



**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 – Mary Rutland**



Thank you for the honor of being your president for the July 2007-June 2008 NAWBO NNM year. In looking at the months ahead, I went back in time and learned about some of the history of NAWBO. NAWBO was founded in 1975 by several forward looking women.

Susan Hagar, the first National President, said “... *We worked hard to position the emergence of women business owners as a growing segment of the women’s movement and to develop the organizational base and structural guidelines for a national association. Our multiple strategy was to demonstrate to the media, to lawmakers, to federal government agency chiefs, to the White House staff and to the business community that women business owners were indeed viable. We were a new and growing market and a new and growing constituency.*” - Susan Hagar, NAWBO National President, 1974-1975

Ten years later, Mary Kelly, instrumental in NAWBO’s National growth, said: “*It is the time to remind ourselves and our community (the world) of the value and importance of women business ownership. It’s the time to examine and analyze our plans for the future – economically, politically and socially.*” - Mary Kelly, NAWBO National President, 1985-1986

And Carey Stacy, President in 89-90, was very encouraging.....“*I adapted the House statement as our theme for 1989-90. NAWBO: America’s Competitive Advantage. I wanted us to understand that we’re not competing with countries, and not with men, but with ourselves. For each enterprise we control must produce the best quality goods and services possible. If every NAWBO member conscientiously works towards this goal, the effect on the U.S. economy will be profound.*” - Carey Stacy, NAWBO National President, 1989-1990

Today there are 9,000 members in 80 chapters across the U.S. Just imagine the impact that we can have. Women businesses across the country are the glue for our country. No, we may not be the biggest companies, but without our business base, our country would be lost.

So how can we be more proactive in this process? Well, hold on to your seats. We have new ideas coming, and some changes—One being that we are meeting for luncheons for three of the months in this fiscal year: September, January and March—same day (the 3<sup>rd</sup> Wednesday of the month). They will be at the same place, the Embassy Suites, and start at 11:30 and end at 1:00. The meals will be a buffet and the cost will be \$22.00 a person. This will probably not be convenient for some, but more so for others. And a little easier on the pocket book.

Look for more information on new ideas as the year moves on. Our board is having a retreat July 17-18 at the Norbertine Community here in Albuquerque, to set goals, objectives and methods to reach the goals. So more to come.....

Mary Rutland  
President, 2006-2007

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## July Meeting - Wednesday, July 18

### BlindSpots™

Embassy Suites Hotel - La Ventana Room (just west of I-25 on Lomas - off the main hotel lobby)  
5:30 p.m. Mix 'n Mingle — 6:15 p.m. Dinner, Program



**Lynn Collins, Ph.D.**, will help us understand **The Anatomy of a BlindSpot: Making the Invisible Visible and Why You Would Want To!**

Top performers and self-starters do things effectively and successfully. But some many not know exactly what they do so successfully, which means they are unable to recreate it reliably.

The specific benefits of BlindSpot awareness and the motivation to look for them is unique for every person. Come to our July meeting on Wednesday, July 18, 2007, to learn more about how you can identify your blind spots and improve your performance.

**Advance Reservations Required by 5:00 pm on Friday, July 13.**

- Click here to RSVP online: <http://www.nawbonm.org/nawbo/events/register/350/>.
  - You can also email Luci Dawson at [nawbonnm-f@earthlink.net](mailto: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, July 13, and “Walk-Ins”: \$34 members – \$40 non-members
  - Cancellations after 5:00 pm on Friday, July 13, and “No Shows” will be invoiced.
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## Chapter Installs 2007-2008 Board of Directors

We are pleased to announce the new Board of Directors that was presented at the June dinner meeting. Desma Reid-Coleman of the Greater Detroit Chapter was on hand to assist in the installation. Desma spoke to the group about challenging our beliefs and recognizing the gifts in life. Silver pins were presented to the President and Past-President, lovingly handcrafted by member Paula Brentan of Silver Owl, Inc.

We thank these women for their commitment to serve the chapter as board members:

- President - Mary Rutland, SPHR, Human Resources by Mary Rutland, LLC
- President Elect - Barbara Dawson, Balancing Life and Work
- Immediate Past President - Sandy Cody, Resources for Excellence
- Secretary - Lesha Orcutt, Body & Skin Clinic
- Treasurer - Liz Lucero, Financial Planner
- Executive Director - Luci Dawson, Strategic Solutions
- Foundation Liaison - Ann Allsbury, Keller Williams Realty
- Public Policy - Robin Dozier Otten, RDO Strategic Consultants, LLC

- Education and Leadership - Carol Guerra, Insurance One, Inc.
- Diversity and Marketing - Mary Bresnahan, the Bresnahan Group
- Economic Development - Debbie Maestas-Traynor, Maestas Consulting
- International - Edna Lopez, COMPA Industries

The President, Mary Rutland, announced some exciting new events for the upcoming year. The chapter is planning several luncheons in-place of dinner meetings in the hopes that members who have evening commitments can attend. Also in the works are some networking focused gatherings at local restaurants, one-on-one relationship building, and Small Business Association certifications. We are excited to see how Mary's theme for the year, "Just Imagine!" plays out in the next 12 months.


By Amy C. Zampella, Communications Committee

## **Comments on the NAWBO National Convention, by Mary Bresnahan**

The NAWBO National Conference in Atlanta was a wonderful experience. It was my first, and it was both inspirational and gratifying to see hundreds of women at a conference and know that, whether large or small, they were all business owners. We heard of successes from the award winners, and also of their challenges. Examples of the latter were getting a loan to take the company to the next level. The owner was first turned down and then accepted because she believed in herself and was "gutsy." Another was the story of having to take over dad's company when he had a debilitating stroke. This meant learning the business and now working with other family members in a coordinated and progressive manner.

There were many ideas and best practices shared by individuals and NAWBO committees. For example, the importance of asking prospective members why they didn't join and how we might support them in their efforts to move forward socially, economically and/or politically. For me that was huge. We need to have a focus on "how" versus making an assumption and just doing what appeals to us personally.

It is amazing to me how many women are actively involved in NAWBO while running highly successful businesses. It seems the benefits of involvement in some committee work outweighs the "but I can't." There is always some small thing that we can give back to support other women business owners.

Did you know? 

- Nearly 10.4 million firms are owned by women employing more than 12.8 million people and generating \$1.9 trillion in sales
- Women-owned businesses spend an estimated \$546 billion annually on salaries and benefits
- Seventy-five percent of all firms do not have employees; 81% of women-owned firms are without employees (a total of 5.4 million firms)
- Sales revenue increased 66% for women-owned firms without employees from 1997-2004, compared to 42% for all such firms
- Women-owned firms without employees generate more than \$167 billion in annual sales

There are many national firms that support women business owners, and NAWBO, at incredible lengths. They recognize that doing business with a diverse group of women is good business. We met women from all over the country, and the world, since there were representatives from Kenya present.

It was a worthwhile experience. It is worth your consideration to attend a national conference. Next year's meeting will be in Phoenix. It seems appropriate that everyone should think about attending. You might find it stimulating, come up with business ideas and make some meaningful connections.

Submitted by Mary Bresnahan, Diversity/Marketing Chair

## Update on check-in/payment procedure for NAWBO meetings

- **Pay-pal at time of registration** – just walk into meeting room
- **Credit card payment** (Master Card and Visa only) - see Luci before you walk in
- **Cash payments** – see Liz or whoever is sitting at registration table before you walk in
- **Check payments** – just toss the check made payable to NAWBO in the marked basket and walk in.

Submitted by Liz Lucero, Treasurer

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## News from the Southwest Borderland Las Cruces-El Paso Chapter In Formation

Our chapter continuous to grow! Thanks to the tireless recruitment efforts of our members we are only 8 members away from becoming a chartered NAWBO chapter. Special recognition goes to Vivian M. Moore for being a driving force behind the growth of the chapter. Vivian recently issued a challenge to all existing chapter members to recruit one new member each. We are looking forward to a great response.

Elke Wunderlich attended the National Conference in Atlanta on behalf of the CIF. Many new connections were established and existing ones deepened.

The CIF is in the process of changing from operating with a steering committee and a temporary board to electing a full board of directors. Stay tuned for the results!

All of us at the Southwest Borderland Las Cruces-El Paso CIF appreciate the continued support from both the National NAWBO organization and our sisters at the Northern New Mexico Chapter. If you know of any leads and/or prospects for the chapter please contact Elke Wunderlich at [elke@topviewleadership.com](mailto:elke@topviewleadership.com) or Mary Bresnahan at [BresGroup@4u.net](mailto:BresGroup@4u.net)

By Elke Wunderlich, CIF

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## 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:** August 1, 2007

7:30 a.m. to 8:45 a.m.

**Where:** Weck's Restaurant

6311 Riverside Plaza Lane  
Coors and Montano Plaza Drive  
352-6209

**Guest Speaker:** A 10 minute presentation

Please RSVP to Lisa Godin at  
[lgodin@flash.net](mailto:lgodin@flash.net) or 898-7235

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

the **SECOND** Wednesday of every month

**When:** August 8, 2007

7:30 a.m. to 8:45 a.m.

**Where:** Le Peep Restaurant

2125 Louisiana NE (S. of Pier One)  
SW corner Indian School & Louisiana  
881-7272

**Program:** A 10 minute presentation

Please RSVP to Lynda Turner at  
[lturner726@aol.com](mailto:lturner726@aol.com) or 855-5126

**NAWBO SANTA FE Satellite Breakfast Meeting**

The **SECOND Thursday** of every month

**When:** August 9, 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](mailto: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.)*

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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.

**NAWBO NEWS**

**If you would like to submit an article for the next newsletter, please get in touch with us!**

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