



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.

Published every month by the Northern New Mexico Chapter

June 2007 * Volume 10, Number 12

IN THIS ISSUE:

The President's Corner – Sandy Cody
Program - Wednesday, June 20 "Just Imagine" by Desma Reid-Coleman
Board Revisions to Match National
Ronald McDonald House Volunteer Event
Women in Business Teleclass Series
Welcome New Members
Progress Report - SW Borderland LC-El Paso - Chapter in Formation
May Silent Auction Great Success
Three NAWBO Satellite Breakfast Meetings
Achieve Success with Referral Partners

The President's Corner – Sandy Cody



I cannot believe this is my last monthly message to the Northern NM Chapter of NAWBO; the year has flown by, and the old adage “How time flies when you’re having fun” seems to apply because I have had fun! I thank you for asking me to serve as your president and for the opportunity to grow, to learn, and to contribute to the chapter.

The theme I selected for myself and the board was *To Make a Difference*, and making a difference took on many faces and goals: to continue the growth of our chapter; to create opportunities to serve our membership in settings outside of the monthly meetings; to play a stronger role in the business and political affairs of our state; to recognize our members in as many ways as possible; and to bring about change in our community. As a board and with much needed support, feedback and participation by the chapter, many of our goals were

brought to fruition.

Among other improvements to our member services, three new meetings were added to meet the needs of members who were unable to join us at evening monthly meetings, who wanted a smaller, more intimate setting for networking, or who lived/worked in Santa Fe. We nominated members for awards throughout the state and nationally, and saw several of our members recognized for their contributions to the community. And we continue to see our public policy committee play a significant role in the political arena; participating in hearings, taking part in focus groups, and being contacted as the experts in the community of small businesses.

This year also saw outstanding programs, two superior training events, two silent auctions that raised funds for the newly created 501(c)(3) Foundation, several outreach events that allowed NAWBO-NNM to show off its work with

non-profit organizations, and an enhanced and more user-friendly website with a current PRINTABLE member directory. And last, but not least, we participated in the formation efforts of the Las Cruces/El Paso chapter.

WOW, a great deal of work was done by your 2007 board, and what fun we had serving you.

Personally, I am not sure I can explain the emotions I experienced going into the president's role or those that I am now experiencing as I leave office...bittersweet is what I told a colleague. I hope I have made a *difference* in the success of the chapter. I know you have made a *difference* in my success as a business owner and as a leader, and for that I am grateful.

I know that Mary Rutland and her board will continue to enhance the strength, growth and quality of our chapter. Mary's theme, *Just Imagine*, presents us with an open canvas to create what we want for our chapter and for ourselves. I encourage each of you to take seriously this gift of the imagination; use it to bring about your own dreams and the dreams that you may have for our chapter.

To Mary Rutland and Mary Lou Christophersen: Your support, humor, ideas, experience and availability have contributed to this year being such fun, and you have made a *difference* in how I see NAWBO and the world of women-owned business, and I thank you.

To all of you, YOU ROCK!!!

Sandy Cody
President, 2006-2007

Wednesday, June 20

Just Imagine!

NOTE: We are resuming our usual 3rd Wednesday evening of the month.

**Embassy Suites Hotel - Sierra I-III (just west of I-25 on Lomas - at the north end of the building)
5:30 p.m. Mix 'n Mingle — 6:15 p.m. Dinner, Program**

Desma Reid-Coleman, an entrepreneur and successful business woman, will push us to expand ourselves and our companies, helping us learn how we can grow...sometimes with pain, sometimes with joy.

Ms. Reid-Coleman is a lifetime member of NAWBO and a former president of the NAWBO-Greater Detroit chapter. An enthusiastic and exciting speaker, she will challenge our beliefs and recognize our gifts. You will leave lifted and ready for the next level! So Just Imagine!

To learn more about Ms. Reid-Coleman, click here: <http://www.nawbonm.org/nawbo/events/just-imagine>

Special Events!

- On this special evening we will install our 2007-2008 Board of Directors and award our annual Chapter Kudos to well deserving members.
- Building on this evening's theme, members and guests are invited to create dream boards with us. "Just Imagine" what you would like in the next year and enjoy yourself as you collect pictures, words, and phrases to bring to the meeting of things that you desire for yourself, your business, or what you want from NAWBO. Together we will create dream boards filled with our collective desires to display at the June meeting and at meetings to come throughout Mary Rutland's term of office.

Advance Reservations Required by 5:00 pm on Friday, June 15.

- Click here to RSVP online: <http://www.nawbonm.org/nawbo/events/register/347/>.
- You can also email Luci Dawson at nawbonnm-f@earthlink.net
- **To cancel a standing reservation**, please email Luci Dawson **before the deadline**.
- Meeting Cost: \$29 members – \$35 non-members
- RSVPs received after 5:00 pm on Friday, June 15, and "Walk-Ins": \$34 members – \$40 non-members
- Cancellations after 5:00 pm on Friday, June 15, and "No Shows" will be invoiced.

Board Revisions to Match National

This coming year, the NNM NAWBO will be matching closely to the changes at National.

So, our Board will look like this:

President (Mary Rutland)
President Elect (Barbara Dawson)
Immediate Past President (Sandy Cody)
Secretary (Leshia Orcutt)
Treasurer (Liz Lucero)
Executive Director (Luci Dawson)

The other positions will match the National Forums:

Public Policy—Robin Otten—This will include the Public Policy Committee, its functions, and the PAC.

Economic Development—DJ Heckes—This will be a two prong group. One will be fund raising for the chapter through Corporate Partners. The other will be Procurement (matching women businesses with major corporate and government contracts) and Capital (matching women-owned businesses with sources of capital to help them grow).

Education and Leadership—Carol Guerra—Carol will oversee Programs and Education and Training, as well as Facilities. (CAROL IS IN NEED OF SOMEONE TO HEAD UP THE EDUCATION AND TRAINING COMMITTEE. PLEASE CONSIDER THIS.)

Diversity/Marketing—Mary Bresnahan—Mary will oversee Member Services, and Member Communication.

International—Edna Lopez—Edna will be creating a committee to look at the international scene and how we can work in it from New Mexico. AN EXICITNG NEW AREA FOR US.

MORE INFORMATION ON EACH GROUP WILL BE SHARED IN THE COMING MONTHS!

By Mary Rutland
2007-2008 NAWBO-NNM President

Ronald McDonald House Volunteer Event



Pictured here from left to right are Robin Johnstone, Chris Bundy, Dr. Janice Moranz, Barbara Mathes, Ann Allsbury, Mary Lou Christopherson and Karen Urbielewicz.

The Community Outreach Committee spearheaded an event for Ronald McDonald House on May 25, 2007. The following NAWBO members prepared a delicious pot-luck dinner for thirty guests of the facility. Ronald McDonald House provides residential services to families with children in treatment at the UNM Medical Center.

Ann Allsbury
Mary Bresnahan
Chris Bundy
Mary Lou Christopherson
Barbara Dawson
Luci Dawson
Julie Epling

Jan Harper
Robin Johnstone
Sandie Loewenthal
Edna Lopez
Barbara Mathes
Dr. Janice Moranz
Lehsa Orcutt

Robin Otten
Linda Parker
Mary Rutland
Cheri Tillman-Anderson
Karen Urbielewicz

Women in Business Teleclass Series

A **FREE** educational resource sponsored by **The Principal Financial Group**,
a NAWBO National Corporate Sponsor.

On June 26th, The Principal Financial Group's® Women in Business Teleclass Series will offer the free program, **“Get Connected: The Latest and Greatest Technology for Growing Businesses.”** Our speaker is Hillary Bressler, CEO and founder of .Com Marketing, an *Ad Age* Top 100 interactive agency. Bressler will share essential tips on progressive technology tools to grow businesses.

This is an exceptional opportunity for your members to learn more about one of the fastest growing aspects of business.

Want to be on the forefront of technology? Find out how on June 26.

What: A **FREE** teleclass to enjoy from the comfort of your office during your lunch break.

Topic: Get Connected: The Latest and Greatest Technology for Growing Businesses.

Speaker: Hillary Bressler, CEO and founder of .Com Marketing, an *Ad Age* Top 100 interactive agency

Date: Tuesday, June 26, 2007

Time: Noon Central (1 p.m. Eastern, 11 a.m. Mountain and 10 a.m. Pacific)

Register: www.principal.com/teleclass

Can't Attend?: Register and access transcripts and audio of the class at www.principal.com/teleclass

Missed May's Class?: Listen to “Rev Up Your Returns: Simple Sales Strategies to Boost Your Profitability” at www.principal.com/teleclass. Debi Lilly, entrepreneur and event specialist to the stars, shared great tips on how her company, A Perfect Event began out of her home 10 years ago and is now a national business with over \$4 million in sales.



Welcome New Members

Shana Kohlman

District Manager

Blackstone Services, LLC

335 Jefferson SE, Ste. C

Albuquerque, NM 87108

505-265-5464

fax 505-265-5483

shana@blackstonesecurity.com

www.blackstonesecurity.com

Supporting Member

Blackstone provides contract security guard personnel



Wendy Foxworth

Owner

Relation Shift Coaching™ and Consulting

298 La Plata Road NW

Albuquerque, NM 87107

505-341-9313

Established Business Owner

wendyfoxworth@aol.com

www.theweway.com

Provide coaching and organizational development consultations using the WeWay™ Relationship Development System ©. Help people co-create relational interaction patterns that work to achieve shared goals, reduce stress and increase productivity.

Lynn Gonzales

Owner, Independent Rep

Silpada Sterling Silver Jewelry

839 Paseo de Peralta, #K

Santa Fe, NM 87501

818-426-4789

fax: 505-820-2783

silver-lynn@hotmail.com

Emerging Business Owner

Independent Sales Rep for Silpada Sterling Jewelry which I sell at home parties and also at my two home furnishing stores – Arte del Mundo and Viva Santa Fe!

Paula Brentan

President

Silver Owl, Inc.

2720 Carlisle Blvd, NE

Albuquerque, NM 87110

505-888-3993

fax: 505-888-5227

paula@silverowl.com

www.silverowl-inc.com

Established Business Owner

Progress Report - SW Borderland LC-El Paso - Chapter in Formation

The Southwest Borderland Las Cruces/El Paso Chapter in Formation (CIF) is off and running. On May 17 and 18 Mary Bresnahan, the Bresnahan Group, and Joan Schlueter, On-Site Staffing, made the trip down to attend a steering committee meeting and two receptions with the intent of recruiting new members. Additionally, Edna Lopez, COMPA Industries, dropped in at the El Paso meeting. There were a total of seven prospective new members in attendance. We know that one person (Teresa Walker of Bobolink) became a member on the spot and we are sure there will be several more joining. This brings the CIF membership to 16 (we need 30 by the end of the year). Don

Panagrossi and Eleina Villegas from Enchantment Land Certified Development Company are interested in becoming supporting members. This would be a wonderful addition since they are affiliated with the SBA.

The incorporation papers for the state of New Mexico have been completed. The chapter by-laws are being prepared and temporary officers have been elected. They are Elke Wunderlich, (TopView Leadership, president, Darlene Saal, The Business Card Holder, secretary, and Sarah Stegall, Surefire Promotional Products, treasurer.

The CIF is preparing to set regular meeting dates and times so that all current members can come together and get to know each other better. They are seeking convenient locations for both the Las Cruces and El Paso members and prospects to meet. There is still much work to do such as following up with prospects and other contacts, such as the El Paso Hispanic Chamber of Commerce.

The Southwest Borderland Las Cruces/El Paso Chapter in Formation continues to be appreciative of the support given by the Northern New Mexico Chapter. As they move forward, I hope that all our members will continue to support this dynamic and growing group of women business owners in any way that you can. If you want to make a contact down there (good business idea) contact Elke Wunderlich (in Las Cruces) at 505-522-4619, elke@topviewleadership.com, or Mary Bresnahan (here in Albuquerque) at 505-922-1973, BresGroup@4u.net, or Sandy Cody at 505-323-1415, sandy@resourcesforexcellence.com.

Mary Bresnahan - Facilitator, Chapter in Formation - Las Cruces, NM -505-922-1973

May Silent Auction Great Success

The May silent auction was a great success. We raised \$1,622 for the NAWBO Northern New Mexico Foundation! We have raised a total of \$2,997 at our two auctions this fiscal year. The next silent auction will be at the November 2007 NAWBO-NNM meeting.

Our heartfelt thanks to the more than 30 members and community donors listed below for providing such an attractive variety of items. And special thanks to all of the generous members and guests who were winning bidders.

- 3 Thirds Massage Therapy – Kurt Simmons
- Angie Thurman – Premier Designs Jewely
- Balancing Life and Work – Barbara Dawson
- Bank of the West – Leslie Quade
- Body & Skin Clinic – Lehsa Orcutt
- Brenda Sterling – Omega Resources
- Cannon’s Sweet Hots – Diane Cannon
- Cheri Tillman-Anderson – The Reality Education Group
- COMPA Industries, Inc. – Edna Lopez
- D.R.B. Electric, Inc. – Denise Baker
- Dr. Janice Moranz
- Dream Catcher Coaching & Consulting – Karen Panciera
- Heartline Wellness Center – Amy Zampella
- High Desert Hypnotherapy, LLC – Brandelyn Jokiel
- Hot Shot Services, Inc. – April Mortensen
- Kay Ballinger, Catalyst Financial Management
- Kiki’s Krumbs – Kristen Garcia
- Lea Environmental, LLC – Lucy Archamboult
- Linda Roe, CPA
- Lisa Godin – Independent USANA Director
- Marcia Corey – Wisdom and Wellness
- Mary Lou Christophersen – SGO Designer Glass
- Monte’s Pueblo Pipe Shop – Larry Monte, Jr.
- Resources for Excellence, Inc. – Sandy Cody
- Rising Star Chinese Eatery – Sheng Lin
- Sandy Schargel Interiors – Sandy Scharge;
- The Day Spa at Serenity Gardens – Barbara Kline Hammond

- Tijeras Enterprises, Inc. – Jennifer Fetherolf
- Total Body Wellness Pilates and Fitness – Jeanette Harris
- Urbielewicz, Murphree CPA's PC – Karen Urbielewicz

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: June 6, 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 brainstorming session facilitated by Mary Bresnahan on "Adapting to changes in the business world"

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

NAWBO UPTOWN Satellite Breakfast Meeting

the **SECOND** Wednesday of every month

When: June 13, 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 talk by Ann Allsbury from Keller Williams Realty on the topic of "The State of Real Estate"

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: June 14, 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

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.)

Achieve Success with Referral Partners

When co-branding with referral partners, have a response plan in place before you receive that first customer call. Here are some tips to consider before launching your campaign:

1. Script what you will say about your partners when clients call. Anticipate what customers might ask about your partners. Know how many years they have been in business, any specialties they have and what makes them different from others in their field.
2. Know what you want to achieve. Do you want customers to call your partners? Visit their websites? Attend an open house? You and your partner should have a specific goal in mind.
3. Stick to agreed-upon response times. Poor response time or disappointing behavior from your partners reflects directly on you. Make sure your partners' response time, service standards and demeanor all add up to an outstanding customer experience.
4. Track your results. You and your partners will put a lot of time, energy and money into your campaign, so be sure to track results and analyze its outcome. For example, how many calls did you get from the co-branded piece? Compare response rates to identify your most effective campaigns.

Article provided by Nancy J Ullery, Associate Broker with Heartland New Mexico, LLC

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!		
EDITOR:		
Donna Luke, djLuke enterprises		
– desktop publishing &		
Pre-Paid Legal Services - Independent Associate	821-5659	djluke2020@comcast.net
REPORTERS:		
Amy Zampella, Heartline Wellness Center, Inc.	255-2203	amy@heartlinewellness.com
Mamie C. Chan, OD, Eye Care For You, PC		821-8333
drmamie@osogrande.com		
Nancy Ullery, Heartland New Mexico	440-9586	nancyj@heartlandnewmexico.com