most career-defining moments happen at our 4th-Tuesday Professional Development Seminars. Volunteer for a committee, lead a meeting segment, or present at an upcoming program. Visibility inside ABWA translates directly into confidence and connections outside of it.

The Next Level You is already inside you. Your job this quarter is simply to make room for her on your calendar.

WOMEN'S HEALTH • FEATURE

Wellness Is a Business Strategy

Honoring Breast Cancer Awareness Month with a full-woman approach to health.

October wears pink for a reason. Breast cancer remains the most common cancer in American women, and roughly 1 in 8 of us will be diagnosed in our lifetime. The good news: when breast cancer is found early — before it has spread — the 5-year survival rate is 99%. That number is built on something simple and powerful: women who keep their appointments.

The annual screenings every woman should know:

- **Mammogram** — every year starting at age 40, or earlier with a family history.
- **Well-woman exam & Pap test** — every 1–3 years depending on age and history.
- **Blood pressure, cholesterol, and A1C** — annually; heart disease is still the #1 killer of women.
- **Skin check** — annual full-body exam, especially if you spend time outdoors.
- **Mental health check-in** — yes, this counts. Burnout is a clinical issue, not a character flaw.

Make it easier on yourself. Stack your wellness visits into a single "health season" — pick a month, pull out your calendar, and book your physical, mammogram, dental cleaning, eye exam, and any specialist follow-ups in the same two-week window. Treat the appointments the way you treat a client meeting: non-negotiable.

Bring a sister with you. Women who screen with a friend are significantly more likely to follow through. Use our chapter meetings to set up screening buddies, swap provider recommendations, and celebrate one another for showing up — for ourselves, for our families, and for the businesses we are building.

If you find something, act fast. Any new lump, skin change, persistent pain, or unusual symptom deserves a call to your doctor this week — not next month. Early action is rarely an overreaction.

You cannot pour from an empty cup, and you cannot lead the Next Level You from a depleted body. Your health is the foundation of every goal in this newsletter.

NATIONAL • DIVP • AMBASSADOR • COUNCIL

Save the Dates

Upcoming events to put on your calendar — register through the ABWA YourMembership (YM) portal.

MAY

31 Spring Membership Campaign Ends

JUNE

1 BSTR funds for 26–27 due (June 27 for Spring Conf)
8 DIVP Presidents and Council Chairwomen Call
13 Atlanta Area Council June Leadership Workshop
15 ABWA National New Presidents Call
17 Coffee Connections | 1 PM ET / 12 PM CT & 7 PM ET / 6 PM CT
27 Tri-County Council Quarterly Meeting (Tentative)
30 League website forms (digital), officer reports & administrative fees due

JULY

20 District I VP Bi-Monthly Call
23 Just in Time Webinar
24–25 District I VP Celebration
31 Best Practices Application Deadline

AUGUST

8 Florida First Coast ABW Day Celebration
22 South Carolina Area Council Mock Mimosa Brunch
28–29 Tri-County Council ABW Day Celebration

SEPT – OCT

18–19 Southwest Florida ABW Day Celebration
29–3 NWLC (Sept 29 – Oct 3)

NOVEMBER

24 ABWA DC Charter — "We're Back from Maine" NWLC Reveal
6 PM Networking • 6:30 PM Program with Speaker Genice E. Hall-Fowler

REGISTRATION

DIVP Calls: <https://bit.ly/3LeVVsy> (July 20 | Sept 21) • DC Charter Nov 24: ID 829 9318 3445 • BECOME
Log into the ABWA YourMembership (YM) portal at www.abwa.org to register for national events.

MEMBERSHIP • PRINCIPLES

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. 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.

CONNECT WITH US

Columbia Triad Chapter of ABWA

Elevate. Empower. Excel.

WEBSITE

www.columbiatriadabwa.com

EMAIL

Ctriad2020@gmail.com

LOCATION

Columbia, South Carolina 29202 / 29229

MEETINGS

Professional Development Seminars
4th Tuesday of every month • 7:00 PM

FACEBOOK

facebook.com/groups/111443699559317

INSTAGRAM

[@abwatriadchapter](https://instagram.com/abwatriadchapter)