



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

September 2007 * Volume 11, Number 3

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The President's Corner – Mary Rutland



Did you know:

NAWBO is the only dues-based national organization representing the interests of all women entrepreneurs in all types of businesses. There are chapters of NAWBO in almost every metropolitan area. NAWBO is represented in 40 countries across the world through its affiliation with Les Femmes Chefs d' Enterprises Mondiales (World Association of Women Entrepreneurs).

NAWBO Greater Pittsburgh is the first NAWBO chapter to have a City Council-designated annual NAWBO Day! NAWBO Day in Pittsburgh will celebrate the achievements of NAWBO, the Greater Pittsburgh Chapter, and the larger community of women entrepreneurs in the Greater Pittsburgh area. (Anyone interested in tackling that here?)

Check out the NAWBO National website to see about the **National NAWBO Conference** to be held in Phoenix next year—June 12-14. The hotel is the Biltmore and the cost is very good--\$169.00 a night. Get a roommate and it is half! It would be wonderful to have 20 or 30 of our members go. The experience of women supporting women is really exhilarating. I encourage everyone to seriously think about attending. We could rent vans and go as a group! Just imagine.....

We are looking at a luncheon for our next meeting. I hope you can attend. Come around 11:15 to pay (\$22.00 for members) and serve yourself (buffet). I will start the meeting at 11:45 sharp! We will have no Spot Lights. Check out the speaker. This will be great information for us as women business owners.

On a personal note, I have been asked by many how my presidency is going. I want you to know it is going very well. The Board is very hard working and responsive. Everyone cares about the organization and the women who belong to NAWBO. Thank you for the opportunity to serve you as your president. We will be trying new things as the year goes on. I hope you made an appointment to meet with a NAWBO business owner to get to know her better sometime in this month. My experiences have been wonderful.

Please give me ideas you may be interested in pursuing in the coming year and we will see if we can make it happen!

Thank you for your continued support.

Mary Rutland, President, 2006-2007

Program - Wednesday, September 19th

We meet in La Ventana Room at the Embassy Suites Hotel on Lomas, just west of I-25.
La Ventana Room is located just off the hotel's main lobby.

10:30 a.m. Mix 'n Mingle

11:20 a.m. – 1 p.m. Buffet Lunch & Program



Why Get Certified? Presented by Erika Williams

More than 500 national private sector corporations recognize Women's Business Council-Southwest (WBCS) Certification, and many corporations and government entities require certification before they can extend a contract to a woman business owner.

At our September 19 Lunch Meeting Erika Williams, Certification Manager at WBCS, will discuss the certification process and how certification can benefit women business owners.

There is a growing demand by corporate and government entities for their suppliers to become certified. WBCS provides WBENC certification, the most widely recognized and respected certification in the United States for women business enterprises (WBE). At the end of the program, you will have insight about why corporations and government entities seek certification and will know how to take your business to the next level.

A native of Dallas, TX, Williams has been working for WBCS since 2001. She oversees the Certification Committee and manages all aspects of the certification process within the Southwest region, from the initial application through final approval.

Spotlight Table - Farmers Insurance

This Month's Menu:

Salad: Mixed Garden Greens

Regular Entree: Herb Roasted Boneless Chicken

Vegetarian Entree: Roasted Vegetables Tossed with Spiral Pasta

Dessert: Chef's Selected Assortment

Advance Reservations Required by 5:00 pm on Friday, September 14

- Please RSVP to <http://www.nawbonm.org/nawbo/events/register/362/> After submitting your RSVP, you will have the option to continue and pay in advance, online. You can also email Luci Dawson at nawbonm-f@earthlink.net.
- To cancel a standing reservation, please email Luci Dawson by the above deadline.
- Meeting Cost: \$22 members – \$27 non-members
- RSVPs received after 5:00 pm on Friday, September 14, and "Walk-Ins": \$27 members – \$32 non-members
- Cancellations after 5:00 pm on Friday, September 14, and "No Shows" will be invoiced.


Platinum Profile – Sandy Cody



There's a big celebration happening in Sandy Cody's world this month. Her company, Resources for Excellence, is proud to announce ten years in business. The company celebrated by purchasing their own office building located on Lomas between Tramway and Juan Tabo.

Sandy and her husband/partner Rick Draker are thrilled to have finally moved the business out of their home. They report great productivity in the new office suite and work with businesses, non-profits and government agencies that are concerned about developing effective people and processes, attaining efficient performance and building growing profits. Their services include organizational analysis (systems, processes, and operations), corporate restructuring, quality improvement, and extensive human resource management. They have two employees.

The other exciting announcement for the company is a new division called the Institute for Applied Business Practices. They expect kickoff in the next few months. The Institute will focus on hands-on process and procedures for any phase of business. As Sandy mused "Traditionally business owners spend a great deal of time on theory in business classes; we see a need for training in actual implementation." The classes will cover topics ranging from standard operating procedures, forms, and training to financial and even legal issues. The faculty will draw from business owners with specialties in strategic planning, project management, human resources, etc. Classes will be a minimum of four hours and may be held in series for certain topics. The model will benefit companies that need to send multiple employees, as Resources for Excellence can repeat classes during the same week or even the same day.

Sandy was recently appointed to the National Nomination Committee for the NAWBO Board of Directors. She will serve as the Southwest Representative on the five person committee for the 2008/2009 National Board. She will travel to Washington, DC in January 2008 for the final candidate interviews. Sandy is excited to be a part of this committee, especially since it is a new "open" process for NAWBO. The Chapter is so proud to see more of our members involved at a national level. 

We wish Sandy the best of luck with Resources for Excellence's new division – it can only take her to greater heights professionally and personally.

Contact Sandy at:
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sandy@resourcesforexcellence.com
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-----Amy Zampella

New Members



Belinda Pierce

Owner

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Image Impressions is an image and fashion consulting firm. Belinda helps both men and women transform their career wardrobe or personal style with an image makeover. She specializes in color analysis, body shape dressing, wardrobe planning, hair styling and makeup, along with professional fashion shopping.



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Our agency provides sales, service and support for personal and business insurance to include auto, home, life, business, workers comp, health/dental. We are registered to sell and support investment products for IRA, 401K and personal financial goals.

Renewing Members

Ro Saavedra is moving on to other opportunities. So Donna Luke will be sending you an email if you are a renewing member. We will be looking for a picture, a one sentence description of your business and one sentence stating why you're renewing your membership in NAWBO. We feel it's important for newer members to get to know you. We heard back from Lynne this month.



Lynne Marcus

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Marcus + Company develops effective marketing programs - including newsletters, collateral, events, awards and recognition programs, and public relations - to help clients get more visibility and recognition for their products and services.

Lynne's Comments:

Marcus + Company helps companies build relationships and stay in touch with customers and prospects using email marketing. I am renewing my NAWBO membership because it is a great way to meet leading Albuquerque businesswomen.

Here are the other Renewing Members:

Diane Cannon

President

Cannon's Sweet Hots

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Patricia Chavez

President/Consultant

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705 Vista Abajo Dr NE

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Over 20 years of diversified experience. Specializing in corporate relations, community relations, special event management/planning, legislative/government relations, youth and non-profit development, organizational & program management.

Sandy Cody

Owner & President

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Carol Robinson CPS, DFE, MBA, EA

Executive Officer

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2900 Louisiana Blvd. NE - Ste K-1
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Editor's Correction:

Last month we showed an incorrect email for Kirsten Cobb and missed her zip code. We apologize.

Kirsten Cobb

President

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NATIONAL BOARD OF DIRECTOR 2008 NOMINATIONS

The National Board Nominations Committee will soon be soliciting names for the 2008 slate of officers; this is an opportunity for us to play a significant role in participating in the future of NAWBO. Within the next couple weeks an a call for names will be made throughout the organization; if you are interested or know of someone you would like the committee to consider, please be watching for the announcement or let me know and I will send you the necessary forms in which to make a formal nomination.

We have so many wonderfully talented members in the SW Region; I know we can nominate at least one person if not several. Stay tuned for more information.

Sandy Cody, Past President
NNM-NAWBO

NAWBO-NNM Public Policy Committee - Healthcare Position

How often do we hear disgruntlement or even cries about the deplorable state of healthcare in New Mexico? The dissatisfaction comes from almost every sector of the economy: business, government, non-profits, providers, insurers, employers, employees, the uninsured. And the complaints touch on almost every aspect of the healthcare delivery system: quality, access, cost.

As a NAWBO member, I find fellow business owners more concerned about the rising cost of health care and health insurance than any other single issue. We have been coping with premium increases in double digits for the last several years, but we don't believe that these increases have led to better health outcomes for our employees. We know that as health insurance costs rise, fewer employers offer this benefit to their employees—or pass on more of the cost to the employee—which, in turn, leads to even higher insurance premiums as more people fall into the ranks of the uninsured.

According to a study conducted at Boston University School of Public Health, 87% of all healthcare decisions must be made by a physician. With few exceptions, they are the ones who diagnose problems, order tests, write prescriptions, provide referrals and perform surgery. Yet the supply of doctors is artificially constrained and dangerously low. Medical school admissions have effectively capped the number of physicians. In New Mexico, the current doctor shortage is between 342 and 520, but the University of New Mexico Medical School has admitted about 75 students per class for the last 30 years. Exacerbating this physician shortage is the fact that attempts to limit the allowed scope of practice of potential competitors such as physicians' assistants, pharmacists, midwives and chiropractors have largely been successful.

The effects of the non-competitive nature of the healthcare sector of our economy are obvious: while other businesses have been investing in information technology advancements, healthcare hasn't felt the same urgency to

utilize state of the art automation. In the United States, we spend 25-30% of every healthcare dollar on administration and profit while most other industrialized nations spend about 10%. The World Health Organization ranks the US at 37th in the world for healthcare quality, but we spend 53% more per capita than any other industrialized country. Comparative information on providers regarding quality and outcomes is not available to consumers of healthcare services. Incentives for drug companies, lawyers and doctors to decrease costs are almost non-existent.

For more than a decade, various groups have come together to try, yet again, to craft solutions to shortcomings in what is a highly complex system. The most recent in a series of state government attempts at solutions in New Mexico is the Health Coverage for New Mexico task force appointed by Governor Richardson. The group was charged with examining various “model” health care systems to determine which are worthy of further in-depth, cost analysis and comparative study. The task force chose three models to examine. They then selected a consultant to perform the study. The governor has decided that, rather than accepting any of the models studied by the consultant, he will propose a “hybrid” system to the next legislative session in January. The NAWBO Public Policy committee is currently reviewing a draft of this proposal and will have more to say about it soon.

What is NAWBO’s vision for healthcare in New Mexico? First we believe that, to be successful, any new healthcare system must re-introduce competition. Open up the medical field to qualified, trained non-physicians. Increase the supply of healthcare professionals by increasing the enrollment in healthcare professional degree programs as required to meet the need. Provide incentives for graduates to stay and practice in New Mexico. The rural nature of our state is one challenge we face in attracting healthcare professionals, but a second, maybe even more important hurdle is the lack of opportunity to practice medicine in an entrepreneurial environment. Stop assuming that employers should be responsible for purchasing healthcare insurance. Consumers, rather than their employers, are better able to decide what they need if they have access to reliable, comprehensive, understandable information about quality and price. Move toward universal coverage to end the cost shifting that results from a huge portion of our population being uninsured, but do not accomplish this through mandates on employers to fund healthcare for their employees. Finally, providers of healthcare must adopt interoperable information technology designed to prevent medical and prescription errors, measure outcomes, ensure that “best practices” are followed, allow individuals access to their personal medical records, disclose the quality and cost of services and drugs and inform of treatment options.

We need a new healthcare system in New Mexico if we are to move forward as a vibrant, prosperous state. NAWBO-NNM’s public policy committee stands ready to further that goal.

Robin Dozier Otten
Director, Public Policy

Economic Development Update: Forum, Corporate Partner Reception and Top T.E.N.

-Free Membership for 2008! Corporate Partner Recruitment Contest ends on September 30! Minimum of two Copper Partners.

-The Economic Forum was rolled out this year. The forum will provide presentations, discussions and information on:

- Procurement: Match women business owners with major corporate and government contracts.
- Capital: Match women-owned businesses with sources of capital to help them grow.

Our first event will be in October, we are now in the process of confirming details for a one hour lunch or breakfast: Guide to Doing Business with the Federal Government – 12 Step Program for Success, NM Small Business Administration

-Our Corporate Partner Reception will be on October 17 prior to our dinner meeting.

-NAWBO-NNM is a supporting organization for this event.

Top T.E.N. (Trends, Education and Networking) Events give you information on current trends in business as well as an opportunity for quality networking with women business owners and corporate purchasing representatives.

When: Thursday, September 20, 2007
Time: 4:00 p.m.—6:30 p.m. MST
Where: Sheraton Albuquerque Uptown Hotel
2600 Louisiana Blvd. NE
Albuquerque, New Mexico 87110

Click here to register online or copy and paste the link below onto your browser.
<http://guest.cvent.com/i.aspx?1Q,M3,0a90cd49-bba1-402d-8ce1-48548fca26a3>

-Please join the dynamic Economic Development committee. We recruit Corporate Partners (great opportunity to meet with large and small Businesses), formulate ideas and plans on programs to assist "Small Women Owned Business" (meet and work with SBA, GSA, Small Business Development Centers, SNL, Women's Business Council, Southwest and many more organizations). We meet monthly at a place that is convenient to the committee. If you are interested, please contact Debbie Maestas-Traynor, Maestas Consulting, 980.5508.

-- Debbie Maestas-Traynor

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: Oct. 3, 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 or 898-7235

NAWBO UPTOWN Satellite Breakfast Meeting

the **SECOND** Wednesday of every month

When: Oct 10, 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 or 855-5126

NAWBO SANTA FE Satellite Breakfast Meeting

The **SECOND Thursday** of every month

When: Oct. 11, 2007 from 8:45 a.m. to 10:00 a.m.

Where: Zia Diner, 326 S Guadalupe (between Aztec and Montezuma), Santa Fe
505-988-7008

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.)

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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