



**NAWBO**<sup>®</sup>  
Northern New Mexico

**NAWBO NEWS**  
**National Association of Women Business Owners**

**The Northern New Mexico Chapter of NAWBO is a learning environment in which members: Heighten standards of professionalism, Strive for excellence, Exceed expectations of our clients and ourselves, and Support each other.**

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***The President's Corner – Sandy Cody***



There have been many thoughts going through my head this past month and most of them focus on the growth and purpose of NAWBO, locally and nationally. The thoughts are shaped, in part by my new role in NNM-NAWBO, but more significantly by the changes taking place at the NAWBO National level.

Over the past year Mary Lou kept us abreast of the changes in the National governance. The National by-laws now define the Board of Directors (BOD) as a policy or strategic board replacing its previous structure as a functional board. The difference being -- a strategic Board sets policy, goals and objectives for the organization while a functional BOD is involved in the day-to-day operations of the organization.

Another section of the new National governance addresses the restructuring of the councils into forums, the creation of the President's Assembly, a new format for electing National BOD members and the voting process for chapters on issues effecting the organization as a whole.

I recapped the past year in order set the backdrop of how the National changes impact NNM-NAWBO BOD and the chapter members. While the next couple years will be exciting there is a fair amount of work to do –

- Draft new by-laws that align our chapter with the National by-laws, then have them approved by the chapter and National.
- Redefine the Councils - Membership Services, Public Policy and Corporate and Economic Development. The councils along with the mandate that we have a VP of each and that the VP's serve on the National Councils. The councils have been replaced with forums, which are open to all members. There is now a mandate that the chapters assign a person to the forum and the direction of each forum is decided by the new governance and the forum members (see a summary of the forums in another section of the newsletter)
- Last but by far not least, continue to focus a large part of our time and energy on the attainment of the Chapter's Mission.

The steps we are taking ~~ small as they may be ~~ are important.

**Mary Lou Christophersen**, Immediate Past President, has agreed to chair an ad-hoc committee to revise our by-laws.

**Cheri Tillman-Anderson**, another Past President, has volunteered to serve on the Development Committee, a sub-committee of the President's Assembly.

**Jeanette Harris**, Programs Director has volunteered to take part in the National Forum, *Education and Leadership*.

**Faye Heller and Mary Bresnahan** have agreed to co-chair the Chapter in Formation.

**Mary Rutland and I**, as members of the President's Assembly, are seeking NNM members willing to be nominated for election by the Presidents Assembly to the National Nominating Committee (see this month's newsletter for nomination criteria). The National Nominated Committee is responsible for researching viable candidates for the National BOD.

My goal and I trust that of the 2007 NNM-BOD is to continually bring our members opportunities and information that bridge the purposes of the NNM Chapter to those of the National Association. It is my belief that without each other we really do not have a NAWBO, we have just groups of women owned businesses working together...without a common mission or focus.

My request of each of you is to get involved. Attending a monthly meeting has benefits. You meet your "tablemates". You have an opportunity to network before and after the meeting. You hear a variety of speakers presenting a wide range of topics from business improvement to self-improvement. BUT NAWBO can be so much more. If you are not on a committee or in a Mastermind group or attending the satellite meetings I ask you to take part in one or more of those activities over the next 3 months or so. Believe me your life and business will change. There is a magic in working closely with the women of NAWBO.

Sandy Cody  
President, NAWBO-NNM 2006-2007

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## ***August 16th Program - Overcoming Procrastination***

### **Embassy Suites - Ocotillo Room**

*We meet at the Embassy Suites just west of I-25 on Lomas.*

*The Ocotillo Room is at the north end of the building in the Conference Center.*

**5:30 p.m. Social Hour — 6:30 p.m. Dinner & Program**

**Evelyn Sandeen, Ph.D., and Annette Brooks, Ph.D.**, of Southwest Coaching Psychologists will help you identify the sources of procrastination and provide practical strategies to begin to eliminate barriers to better productivity. [Southwest Coaching Psychologists](#) was founded in 2005 by Sandeen and Brooks to provide coaching in personal goals, career issues, and parenting. They serve clients who want coaches with doctoral-level credentials and experience.

A very special **“Thank You” to Dr. Janice Moranz, Janice F. Moranz, M.D.**, for sponsoring the cash bar this month.

### Roundtable Discussions

- **Your Life as Wonder Woman & Diana Prince**-Kimberly Holmes, New Mexico Business Weekly
- **How to Protect Your Company from Embezzlement**-Carol Robinson, Robinson Business Strategies

### Spotlight Tables

- **Office Alternatives**-Deb Austin
- **Premier Designs Jewelry**-Angie Thurman
- **The Day Spa at Serenity Gardens**-Barbara Klein Hammond

#### **Advance Reservations Required by 5:00 pm on Friday, August 11, 2006:**

- You may make a reservation online or by email only.
- To RSVP online, click here: <http://www.nawbonm.org/nawbo/events/register/299/> (or copy and paste the address into your browser). After submitting your reservation, you will have the option to continue and pay online in advance with any credit card or an electronic check.
- You can also email Luci Dawson at [nawbo-nnm@earthlink.net](mailto:nawbo-nnm@earthlink.net) to reserve your place and pay at the door with cash, check, MasterCard or Visa only.
- **To cancel a standing reservation:** Email Luci Dawson at [nawbo-nnm@earthlink.net](mailto:nawbo-nnm@earthlink.net) before the August 11 deadline.
- Meeting Cost: \$27 members; \$32 non-members
- RSVPs received after 5:00 pm on Friday, August 11, and “Walk-Ins”: \$37 members – \$42 non-members
- Cancellations after 5:00 pm on Friday, August 11, and “No Shows” will be invoiced.

*In an effort to make our accounts receivable efforts more time- and cost effective, at its July meeting the board decided to **discontinue taking voice mail reservations for our monthly meetings**. Beginning with the August meeting, all reservations will need to be made online or via email only.*

*Thanks for your cooperation.*

Sandy Cody, President

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### **Reduced Pricing for Spotlight Tables!**

If you weren't there at the last dinner meeting, we'll pause a minute to give you a chance to oooh and aaah now! Where else can you set up a display for 3 hours and do 60 second commercial to a captive audience for \$20?

Check your calendar and contact Lisa Godin right away to book your spotlight table for the upcoming monthly dinner meetings. She is taking reservations through December and at this price she expects them to fill up fast. Contact Lisa at 898-7235 or [lisagodin@usana.com](mailto:lisagodin@usana.com)

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### **Taking Part in the Selection of the National Board of Directors**

The NAWBO Presidents Assembly is currently accepting nominations for persons willing to serve on the National Nominating Committee.

The President's Assembly (PA) is responsible to elect six people to serve as PA representatives to the national nominating committee; four representatives and two alternates.

*The basic profile of ideal candidates for service on the nominating committee:*

- Voting member in good standing of NAWBO
- Experienced in NAWBO leadership
- Demonstrates vision
- Positively articulate the new governance structure

- Identify and select candidates
- Credibility with members
- Can work in consensus

Although the candidates represent the President's Assembly they need not to be a of the PA, the criteria listed above are the primary qualifications to be considered.

### **Job Description and Timeline of the Nominating Committee**

It is the responsibility of the nominating committee to review all nominations for the board of directors, conduct interviews of selected nominees and develop a slate for the vacant positions on the national board. The Nominating Committee members will be expected to participate in at least 5 meetings via conference call to be scheduled in the time frame of 10/1/06 to 2/15/06. In addition, committee members are expected to participate in an in-person meeting, for the purpose of interviewing final candidates, which is scheduled on Saturday, February 24, 2006 in Washington, D.C., coinciding with Public Policy Days.

NNM-NAWBO is one of the largest of the 82 chapters, we have had members throughout our 10+ years take an active role at the national level and we are seen, throughout NAWABO, as a progressive organization. I encourage any of you wishing to take a national leadership role to consider this short-term commitment to NAWBO.

If you are interested or think of someone that would represent our chapter and NAWBO please e-mail their name to me, Sandy@ResourcesforExcellencecom. Thank you for Making a Difference in the future of NAWBO.

### ***Habitat for Humanity's Women Build 2006***

We have the final build schedule and sign-up form for Habitat for Humanity's Women Build 2006 project in Albuquerque available as a PDF on the web site. Go to <http://www.nawbonm.org/media/docs/nawbonm-women-build-2006-signup.doc>

- \* Do not use the generic form from the July meeting, as there have been substantial changes made to it.
- \* If you are signing up for a group of volunteers, you only have to submit one form as the group's contact person; list their first name and last name at the end of the form and indicate whether one or more of them are 16-18 years of age.
- \* If you want to insure that you get the date(s) you want to be on-site, **please fax the completed form to Luci Dawson at 299-9443 ASAP**. The job captain has the unenviable task of trying to coordinate an estimated 250 volunteers for this project and the sooner I send the info on the better.

### ***Welcome Member Transfer from Chicago – Mary Bresnahan***



**Mary Bresnahan**  
**President**  
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We work with companies to get the best out of their people. We focus on performance improvement, employee relations, organization development and achieving a responsibility-based workplace to meet tomorrow's challenges by unleashing human potential!

## ***Platinum Profile – Deborah Weaver Parker***



Deborah Parker has always been in entrepreneur at heart. Her first business was crocheting and selling hats during high school. In her 20's, she had to raise in own support to teach in the children of missionaries in Mexico. During her 16 years as a community college educator, she pitched projects to the powers that be in order to obtain funding to develop innovative curricula.

In 2000, Deborah left academia and began working independently as a quality management consultant, focused on strategic planning, process improvement, and performance management. During this time, she was also a professional associate of POD, Inc., owned by fellow-NAWBO member, Samantha Lapin. This relationship continued to grow, and in February, 2006, Deborah accepted a full-time position at POD.

At POD, Deborah serves as a project manager on client projects and as the internal business systems manager. She says, "Going to work for POD has allowed me to work with larger clients and to facilitate POD's pursuit of CMMI (the software industry's quality standard) certification. I've been given a larger sandbox to play in and am loving it!" Deborah has also returned to her roots and is once again creating wearable fiber art through her business, DWParker Fiber Arts.

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Creating unique, custom, decorative and wearable fiber art.

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### ***NAWBO Uptown SATELLITE Breakfast Meeting***

*Please join us the second Wednesday of every month*

**When:** August 9, 2006 \*\* 7:30 a.m. to 8:45 a.m.

**Where:** Le Peep Restaurant  
SW corner of Indian School and Louisiana  
At 2125 Louisiana Blvd N E (South of Pier One) 881-7272

**Why:** Establish relationships, network, share business building tips in an intimate NAWBO group, and experience the value added benefits of being part of a powerful group of New Mexico business owners.

**Guest Speaker:** A 10 minute presentation by fellow NAWBO member Angie Thurman, of Premier Designs. The topic is "The Power of you Impact"

**Cost:** Members - cost of breakfast (bring your appetite)  
Non-members - cost of breakfast and a \$5 admission fee

(Please note that non-members can attend up to 3 times. After three visits, they will be encouraged to join NAWBO)

Please RSVP to Julie Epling at [julie.epling@ubs.com](mailto:julie.epling@ubs.com) or call 881-1700

**Full details of our Westside Satellite Breakfasts can be found in our online Events Calendar**

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## **Renewing NAWBO NNM Members**

### **Julee Loera**

Vice President

#### **Overhead Door Company of Albq**

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### **Carol Robinson**

Executive Officer

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### **Karen Urbielewicz**

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### **Sandy Cody**

Owner & President

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Do you want to spend more time doing what you do best - promoting your business? Let me help you save time and money by keeping you updated on accounting and tax issues.

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## ***Councils to Forums: Opportunities to market yourself & your business***

NAWBO National recognizes that in the past there were limited opportunities for members to find a place at the national leadership table. Therefore, as part of the restructuring, the three Councils - Membership Services, Public Policy and Corporate and Economic Development, have been redesigned as forums. Listed below are the forums, with a brief description of their mission and purpose.

**Education and Leadership (objectives fit well with anyone involved with the NNM Training and Business Resources or Program Committees): Key Metrics**

- Leadership Training
- Assist chapters with development
- Create branded educational products
- Enhance the member experience through education

**Economic Development (formally the CEDC Committee):**

- Create domestic economic exchange opportunities
- Develop and enhance the knowledge base
- Increase wealth of WBOS
- Collaborate on programs for entrepreneurial development, mentoring and advocacy

**Public Policy:**

- Enhance the capacity of our members to engage in the political process at the local, state and federal levels Align issues and members
- Support women business owners running for political office and seeking appointive office
- Increase strategic collaborations as appropriate or necessary to achieve NAWBO public policy objectives

**Diversity/Market Development Forum: Key Metrics**

- Increase Overall Membership
- Increase diversity within membership
- Attract high-revenue members
- Increase perceived value from membership

**International Forum**

- Create international economic exchange opportunities
- Develop and enhance the knowledge base (Interactive web site)
- Develop programs for entrepreneurial development, mentoring and advocacy

If you are interested in learning more about them or in getting involved, contact Cecilia Noblett, Director, NAWBO Chapter Relations - phone: 703-506-3268, e-mail: [Cecilia.Noblett@nawbo.org](mailto:Cecilia.Noblett@nawbo.org)

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## ***Local Leaders Graduate from Leadership New Mexico's Core Program***

Statewide Leadership New Mexico is pleased to announce that

**Gene Baca**, Senior Vice President for Bueno Foods,

**Connie Beimer**, Chief of Staff for the University of New Mexico,

**Don Border**, PNM,

**Steve Cogan**, Principal for REDW LLC *The Rogoff Firm*,

**Wayne Davenport**, Chief Financial Officer & Secretary/Treasurer for Jaynes Corporation,

**Bruce Fetzer**, Director of Public Relations for Sandia National Laboratories,

**John Grapsas**, President of Bridgers & Paxton Consulting Engineers,

**Bob Kellogg**, Chief Operating Officer of New Mexico Mutual Casualty Company,

**Samantha Lapin**, President & Chief Executive Officer of POD, Inc.,  
**Edna Lopez**, President & Chief Executive Officer of COMPA Industries, Inc.,  
**Eddie Padilla, Jr.**, Vice President of Operations for PNM, and  
**Greg Winegardner**, Regional President of Wells Fargo Bank,  
are among the 41 statewide leaders who recently graduated from the 2006 Leadership New Mexico Core Program.

Leadership New Mexico, a non-partisan, non-profit organization, was founded in 1995 to identify current and emerging leaders throughout New Mexico, enhance their leadership skills, and deepen their understanding of the challenges and opportunities facing our state.

The founders of Leadership New Mexico recognized the need to educate existing and emerging leaders. They sought to provide these leaders with the knowledge to develop initiatives that address social and economic issues in New Mexico. By engaging people in solution-seeking communication, Leadership New Mexico encourages program graduates to assume leadership roles on community and statewide issues, and develop networks for effective leadership. New Mexico's future prosperity is directly dependent upon the quality and contributions of its leadership. Every responsible, informed, and dedicated individual can have a great impact on the future of NM.

Open to all citizens of the state, Leadership New Mexico involves leaders who represent the various geographic regions and communities, from the public, private, government, and non-profit sectors. Special consideration is given to ensure diversity of geography, race, gender, and occupational background. Employers, community organizations, local leadership programs, or individuals may nominate candidates who demonstrate outstanding leadership potential. Individuals may also nominate themselves.

The Core Program sessions, which begin Thursday evenings and conclude Saturday afternoons, include topics such as health and human services, economic development, education, environment and natural resources, government, and crime and justice issues. The program sessions are held six times a year in various locations around the state. The sessions are designed to address the various issues facing the state. Each program session features speakers and panelists that are knowledgeable leaders in their specific field. Participants have the opportunity to engage in a discussion with speakers and to explore the issues in-depth.

For additional information about Leadership New Mexico visit [www.leadershipnm.org](http://www.leadershipnm.org) or call (505) 241-4800.

Elizabeth Armijo  
Marketing & Special Projects Director - Leadership New Mexico  
241-4800 phone - 241-4801 fax  
[www.leadershipnm.org](http://www.leadershipnm.org)

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## ***New Mexico Business Weekly ranks the "Fast Trackers"***

Congratulations are in order! Two of our members made the list!

This is the first year our Corporate Partner New Mexico Business Weekly ranked the fastest growing companies in the entire state...the "Fast Trackers." When looking at the growth rate of private companies, they look at both revenue and employment and measure each company's average growth in both areas over a three year period. But since revenue is the ultimate goal for private companies they double weight it to come up with the composite growth rate and then pick the top 50 private companies by their composite growth rate.

### **DJ Heckes' Exhib-It! was #39**

revenue growth rate = 24.79%  
employment growth rate = 53.30%  
composite growth rate = 34.30%

### **Denise Baker's D.R.B. Electric was #50**

revenue growth rate = 21.86%  
employment growth rate = 43.76%  
composite growth rate = 29.16%

**Another member, Gwen Clapp of Blue Plate Special did the catering for the awards breakfast!**

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## ***The Importance of NAWBO through the Eyes of Joan Schlueter***

Many of you have asked me why I give so much to NAWBO. Why I “wasted time” (some of your words not mine) serving on the NBOD (NAWBO National Board) & why I'm defending our national organization. Some of you have said the money we pay to national could be better spent here.

Here a short list of reasons and my answers to some of your questions:

\* There would not be a local NAWBO without a national NAWBO. Judi Framan belonged to NAWBO Los Angeles and missed NAWBO when she moved here. She is our founding “Mother”. (I hear you when you say there would not be a national board without chapters, but it works both ways.)

\* There would not be a Sedona chapter had Mary Schnack not wanted to drive to the Phoenix chapter every month. I was the Chapter in Formation Chair then and when New Orleans was created. Think of the help those suffering from Katrina would not have gotten without NAWBO. The list goes on and on.

\* There would not be a Center for Women's Business Research, because it was created by NAWBO leaders as a sister organization. Stats used everyone from NM to the US Congress, President, newspapers to leading magazines.

\* There would not be a National Women Business Owners Corp., a sister organization created by NAWBO to certify women as women businesses. Hundreds and likely thousands have been certified by NWBOC including some of our local members.

\* There would not be a Women Impacting Public Policy (WIPP) if Terry Neese & Barbara Kasoff had not met at NAWBO nationally (Terry is a past national president), started a business together that works with politicians and are respected by both sides of the aisle. They gained power from their NAWBO national positions. They arranged the first conference call that included 4 past NAWBO national presidents and a few others. They gained recognition by being NAWBO leaders and that led to the 535,000 member WIPP that has members in every state and is respected not only in the US Congress but many state houses including NM. When we travel around the country growing WIPP, we look first to the local NAWBO leaders to help us. Local members grow in their knowledge politically and many join WIPP thereby adding to the power which is CLOUT for all women business owners. I am still hearing in Washington about the influence NAWBO had at the White House Conference for Small Business in 1995. NM had a huge impact. Our NAWBO president-elect, Diane Denish, was co-chair of the NM delegation. Many local chapter Sponsors/Partners are partners because their national companies support NAWBO. Many of the NAWBO corporate partners became WIPP partners. Whether getting clout politically, growing membership or getting corporate partners, large numbers count.

WIIFM – What’s In It For Me! For many, that is what it is all about. For our local chapter, dozens have presented workshops at NAWBO national meetings and that has led to more business opportunities for them. A countless number of NM women are doing business with others around the country, because they met at NAWBO nationally. I had the opportunity (still am asked) to either license or franchise my business model. Just last night was a great example of helping each other. Edna was talking about how she could help Carol Kuc be connected at Sandia, and Carol was talking to Edna about how she might help her at Los Alamos. Connections – endless NAWBO connections.

One of our own had an interview recently at White House Personnel for a national position. Without NAWBO/WIPP, that would not have happened. I have a White House appointment because of NAWBO/WIPP. I travel to grow WIPP. I take the wonderful story of NM women with me everywhere I go.

Many of our members have learned how to influence the NM and US legislators from NAWBO leaders. Many have friends around the country. Think of what support JB Bloomfield and other national leaders have given to us.

Many of our members over the years have attended their first national meeting with NAWBO. Many have received leadership & BOD training even if it is not recently what you hoped to get. Look to the future. There are ups and downs in every organization. I have been a NM NAWBO member for almost 12 years and seen our own chapter go up and down.

I am PROUD of our chapter. It was an honor for me to represent NAWBO at national meetings. I saw it as a way to promote the dynamic women we have in my adopted state. I want our members to become national leaders. Jean Gibson served on the national nominating committee two years in a row. A thankless job, but Jean knew an important one.

Cheri Tillman Anderson worked very closely with the National Membership Council for a number of years. Very early in the NM history, Judi Framan served national in a number of PR & other capacities. And there are others.

I was proud that Deborah Weaver Parker was chosen to lead a national board strategic planning session.

I serve on two national boards, two local boards, and have served on more boards and in more organizations than I can remember. (That's what comes from being a round a long time!) I've seen them go up and down. That happens for many reasons. But I believe in trying to "fix" before jumping ship.

Please follow Sandy's advice that she gave on the way back last night. Be part of the forming of the NEW NAWBO. Give what time you can. You are a GREAT group of women with wonderful talents that can be a part of a positive change. Use energy to help and keep a positive attitude.

I know this is long, but these are just a few things I'm thinking about today. You started me thinking on the way back Friday night. Together we are creating a better world for our daughters, granddaughters and all women that come after us. Why do I do what I do? For all the reasons above.

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### ***Look Out for NAWBO's 2006 Member Demographics Survey***

Keep an eye out for NAWBO's 2006 Member Demographics Survey, planned for electronic release in early August. With accurate information on our membership body NAWBO can more effectively influence public policy. We ask that you take a few moments to fill out this important survey. Some respondents will be picked at random to win fun and exciting prizes.

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#### ***CORPORATE PARTNERS***

Our Corporate Partners are presented on our newly designed web site: [www.nawbonm.org](http://www.nawbonm.org).  
Please check out the listing and support all those business that support us so well.

#### ***PLATINUM MEMBERS***

Our Platinum Members are presented on our web site as well: [www.nawbonm.org](http://www.nawbonm.org).  
Please check them out and give them your support.

#### **NAWBO NEWS**

**If you would like to submit an article for the next newsletter, please get in touch with us!**

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