



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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Have you checked out the updated NAWBO National website? If not, do so. It is more accessible and has reams of information.

I also encourage you to visit the new and improved Chapter Resources Center at www.nawbo.org, click on Chapters and then Chapter Resources Center. To log-in to this section of the site, use:

Log-in: Resource Password: Chapter80

You will find information organized into four categories - [Fundraising, events, and other revenue generating initiatives](#) ; [Corporate partners, affiliated organizations, and community partners](#) ; [Educational programming, speakers, and strategies](#) ; [Chapter/board management and leadership development](#) ; [Membership recruitment and retention](#).

I also encourage you to visit the Best Practice Library!

Yesterday, I was on the President’s Assembly call for NAWBO National. They are coming a long way in using great methods to communicate. We met by internet and phone, which was really helpful. One of the topics was Corporate Partners and how important they are to us as chapters. The word partner is not lightly used. Corporations want to partner with us and we should encourage that. Please note our Corporate Partners for our chapter. They are part of our backbone and we should do what we can to support them. In the coming months you will see us utilizing their talents more and more.

More to come on possibilities.

Thank you for being part of NAWBO!
Mary Rutland, President, 2006-2007

Program - Wednesday, November 14th

Our November meeting will be held at the **Embassy Suites Conference Center - Sandia IV Room** on Lomas, just west of I-25. The Conference Center is located at the north end of the hotel.

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

Special Event!

From 5:30-7:00 p.m. we will hold a Silent Auction to benefit the NAWBO-NNM 501(c)(3) nonprofit foundation. See information shown in the next article.

Program - Leading From Your Strengths

John Thurman is a unique counselor, writer, and speaker. He combines real life principles and practical insights to help people improve their personal lives, relationships, and businesses.

John will give you an edge in the marketplace. You will learn how to identify and understand your own style and strengths, and to use them to increase productivity, enjoy greater profitability, build strength-based teams, and improve client relationships.

Thurman has over thirty years of experience in the counseling and business consulting fields. He has used this system in both the private and public sectors for over 20 years and is nationally certified.

Menu

Salad: Chef's Garden Salad
Regular Entree: Chicken Picatta
Vegetarian Entree: Pasta Primavera
Dessert: New York-style Cheesecake

Advance Reservations Required by 5:00 pm on Friday, November 9

- Please RSVP to <http://www.nawbonm.org/nawbo/events/register/376/>. After submitting your RSVP, you will have the option to continue and pay in advance, online. You can also email Luci Dawson at nawbonnm-f@earthlink.net.
- To cancel a standing reservation, please email Luci Dawson by the above deadline.
- Meeting Cost: \$29 members – \$35 non-members
- RSVPs received after 5:00 pm on Friday, November 9, and “Walk-Ins”: \$34 members – \$40 non-members
- Cancellations after 5:00 pm on Friday, November 9, and “No Shows” will be invoiced.

NAWBO Silent Auction at the November 14th Meeting

The next NAWBO silent auction will be at the November 14 meeting. Proceeds will go directly to the NAWBO-NNM foundation to use for: training and program events; grants, scholarships and assistance to women-owned businesses; funding an endowment. Donor forms are available on the NAWBO-NNM website.

This is a good way to promote your business or an associate's business. Items that usually sell well include dinners, tickets to events, rounds of golf, sports memorabilia, hotel and vacation packages, airline tickets, jewelry and unusual clothing items, spa services, cosmetics, and original artwork.

This foundation has a 501(c)(3) status, and donations are tax deductible to the extent allowed by law. Your support will be greatly appreciated. If you have questions, email the foundation liaison, Ann Allsbury, at annallsbury@msn.com.

Platinum Profile – Jill Douthett

Jill Douthett moved from Philadelphia to Corrales 10 years ago, trading in a turn-of-the-century Art Deco condominium in the heart of the city for a passive solar adobe house on an acre of land. Her first undertaking (after buying a car) was to have four guys with a flat bed truck spend a week clearing the tumbleweeds and goatheads off the property, leaving her with exactly one mature ash tree in the back courtyard. The need to put *something* back to hold the dirt in place led to an extended education in the fine art and science of high desert gardening and a stint as a Master Gardener for Sandoval County.

Having goofed off much too long, it was time to go back to work, so she opened her own law office in Rio Rancho, for no really good reason except it was only a 6 minute commute from her house.

After 20 years of practicing law in Philadelphia, where she did everything from antitrust, securities fraud, labor and employment, construction and insurance coverage litigation for a variety of Fortune 500 companies and the City of Philadelphia. Her New Mexico law practice now concentrates on business formations (incorporations, limited liability companies, limited partnerships) and governance issues (including buy-sell agreements); construction law; business and employment contracts of all types; franchising, distribution and licensing agreements; copyright and other intellectual property issues; commercial leasing and real estate; venture capital and other investment agreements; strategic alliances, joint ventures and mergers; business succession and estate planning; and assisting clients who are buying or selling businesses.

She will be moderating and speaking at a seminar on “Construction Lien Law in New Mexico” on December 7, 2007, in Albuquerque; go to http://www.lorman.com/seminars/seminar_details.php?pid=180313 for registration and other information.

The best “startup” advice she got when opening her New Mexico practice came from Karen Urbielewicz: “Join NAWBO!”

You can visit Jill’s web site at www.douthettlawfirm.com.

--Amy Zampella, Reporter



Guide to Doing Business with the Federal Government A Twelve Step Program for Success

1. Become familiar with the SBA/GC Internet Homepage.
2. Determine if your firm qualifies for one of SBA’s Certification Programs.
3. Identify your product or service.
4. Obtain a DUNS Number
5. Register in the Centralized Contractor Registration (CCR) System.
6. Identify current Federal procurement opportunities.
7. Familiarize yourself with the Government’s contracting procedures
8. Investigate Federal Supply Schedule (FSS) contracts.
9. Seek additional assistance as needed in the Federal marketplace.
10. Explore subcontracting opportunities/ Accept credit cards
11. Investigate other Federal programs.
12. Market, Market, Market!
- 13.

These are only the headers. To read the entire pdf article go to Quick Links in the Newsletter email notice. Questions? Contact Debbie Maestas-Traynor, dmaestas@nmconsult.biz

New Members



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Consulting with small businesses (5-50) to make sure they are in compliance with Federal and State Laws. Risk assessments. Resolution strategies.

Linda Dodson

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A professional assistant/personal concierge service located in Albuquerque and serving all surrounding areas. Our professional assistants/personal concierges work to simplify your life. We are time-flexible, and you hire us only when you need us.

Lyn Dunbar

Co-Owner

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Engineering design services, program management, testing and integration.

Juliet Grant-Ginsberg

Owner

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505-323-4415

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julietscloset@qwestoffice.net

An upscale women's boutique that offers a broad assortment of mix/match pants, skirts, tops, dresses, and jackets from Italy, New York, Los Angeles and Canada. Also featured are one-of-a-kind jewelry pieces, handbags, and cosmetics.

Teresa Grannemann

Owner

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Experienced public accountant serving individuals and business in the East Mountain/Albuquerque area with accounting, business consulting, software training, and tax returns. Certified QuickBooks Pro Advisor

Sheryl Inglat

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Providing assisted living services in the comfort of home. Services include medication reminders, respite, cooking, transportation, personal care, companionship, and light housekeeping. Screened, bonded, and insured to assure your loved one's safety.



Emily Nash

Owner

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Specializes in corporate portraiture. Creating images that promote your business and start the trust-building with your clients. Styles are all custom to communicate the values of your business to your demographic.

Victoria Williams

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Small general practice firm dealing with personal injury, contract disputes, collections, etc. No domestic relations or criminal law. I practice in all the courts of NM and the Navajo Nation, and I can associate with attorneys in Texas if needed. Practicing full-time in NM since 1993.

Two Opportunities for Your Contributions to NAWBO PAC

As chairman of the NAWBO PAC, I'm pleased to let you know our plans for the exciting election year approaching. Earlier this year in Washington, D.C. at NAWBO's 2007 Public Policy Days, we started the momentum that will make NAWBO more influential than ever in the 2008 elections. We will once again support candidates for the US House of Representatives and Senate who will aggressively promote responsible government, fiscal accountability, and the interests of women business owners.

Our fundraising strategy designed to enable us to contribute to these candidates is simple. You, as members and supporters of NAWBO-NNM, are at the heart of our plan. So I want you to be the first in the country to hear about two exciting opportunities for contributors to the PAC. ☺

The first is our Contributors Circles. For those of you who contribute before the end of 2007, each individual's current PAC donation will be added to all earlier contributions made by that person, so that she will be recognized as a founding member of the highest Contributors Circle for which she is eligible. In future years, contributors will be acknowledged in these circles based on annual giving. This is your chance to be a part of the foundation, so please act now. Our NAWBO circles are as follows:

Margaret Chase Smith (\$100 – 499) Margaret Chase Smith of Maine was the first woman elected to both the US House and the US Senate, the first woman to be elected in her own right to the US Senate and the first woman whose name was placed in nomination by a major political party for the office of President of the United States.

Jeannette Rankin (\$500 to \$999) Jeannette Rankin, a native Montanan and a captivating speaker, became the first woman elected to the US House of Representatives and the first woman in any western democracy to be elected to a national legislature.

Susan B. Anthony (\$1000 to \$2499) Susan B. Anthony sought justice for all people, but dedicated her life to women's suffrage, women's rights to own property and our right to attend institutions of higher learning.

Abigail Adams (\$2500 to \$5000) Abigail Adams was a woman who, in our country's infancy, influenced public policy by articulating her views to her politically powerful husband. Fortunately for all of us, John Adams, our second president, respected his wife for all of her attributes--especially her intellect--and he listened carefully to her ideas. Because they spent long periods of time physically separated from one another, we have access to their wisdom through beautifully written letters.

The next bit of PAC news is that we are again offering the "Chapter Challenge." Two registration fees to the annual conference in Phoenix next year will be given. One will go to the chapter that has the highest per capita dollar giving to the PAC and the other to the chapter with the highest percentage of its membership giving. During the last election cycle, our chapter won the first prize! This year, let's win both!!!!

For those of you ready to give today, the new NAWBO web site is set up to receive your donations on-line and contributors are pleased with how easy it is to do this. Give it a try! Just remember that federal donations must be from individuals not from businesses. For those who'd like more information on the PAC before deciding on your contribution, very soon you will be receiving our new brochure. It explains why our PAC is so important in keeping our federal legislators aware of NAWBO and our issues. It also answers questions about the PAC and instructions about how to contribute so that we comply with all election laws.

Together, we can and will make a difference.
Robin Dozier Otten

Chapter Seeking Facilities Chair

Greetings NAWBO members. We are currently seeking a new chair person to handle facilities at the Embassy Suites.

The menus have already been taken care of for both the dinner and lunch meetings for several months to come. Responsibilities would entail working directly with Connie from the Embassy Suites and setting up the microphone, etc. prior to the dinner and lunch meetings.

If you have never committed to being a chair or member on a committee, this is a great opportunity to work with other members of the Board.

Please contact Carol Guerra at Carol.allstar@comcast.net or 294-9414.

Save the Date: 2008 Public Policy Days

Mark your calendar to attend NAWBO's 2008 Public Policy Days, February 4-6 in Arlington, Virginia. You'll learn how public policy affects your bottom line and find out how you can become an advocate at the local, state, and national levels. Network with other women business owners from across the country and celebrate the collective power of the women's business community. Voices: Rising.

Find out more at: http://nawbo.org/section_93.cfm

Question of the month: What low-cost marketing success works for you?

Ann Silva of Ann Silva's Bernina Sewing Center: Our retail point of sale system allows us to categorize our customers in many different ways. If we want to notify a select group of an update for their machines, we can send a notice to just the customers who own these machines. We recently sent a mailing to customers who had machines serviced in our store in the past three years, but who had not purchased a new machine. We sent a \$10 coupon for machine service to get them to come back in to the store. Many were redeemed. We plan to have a class for our top - of - the line customers to demonstrate a new technique we've learned. Being able to send an e-mail or a letter to just these customers is an inexpensive way to advertise that is very effective. Being able to target your marketing is much more effective than a newspaper ad or TV spot that reaches thousands who have no interest in our product or services.

Susan Burnett of Embroidery Plus, LLC: My best, and first, low-cost marketing success was taking a phone call from a woman whose husband only needed one jacket done. My minimum is one so of course I agreed. How did I know that the lady's husband was the manager of a uniform supply house here, which has led to a very pleasant and successful working relationship which still exists six years later.

Karen Urbielewicz of Urbielewicz, Murphree CPA's, P.C.: My answer to the lowest cost yet most effective form of marketing is a monthly newsletter, either electronic or by mail - with tips, information on our company, what we are doing in the community etc.

Lynne Marcus of Marcus + Company: One low-cost marketing approach is using email newsletters to educate your prospects and customers. I have sent out a newsletter since 1996 and started using Constant Contact in 2001 to reduce expenses and improve delivery time. What a difference it made. Instead of taking copy to a graphic designer for layout and then a printer for printing, now I just write copy, place it into my Constant Contact template and send it out to my mailing list. I like the approach so much I became a Constant Contact Business Partner and decided to concentrate on email marketing when I moved to Albuquerque instead of general marketing and communications, which I did in Boston.

--Nancy Ullery, Reporter

Handmade Rug Auction Benefits NAWBO Foundation

Albuquerque Oriental Rugs sponsored a handmade rug auction on October 14th and 15th at Madeline's Place in Corrales, NM. Gorgeous antique Persian, fine Afghan, & Native American rugs were up for auction. A total of 5% of the sales benefited the NAWBO-NNM non-profit Foundation. The photographs will show you just how much fun we had at the rug auction...the bargains were terrific! A \$20,000 rug sold for \$1,800 and a \$3,000 rug sold for \$75. Wine, refreshments, and networking were also part of the event, making it a delightful experience. In 3 days \$32,000 in rugs were sold, gifting the NAWBO Foundation \$1600. One-third of the monies goes to the foundation endowment, a third to a fund for training or educational experiences for the membership, and a third to a fund that women can apply to receive additional training for their business.

Thanks to the NAWBO Foundation committee of Linda Parker (chair), Barbara Kline, Ann Allsbury, Karen Panciera, Karen Urbielewicz, Katree Edmonds, Sandy Cody, and Sheryl Brown.



Sandy Cody wrapped up in her purchase



Sandy Cody and Karen Urbielewicz at the rug auction preview



Linda Roe and partner Gwen show off their score of rugs



Linda Parker luxuriates in her new rugs

Amy C. Zampella, Reporter

What makes him tick? Why are we so different?

By Mary Bresnahan, the Bresnahan Group

Do you ever wonder why someone always has to “pick” something apart? Why do they ask for so much detail? And that other person who always seems so disorganized but has time to chit chat with everyone? And how about that other fellow who is always so bossy? Then there is that other person; nice, gets along with everyone, never rocks the boat, never goes out on a limb. Nothing seems to upset him. Sure wish he would take a stand sometimes.

Why can't they all be like you? Perfect in every way! Of course you know what everyone says about you.

You have just heard four different behavioral styles described. I'm sure one of them sounds a little like you. Of course it depends upon what type of situation you are in. The point is that we are all different and that is OK. Different situations can bring out the best and the worst in each of us.

The key is learning to adapt to others when the situation calls for it. If we understand others and ourselves we have a better chance of doing just that. Yes, there are a lot of instruments available that can give insight into your personality or behavior patterns. The well-known Myers-Briggs Type Indicator (MBTI) talks about the traits we are born with. It says we demonstrate these behaviors in every situation.

Its roots go back to Dr. Carl Jung who was interested in pathology and determined that preferences emerge early in life and make behaviors predictable. His protégé Isabel Myers Briggs developed the MBTI to establish individual preferences and promote a constructive use of these differences between people.

Another behavioral instrument, DiSC is based on the work of behaviorist William Moulton Marston. He worked during the same period as Carl Jung and Isabel Myers Briggs. He, however, was interested in how people felt and behaved as they interacted in the world around them.

We have learned a lot from the work of these behaviorists over the years. It is our perception of situations, events, and people that determine our reactions to them. For example, Maria quietly listens to what her boss has to say without making any comments. She quietly leaves the office and goes back to work. The boss delivers the same message to Sally. She is commenting and asking questions. Why such different reactions? One could be a cultural difference. Maria would be happy if she were just left alone to do her job. She was taught not to question those in authority. Sally, on the other hand, likes to interact with people and was raised to have a two-way conversation with everybody she encounters.

Another reason might be that Maria is shy, quiet, and prefers not to participate in what is going on; rather, she is an observer. She likes her job and the details she must watch for. On the other hand, Sally doesn't like the details of her job. She much prefers to be interacting with people. She is always trying to find an easier way to do the job so she can spend time chatting with others. She suggests ways she would like to simplify things and eliminate the continuous checking of the smallest detail. The boss is frustrated with her and keeps telling her to stop visiting with others and just do her job.

Well, if the boss understood behaviors a little better he may not say that Sally was difficult but understand that she may be better suited for a different job – One where she could have more people involvement; Maybe inside sales. At the same time, what could he do to encourage Maria to share her ideas? Maybe he could ask her about the problems she faces and what might be potential solutions.

We all have different talents and things we enjoy doing. What can we do to help those talents flourish and how can we develop in some areas that are not strengths? For example, the speaker who is excellent at presenting but when not in front of an audience just keeps talking. He drives everyone nuts. Or, the guy who will take the initiative to tackle a new challenge but when it's time to back down in a meeting, he doesn't.

Certainly we can learn from others. Maybe that outspoken, energetic guy can learn about diplomacy from the guy who gets along with everyone. First we must realize what we are doing and how it impacts others. Sometimes that is information we don't want to hear. Hopefully, whoever we ask will deliver it in a gentle and caring way along with suggestions on how to make improvements.

The world is a large and yet small place. We all come in contact with each other and must learn to get along. With more technology, it is easier to become somewhat impersonal. Nevertheless, the personal touch must not be lost. We need to effectively communicate with each other on a variety of levels. Keep in mind that perception is reality. We can't always undo or take back what we have said or done. So the best behavior is to think before we act. How can we deal with those other behaviors? What is it in our behavior that upsets others?

In addition, it is important to keep in mind that some people believe they have no control over their environment while others believe they can control their environment: that you are never going to change. You just need to understand that the environment is perceived differently. To some it is friendly and to others it is not. For example, during a team meeting one person is pleased a decision is made and all the members agree. Meanwhile someone else worries the team did not make the right decision.

Remember, we can all learn more about ourselves. It doesn't matter how old you are; you can change your behaviors, if you wish. You can also learn to adapt to others' behaviors. The Myers-Briggs is a widely used tool to help you understand yourself and others. **The DiSC is also an internationally accepted instrument.** It is simpler to use than the Myers-Briggs and therefore is easier to remember since it focuses on only four different behavior patterns.

You might think it was easier to communicate when we were a smaller group. We didn't seem to have all these problems. Now we have a few more people and it is so hard to get everyone to get along with each other.

The biggest and most prevalent complaint in all organizations, no matter what their size or industry, is lack of effective communication. Open your communication and improve it. Learn to work and communicate better with one another because you understand one another better. This is practical information that can improve performance and productivity.

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. 8, 2007 from 6:30 p.m. to 8:00 p.m.

Where: Café San Esteban, 428 Agua Fria (across from SanBusco Mall), Santa Fe
505-995-1996

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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