



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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HAPPY NEW YEAR!!

What a holiday season...can you believe the weather? I left the mid-west to avoid the white fluffy stuff...but it sure is glorious to look at.

I hope that each of you had a great season and had the opportunity to celebrate in a tradition that is important to you and your loved ones.

I want to thank to the Embassy Suites Hotel for their flexibility and support. As most of you know our December meeting was cancelled due to the weather; the hotel not only allowed us to cancel at the last minute, they did not charge us one dime for the cancellation. Never before, and I mean never, has that kind of service been offered to me or any group to which I have belonged. You know the food was bought and catering staff scheduled to service us and yet they did not charge us for any of their loss. Please take a few minutes at our January meeting to say "thank you" to any Embassy Suites person you encounter. THANK YOU EMBASSY SUITES.

2007 a New Year...what are your plans? Your Board of Directors has several great projects going on.

- * The new Foundation is well on its way to creating a Board of Directors
- * There is a committee of Past Presidents working on new By-Laws which will bring us into alignment with National and position us to better serve the women owned businesses of NM.
- * The Public Policy Committee is gearing up to attend the 2007 legislative session to include Business Days in SF. If you would like to take part in Business Days (they are fun and such an education) contact Robin Dozier-Otten information.

* The Training Committee and our Corporate Sponsor, the Bank of the West, are planning an outstanding seminar, *Fraud and Small Businesses*. Watch for more information as this is a topic we all need to understand if we are to be responsible business owners.

There is a great deal going on and we would love to hear more about your plans. So, bring your fliers, announcements, give-a-ways, newsletter, anything you would like to share with the membership and place them on our new "*Free For All Table*". (See more information in "Meeting Info." article below.)

Thank you all for participating in NAWBO-NNM, because of you, our chapter is a leader in the National NAWBO Community.

Sandy Cody
President, NAWBO-NNM 2006-2007

Program - Wednesday, January 17

Recruiting New Companies to Albuquerque

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 & Program

Bob Walton, Vice President of Business Development for [Albuquerque Economic Development, Inc.](#) (AED) will present an update on new companies recently recruited to the Albuquerque Metropolitan Area. He will also talk about AED'S Retention and Expansion program, and how AED helps local companies to take advantage of their incentives and programs to assist in the growth and profitability of their businesses.

Bob's primary focus is on retaining and expanding local, existing companies. He is a manufacturing executive with over 35 years of experience, primarily working for Fortune 100 companies. He spent three years in Tokyo, Japan and Seoul, Korea as General Manager of the AlliedSignal Turbocharger businesses. Throughout his career he was responsible for the construction and start up of over three million square feet of manufacturing facilities in the United States, Venezuela, Haiti, Mexico, Japan and Korea.

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

Advance reservations required by 5:00 p.m. on Friday, January 12.

- For immediate reservations, click here: <http://www.nawbonm.org/nawbo/events/register/327/> 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: \$29 members; \$35 non-members
- RSVPs received after 5:00 pm on January 12, and "Walk-Ins": \$34 members – \$39 non-members
- Cancellations after 5:00 pm on January 12 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 Members

Rebecca W. Keller

President

Gravitas Publications, Inc.

615 Vassar Dr NE

Albuquerque, NM 87106-2738

(505) 266-2761

Fax: (505) 266-2761

gravitas_keller@comcast.net

www.gravitaspublications.com

Established Business Owner

Gravitas Publications, Inc. is an independent book publishing company that specializes in developing quality educational materials for students of all ages such as Real Science-4-Kids, an engaging science curriculum for grades K-12.

Anita C. Montoya

Owner/Photographer

Envision Photography with Anita C. Montoya

3265 San Ildefonso Loop NE

Rio Rancho, NM 87144-5347

505-363-5227

anita@en-visionphotography.com

www.en-visionphotography.com

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NEW COLUMN! Question of the Month

Each month a question will be asked of various members at the monthly meeting. The answers will be published in the newsletter. Since we didn't have a meeting in December, a few members were called and asked this month's question:

What do you do to recognize your clients at the end of the year?

Amy Zampella (Licensed Massage Therapist, Heartline Wellness Center, Inc.), says "I decided to give back to the local community, by donating to the Roadrunner Food Bank of NM's Healthy Foods Initiative. I sent all my clients a holiday card telling them how much I appreciate their business, and that I was donating locally, in their honor.

Gail Martinez (President, Payroll Solutions Ltd.) says "Depends on the client. Some I take out for a nice lunch, for others I give little gifts. Gifts range from a homemade cookie platter to Theobroma Chocolates depending on the amount of time I have. This year it was mostly Theobroma! Not much time."

Amy Mathews (Owner, Fulton Motors) says that she sends all her clients a Christmas card and for special customers this year she gave Amour chocolate covered nuts by Lauri Swanson. In past years she has given Cannon Sweet Hots.

Julie Kirkpatrick (Vice President, Auto Glass Services, Inc.) says certain clients she gives gift certificates and other clients she makes cookies baskets.

Kathleen LoSapio (President, Nebark Courier, Inc.) says she sends cards and for special customers she give gift certificates.

One idea that I heard at a seminar was to send out cards that celebrate other holidays besides Christmas and the New Year. One card was an after Christmas card, Ground Hogs Day card, April Fools Day card, Independence Day card. It is never too late to recognize our customers.

Nancy J Ullery, Reporter

The NAWBO Technology Upgrade Gets Underway

After months of preparation, chapter representatives and key members of NAWBO staff recently met with the president and project manager of Association Consulting Group Inc. (ACGI) to begin work on the transition to NAWBO's new database, Association Anywhere. Scope of work (SOW) interviews were conducted for two full days on December 5 and 6 to lay out the foundation of the work ahead, and to address the needs and expectations of NAWBO members, chapters, and staff.

ACGI's Association Anywhere association management system (AMS) will replace NAWBO's current database and web interface, iMIS and the eSeries, respectively. For more information on ACGI, please visit: www.acgisoftware.com

After a successful round of interviews, the ACGI team has returned home to prepare a detailed SOW document for the project, which is expected to be completed in early 2007. The new database and web interface are expected to launch mid-year 2007. More details will be available as the project progresses.

Special thanks go to Candace Roberts, Chair of the Technology Task Force, member of NAWBO's National Board of Directors, and member of NAWBO Philadelphia for participating via teleconference, and to Vicki Tortorelli of NAWBO Orange County for traveling to NAWBO headquarters to participate. The ongoing input from the task force is an important – and much appreciated – factor in a smooth transition to a product that better suits the organization's needs.

Luci Dawson
Executive Director

Platinum Profile: Kay Ballinger, Catalyst Financial Management, LLC

Kay Ballinger and her husband, Steve Schroeder, own the financial services firm, Catalyst Financial Management, LLC. Kay and Steve are Investment Advisory Representatives for Linsco/Private Ledger, a national network of investment professionals. Their clients include successful individuals and businesses whose financial goals range from educational and retirement planning to asset allocation and portfolio management.

In addition to her five years as a financial advisor, Kay has 25 years experience in business consulting and management, as well as a Personal/Professional Coach Certification. With this broad background, Kay brings an integrated, "big picture" approach to financial management. She recognizes the importance of clearly understanding clients' financial goals, values and lifestyles to develop investment plans specifically suited to them. Good planning and consistent follow up result in successful financial management and satisfied clients.

Kay was president of the Northern New Mexico NAWBO chapter in 2003-2004. "I loved serving as president of this organization," she says. "To be charged with that responsibility and to work with the board and membership to implement the goals of NAWBO was an honor and an experience I will always treasure. The success of women business owners will always be important to me."

An Albuquerque native and graduate of the University of New Mexico, Kay is very dedicated to her community. In addition to NAWBO, she is a Past President of both the Greater Albuquerque Habitat for Humanity and the Albuquerque Quality Network. She is a member of the Kiwanis Club of Albuquerque and participates in their community projects. As a member of the Friends of the Cumbres and Toltec Scenic Railroad, Kay has participated in many preservation projects for the historic narrow-gauge railroad in northern New Mexico and southern Colorado. She also works with the Alliance for Albuquerque

Animals to increase adoptions of shelter animals and to provide more comfortable conditions for animals at the Albuquerque shelters.

Kay Ballinger, Owner/Partner
Catalyst Financial Management
2155 Louisiana Blvd NE, Suite 10100
Albuquerque, NM 87110-5485
(505) 889-8889
Fax: (505) 212-0321
kay@5starportfolios.com
Investment Management and Financial Planning Services

NAWBO Satellite Breakfast Meetings

NAWBO WESTSIDE Satellite Breakfast Meeting

the **FIRST** Wednesday of every month

When: February 7, 2007

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 by Deb Austin, Owner
of Office Alternatives –
"21st Century Office"

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

NAWBO UPTOWN Satellite Breakfast Meeting

the **SECOND** Wednesday of every month

When: January 10, 2007

7:30 a.m. to 8:45 a.m.

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

Guest Speaker: A 10 minute
presentation by Dr. Janice Moranz,
Dermatologist & USANA Indep. Assoc.
– "Weight Management"

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

Lucy E. Archambault
Manager
Lea Environmental, LLC
10224 Sandhurst Dr NW
Albuquerque, NM 87114-4515
(505) 890-7815
Fax (505) 890-2881
leaabq@aol.com
Established Business Owner
Environmental services including property assessments; audits; permitting; and management plans.

Julie Epling

Financial Advisor

UBS Financial Services, Inc.

2155 Louisiana Blvd NE Ste 300

Albuquerque, NM 87110-5409

505-881-1700

Fax: 508-880-2799

julie.epling@UBS.com

Supporting Business Owner

I am a Financial Advisor with UBS Financial Services, Inc. devoting my time to serving the needs of individual investors. I am Series 66 and Series 7 licensed.

Karen J. Panciera

Owner

Dream Catcher Coaching & Consulting

528 Golden Meadow Dr NW

Albuquerque, NM 87114-2031

(505) 898-1349

Fax: (505) 898-2852

kjp@nmia.com

www.dreamcatchercoaching.com

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Judith D. Schrandt

Attorney

Swaim, Schrandt & Millet, PC

4830 Juan Tabo Blvd NE Ste F

Albuquerque, NM 87111-2682

(505) 237-0064

Fax: (505) 237-9440

Established Business Owner

judi@taxgypsies.com

Elder law, estate planning, taxation, & probate.

Gayle Williams

Executive Director

BNI - Southwest

6233 La Joya NW

Albuquerque, NM 87120-1195

(505) 898-4363

Fax (505) 898-0243

gayle@bni.com

www.bni.com

Established Business Owner

BNI is the largest business networking organization in the world. It offers members the opportunity to share ideas, contacts and most importantly, business referrals.

Meeting Info: Price Increase at the Embassy and Our "Free for All" Table

Price Increase: This is a reminder that, in spite of the hard work of Janice Moranz, we are facing a monthly dinner meeting increase from the Embassy Suites Hotel. Effective January 1st, dinner for our members will increase to \$29 (\$34 for late reservations) and \$35 for guests (\$40 if reservations are not made on time). I apologize for the late notice, but without the December meeting, our announcements are a bit behind.

We contemplated looking for a new site, however the Embassy has been good to us. They do not charge for the spotlight tables, they allow us to use our own AV equipment and they are offering excellent rates on our seminar space. In addition, feedback from the membership consistently addresses the excellent service, meals, location and setting. Because this is one of the best locations we have had in a while the BOD is reluctant to move us again. If you have comments, ideas for other locations please let a BOD member or I know about it; we are open to other options and your thoughts.

Our "Free for All" Table: For those of you who would like to spread the word about your business, favorite non-profit, or opportunities you want to share with the membership, we now have the "Free for All" table. You may put any information you would like on the table; however, not on the dinner tables. Use of the "Free for all Table" does not include a 1 minute presentation similar to the Spotlight tables and any materials left on the table at the end of the meeting will be tossed by the hotel staff (paper is expensive make sure you retrieve your brochures and other materials).

Sandy Cody, President
NNM-NAWBO

Business Days in Santa Fe

The Public Policy Committee is busy planning NNM NAWBO's presence at Business Days in Santa Fe. This ACI sponsored event will be held at the Eldorado Hotel in Santa Fe on January 29th and 30th. We will have a renewed NAWBO booth for the evening reception on the 29th and will distribute our legislative priorities to legislators and business leaders who attend. We will also have a nice "Save the Date" handout with information about Speak Out, our April meeting program.

On January 30th, we will attend the morning Business Day program and then, after lunch, visit with legislators at the capitol. There, NAWBO members will have an opportunity to talk with their representatives and senators about our issues and to give them a personal invitation to attend Speak Out.

Mary Lou Christophersen is chairing our Business Days efforts. If you are interested in attending all or part of this exciting event, please contact her. We'd love to have you join us. And in spite of the serious impact of public policy on our businesses, we do have a good time!

You are also welcome at the Public Policy Committee meetings. Our January meeting will be on Wednesday, the 10th so that we can finalize our legislative agenda prior to the Legislative Session that begins on January 16th. We usually meet on the fourth Wednesday of the month at 7:30am at Perennials Restaurant, 6001 San Mateo NE, Ste. B5. Let me know if you're interested in receiving Public Policy information, and I'll be glad to include you on our e-mail distribution list.

Robin Dozier Otten
Vice President for Public Policy
rdozierotten@comcast.net
505-856-7244

Mary Lou Christophersen
Business Day PP Chair
penguini@spinn.net
505-842-5406

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!

EDITOR:

Donna Luke, djLuke enterprises

– desktop publishing &

Pre-Paid Legal Services - Independent Associate

821-5659

djluke2020@comcast.net

REPORTERS:

Amy Zampella, Heartline Wellness Center, Inc.

255-2203

amy@heartlinewellness.com

Mamie C. Chan, OD, Eye Care For You, PC

821-8333

drmamie@osogrande.com

Nancy Ullery, Heartland New Mexico

440-9586

nancyj@heartlandnewmexico.com