



**NAWBO**<sup>®</sup>  
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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**The President's Corner – Sandy Cody**



March means... membership drive, chapter by-laws approval and the beginning of the 2008 nomination of new board members process...March is a month where we ask members for their participation in the growth and success of the chapter.

*Membership...* the National Association waives the one time processing fee of \$25 which means instead of \$200 the new member fee is \$175 (\$100 National membership and \$75 Northern NM membership). Invite your business colleagues to a special information reception that includes light refreshments, an opportunity to meet Board Members, Corporate Partners and Platinum Members and to take part in the monthly meeting.

*Chapter By-Laws...*if you are an established member in good standing you are eligible to vote for the governing by-laws of our chapter. You will receive an e-mail with the by-laws attached, please read them, contact a board member if you have questions and be prepared to vote on the by-laws at the March 21<sup>st</sup> meeting. You will receive a ballot when you check in at registration, voting will take place during dinner and we will collect the ballots before the end of the meeting. Your voice in this matter is critical; please plan to attend and to vote.

Nominations...it is time to prepare a slate of officers and Directors for the 2007/2008 Board of Directors. Mary Lou Christophersen as Past President chairs the Nominating Committee. Over the past several weeks she has solicited members of the Nominating Committee; they will now start talking to members about serving on the Board of Directors.

Selecting new Board members is always an interesting task; some folks want to be nominated yet are uncomfortable nominating themselves, while others shy away because of what they think is too much work and they do not have the time to commit to something other than their businesses and family. Still others are not sure they have the skills to take on a Board position. I would like to say, the later two are how I felt; I asked myself, do I have the time and do I have what it takes to represent this organization?

The answer to both of my concerns, much to my pleasure and surprise was, yes I do. And it was the best decision for me; I have a wonderful board and when I get overwhelmed I ask for help and when I do not know how to do something I ask for help. Being on the Board these past 5 years my business has grown; in part because people got to know me and what I could do. "Doing NAWBO" became part of my business development plan and the results have shown it works. I also learned I was not alone and could count on my colleagues on the Board or in the membership to help me...they were there to listen, help me problem solve, to take on tasks I could not accomplish or just to give me permission to say "no, I cannot take on any more". What a great experience it has been. With that I urge all of you to become involved, join the Board, join a committee, and join in the activities of a great organization, the results are worth the time and effort.

Have a great month and I will see you the 21<sup>st</sup>.  
Sandy Cody  
President, NAWBO-NNM 2006-2007

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### **March Madness Hits NAWBO!**

Don't just think of basketball in March! Think **NAWBO's MEMBERSHIP DRIVE**. March 1 through 31, 2007. There are prizes for new members who sign up during the March meeting and prizes for members who recruit during the month of March.

**National NAWBO will waive their \$25 application fee for everyone who joins anytime during March 2007.**

The Northern New Mexico Chapter invites all prospective members and their recruiters to a special reception with light refreshments before the regular dinner meeting where they will hear about NAWBO, our chapter benefits, meet the Corporate Partners and Platinum Members, and be eligible for some great prizes from our chapter. The Prospective Member reception will be held 5:00-6:15 p.m. in the Pinon Room at the Embassy Suites (corner of I-25 and Lomas) on March 21, 2007.

**The bar for the reception is sponsored by Deb Austin of Office Alternatives!**

If prospective members attend the regular dinner meeting that follows the reception, they will pay the same price as members for the regular dinner meeting. Make your reservations at <http://www.nawbonm.org/nawbo/events/register/335/>. For prospective members that sign up for membership that night, they will receive a goody bag or gift certificate. And all new members who sign up that night will be introduced to the membership and welcomed into the chapter.

There are also prizes for current members who help us grow membership the most:

- Dinner free (each quarter)
- NNM membership fee paid for one year
- National and local membership fee paid for one year
- The individual that brings in enough guests who become members can win a free entry to the National Conference and Public Policy Days

We look forward to seeing you on Wednesday, March 21, 2007 at the Embassy Suites!

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## Program - Wednesday, March 21

### Building a People-Centric Culture

Embassy Suites Conference Center (just west of I-25 on Lomas) - Sandia IV Ballroom

The **Sandia IV Ballroom** is immediately opposite the entrance to the Conference Center.

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

Ann Rhoades, President of [People Ink](#), is a visionary human resources executive who has spent her career building people-centric organizations for JetBlue Airways, Doubletree Hotels and Southwest Airlines, among others. Ann will share her creative approach to developing unique cultures and her firsthand experiences in launching successful start-up companies, blending post-merger cultures, and creating a legacy of people-centric organizations.

A self-described “rule breaker”, Ann is adamant about standing up for what she believes in, regardless of the consequences. Her candor around the mistakes she’s made and the lessons she’s learned is the driving force behind her desire to inspire organizations to:

- Build sustainable cultures based on values unique to the environment.
- Select and retain “A” players.
- Treat employees fairly, not equally.
- Deliver extraordinary customer-centric service levels.
- Break the rules.
- Create wealth for shareholders.
- Move from just being a good organization to being a great one!!

Please join us for this dynamic presentation and learn how you can create a people-centric culture that can pay big dividends for your business!

#### Spotlight Tables

#### Employment Research Services — Mountain America Credit Union

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

- For immediate reservations, click here: <http://www.nawbonm.org/nawbo/events/register/335/> 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: [nawbonm-f@earthlink.net](mailto:nawbonm-f@earthlink.net)
- Meeting Cost: \$29 members; \$35 non-members
- RSVPs received after 5:00 pm on March 16 and “Walk-Ins”: \$34 members – \$39 non-members
- Cancellations after 5:00 pm on March 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.

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### Member Listserv Changes and New Email Weekly Digest

#### CHECK THIS OUT!

In order to reduce the frequency and repetition of broadcast emails you receive from our ListServ, **we are inaugurating a weekly digest**. Links to all of the messages posted in Agora in the Members Only area of our chapter website in the previous week will be compiled, so you can decide which of them you're interested in knowing more about.

**We encourage you to use Agora for all announcements and information you want to share with members.** (If your message is time-sensitive...deadline in one week or less...you can still use the Member News ListServ to communicate with members. PLEASE DO NOT USE THE LISTSERV FOR BLATANT ADVERTISING OR TO POST CONTROVERSIAL MESSAGES.

When you get the weekly digest, you'll see items such as:

- links to upcoming seminars and trainings
- links to items for sale or office space for rent

- links to positions wanted or help wanted  
You will be able to click on the hyperlinks to view the full message if you wish.

## To Post a Message in Agora:

First, you must be registered for the Members Only Area. If you're not sure you're registered, contact Luci Dawson at [nawbo-nnm@earthlink.net](mailto:nawbo-nnm@earthlink.net)

Once you have registered, you can access the Members Only area by clicking the "Login" button and entering your user name and password. Before clicking the "Submit" button, be sure that the "Auto-login on future visits" box is checked. That way you will always have access without having to sign in again. *Important:* Do not log out when you quit your browser, or the system will not be able to "remember" you when you return.

Once you are in the Members Area, click on "Agora" in the bright gold navigation bar.

- \* scroll down to the forum that fits the subject of your message and click on the name of the forum
- \* to start a new message, click on New Topic (right hand side of the screen under the search box)
- \* using an interesting headline may entice readers.
- \* to respond to a previous thread, click on the message listed under Latest Post Information to open it, and click on Post Reply
- \* compose/preview/correct/submit your post

## To spiff up your message while you're composing it, use the tool bar just below the Topic Title:

- \* to add bold face, click <b> before what you want to emphasize and **Close Tags** after it
- \* to add italics, place <i> before what you want to emphasize and **Close Tags** after it
- \* to underline, place <u> before what you want to emphasize and **Close Tags** after it
- \* to add an email address, click on <@>, type in the address, click **OK**, then type an optional name for it
- \* to add a website address, click on <a>, type in the URL, click **OK**, then type a name for it
- \* to draw attention to very important information in the message, put it in a boxed quote by clicking <quote> before it and **Close Tags** after it

You can provide a link to the corresponding website and/or your email address for readers to get more information. We think this will increase the amount of members who will actually read the messages, without having to wait for an attachment to download.

You may contact our executive director, Luci Dawson at [nawbo-nnm@earthlink.net](mailto:nawbo-nnm@earthlink.net) should you have any questions.

Amy C. Zampella  
Communications Committee

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## Welcome New Members



### Laurel Parker

President

#### JAN-PRO of New Mexico, Inc

2320 Grande Blvd SE, Suite E

Rio Rancho, NM 87124

Phone: 505-896-4440

Fax: 505-896-4440

[laurel.parker@jan-pro.com](mailto:laurel.parker@jan-pro.com)

[www.jan-pro.com/newmexico](http://www.jan-pro.com/newmexico)

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**KC Raver**

Realtor

**The Raver Team at Keller Williams Realty**

9201 Montgomery Blvd, Suite 101

Albuquerque, NM 87111

Phone: 505-236-7478

Fax: 505-323-3330

[kc@raverteam.com](mailto:kc@raverteam.com)

[www.raverteam.com](http://www.raverteam.com)

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KC Raver of The Raver Team is a first-class Realtor in the ABQ Metro Area.

Established over 20 years ago, the Raver Team is committed to knowledge, integrity and customer service. Give her a call, if you know anyone looking to buy or sell real estate.

**Sandra Wylie**

President

**Creative concepts, Inc. dba Possibility Life Coaching**

15 Shade Tree Lane

Tijeras, NM 87059

Phone: 505-4074344

Fax: 505-407-4303

[sandrawylie@msn.com](mailto:sandrawylie@msn.com)

[www.possibilitylifecoaching.com](http://www.possibilitylifecoaching.com)

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Possibility Life Coaching offers a once-and-for-all shift to break through "the norm" and gain access to your infinite possibilities. Coaching in relationships, business, transition, career, spirituality and transformation. Free Discovery Session.

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**Whose Hand is in Your Cookie Jar?**

**A NAWBO training seminar**

**Thursday, May 3, 2007**

**8:00 a.m.–10:30 a.m.**

**Embassy Suites Hotel (I25 and Lomas)**

Single tickets: Members \$20; Non-Members \$25

Tables with listing in program: Members \$180; Non-Members \$225

Reservations required by 5:00 p.m., Friday April 27, 2007

All reservations must be pre-paid by April 30, 2007

Do you know that 45% of all business fraud happens in small businesses? Do you know how to prevent fraud in your business? Whether you are a business of 1 or 100, you should know the warning signs of fraudulent behavior so you can prevent it.

NAWBO will host a training seminar on Thursday, May 3 at the Embassy Suites from 8-11 a.m. to show you how to protect your business and your self. Steve Torbett, vice president, investigations manager, corporate security, Bank of the West, will discuss how to protect yourself and your important personal financial and other information. Carm Michaud, detective, white collar crimes unit, Albuquerque Police, will discuss what to do if you have a problem and why you should report it to the police. Eric Cobb, vice president, Control-Alt-Delete, will discuss how to protect your computer.

Ticket prices are \$20 for members and \$25 for non-members. You can also purchase a table that seats 10 for \$180/members and \$225 non-members. Watch for more details coming up but make sure to save the date on your calendar today.

by Carol Robinson & Lynn Marcus  
Training & Business Resources Committee

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## NAWBO Silent Auction – May Meeting

The next NAWBO silent auction will be at the May 9 meeting. Proceeds will be used to help young women and other community-related activities. We need donations valued at \$50 or more. Donor forms will be available on the NAWBO-NM website and at regular meetings. 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. We now have a foundation with a 501(c)(3) status, and donations are tax deductible. Your support will be greatly appreciated.

Ann Allsbury  
Community Relations Chair

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## Question of the Month

### What organizational tip can you offer – besides keeping a day timer?

**Sandy Shargel (Sandy Schargel Interiors)** Each day make a list for that day.

**Mary Lou Christopherson (SGO Designer Glass)** Be sure and communicate with your partner and employees. E-mail is one good way.

**Linda Parker (Retirement Strategies)** Anticipate problems – Have a solution in place.

**Cheryl Ryder (performance Hari Craft)** Make up your to do list the night before.

**Helen Korfe (guest of Cheryl Ryer)** Keep your travel schedule in order so you don't waste time driving all over town.

**Teresa Deras (Circulation Marketing Director of New Mexico Business Weekly)** Return phone calls and e-mails promptly.

**Donna Brown (Dragonfly Designs, LLC)** Make a new folder or container if needed for your notes by subject.

By Nancy Ullery  
Communications Committee

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## Southwest Borderland Chapter in Formation - Off & Running

The Southwest Borderland Chapter in Formation, which includes the Las Cruces/El Paso area is off and running. They have submitted their application to NAWBO National to become a new chapter. There are five women business owners who are forming the steering committee. We feel we are on our way since they have all become NAWBO members. So they are committed to this endeavor. The committee members are:

- ❑ Elke Wunderlich, owner of TopView Leadership, 505-522-4619, [elke@topviewleadership.com](mailto:elke@topviewleadership.com). Elke has been our main contact had spearheaded this endeavor. To her we owe huge kudos.
- ❑ Marlene Eichner, co-owner and president of Casa de Suenos Country Inn, 505-874-9166, [marlene@casaofdreams.com](mailto:marlene@casaofdreams.com).
- ❑ Carol Fitzgerald, financial advisor at Edward Jones, 505-526-8376, [Carol.fitzgerald@edwardjones.com](mailto:Carol.fitzgerald@edwardjones.com).
- ❑ S. Darlene Parker-Saal, owner of Parker-Saal Marketing, 505-382-6400, [mikendarr@msn.com](mailto:mikendarr@msn.com)
- ❑ Sarah Haddrill Stegall, owner Surefire Promotional Products, 505-373-8424, [sarah@surefire.com](mailto:sarah@surefire.com)

We have a meeting set for March 9<sup>th</sup> and possibly one on March 16<sup>th</sup>, to determine other meeting dates, planning and dividing responsibilities to build the chapter and attracting other members.

Thank you to those who have volunteered to meet with the group to talk about NAWBO and what it has meant for you. If anyone happens to be in the Las Cruces area, contact one of your new NAWBO sisters and say "hi." Also, if there is anyone who feels that she can and wants to take a trip to Las Cruces for a meeting please let Mary Bresnahan (505-922-1973 or BresGroup@4u.net) know. I will notify you of future meeting dates and help coordinate the trip.

The Southwest Borderland Chapter in Formation is very appreciative of the support they are receiving from their NAWBO sisters in Albuquerque. What a great opportunity to expand our business influence, while making new friends. Anything that you can do is not a chore but an opportunity.

Special thanks go to the following for introducing women they know to NAWBO:

- ❑ Sandy Cody for Marlene Eichner
- ❑ Beth Chase for Carol Fitzgerald

We are also receiving needed support from Marilyn Bushy and Shawn Taylor Zelman from NAWBO National.

Mary Bresnahan  
Facilitator, Chapter in Formation - Las Cruces, NM

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### **NAWBO Satellite Breakfast Meetings**

#### **NAWBO WESTSIDE Satellite Breakfast Meeting**

the **FIRST** Wednesday of every month  
**When:** April 4, 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 Barbara Kline  
Hammond - Benefits of Giving Back  
to the Community

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

#### **NAWBO UPTOWN Satellite Breakfast Meeting**

the **SECOND** Wednesday of every month  
**When:** April 11, 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

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.)*

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## Renewing Members

### **Kristina Anderson**

President

#### **EasyRead Copywriting, LLC**

PO Box 6146

Albuquerque, NM 87197-6146

Phone: 505 -345-3258

kristina@easyreadcopywriting.com

[www.easyreadcopywriting.com](http://www.easyreadcopywriting.com)

*Established Business Owner*

I am a professional writer, editor, and consultant. I work primarily in the health and science fields as a specialist in health literacy and plain language. I write marketing materials, articles in professional publications, web site content, videoscripts.

### **Terri Berrenberg, CFP, CFED, MBA**

Certified Financial Educator

#### **Heartland Institute of Financial Education**

5801 Osuna Rd NE Ste A109

Albuquerque, NM 87109-2587

Phone: 505 - 881-4399

Fax: 505 - 830-4042

terri.berrenger@hife-usa.org

[www.hife-usa.org](http://www.hife-usa.org)

*Established Business Owner*

A non-profit organization with the primary purpose of providing excellence in financial education in the workplace. HIFE works with human resource groups, such as SHRM, to understand their needs in providing financial education to their employees as well

### **Luci Dawson**

Owner

#### **Strategic Solutions**

PO Box 14393

Albuquerque, NM 87191-4393

Phone: 505-299-1163

Fax: 505 - 299-9443

[skosh1@mindspring.com](mailto:skosh1@mindspring.com)

*Established Business Owner*

I wear many hats...so you don't have to! I am skilled in all aspects of office systems organization & training, technical writing & editing, database development & management, and much more!!

### **Jill A. Douthett**

Attorney

#### **Law Offices of Jill A. Douthett**

4061 Ridge Rock Rd SE, Suite C

Rio Rancho, NM 87124-7622

Phone: 505 - 896-6662

Fax: 505 - 891-8759

jilldouthett@aol.com

[www.douthettlawfirm.com](http://www.douthettlawfirm.com)

*Established Business Owner*

I have more than 25 years experience in business and commercial law and litigation, including bidding, procurement and construction; labor and employment; business formation, organization and governance; insurance and risk management.

### **Robin Johnstone**

Owner

#### **Robin Johnstone Consulting, LLC**

432 Montclair Dr. NE

Albuquerque, NM 87108  
Phone: 505- 898-3533  
Fax (505) 232-9600  
robin@johnstoneconsult.com  
[www.johnstoneconsult.com](http://www.johnstoneconsult.com)

*Established Business Owner*

I help businesses with annual sales between \$100,000 and \$20,000,000 become more profitable and easier to run.

**Susan A. Junda**

President

**Dynamic Solutions**

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Albuquerque, NM 87190-3874  
Phone: 505 - 888-4786  
Fax: 505 - 888-4786  
sjunda@dynamicsolutionsnm.com  
[www.dynamicsolutionsnm.com](http://www.dynamicsolutionsnm.com)

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**Kathleen Brunk LoSapio**

President

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**Robin Dozier Otten**

President, CEO

**RDO Strategic Consultants, LLC**

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[rdozierotten@comcast.net](mailto:rdozierotten@comcast.net)

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A public affairs and government relations consulting firm specializing in campaign consulting, grass-roots lobbying, and issues management.

**Linda H. Parker**

Principal

**Retirement Strategies, LLC**

500 4th St NW, Suite 601  
Albuquerque, NM 87102-5324  
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Fax: 505 - 828-0977  
lparker@rsabq.com  
[www.rsabq.com](http://www.rsabq.com)

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**Theresa Presentato**

Vice President

**Synlawn Synscapes Of New Mexico, LLC**

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Phone: 505 - 890-8889

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tpresentato@synlawn.com

[www.synlawn.com](http://www.synlawn.com)

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We sell and install synthetic lawn grass and putting greens. We also do all aspects of landscaping. We offer 7 different types of lawn grass including 100% nylon products and 27 different types of putting green products.

**Sandy Schargel**

Designer

**Sandy Schargel Interiors**

10209 Jarash Pl NE

Albuquerque, NM 87122-3317

Phone: 505 - 823-2339

Fax: 505 - 823-6642

sandy@schargelinteriors.com

[www.schargelinteriors.com](http://www.schargelinteriors.com)

*Established Business Owner*

Using what my clients have, I rearrange their furniture, art, and accessories to create a 'new', more interesting & useable environment.

**Cassandra Shaw**

Business Development

**Sandia National Laboratories**

2809 Chantate Ave SW

Albuquerque, NM 87105-6827

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Fax: 505 - 844-2018

chshaw@sandia.gov

[www.sandia.gov](http://www.sandia.gov)

*Supporting Business*

**Cherie Vaughan**

Sales Representative

**Imaging Concepts of New Mexico**

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Phone: 505 - 828-2679

Fax: 505 - 828-1115

[cvaughan@imagingconceptsnm.com](mailto:cvaughan@imagingconceptsnm.com)

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**Evergreen Realty**

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Fax: 505-314-7010

cell: 505-238-5756  
amwiker@gmail.com

*Emerging Business Owner*

I do both residential and commercial real estate. I sell Albuquerque and Rio Rancho, specializing in investors and relocations.

**Pamela M. Worledge**

Enrolled Agent

**Urbielewicz, Murphree CPA's, PC**

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Corrales, NM 87048-9348

Phone: 505 - 897-7382

Fax: 505 - 897-6575

pworledge@ktu-cpa.com

[www.ktu-cpa.com](http://www.ktu-cpa.com)

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We offer accounting and tax preparation services, and accounting software training. Our emphasis is on educating our clients, thereby improving their business or personal bottom line.

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## **NM Entrepreneur to Receive National Public Policy Advocate of the Year Award from NAWBO**

### ***Robin Dozier Otten, RDO Strategic Consultants, To Be Honored at 2007 Public Policy Days Event***

(McLean, VA)—The National Association of Women Business Owners (NAWBO®) will honor Robin Dozier Otten, RDO Strategic Consultants, with its 2007 National Public Policy Advocate of the Year Award. Ms. Otten is involved in influencing numerous public policy decisions impacting women business owners and small businesses both in New Mexico and across the country. Ms. Otten will receive this award during a leadership luncheon at NAWBO's 2007 Public Policy Days, on February 25, at the Hamilton Crowne Plaza, in Washington, D.C. According to her nomination application, "Ms. Otten's dedication to the economic growth of women-owned businesses is demonstrated through her vast knowledge of the law, politics, and business."

"Robin is a true champion for women business owners whose skilled advocacy has brought to the attention of the legislature the need to consider women-owned businesses and other small businesses in every decision they make regarding taxes, affordable healthcare, and procurement," said Kirsten Osolind, Chair, Public Policy Forum. "Robin truly lives the NAWBO mission of 'propelling women business owners into political spheres of power worldwide'."

Ms. Otten is a founding member of Women Impacting Public Policy (WIPP) and chairs the WIPP Healthcare Issues Committee. She continually lobbies for initiatives important to women-owned businesses at the New Mexico State Legislative Session Business Days. She is also a founding member of the

Prosperity Project in Albuquerque, New Mexico. "I sincerely appreciate the recognition from the National Association of Women Business Owners and am honored to receive the National Advocate Award," said Ms. Otten. "I congratulate NAWBO for continually demonstrating the importance of working at the national level to influence change to assist women entrepreneurs."

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## **Space Alliance Technology Outreach Program (SATOP)**

NAWBO-NNM has renewed its agreement with the Space Alliance Technology Outreach Program (SATOP) through the Regional Development Corporation of New Mexico to generate Requests for Technical Assistance. And you do not have to be a NAWBO member to take advantage of this stellar opportunity. Just tell them, 'NAWBO sent me!'

If your business is facing a technical challenge, SATOP wants to help. SATOP offers a service of **up to 40 hours of FREE engineering assistance** for qualified requests, utilizing the vast expertise of NASA and participating Space Alliance Partners.

### Who can apply?

SATOP is funded by a grant from NASA, and their mission is to help spur economic growth. This program is available to any US-based small business (under 500 employees), manufacturer, non-profit group, or entrepreneur. You do not need to be a high-tech, manufacturing or aerospace company to utilize SATOP.

### What's the catch?

There is no catch! SATOP does not charge for its services.

### How does it work?

Submit a [Request for Technical Assistance \(RTA\)](#) to SATOP. A SATOP Program Engineer will contact you to discuss your request, and will work to match your RTA with an Alliance Partner who has the necessary engineering expertise. If an Alliance Partner accepts the RTA, they provide up to 40 hours of FREE assistance. Most RTA's will be resolved within 90 days.

### What kind of Requests can SATOP accept?

Requests should be well-focused on a specific task within one of the following engineering disciplines:

- Mechanical
- Manufacturing
- Environmental
- Electrical
- Chemical
- Industrial
- Electronics
- Materials
- Structural

**NOTE:** SATOP cannot provide software, internet, or information technology solutions.

The Project must appear solvable within 40 hours. Please be prepared to provide drawings, prototypes, or samples as needed.

### Where can I get more information?

Please contact [Manuel Duran](#) or [Ashley Sanderson](#). You may also phone them at (505) 820-1226, fax them at (505) 983-8654, or visit the [SATOP](#) website.

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## DC in 2007—Is It For or Against Us?

### Robin Otten and Mary Rutland share their perspectives:

#### Mary—

I would like to share my thoughts about the event itself—Public Policy Days. The Chapter helped to pay my way and I am grateful, to say the least. Arriving late Saturday, we missed some events...but we were pooped and found a great restaurant Robin knew about (and so did I!) so off we went and mixed with the best of DC! The next morning I attended the Forum Updates and Robin—well, she can tell you.

One thing Robin won't share because she is modest—she was honored at the luncheon as the National Public Policy Advocate of the Year (see the news release in the newsletter). I was really proud and impressed. She gave a very good speech and was very gracious about our chapter. Yeah, Robin! Later that day she gave a PAC update (she is the chair of that as well, you know).

We had break outs and I went to the Marketing and Diversity Forum, which I am a sub-member of. I met many I had heard on the forum calls and was very impressed. Monday was preparing for our visit to the Capital and our Congress persons and Senators. I also attended a meeting on the SBA (very disappointing to know that so much money does not land in NM—we need to do better!) and a session on

how to talk to our representatives or their staff, which was very good. The evenings Robin and I enjoyed other restaurants and even watched the Oscars with some really fantastic NAWBO women.

My impression of National—the staff is working very hard and had prepared an excellent conference (even with the Sunday snow)! The officers of NAWBO are gracious women and are very excited about the potential of our chapter. The emphasis on the focus groups is where we will benefit from NAWBO National in many ways. The key, of course, is to get involved. Best practices are shared through the forums and friends are made, believe it or not! National provides this for us and it is good. So find a forum you are interested in and join the phone calls. You will find it most beneficial and might even find some clients. The network of NAWBO members across the country is great. We should all take advantage of it.

So, is DC for us—Yes, our NAWBO National wants to be there for us and see us succeed.

### **And now Robin....**

Thanks, Mary. For me the best thing about NAWBO's Public Policy Days was the opportunity to get to know Mary Rutland better. She is a warm, multi-talented woman and we in NNM NAWBO are fortunate to have her as our President-elect!

Sunday at PP Days was a wonderful day. For me, it started with our Public Policy Forum. The members of the PP Forum have a huge array of good ideas to share. Our chapter is a standout in public policy, with our Speak Out (this year's Speak Out will be at our April 11<sup>th</sup> meeting) as a best practice program nationally, but there are other outstanding programs to learn about and consider adopting. From there we went to the luncheon where we heard from District of Columbia Congresswoman Eleanor Holmes Norton and I was honored to receive the award as National Public Policy Advocate of the Year. I am grateful to our chapter for nominating me and especially to Joan Schlueter, Sandy Cody and Barbara Kasoff of WIPP who worked hard on the nomination. And to so many of you who have sent such kind words. Thank you all so much.

By Sunday afternoon we realized that we were missing quite a few of our participants because airports throughout the mid-West as well as in Washington were closed intermittently because of the unexpected snowstorm. Several of our speakers couldn't get to Washington. Erin Fuller, our Executive Director, asked me to fill in as a speaker at Public Policy 101, a break-out session for beginners in politics. I don't think the audience was really comprised of beginners because the questions were great and we had a lively discussion. Other break-out sessions included PP 202 focused on advocacy through the media and Ready to Run? a tutorial on campaign planning, fundraising and hiring consultants. The afternoon concluded with a session on government contracting and a healthcare briefing that was very informative.

At Sunday evening's reception, I was pleased to be able to announce new giving circles for our NAWBO PAC. I'll talk more about them at a meeting soon. Our PAC gives us additional credibility on Capitol Hill and seeing its reinvigoration at PP Days was exciting. The National Board raised over \$3,000 from 12 women with 100% participation and we collected a total of over \$10,000 during PP Days.

Monday we heard from some wonderful speakers including a panel featuring SBA Deputy Administrator Jovita Carranza and Hill staffers to the House and Senate Small Business Committees. The 5% set-aside for women owned business was the hot topic and the SBA was on the hot seat. The break-out sessions included International Business Opportunities and Immigration Issues. The keynote speaker at lunch was from Blessing White and spoke about *Leading Out Loud*, a book by Terry Pearce. He was substituting for a snowbound colleague and did a terrific job. I can't wait to read the book! The afternoon concluded with session on Developing a Leadership Voice, Accessing Federal Procurement Opportunities and Positioning Yourself for Appointed Office. Then we had a preparatory session for our Hill visits the next day.

Mary and I were not satisfied with the one visit that had been arranged to Senator Domenici's office, so we set about making appointments with the other four members of our New Mexico delegation.

On Tuesday morning we experienced the "rush to work on the Metro" flavor of Washington and arrived for breakfast at the Dirksen Senate Building after a smooth Metro ride and a brisk walk. Our first meeting was

with a member of Congresswoman Heather Wilson's staff. We discussed tax equity matters, healthcare insurance and, of course, the SBA set aside. Then we had time for a delightful tour of the Capitol before meeting with Clint Taylor at Senator Domenici's office and a terrific lunch at the historical Monocle on Capitol Hill. Mary was even called upon to give some HR advice to the restaurant owner, a very congenial Greek gentleman! After lunch we met with Annie Chavez at Senator Bingaman's office, Jessica Taylor at Congressman Pearce's office and with Congressman Tom Udall himself, fresh from a committee hearing. We discussed with each of them the same three topics we had addressed at Congresswoman Wilson's office. Each gave us a warm reception and took copious notes for their boss!

That night Mary and I discovered a cozy little neighborhood Oyster Bar for dinner and returned to the hotel to prepare for our trip home. All in all it was a terrific experience. Thank you to NNM NAWBO and to the NAWBO PAC for making it possible for me to attend.

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## **CORPORATE PARTNER - New Mexico Business Weekly**

As you know, New Mexico Business Weekly is one of our corporate partners. But did you know that if you subscribe to the print edition, you will also get a daily email update of the latest-breaking news that affects your business and a complete PDF of each week's issue?

Here are two recent articles to whet your appetite:

\* Be on the lookout for fake \$100 bills (how to identify them and what to do if you get one):

<[http://www.bizjournals.com/albuquerque/stories/2007/02/26/daily5.html?f=et201&hbx=e\\_du](http://www.bizjournals.com/albuquerque/stories/2007/02/26/daily5.html?f=et201&hbx=e_du)>

\* Registration opens for NM First's Town Hall Meeting at UNM, May 3-5 ("Strengthening New Mexico Healthcare: Access, Coverage and Economics")

<[http://www.bizjournals.com/albuquerque/stories/2007/02/26/daily9.html?f=et201&hbx=e\\_du](http://www.bizjournals.com/albuquerque/stories/2007/02/26/daily9.html?f=et201&hbx=e_du)>

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## **CORPORATE PARTNERS**

Our Corporate Partners are presented on our newly designed web site: [www.nawbonm.org](http://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](http://www.nawbonm.org). Please check them out and give them your support.

<h3><b>NAWBO NEWS</b></h3>
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<p><b>If you would like to submit an article for the next newsletter, please get in touch with us!</b></p>
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