



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 – Mary Rutland
Program – Secrets of My Success
Platinum Profile – Karen Genter
New Members
Renewing Members –
WIPP - A Presidential Candidates Forum on Health Care
Announcing the National Board of Directors Nomination process.
Nationals NEW online System
Economic Development Committee Report
Movers and Shakers
Foundation Rug Auction
Question of the Month – What is Most Rewarding About having Your Own Business?
Three NAWBO Satellite Breakfast Meetings

The President's Corner – Mary Rutland



NAWBO--HOW CAN IT HELP ME????

Many ladies ask that question. A lot. So what is the answer? To have NAWBO work for you, you need to work it. Just coming to the dinner or luncheon will usually not fill the bill. Making relationships will. Learning what others in the organization do. So what can I do to make that happen?

- Using the membership when you need a job done—asking them first. Check out the directory on line. There are categories with the businesses underneath to help you make the choice.
- Take advantage of the time given in each meeting to set a time to meet with another member to learn more about them.
- Join a mastermind group.
- Join a committee. There are plenty of opportunities to help out. We are a vibrant organization and can always use help.
- Go to the Satellite breakfasts and meet others.
- Be open to meeting others, not expecting them to come to you.
- If your company is in hard times, contact the Advisory Board for consultation. A free service of our own expertise to help you.
- Attend other functions sponsored by NAWBO, such as the upcoming WIPP luncheon.

- Sit with different people at the meetings and give everyone your card with a brief explanation of what you do (your Unique Selling Proposition)!
- Always be ready with a 7 word commercial if called on.

If you try at least two of these, you will start seeing results!

See you at the next meeting.....Mary

Thank you for your continued support.

Mary Rutland, President, 2006-2007

Program - Wednesday, October 17th

We meet in La Ventana Room at the Embassy Suites Hotel on Lomas, just west of I-25.
La Ventana Room is located just off the hotel's main lobby.

5:30 p.m. Mix 'n Mingle
6:15 p.m. Dinner and Program



Secrets of My Success

What do NAWBO-Northern New Mexico members **Beth Chase** of Edward Jones Investments, **Lezlie Ann Kinney** of Bright Ideas Promotional Products Galore!, and **Dr. Janice Moranz** have in common? They all have a successful business! Find out how these women succeeded and continue to prosper.

This Month's Menu:

Salad: Chef's Garden Salad
Regular Entree: Beef Enchiladas
Vegetarian Entree: Cheese Enchiladas
Dessert: Chocolate Mousse

Advance reservations are due by 5:00 p.m. on Friday, October 12. RSVPs received after 5:00 p.m. on Friday, October 12 and walk-ins will be charged an additional \$5.

Cancellations after 5:00 p.m. on Friday, October 12 and no shows will be invoiced.

Click [here](#) to RSVP online. After you RSVP, you have the option to continue and pay in advance.

You may also [click here to RSVP by email](#) and pay at the door with cash, check, MasterCard, or Visa.

To cancel a reservation, [email Luci Dawson](#)

NOTE: The November meeting will be held on the **2nd Wednesday of the month (November 14)**, so as not to conflict with the day before Thanksgiving.

Platinum Profile – Dr. Karen Genter



There are a couple of new men in Dr. Genter's life these days, and yes, her husband Brian is well aware of them. Karen is excited about the pending arrival of her first child, a boy, sometime around November 7th. Facing maternity leave, Karen realized she needed an associate to cover her practice for a little while. She has been joined at High Desert Chiropractic & Wellness by Dr. Zandall Carpenter, D.C. Dr. Carpenter will be available to offer adjustments to her patients while she is out of the office.

Dr. Genter has been practicing chiropractic for 12 years, specializes in treating pregnant woman. Karen is well known in the community for her specialty, receiving ample referrals from obstetricians, midwives, and primary care physicians. Karen also works with personal injury cases and accepts most major health insurance; including Blue Cross/Blue Shield, Presbyterian, Lovelace, Cigna, and United. Please call her office to find out if your plan covers chiropractic care.

High Desert Chiropractic & Wellness recently received a remodel - more treatment space and lovely warm colors. Karen's office manager, Renee, and chiropractic assistant Jo are looking forward to the arrival of Karen's baby as well. They hope to have a small nursery set up for him in the back of the office.

Karen has been a NAWBO member for the 10 years she has lived in Albuquerque. She is a former board member, and is currently serving on both the Finance and Economic Development Committees. Karen cites her Mastermind group as one of the most valuable benefits, she says that those women "keep her going"!

As a patient of Dr. Genter's, I can say that her chiropractic adjustments are very effective. I am able to keep great range of motion and flexibility to perform my work as a massage therapist.

We wish Karen the best for the birth of her baby, and continued success in her practice.

-----Amy Zampella

New Members

Ginny Berger

Owner/CEO

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Mobile, portable dental services serving military, commercial, special needs, correctional, and Native American populations.

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Studio J Interiors, Inc. provides complete residential and small commercial design services including space planning; selection of tile, carper, light fixtures, and paint colors; selection of furniture, fabric, and accessories; custom window treatments.



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Mortgage loan officer handling residential, commercial, construction, and home equity loans.

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A comprehensive financial services firm committed to helping you improve your long-term financial success. Our customized programs are designed to grow and conserve your wealth by delivering a high level of personalized service.



Nora Tocci
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C.O.D.E. is a small, woman-owned company based in New Mexico. The company was founded by three people on a mission to provide cutting edge optical solutions. We are dedicated to the art of optical design and analysis along with clever opto-mechanical engineering and electrical/control systems integration.

Renewing Members

Ro Saavedra is moving on to other opportunities. So Donna Luke will be sending you an email if you are a renewing member. We will be looking for a picture, a one sentence description of your business and one sentence stating why you're renewing your membership in NAWBO. We feel it's important for newer members to get to know you.

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(505) 281-2069
donna@dragonflyquilting.com

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Team Mentor

Balancing Life and Work

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balancinglifeandwork@comcast.net
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Our team focus is on wellness & leadership. We create unique home-based businesses to balance our life and work. We've alligned with a science & integrity based nutritional company, USANA Health Sciences.

Lesha E. Orcutt
Vice-President

Body & Skin Clinic Inc.

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bodyskinclinic@msn.com

Body and Skin Clinic with a relaxing, clinical approach to your treatment, keeps an eye toward anti-aging and rejuvenation. Corrective procedures and skin care products, which may be coupled with relaxing or deep tissue massage to complete your session.

Brenda Adams Sterling
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Financial Consulting. Provides CFO/COO services to small & mid sized companies on a contract basis.



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HNM offers Real Estate Services for residential and vacant land in Southern Sandoval County & Bernalillo County. We work with home owners & investors and property owners needing property management. We also offer small offices to professionals for lease on a daily, weekly, monthly or yearly basis.



Women Impacting Public Policy Presents

**A Presidential Candidates* Forum on Health Care
Thursday, November 1, 2007, 11:30am to 1:30pm
Albuquerque Marriott Pyramid North
5151 San Francisco Road NE, Albuquerque, NE**

WIPP National Lobbyist Ann Sullivan will lead the forum.
NM Senator Sue Wilson Beffort & NM Senator Dede Feldman
will be recognized for their work on health care.
All NM state women legislators are invited to attend as our guests.

*Presidential Candidates or their surrogates will be given an opportunity to speak.

To register online, please go to www.WIPP.org/events.asp, A Presidential Candidates Forum

Note: Ladies—when you register, would you please let me know so that we will know how many tables to reserve for NAWBO? Thanks so much. Mary Rutland mary@hrbymr.com

Announcing the National Board of Directors Nomination process.

As most of you know I was not keen on the changes to the National By-laws the Board structure or direction. I am delighted to say I was wrong and each interaction I have with National is more positive than the previous interaction.

Last Friday the nomination committee reviewed the new nomination process; what a change!! It is an open process with all members notified no less than twice the names of those being considered for Board positions. Current Board members wishing to stay on the Board must join in the selection process and will not automatically be chosen. There is a job description and the nominating committee has been given very specific skills and abilities a candidate should possess if they wish to be on the National Board.

Please visit the National website <http://www.NAWBO.org>; there you will find the procedures, the nomination form and the job description.

I encourage you to nominate yourself or members of our chapter or for that matter other chapters. The reality of the business world is that change happens when we participate please participate in the process.

Sandy Cody
Past-President
National Nomination Committee Member

National's NEW Online System

As you have read previously, I've been involved since August 2006 on national's Technology Task Force to design and implement a new management system for members. We've been testing it for the last month and just completed the third phase of Beta testing over the weekend.

If you are a member in good standing, you should have received an email from national on October 1 with the subject line **NAWBO Website: Your new login is included!** This email contains your new user name and password to access the vastly improved online system. Please let me know if you haven't received that email, so I can follow up with them.

I encourage you to log in with the instructions national sent you to access the new system and let me know of anything that doesn't work correctly or is unclear to you. We've been testing it for the last month trying to make it "fail", and I believe we've caught everything. Knowing that not all members may be as familiar with working online as others, however, we need to know if

anything else needs to be tweaked or if you have any suggestions for how it could be improved further.

If you ever worked at all with the former e-Series system, this is going to be a real treat for you!

Luci Dawson, Executive Director

Economic Development Committee Report

Please mark your calendars:

October 16 – Twelve Step Program to Success, Geraldine Garcia, SBA
Doing business with the Federal Government
SBA Certification Program, Central Contractor Registration, NAICs code,
DUNNs number, Identifying Federal Procurement Opportunities, Government
Contracting Procedures and Procurement Technical Assistance Center.

7:30 a.m. Wecks, I-25/Osuna
Economic Development Forum Committee
RSVP: dmaestas@nmconsult.biz

October 17 – Corporate Partner Reception, 4:30 p.m., Embassy Suites
Economic Development Committee

Debbie A. Maestas, Maestas Consulting

Movers and Shakers

Finalist at the WIPP/SBE Council POWERful Policy and Politics conference, September 17-19 in Washington, DC.

Edna Lopez, COMPA Industries, Inc., named as a first-time Power Broker by NM Business Weekly in the 2007-2008 class.

Nine (9!!!) members were on NM Business Weekly's Top 50 Woman- Owned Businesses list (ranked by gross revenues):

- #2 - Kathleen LoSapio/Nebark Courier
- #6 - Edna Lopez/COMPA Industries, Inc.
- #10 - Denise Baker/D.R.B. Electric, Inc.
- #11 - Julee Loera/Overhead Door Company of Albuquerque
- #12 - Carol Petranovich/Computer Corner, Inc.
- #16 - April Mortensen/Hot Shot Services, Inc. (April is their designated rep, not an owner of the company)
- #30 - Ann Silva/Ann Silva's Bernina Sewing Center
- #39 - DJ Heckes/Exhib-it! Tradeshow Marketing Experts
- #42 - Lisa Adkins/SolutionWerx, Inc.

Robin Otten, RDO Strategic Consultants, Public Policy Award

Greetings from your NNM-NAWBO Foundation Board of Directors:

Attached is a very special invitation. It is the first community based fundraiser for the NNM-NAWBO Foundation. Proceeds from the sale of Oriental rugs will go to our newly established foundation.

All our members will receive a special invitation from the auction sponsors; rugs purchased by names provided by our members result in a 5% donation to the foundation. Purchases by others attending the auction we receive 2% of the purchase price. Therefore, if you have others you would like to invite, please send their names and addresses to Sandy Cody or Linda Parker (our e-mail address are in the Cc line above) we will submit their names and address through the NAWBO provided list. We would prefer your lists in an Excel spreadsheet as it makes it much easier to

create mailing labels; we will accept in other formats, if necessary. Since time is short, please get your list to us no later than Friday the 28th.

If you missed the September meeting here is how the money will be used -- 1/3 back to the foundation endowment for future use, 1/3 to the Leadership/Development and Program Committees for special training and program events and 1/3 to our members and other women owned businesses in NNM for scholarships and assistance in growing their businesses.

The last recipient of the auctions' donation received \$9000...if we could raise the same amount there would be substantial funds for us to provide some outstanding training and programs to our members AND assistance to women owned businesses. With \$9000 on our mind, please join us and think about names you could send Linda or me.

See you at the auction.

Sandy Cody
Resources for Excellence, Inc

Question of the Month

What is the most rewarding thing about having your own business?

Belinda Pierce of Image Impressions - My clients appreciated my hard work and service. That is my reward. I love what I do.

Linda Roe, CPA – I don't have to answer to a boss. Make my own direction. I have more independence.

Barbara Dawson of Usana Health Services – I love my financial independence and freedom. I am leaving a legacy.

Nora Tocci of Code, Inc. - I am my own boss and I can make my own schedule

Lyn Dunbar of Ecosse Design, LLC – Working to create a more flexible schedule. I am able to pick and choose what I do.

Marlene of Infinite Resolutions, LLC - Being a business owner has been one of the most empowering experiences of my life. I've grown, learned, and stretched beyond the (mostly self-imposed) limits I thought I had. I've discovered strengths, capabilities, and confidence I never dreamed of. My perspective- of people, of the business world, of the world – has expanded and become more balanced. I get to create the person I want to be and the life I want to live and to integrate my values (including having fun) into my word.

Reporter: Nancy J Ullery of Heartland New Mexico, LLC

Three NAWBO Satellite Breakfast Meetings

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

NAWBO WESTSIDE Satellite Breakfast Meeting

the **FIRST** Wednesday of every month
When: Nov. 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

Please RSVP to Lisa Godin at
lgodin@flash.net or 898-7235

NAWBO UPTOWN Satellite Breakfast Meeting

the **SECOND** Wednesday of every month
When: Nov. 14, 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

Program: A 10 minute presentation

Please RSVP to Lynda Turner at
lturner726@aol.com or 855-5126

NAWBO SANTA FE Satellite Breakfast Meeting

The **SECOND Thursday** of every month

When: Nov 15, 2007 from 8:45 a.m. to 10:00 a.m.

Where: Zia Diner, 326 S Guadalupe (between Aztec and Montezuma), Santa Fe
505-988-7008

Guest Speaker: A 10-minute presentation

Please RSVP to Debbie Steg at djsteg@dynamicmetamorphosis.com or call 505-920-7141.

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.)

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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