



NAWBO[®]
Northern New Mexico

NAWBO NEWS
National Association of Women Business Owners

The Northern New Mexico Chapter of NAWBO is a learning environment in which members: Heighten standards of professionalism, Strive for excellence, Exceed expectations of our clients and ourselves, and Support each other.

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Happy Spring,

I personally would like to thank the Program Committee for a terrific March program; Ann's topic, energy, humor, and candidness resulted in a refreshing, educational and fun evening.

And Janice Moranz, thank you for the chocolate!!

During the February meeting the Board asked members to complete a simple (not statistically sound) survey and I would like to thank the 60+ responders for their comments, suggestions and honesty. The one thing I have learned through the years, most of us to not make changes unless there is good reason. In other words we do not get-up on a bright sunny morning when our world is good and say "think I'll change my life today". Organizations are about the same, so unless we take stock of the business (or ourselves) we seldom think of making changes. We love complements, but most changes occur because someone took a risk and gave us real feedback, thank you all for being real.

Your feedback will help the Board evaluate the opportunities you provided and to determine what we can do to make your membership in NAWBO more valuable. It is our goal to discuss the results of the survey

at the April Board meeting; during that meeting we will draft a plan to implement some of the suggestions and to respond to comments via e-mail, newsletter or the May message. We will also be honest with you regarding issues that may not be in our control to change.

A couple points from the survey results I would like to share.

- More than half those that responded find our association with a National organization important to them; however, the same group would like to know more about the benefits. Therefore, one of my goals is to share more often what the National membership does for us,
- The day and time of our meeting works for a majority of our members,
- The cost and quality of the meals is of concern...Janice Moranz, Facilities Director is working on possible solutions, and we will keep you posted.
- More networking time and less podium announcements was high on the list. Starting in April, you will find a written announcement sheet on the table, take or leave it as you wish. We will reserve podium time for celebrations and announcements of a critical nature.

Those are just a few items from the survey; please watch for more information and changes from the Board as we discuss what you say is important to you.

I would like to congratulate our members that were recognized for their work in the community. Edna Lopez, Compa Industries, Jane Blume, Desert Sky Communications and DHJ Heckes, Exhib-It for their SBA awards...the three of you certainly model the impact of women owned business on our economy and community. Watch for an e-mail with details about the awards luncheon and join us April 27th if you can.

April is NAWBO Speaks Out month, please come to the April meeting and bring guests, it is a perfect meeting to have your business concerns addressed with members of the NM legislators.

See you in April,
Sandy Cody - President, NAWBO-NNM 2006-2007

Wednesday, April 11 - NAWBO-NNM Speaks Out!

Embassy Suites Conference Center (just west of I-25 on Lomas)
The Conference Center is located at the north end of the building.

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

Why is the Round House empty?

Many New Mexico legislators will be attending NAWBO-NNM Speaks Out! This is our fifth annual event when NAWBO members and their guests will have the chance to speak directly with our state legislators to let them hear our concerns.

If you're tired of politicians talking *at* you, instead of *with* you, then don't miss this legislative information-gathering event sponsored by our Public Policy committee.

- Are you concerned about the pyramiding of gross receipts taxes your business pays?
- Or about how the increases in state government spending are outstripping the growth rate of New Mexico's economy?
- Are you concerned about the financial burden healthcare costs are imposing on your business and the choices you have to make this benefit available to your employees?

Believe it—our state representatives and senators really do want to hear from you. This is your chance to speak with them—one-on-one and at our facilitated roundtable dinner discussions. So, please join us and Speak Out!

***A very special "Thank You" to Deb Austin of Office Alternatives
for sponsoring the bar at Speak Out!***

Advance Reservations Are Required by 5:00 pm on Friday, April 6, 2007:

- Please enter this into your browser <http://www.nawbonm.org/nawbo/events/register/340/> to RSVP. After submitting your RSVP, you will have the option to continue and pay in advance, online. You can also email [Luci Dawson](mailto:Luci.Dawson@earthlink.net) at nawbonm.f@earthlink.net.
 - **To cancel a standing reservation**, please email [Luci Dawson](mailto:Luci.Dawson@earthlink.net) at nawbonm.f@earthlink.net.
 - Meeting Cost: \$29 members – \$35 non-members
 - RSVPs received after 5:00 pm on Friday, April 6, and “Walk-Ins”: \$34 members – \$40 non-members
 - Cancellations after 5:00 pm on Friday, April 6, and “No Shows” will be invoiced.
-

**The Nominated Slate for the 2007-2008
NAWBO-NNM Board of Directors is:**

OFFICERS:

President - Mary Rutland
President Elect - Barbara Dawson
Immediate Past President - Sandy Cody
Secretary - Lehsa Orcutt
Treasurer - Elizabeth Lucero

DIRECTORS:

Director of Public Policy - Robin Dozier Otten
Director of Diversity and Marketing - Mary Bresnahan
Director of Economic Development - DJ Heckes
(The original nominee, Julie Epling, was ineligible for a board position as she is a supporting member, not an established member. We regret she cannot serve but know that DJ will do her usual exemplary job).
Director of Education and Leadership - Carol Guerra
Director of International Development - Edna Lopez
Foundation Liaison - Ann Allsbury

The Nominating Committee met and prepared the slate, with nominations and recommendations from the current Officers and Directors as well as the general membership. This slate was presented to the membership 60 days prior to the election, at the March 21 meeting.

There is a process for more names on the ballot if someone else is interested or if there is someone you want to nominate.

- You must present a petition with signatures of 15% of the current voting members (not supporting or emerging) and submit it to the nominating committee chair by April 6th.
- The petition must include the member’s name (established, voting member only) and the position they are seeking.
- If the nominating committee receives valid petitions, additional nominations will be presented at April meeting, our Speak Out meeting on April 11.
- Ballots will then be mailed to voting members to be postmarked by May 21 so that installation of officers can proceed at the June 20 general meeting.
- Please contact Mary Lou Christophersen, Chair of the Nominating Committee if interested.

If there is a single slate and no petitions, no ballots will be sent; the slate is considered accepted by acclamation, as directed by our bylaws.

A very big thank you to the Nominating Committee for all their hard work in phone calling, discussing, emailing and determination to find the best candidates to lead Northern New Mexico NAWBO.

The Committee members are:

Kay Ballinger, Catalyst Financial Management, LLC
Dr. Karen Genter, High Desert Chiropractic and Wellness
Dr. Janice Moranz, dermatologist
Mary Lou Christophersen, Chair and Immediate Past President, SGO Designer Glass

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

Welcome New Members

Karen Patterson

N.M. Manager

Nova Information Systems

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Albuquerque, NM 87109

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Supporting Member



Kay Carrico

CEO

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fax: (505) 898-3568

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www.expertsinexports.com

Established Business Owner

In-Compass International is a full service export consulting company assisting small and medium size companies in all areas of export.



Brandelyn Jokiel, CHT

Owner

High Desert Hypnotherapy, LLC

1201 Eubank NE, Suite #2

Albuquerque, NM 87109

(505) 239-5784

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brandelynj@yahoo.com

<http://www.highdeserthyypnotherapy.com>

Emerging Business Owner

Hypnosis and NLP processes are used to assist clients in accelerated healing and chronic pain control, trauma/phobia release, stress/anxiety relief, ending insomnia, raising self esteem, relationship issues, and natal and past life regression.

Jenny Jones Allen

Sales Consultant

Beck Office Systems

5300 Eagle Rock Ave, NE

Albuquerque, NM 87113

(505) 796-3017

fax: (505) 883-4718

jallen@bosinc.com

<http://www.bosinc.com>

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Beck Office Systems is able to use state-of-the-art resources and remanufacturing processes to completely transform your workspace into cutting-edge works of art for a fraction of the cost of buying a brand new system. We also offer a wide range of new case goods, and include space planning and expertise service.



Marlene Schwalje

President and CEO

Infinite Resolutions, LLC

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Santa Fe, NM 87508

(505) 983-4389

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marlene@infiniteresolutions.biz

www.infiniteresolutions.biz

Emerging Business Owner

Conflict prevention/resolution from workplace to boardroom: mediation; facilitation; training; coaching – communication/supervisory/team building/manager mediation skills; labor relations; employee policies; sustainable dispute resolution systems.

Marcia Corey

N.D., PhD

Wisdom and Wellness

6147 Goldfield Place NE

Albuquerque, NM 87111

(505) 821-6911

cell: (360)-927-3663

fax: (505) 856-1895

mvcoryend@msn.com

Established Business Owner

Professional image and presentation skills workshops for managerial candidates, young professionals, and new employees. Training and coaching to enhance personal and professional excellence. Mentor program set-up and implementation.

Ballot Results of the Proposed Revised Bylaws

At the March 21, 2007 general member meeting ballots were distributed to all eligible voting members of the NNM Chapter of NAWBO to approve or not approve the proposed revised bylaws dated 3/5/07.

The balloting results are:

- Approve the bylaws: 42
- Not Approve the bylaws: 1

The Bylaws are approved by the chapter membership and by the Board of Directors and will be sent to NAWBO National for approval.

Thank you to all who helped accomplish this task, especially the Bylaws Committee:

- Kay Ballinger, Past President
 - Jean Gibson, Past President
 - Sandy Cody, President
 - Mary Rutland, President Elect
 - Dr. Karen Genter, Committee Member
 - Mary Lou Christophersen, Chair and Immediate Past President
-

Register Now for "Whose Hand is in Your Cookie Jar?" - A NAWBO training seminar

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.

Register today at <http://www.nawbonm.org/nawbo/events/register/338/>. All reservations must be pre-paid.

Ronald McDonald House Volunteer Opportunity

The NAWBO Community Outreach Committee invites all NAWBO members to support Ronald McDonald House by helping to provide a pot-luck dinner for residents on May 24. Ronald McDonald House is a home away from home and a support system for families of ill and injured children. It's a nice facility where children and their parents stay while children are in treatment at the hospital. The families live more than 50 miles away and pay no more than \$15 per night for a private room and bathroom. 80 percent of families cannot pay full fee, and many pay nothing. Often, the parent is a single mother.

Volunteers provide and serve dinner for the families (25-30 people). We need to arrive between 4:30 and 5:00 to set up because the families eat starting at 6:00. Please be careful with food that must be refrigerated. We can stay and eat or just leave. Staff will clean up. The house is located at 1001 Yale just north of Yale and Lomas on the UNM campus.

Contact Ann Allsbury at annallsbury@msn.com if you are able to help.

Question of the Month

How do you keep contact with your past clients and how often?

Julie Anderson, owner of JAC says she send an e-mail every six months with a check list in it.

Phyllis Boverie, Realtor with Coldwell Banker Legacy sends postcards once a month to her past clients and calls them once every quarter.

Karen Panciera of Dream Catcher Coaching and Consulting doesn't have a formal system in place. She is calling all her past clients right now to ask their permission to use their name in a certification program she is working on at the moment. Karen likes to have coffee every once in awhile with her past clients.

Cheri Vaughan, sales representative with Imaging Concepts of New Mexico has a data base of all her clients which has a reminder function that lets her know it is time to contact a client. She calls them or sends a card, or takes them cookies and sometimes just shows up at their place of business for a chat.

By Nancy Ullery - Communications Committee

Southwest Borderland Las Cruces-El Paso - Chapter in Formation

On March 16th Sandy Cody and Mary Bresnahan traveled to Las Cruces for a meeting to introduce local women business owners to NAWBO. The meeting was a huge success. We had 14 women in attendance, in addition to the five founding member steering committee. There were several women who were unable to attend but are still interested in learning more.

Of those who attended, we signed-up eight new NAWBO members. They are:

Kathi Brunton- Silpada	Jennifer Harlan - Arbonne
Nancy Kuehne - The Office Alternative	Vivian Moore - CPA
Geetha Pai - Baskets-n-Bags	Anita Rockett - Rockett Advertising
Lily Williams - Shebo Express	Sharlett Williams - Sharlett's Threads

NAWBO National is looking for 30 members in the first year for a chapter in formation. We are well on the way. Congratulations to all and welcome to our new sister members. If you are in the area, give them a call and spend some time visiting, or make use of their services. If you know anyone in the Las Cruces - El Paso area who should know about NAWBO, let Mary Bresnahan, BresGroup@4u.net or 922-0173 or Elke Wunderlich, elke@topviewleadership.com or 505-522-4619, know.

Steering Committee:

Elke Wunderlich - TopView Leadership	Marlene Eichner - Casa de Suenos Country Inn
Carol Fitzgerald - Edward Jones	Darlene Parker-Saal - Parker-Saal Marketing
Sarah Stegall - Surefire Promotional Products	

Go Southwest Borderland Las Cruces-El Paso!

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

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: 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 - "The Hows and Whys of Giving Back-The Business Woman's Guide to Charitable Giving"

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 by NAWBO member Dr. Sue Pollard of Acupuncture Works. The topic is "Attracting Success Into Your Life"

Please RSVP to Julie Epling at julie.epling@ubs.com or 881-1700

NAWBO SANTA FE Satellite Breakfast Meeting

The **SECOND Thursday** of every month
(Note: April and May meetings will be the **THIRD Thursday** of the month)

When: April 19, 2007 from 8:45 a.m. to 10:00 a.m.

Where: Cafe Dominic, 320 S Guadalupe (between Aztec and Montezuma), Santa Fe 505-982-4743

Guest Speaker: A 10-minute presentation by fellow NAWBO member, Brenda Sterling. The topic is "Proper Corporate Structure Can Help You Avoid Common Business Pitfalls" Brenda provides CFO services for her clients.

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.)

Renewing Members

Beth Chase

Investment Representative

Edward Jones Investments

1000 Eubank Blvd NE

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Albuquerque, NM 87112-5374

(505) 296-1990

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bandparent@comcast.net

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Established Business Owner

Eloise Gift

Associate Broker, GRI, e-PRO

Keller Williams Realty - Eloise Gift

3615 State Highway 528 NW Ste 200A

Albuquerque, NM 87114-8919

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eloise@eloisegift.com

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Emerging Business Owner

Eloise Gift at Keller Williams specializes in residential real estate in Albuquerque, Rio Rancho and surrounding areas. Services include marketing, buying and selling houses and land, investment advice, and relocation.

Arian Gonzales

Vice President

Cervantes Food Products, Inc.

4545 McLeod Rd NE Ste A

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www.nmchileproducts.com

Established Business Owner

Cervantes Food Products, Inc. specializes in manufacturing all natural, authentic New Mexico Chile and salsa products.

Kristin Groves

Admin. Specialist

Albuquerque SBDC

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kgroves@cnm.edu

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Supporting Member

Providing quality direct assistance, entrepreneurial education and resource links for potential and existing small businesses to strengthen the economy of New Mexico.

Hedy Harwell

Real Estate Agent

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12500 Montgomery Blvd NE

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hbharwell@comcast.net

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Established Business Owner

Knowledgeable, Internet-savvy real-estate professional with e-pro certification and experience in representing buyers and sellers in Albuquerque, NM. I guarantee a high level of service and would love to assist you in finding or selling a home here.

Edna Lopez

President

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1314 Madeira Dr SE

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ednal@compa.com

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Established Business Owner

16 year history of successfully providing staff augmentation, information technology, environmental engineering, and management services to the federal, state, local governments, and private industries.

Debbie Maestas-Traynor

Principal

Maestas Consulting

12907 Calle de Sandias NE

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Emerging Business Owner

Legislative & regulatory consulting including lobbying services in the State of N.M. Help organizations develop a comprehensive sales plan which includes, target market, competitive landscape, revenue, customer service, governance.

Barbara Mathes

Personal Lines Manager

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Established Business Owner

Dr. Janice Moranz, M.D., MD

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Established Business Owner

Dermatology. Nutritional products for body and skin.

Lyle Ramsey

Owner

Ramsey Petroleum Co.

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Albuquerque, NM 87192-0369

(505) 299-6048

fax: (505) 296-9404

Established Business Owner

Ramsey Petroleum Co. explores and produces oil and gas nation wide.

Awards Information for NAWBO-NNM Members

New Mexico WOMAN's annual Top 25 luncheon on Friday, March 30 at Sandia Casino and Resort honored the following NAWBO members:

Top 25 list:

- Kim Housholder and Christine Nanney, Hot Shot Services, Inc.
- Denise K. Baker, DRB Electric, Inc.
- Carole Petranovich, Computer Corner, Inc.
- Ann Silva, Ann Silva's Bernina Sewing Center

Phoenix Award:

Diane Furie Meeting & Event Planner

The New Mexico Small Business Week Awards Celebration on Friday, April 27 at the Albuquerque Marriott Pyramid North will honor the following NAWBO members and Corporate Partners:

Members:

- New Mexico Small Business Person of the Year: DJ Heckes, EXHIB-IT! Tradeshow Marketing Experts
- Home-Based Business Champion of the Year: Jane Blume CMC®, Desert Sky Communications
- Women in Business Champion of the Year: Edna Lopez, COMPA Industries, Inc.

Corporate Partners:

- Financial Services Champion of the Year: Julie Ledbetter, Wells Fargo Bank
- Minority Small Business Champion of the Year New Mexico & Region VI Winner: Victor A. Chavez, Sandia National Laboratories
- Small Business Journalist of the Year: Megan Kamerick New Mexico Business Weekly

The Language of the Insurance Agent – "Insurespeak"

Every industry has its own "language". Insurance is no different. Did you ever have a conversation with your agent or claims adjuster and wonder if you should have brought in an interpreter? I hope the following terms and their definitions will be of some help.

Endorsement - policy change or added coverage to a basic policy.

Policy - a contract between you and your insurance company. Both parties agree to specific responsibilities.

Loss - claim - something that occurred which is covered under your insurance policy coverages.

Casualty - coverage of liability loss. Coverage against losses for which you are legally responsible.

Liability - covers a person or company against losses such as injuries in a car accident.

Business Income - protects a business owner against losses resulting from the inability to carry on business operations after a fire or other loss.

Comprehensive - coverage for a loss due to theft, vandalism, wind, hail, glass damage, collision with an animal.

Collision - damages to your car during an accident.

Medical Payments - medical coverage for you and your passengers in the event of a car accident. May also cover you and family members when hit by a car while a pedestrian.

Building Ordinance or Law - Covers the extra cost to rebuild a destroyed or damaged building to meet a more demanding building code than was in effect when the structure was first built.

Builder's Risk - insurance on a building under construction.

Extra Expense Insurance - covers extra costs required to keep the business operating after a loss.

Replacement Cost Coverage - covers the replacement of the property without a deduction for depreciation.

Identity Theft/Identity Fraud - reimburses you for costs when your identity is stolen.

Scheduled Property - listing of specific items such as jewelry, guns, silverware, painting, collectibles which may have limitations on your basic policy.

Barbara Mathes - Insurance Specialist - Brown and Brown of NM Inc. - 857-2126. bmathes@bbnm.com.

The above terms do not promise coverage nor are they intended to be legal advice.

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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