



NAWBO[®]
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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IN THIS ISSUE:

The President's Corner – Sandy Cody
Program - Wednesday, December 20 - Holiday Party!
Welcome New Member - April Mortensen
Community Outreach News
Website and Listserv Survey
Platinum Profile: DJ Heckes
NAWBO Satellite Breakfast Meetings
Renewing NAWBO-NNM Members
Second NM NAWBO Chapter - Update

The President's Corner – Sandy Cody



Happy Holidays to all...

As we move from Thanksgiving, a holiday that invites each of us to reflect on all the things for which we are grateful, to the holiday seasons of the many cultures we are privileged to experience right here in NM ~~

- 12/6 St Nicholas Day (International),
- 12/8 Bodhi Day (Buddhist),
- 12/12 Virgin of Guadalupe (Mexico),
- 12/13 Santa Lucia Day (Sweden),
- 12/16-24 Hanukah (Jewish),

12/16-25 Las Posadas (Mexico),
12/25 Christmas (Christian),
12/26-1/1 Kwanzaa (African-American) and of course
12/31 New Years Eve (US and International)
and all the other ways we choose to celebrate with family and friends ~~ I wish you your best season ever.

NAWBO will celebrate the season with a slightly different yet equally fun holiday meeting, a special gift exchange. We are asked to bring a wrapped gift (no more than \$15) and to prepare ourselves for fun and laughter, what a splendid way to end the year!

Thank you all for participating in NAWBO-NNM, because of you, we are experiencing a marvelous year as well.

Please join us as we celebrate the 2006 Holiday Season NAWBO style.

Sandy Cody
President, NAWBO-NNM 2006-2007

Program - Wednesday, December 20

Holiday Party!

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. Mix 'n Mingle — 6:15 p.m. Dinner & Gift Exchange

We invite you, your family and friends to celebrate the holiday season with us at our annual holiday party. We've added a gift exchange to this year's festivities, and hope you'll join us. If you choose not to participate in the gift exchange, you're welcome to eat, network, and be entertained.

How does the gift exchange work? Members and guests are asked to bring an unmarked, wrapped gift valued at approximately \$15. *No white elephants please...it should be a gift you would like to get yourself.*

- The gift must be wrapped or placed in a bag so no one has any idea of what's inside (a brown paper bag with ribbons is just fine).
- All gifts are placed on a central table, and each person picks a number from the bowl at their table (numbered 1 through 10).
- The announcer will tell all those holding 1's to choose their gift from the central table, take it back to their table, and unwrap it so everyone can see what was picked.
- Then it's time for number 2's to either take number 1's gift (at their table only) or choose a gift from the central table and unwrap it when they return to their table.
- If you take a gift from someone at your table, that person picks out a different gift from the central table before the next number is called, takes it back to their table and unwraps it.
- For numbers 3 through 10, the sequence continues as above until all gifts are opened.
- At that point, anyone can go to any table in the room and ask if someone will exchange their gift for hers.

There are sure to be squeals of delight and a lot of laughing — don't miss it! .

***A very special "Thank You" to Luci Dawson of Strategic Solutions
for sponsoring the cash bar at our Holiday Party!***

Advance Reservations are Required by 5:00 pm on Friday, December 15, 2006

- For immediate reservations, click here: <http://www.nawbonm.org/nawbo/events/register/322/>
After submitting your reservation, you will have the option to continue and pay in advance online.
 - You can also e-mail Luci Dawson to make your reservation, or to cancel a standing RSVP for this month only: nawbonnm-f@earthlink.net
 - Meeting Cost: \$27 members; \$32 non-members
 - RSVPs received after 5:00 pm on December 15 and "Walk-Ins": \$37 members – \$42 non-members
 - Cancellations after 5:00 pm on December 15 and "No Shows" will be invoiced.
 - You will be billed if you make an RSVP for a guest and your guest does not attend or pay, even if you indicate you do not intend to pay for your guest.
-

Welcome New Member

For many years April was the designated representative of our corporate partner, Wells Fargo. She recently retired from the bank, and is returning as a supporting member from Hot Shot Services.

April Mortensen

Business Development Manager

Hot Shot Services, Inc.

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Hot Shot Services, Inc. is a New Mexico woman owned and operated corporation providing warehouse, logistics, inventory management, delivery, courier, and distribution services throughout the nation. We provide high quality 24/7 operations.

Supporting Member

Community Outreach News

The NAWBO November 2006 silent auction was a success and raised \$1,375.00. THANKS to all the donors who are listed below and to the people who purchased items.

Starky's ABQ

COMPA Industries, Inc.

Marquette Gifts

Performance Hair Craft

Bueno Foods

Rising Star Chinese Restaurant

Barbara Mathes

Premier Designs Jewelry

The Day Spa at Serenity Gardens

Bank of the West

Embassy Suites

Human Resources by Mary Rutland

Janice Moranz, MD

Body & Skin Clinic – Lehsa Orcutt

Sandy Schargel Interiors

Total Body Wellness

Deborah Parker

High Desert Aesthetics

The Sanctuary

Bair Medical Spa

Mountain America Credit Union

The next silent auction will be at the May 2007 NAWBO meeting.

Ann Allsburry, Outreach & Youth Development Chair

Website and Listserv Survey

There will be a short member survey about the website and the listserv at the December meeting. Please take a couple minutes and fill it out for us. We value your input. Thank you.

Robin Johnstone, Member Communications Chair

Platinum Profile: DJ Heckes by Mamie Chan



Owner: EXHIB-IT! Tradeshow Marketing Experts

Born and raised in North Carolina, DJ is goal-oriented and strives to succeed both personally and professionally. She is a wife and mother of three children, is Nationally Certified as a Legal Assistant and holds an Associate Degree in PreLaw and a BA in Health Care Management.

Starting as an Account Executive working from her home, with Exhibit Design Consultants, Inc. DJ noticed a trend in the exhibiting industry and put all her energy into turning her territory into the largest sales territory for the Seattle, Washington based company. DJ being the industry trendsetter that she is, began to foresee a larger future for herself and the company. On February 11th, 2000 with 6 years exhibit industry experience behind her she purchased the New Mexico and West Texas territory from Exhibit Design Consultants, Inc. and opened EXHIB-IT! Tradeshow Marketing Experts. The first month in business, sales exceeded \$90,000.00. She has grown her company from one employee to presently 10 employees and seasonal contract employees.

She is actively involved in ten chambers in the States of New Mexico and Texas. She is the Past President of the American Marketing Association, New Mexico Chapter and won Chapter of the Year for 2005 and also received an award for overall excellence in leadership along with special merits recognition in the categories of chapter management, chapter leadership, member recruitment and member retention. No other chapter has ever won that many awards in a single CEA competition and it has been 20 years since the Chapter has won "Chapter of the Year." She is an Ambassador for the Albuquerque Economic Development, Greater Albuquerque Chamber of Commerce, and Rio Rancho Chamber of Commerce, in addition to being Past Board Member of American Indian Chamber of Commerce, National Association of Women Business Owners and New Mexico American Marketing Association. She has won Maxie Anderson Award in 2005 (Entrepreneur of the Year), Fast tracker list for 2006 (#39 fastest growing business in Albuquerque), and has been published as #45 Largest Woman Owned Business listed in New Mexico. DJ believes in being active in the community to help show that small businesses can have big impact in growing New Mexico!

With her reputation as a community leader, DJ utilizes her own talents and those of her employees and has taken EXHIB-IT! Tradeshow Marketing Experts beyond each yearly sales goal and crossed their First Million Dollars in Sales in October 2006 and looks forward to surpassing their Two Million Dollar goal by year end 2008. DJ's clientele recognizes her as a steadfast part of the economic development of the Albuquerque area and they turn to her for her talents and marketing advice whenever necessary.

DJ Heckes
Chief Executive Officer
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NAWBO Satellite Breakfast Meetings

NAWBO WESTSIDE Satellite

Breakfast Meeting

the **FIRST** Wednesday of every month

When: January 3, 2006
7:30 a.m. to 8:45 a.m.

Where: Weck's Restaurant
6311 Riverside Plaza Lane
Coors and Montano Plaza Drive
352-6209

Guest Speaker: A 10 minute presentation

Please RSVP to Lehsa Orcutt at
bodynskinclinic@msn.com
or 872-2900

NAWBO UPTOWN Satellite

Breakfast Meeting

the **SECOND** Wednesday of every month

When: December 13, 2006
7:30 a.m. to 8:45 a.m.

Where: Le Peep Restaurant
2125 Louisiana NE (South of Pier One)
SW corner of Indian School & Louisiana
881-7272

Guest Speaker: A 10 minute presentation by Jean Gibson. The topic is "When Disaster Strikes-A Common Sense Approach to Survival in a Rough World"

Please RSVP to Julie Epling at
julie.epling@ubs.com or 881-1700

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.)*

Renewing NAWBO-NNM Members

Donna Dell Brown

Owner

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Independent sales representative

Established Member

Agnes Noonan

Executive Director

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WESST Corp is a non-profit business assistance organization providing business skills training, technical and financial assistance to viable start-up or growing businesses throughout New Mexico.

Supporting Member

Second NM NAWBO Chapter - Update

Building Steam

The efforts to start a chapter in the southern part of the state are going very well. According to National by-laws we need five business owners to file the paperwork to be a "Chapter-in-Formation" & we have six. The group has met a couple times, has chosen a name, is beginning to file the necessary paperwork & making additional contacts.

We have a great start & are very excited about the future. We would appreciate any additional contact names of other business owners in the Las Cruces/El Paso area.

Thanks for all your help & support with this effort. It is a big undertaking & something we as a Chapter can be most proud of. Send names to Mary Bresnahan at BresGroup@4u.net or call 922-1973.

Mary Bresnahan
the Bresnahan Group
Working with Companies to Get the Best Out of Their People

CORPORATE PARTNERS

Our Corporate Partners are presented on our newly designed web site: 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. 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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