



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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February...the month of Valentine's Day, a day when we tell our loved ones, friends and maybe our colleagues and clients how much we appreciate them and the role they play in our life. We appreciate these special individuals because of the love they show us or the support they offer us in times confusion and sadness. Moreover, we celebrate the remarkable people in our life because they share in our joy, our growth and our accomplishments.

Since, this is my one opportunity to reach so many of you, I want to use my February President's Message to say thank you for being in my life, for being a part of my personal and professional development and for making the past 7 months as President of NNM-NAWBO such a rewarding experience. I have learned a great deal from the members of the Board and the Past Presidents and members of the different committees. To those of you that I encounter at meetings or other events thank you for being strong leaders and role models and encouraging me to follow your lead.

In the spirit of Valentine's Day, I invite each of to share with those that are important to you how much you appreciate their place in your life.

Sandy Cody
 President, NAWBO-NNM 2006-2007

Program - Wednesday, February 21

Be Your Own P.R. Specialist

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

Woman business owners are often shy about promoting themselves and their companies.

Building on her experience in print journalism and radio news writing, **Diane Velasco**, Executive Director of [The Citizen Media Group](#), will give you the tools to pitch a story idea or your expertise with confidence. You will also learn how to direct a press release and will have the basics to handle “negative publicity.”

She has been a journalist in New Mexico since 1996, focusing primarily on business reporting. She has served as managing editor of the Rio Rancho Observer and as a reporter with the New Mexico Business Weekly. Most recently, she worked at the Albuquerque Journal for more than five years, covering real estate, economic development, and international trade. In 2005, she left corporate media in order to launch The Citizen Media Group, a nonprofit news and education organization that publishes news online and encourages civic engagement by breaking down the barriers between the press and the public. Part of that mission includes teaching workshops on media-related topics.

Diane is a member of the Society of Professional Journalists, Investigative Reporters and Editors, the Association of Women in Communication, and New Mexico’s Foundation for Open Government.

Spotlight Tables

Performance Hair Craft — Sandy Schargel Interiors

A very special “Thank You” to Cheryl Ryder of Performance Hair Craft for sponsoring the cash bar at our February meeting!

Advance reservations required by 5:00 p.m. on Friday, February 16.

- For immediate reservations, click here: <http://www.nawbonm.org/nawbo/events/register/330/>. 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 February 16 and “Walk-Ins”: \$34 members – \$39 non-members
- Cancellations after 5:00 pm on February 16 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

Susan Miertl

Owner

Susan Miertl CPA, LLC

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Albuquerque, NM 87195

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ltreim@comcast.net

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Diana Sterling
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Established Business Owner

White Oak Resources, Inc. and its family of companies provide life-affirming educational training and coaching programs to individuals, business owners, families and youth. We empower people to build lives of confidence in self, foster courage to act responsibly and be compassionate with others. We offer small

business development programs, advanced coach training, parent education and other related personal and professional development programs.

Question of the Month

What is your #1 business Goal for 2007?

Cassandra Shaw (Sandia National Laboratories Senior Member of Technical Staff Business Development) wants to implement a marketing strategy that has never before been done. She is working toward a Marketer of the Year Award from American Marketing Association New Mexico.

Lynne Marcus (Marcus + Company) who just moved here from Boston in June is working toward building her business in New Mexico which is e-mail marketing.

Diane Cannon (Cannon's Sweet Hots) is working toward introducing a NEW product in September of 2007.

Susan Miertl (CPA focusing in the Los Lunas and Bosque Farm area) hopes to build her business by providing good service and wants to make a living wage by the end of 2007.

Deborah Parker (DWParker Fiber Arts) is working toward a steady smart growth.

Karen Urbielewicz (Urbielewicz, Murphee CPA's, PC) plans to grow her company 50% this year.

Pamela Worledge, EA (Urbielewicz, Murphee CPA's PC) hopes not to work so many hours this year.

Roberta Salas (Atkinson · Certified Public Accountants | Consultants) is settling into a new work environment in a new building this year.

Annette Campbell (Creative Financial Staffing – an affiliate of Atkinson & Company, CPA's) is working toward good loyal employees.

Donna Luke (Pre-Paid Legal Services | Desktop Publishing – Designer) is transitioning to part-time at Sysco Food Service so she can spend more daytime hours marketing her Pre-Paid Legal Plans for the Small Business Owner.

Leslie Ann Kinney (Bright Ideas! Promotional Products Galore!) wants to solidify her sales staff and get her brother a job.

Barbara Dawson (Balancing Life and Work) wants to double her income without doubling her time spent.

Nancy Denker (Focus Ink) is going to open door #1 this year.

Nancy J Ullery, Reporter

The New Chapter Formation Process Continues

The process of forming the new Southwest Borderland Chapter in Las Cruces/El Paso continues. December proved to be very quiet. However, we have resumed action in the New Year by making contact with individuals who may be potential founding members. To this end, National has supplied us with marketing material to help attract potential new members.

Our first major step is to complete forms for submission to national for "chapter in formation" recognition. We are slowly moving in that direction. We need six people who are willing to actively engage in forming the chapter to be included in the packet for submission.

We are working hard to identify individual business owners who can truly commit to creating this chapter. Some who were initially interested have dropped by the wayside. We need your help. We need names of individuals who may be interested in being founding members of the Southwest Borderland Chapter in the Las Cruces/El Paso area. Also, if there is anyone who is willing to make the trip to Las Cruces to attend a meeting and talk about NAWBO and what it means to them, please contact Mary Bresnahan. Submit names of contacts or offer your help to Mary Bresnahan at BresGroup@4u.net. She will funnel them to Elke Wunderlich in Las Cruces.

Thanks for supporting our efforts and being a part of this history-making event.

Mary Bresnahan

NAWBO Satellite Breakfast Meetings

NAWBO WESTSIDE Satellite Breakfast Meeting

the **FIRST** Wednesday of every month

When: March 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 Dr. Janice Moranz, Dermatologist & USANA Indep. Assoc.

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

NAWBO UPTOWN Satellite Breakfast Meeting

the **SECOND** Wednesday of every month

When: March 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

Guest Speaker: A 10 minute presentation by – Lynda Turner - Family Love Letter-How to make sure your family knows where everything is in case of death or disability

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 Members

Kay Ballinger

Owner/Partner

Catalyst Financial Management

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Established Business Owner

Investment Management and Financial Planning Services.

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High Desert Chiropractic & Wellness
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Nationwide Services: Pre-Employment screening and background checks; criminal, MVR, education, employment references, and credit are some of our services. 100% woman owned since 1996.

Julie Kirkpatrick
Vice President
Auto Glass Services, Inc. (AGS Inc.)
6201 Copper Ave NE
Albuquerque, NM 87108-1832
(505) 266-9091
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agsinc87@flash.net
Established Business Owner
AGS Inc is in the business of repair and replacing glass in autos, trucks, semi-trucks and heavy equipment. Specializing in servicing fleets and heavy equipment using crash proven adhesives by Dow Automotive.

Deborah Weaver Parker
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Established Business Owner

Reinstatement
Katree was a board member during Kay Ballinger's watch.

Katree Edmonds

President/CEO

Retreat to Reality, LLC

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Albuquerque, NM 87114

(505) 292-5189

fax (505) 890-3982

retreattoreality@yahoo.comwww.retreattoreality.com*Established Business Owner*

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Member Communications January Survey Results by Amy Zampella

In order to serve you better, the chapter's Member Communications committee surveyed attendees at the January dinner meeting to get some feedback on email correspondence and our website. A total of 45 surveys were received: 42 members, two Corporate Partners, and one non-member. Based on the total number of current members, this survey is a sampling of 29%.

Chapter Communications (Email)

While the majority of those surveyed (73%) are satisfied with the quantity of email received, only half feel that the quality of email received is acceptable. Respondents stated they would prefer official chapter notices and items that are business related. Many responded that they wanted to continue receiving notifications of meetings, special events, training/education, and other official NAWBO business. Although half the respondents did not comment when asked that if there were subjects they did NOT want to be notified about. 31% said that they do NOT wish to receive email regarding pets/animals for adoption, and 9% could do without personal advertising/business promotion.

Chapter Website

87% of respondents have visited our website, while 13% have not (these were all members). Most of those who answered this question say they visit the website rarely or monthly, while a few visit weekly or biweekly. The most important reasons for visiting our website are:

- to read about upcoming events
- to register for the monthly meeting
- to use the member directory.

Many people also check the calendar and read the newsletter. A few responded that they visit the website to use the Agora or to read board minutes, policies, or financial reports.

Half the respondents did not comment on the question "what do you like most about the website." A total of 20% wrote in that it is easy to use/navigate. Members seem very happy that we now have an updated directory available on-line. 89% did not respond to the question "What do you like least about the website?", which hopefully translates into a positive feeling.

When asked directly if the website is easy to use, a total of 49% responded yes, while 13% responded that it was not easy to use, and 38% did not respond at all to the question. Of those who responded that the website was NOT easy to use, they would like to see easier searches, better links to different pages, and more Agora categories.

Members also stated that they would like to see the following additional information on the website: more corporate partner advertising (who utilize their services and who should use them), an "ask the expert" column, and more on public policy issues.

There were some comments that the Agora is not currently a useful tool for members because of a lack of participation. Some members also feel that it is not user friendly, and that email is an easier communication tool.

Summary

In general, those surveyed seemed to be happy with the current level of communication. Some respondents feel that the website is not easy to use and could use some improvement, especially in the Agora. The Member Communications committee will review all of the comments and present recommendations in the next newsletter. We really appreciate all who took the time to complete the survey.

We know that those who weren't able to attend the January meeting have valuable opinions as well, and we invite you to let us know what they are. To download the communication survey, copy and paste this address in your browser , then email your comments to Amy Zampella at amy@heartlinewellness.com.

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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