



**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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**The President's Corner – Barbara Dawson**



Hello fellow NAWBO members,

The economy, the holidays, a new U.S. President, taking care of your family, your clients, and growing your business. How do we keep our work and life balanced?

Please read this newsletter. NAWBO’s communication committee will share with you several ways to stay stress free during the months ahead. In addition, the combined events scheduled for November 19<sup>th</sup> can help boost your business.

As you read this monthly newsletter and attend NAWBO events, please consider committees to which you could contribute. Where can your time and talents best shine in NAWBO? All of us who have stepped up and taken responsibility for a little piece of NAWBO have found that relationships are forged, how we show up is magnified, our business acumen seems to grow and adding NAWBO as a recurring event on our Outlook calendar makes life more enjoyable.

One of our members, who stepped up about 5 years ago and has made a huge difference in how we run as an organization, is Luci Dawson. Luci is a long-term member who decided that her passion for NAWBO and the women in it was worth stepping up in a big way. We hired her 5 years ago to be the Executive Director of NAWBO. She has kept the NAWBO day-to-day operations going and has contributed in a huge way to all our committees. Her

attention to detail and her consistent and organized business savvy has kept many a board member on track and looking good. Many of you know Luci because she has been the “face” at the check-in table at our evening meetings. Luci is maintaining her NAWBO membership and will be resigning as our Executive Director as of December first. Please make it a point to acknowledge her in November when you see her on the 19th. I will sorely miss her in our NAWBO “virtual” office.

So I suggest you take a few minutes, pour yourself a cup of tea or coffee, and take a moment to get grounded and centered. Then read the rest of this month’s newsletter.

Warmest regards,

Barbara Dawson  
President 2008-20009  
Northern New Mexico NAWBO  
505-897-3773  
[BalancingLifeAndWork@comcast.net](mailto:BalancingLifeAndWork@comcast.net)

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## **Program – Passion: the key ingredient in sustaining business in a down economy**



At our November 19 Dinner Meeting Doug Lee, Managing Director of WEEST Enterprise Center, will teach you how to better understand the relationship between yourself and your business. The economy is frightening and many small business owners are calling into question the entrepreneur’s resolve to weather this financial storm.

Doug Lee is Managing Director of the non-profit WESST Enterprise Center, a \$10+ million effort by WESST, the City of Albuquerque, the State of New Mexico and the federal Economic Development Administration to grow the state’s economy by providing incubation resources and infrastructure to support early-stage companies. As Managing Director, Lee is responsible for recruiting companies, gathering resources and guiding startup Member Companies toward success as profitable business ventures.

He was Executive Director of a high-technology incubator in Louisiana that grew from a startup to 18 companies in residence, over 130 employees, \$4 million in payroll and over \$6 million in sales. He was also founder of the Louisiana Purchase Venture Capital Forum, and was instrumental in the creation of the seed-stage venture capital (VC) community in Louisiana. He was also on the board and investment committee of one of those VC firms.

Lee will teach us to better understand the relationship between ourselves and our businesses and to understand the necessity for a competent management team. For those who are considering starting a business, he will give you the tools to make that determination to give them the greatest opportunity for success.

### **Meeting Sponsor**



**[Soaring Eagle Institute, Inc.](#) will be our meeting sponsor this month.**

### **Hospitality Sponsor**

- **A very special “Thank You” to Foundation for Entrepreneurial Excellence for being our hospitality sponsor this month!**

### **Spotlight Tables**

- **New Mexico Business Weekly**
- **Tex-Mex, Inc.**

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

- Please RSVP online at <http://www.nawbonm.org/nawbo/events/register/473/>. You will then have the option to continue online and pay in advance.
- You can also email Luci Dawson at <mailto:nawbonmf@earthlink.net?subject=November%2019%20RSVP>
- **To cancel a reservation**, please email Luci Dawson at <mailto:nawbonmf@earthlink.net?subject=Cancel%20November%20RSVP>
- Meeting Cost: \$32 members - \$38 non-members
- RSVPs received after the deadline will incur an additional \$5 fee.
- Cancellations after the deadline and "No Shows" will be invoiced.

#### Menu Options

- **Salad** - Spinach Salad
- **Regular Entrée** – Marinated Pork Loin
- **Vegetarian Entrée** – Cheese Manicotti
- **Dessert** – Lemon Layer Cake

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## Topic of the Month – Keeping Yourself Sane During the Holidays

The end of the year is already interesting enough for business owners, what with end-of-year accounting and next-year planning, without adding the craziness of the holidays on top of it. The holidays are already crazy enough for any of us, what with company, gift-buying, cooking, etc. without adding the stress of running a business on top of it. And if you happen to own a business whose boom time *is* the holidays ... well, the rest of us wonder how you survive. We thought we'd give you a bit of a head start towards keeping yourself sane this year with this month's articles. Many NAWBO members own businesses whose purpose is to help maintain sanity, from be-nice-to-yourself treats to personal management to professional services and consulting. Connect with them at the next Mix-N-Mingle and set yourself up to stay sane during the holidays for a change.

Cassandra Shaw, NAWBO-NNM Newsletter Editor  
[park\\_shaw@comcast.net](mailto:park_shaw@comcast.net)

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## Did You Know...

Amy Zampella  
 Heartline Wellness Center, Inc.  
[amy@heartlinewellness.com](mailto:amy@heartlinewellness.com)

Did you know...that many Chapter members can help you keep sane during the holidays? Order desserts from Kristen Garcia of Kiki's Krumbs, get a soothing massage from Amy Zampella of Heartline Wellness Center, Inc., have Juliet Grant-Ginsberg help you select the perfect party outfit at Juliet's Closet, order client gifts from Gwen Clapp of Amour Chocolates, schedule a facial or make-up consultation with Lehsa Orcutt of Body & Skin Clinic Inc., keep in-shape with a personal pilates session by Jeanette Harris of Total Body Wellness, LLC, get assistance or transportation for your elderly loved ones at Comfort Keepers, owned by Sheryl Inglat, or have Linda Dodson of Girl Fridays do your gift shopping or run your errands!

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## All Stressed Up and Nowhere to Scream

Andrea Carvey  
 DrumFire  
[andreacarvey@hotmail.com](mailto:andreacarvey@hotmail.com)

All stressed up and nowhere to scream. The holiday season is upon us and, given the economic funhouse we find ourselves enjoying, this year could be a doozy in terms of stress. The combination of expectations and the desire to

make up for the rest of the year can run smack into the reality of a limp moneybag. (Funny how concrete those limp moneybags are.) Plus, while you have enough of your own expectations to fill up a Kansas silo, if you've got family... Well, need I say more?

Take a deep breath. It really doesn't have to be that way, you know.

To help us out, NAWBO members **Karen Genter** (High Desert Chiropractic & Wellness), **Brandelynn Jokiel** (High Desert Hypnotherapy), **Belinda Pierce** (Image Impressions), **Janet Wahl** (Mind Balance), and **Amy Zampella** (Heartline Wellness Center, Inc.) have offered tips that we can use to crowbar a bit of sanity into such a crazy time.

(Coincidentally, on Saturday, November 15 at 8:00 pm, Community Cable Access Channel 27 will be broadcasting Brandelynn Jokiel's program "Mind over Matter" which will be covering the topic "Relieving Stress for the Holidays".)

### **#1. Breathe**

Duh, you say: I do that all the time. But wait! Not just breathing. Deep breathing, which calms the mind and body, helps you relax, and reduces anxiety, even if it is just for a few moments. Apparently, it works even better if you can take a few moments to sit in a chair, alone, and do your deep breathing there. (Although you could assert you wouldn't need deep breathing exercises if you could sit in a chair by yourself for a few moments.)

### **#2. Plan your day.**

Take a few moments before you get out of bed to plan and visualize how your day will go. Concentrate on the positive and productive things and de-emphasize those that are negative.

### **#3. Prioritize.**

If you can grasp this concept, it's really helpful. Remember that just because you've done something in the past doesn't mean you will always have to do it. The holiday season does not have to be a cumulative phenomenon. You and your family can pick and choose the rituals and tasks that are most meaningful. Have each family member create a list of, say, five things without which they feel it just wouldn't be the holidays. Then incorporate only those into your plans.

### **#4. Get things done ahead of time**

It's too late now, but rather than dropping off gifts of appreciation to clients, business associates and such only during the holiday, spread it out over the year. A pound of fudge at the beginning of August is a special surprise to be enjoyed, rather than yet another pound of fudge in December.

### **#5. Take care of yourself.**

How many times have you heard this one? Here are a few specific, concrete ways to do just that:

- Schedule a massage or pedicure now for a day that you suspect will be a major stress day.
- Visit your chiropractor to stay 'tuned up' in order to handle the tension, hustle-bustle, and the physical stress (lifting, shoveling, moving things, etc.).
- Visualize a color when you are in a relaxed, calm state. Then when you recognize that you are stressed, you can think of that color, which will help return you to a relaxed state.
- Put some space between yourself and all the 'I have to...' and "You have to..." demands by asking "Is that so?"  
"I have to make ten homemade pies for the dessert." "Is that so?"  
Just how does one respond to *that*?
- Take a trip. Eliminate the need for suggestions 1 - 4. Belinda Pierce admits she's not the best person to ask for suggestions because she goes on wonderful trips with friends. No shopping, no wrapping. Just Christmas cards...and she hires someone else to do that.

### **#6. Enjoy each moment.**

Don't let striving for the perfect day destroy the season or the day itself. Remember to put things in perspective and enjoy your friends and family. Isn't that's what it's really about anyway?

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**Take Charge of Your Time This Holiday Season**

Katree V. Edmonds  
Retreat to Reality LLC  
[retreattoReality@yahoo.com](mailto:retreattoReality@yahoo.com)

Everyone has 24 hours in a day and seven days in a week. How you choose to spend your time determines if time serves you or if you are serving time. To maximize your return with minimum effort, I highly recommend the following priorities: Take care of yourself first, your important relationships second and let everything else fall into third place. First, I'll talk about self-care, then relationships and finally, illustrate a way to use time well.

### **First, Take Care of Yourself**

You alone are the center of your universe and if the center cannot hold or ground itself, the universe collapses. Taking care of yourself first is a necessary act, not a greedy one. It is not greedy to put on your oxygen mask in an airplane emergency before helping others.

Taking care of yourself means respecting and feeding your spirit, mind and body. Deepak Chopra, in *The Seven Spiritual Laws of Success*, tells us to take time for silence and communing with nature every day. Be conscious of every choice you make in the moment and make the choice that feels right, the one that your heart agrees with.

How many of us let our bodies fall into third place or even lower? Your body is part and parcel of your mind and serves your spirit. Your body is not an afterthought for living a successful and prosperous life here on earth. You want to stay sane this holiday season? Then take care of all three aspects of you – your body, mind and spirit. Remember to make the right choice in each moment and everything that “needs” to be done to have a happy, jolly holiday will actually get done.

### **Second, Take Care of Your Relationships**

In *Parent as Coach*, author Diana Sterling illustrates The Seven Ways a parent can help their teenager “build a life of confidence, courage and compassion.” The Seven Ways are universal to the proper caretaking of any relationship including the one you have with yourself. Did you recognize these – respect, listen, understand, appreciate, support, promote responsibility and nurture independence – in my recommendations for self-care above? Now, let's see how some of these ways can enhance your other relationships.

- What qualities do you respect in your spouse, children, parents, other relatives, friends and colleagues? Recognize these qualities out loud to them. Start with “I respect you for...”
- Listen from where others are speaking. Get curious and find out what their heart is saying and why. You may discover new riches in every relationship, the type of riches that will flourish and make the holiday season that much saner.
- As with every holiday season, wouldn't it be nice if everyone around you were being responsible and independent at the same time? Hold the people around you accountable. Accountable to what? Your bottom line. The only potential problems here are knowing what your bottom line is, expressing it and then being willing to negotiate how your bottom line is met. Is it that everyone reach your standard of manners this holiday season, or that you have a peaceful holiday? How many ways can a peaceful holiday season show up? Be open to the possibilities and allow those you are holding accountable to negotiate to help you reach each other's bottom lines.

### **Use Time Well**

I recommend that you not use “to do” lists to manage your time. Use lists for shopping, intentions and goals, but use a planner for time management. Use the planner to:

1. Block out daily time for yourself
2. Schedule the blocks of time you'll be using to build and enhance your important relationships: spending time with your spouse, children, friends; encouraging and training employees; taking care of clients, enhancing business relationships, etc.
3. Fill in any other activities that remain. This would be a good time to figure out if these remaining activities are necessary for living a purposeful and passionate life,
4. Apply your “to do” lists within the blocks of time. Commit to the time first and then take appropriate actions within that time period. When a particular block of time runs out, roll over any remaining items to when that block of time is on your planner again
5. Leave plenty of empty space every day, to allow for flexibility and rescheduling

If your plans are disrupted, as they certainly will be, then let go of your “third place” activities, not the care and feeding of yourself and your relationships. Remember you are the center, the grounding point, for your universe. Don’t neglect yourself. Your relationships support your universe’s center – they balance you. Don’t neglect your important relationships. Your activities are merely an expression or mirror of you and your relationships. Without you and the relationships, there are no activities.

### **Conclusion**

So be sane this holiday season. Take charge of your time by taking care of yourself first and then taking care of your important relationships. Allow time to serve you. When time serves you, you return to sanity.

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## **Upcoming Newsletter Topics**

Get ready. Next month’s newsletter topic will be “What’s Your Charity?” This will be your opportunity to share with your fellow NAWBO members your philanthropic achievements. What’s your favorite charity, and why? How do you make New Mexico a better place? What are you most proud of? Andrea Carvey, our roving reporter, will be interviewing NAWBO members to share how big our hearts are. If you’d like to contribute an article to the newsletter on this topic, please email Andrea at [andreamcarvey@hotmail.com](mailto:andreamcarvey@hotmail.com) or Cassandra at [park\\_shaw@comcast.net](mailto:park_shaw@comcast.net). Share your knowledge.

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## **Welcome New Members**

### **Twila Donaldson**

President

#### **Ladies Workout Express**

1805 Neat Lane SW

Albuquerque, NM 87105

Phone: 505-250-4175

Email: [twilav@aol.com](mailto:twilav@aol.com)

Website: [www.ladiesworkoutexpress.com](http://www.ladiesworkoutexpress.com)

*We are a 30-minute women-only circuit facility offering grief support, weight loss support, smoking cessation classes, community service, tanning, sauna, with coaches who are CPR/AED certified.*

### **Lucille Friedland, M.S.**

Entrepreneur

#### **Friedland Marketing**

P.O. Box 6827

Albuquerque, NM 87197

Phone: 516-918-4672

Email: [lucille@friedlandmarketing.com](mailto:lucille@friedlandmarketing.com)

Website: [www.friedlandbiz.com](http://www.friedlandbiz.com)

*“Marketing is fun, when one takes a warm-hearted approach.” Entrepreneur with a Master’s Degree in mass communications. Expertise in marketing communications and organizational development. Goal-oriented, profit-driven, has worked with small businesses to help them arrive.*



### **Christy Reveles**

President & Founder

#### **Your Empowered Workplace, LLC**

3116 Payupki Circle

Santa Fe, NM 87507

Phone: 505-983-7032

Email: [coachchristyr@gmail.com](mailto:coachchristyr@gmail.com)

*Your Empowered Workplace, LLC provides business and leadership services for women entrepreneurs. Through customized coaching and training programs, we help women increase their prosperity, master their time, and create the business of their dreams .*

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## **Platinum Profile – Dr. Janice Moranz**

Andrea Carvey  
DrumFire  
[andrecarvey@hotmail.com](mailto:andrecarvey@hotmail.com)



After ten years as a second grade teacher, Platinum Member Janice Moranz headed to medical school. The fantastic New Mexico climate lured her to Albuquerque upon completion of her residency in Ohio, and she has been practicing dermatology here since 1989. Because of her interest in preventive medicine, she became a distributor for USANA products in 2002 and has incorporated them into her life as a medical professional. In fact, she has cut back on her dermatological practice in order to focus more on prevention through USANA products, which include skin care, nutritional supplements, and weight management lines.

A NAWBO member for several years, Janice enjoys meeting people and developing relationships. She attends the monthly meetings regularly, so if you haven't already met her, introduce yourself and have a little chat. In addition to her career interests, Janice plays tennis and golf and enjoys a good read, generally on leadership development, or if she has time, a good novel.

When asked what her best achievement was, she answered, "Helping people improve their health and wealth." What an inspiring response! Thank you, Janice, both for supporting NAWBO and for your continued medical and preventive services to Albuquerque.

You can contact Janice by email at [jmmoranz@comcast.net](mailto:jmmoranz@comcast.net) or check out her website at: [www.drmoranz.usana.com](http://www.drmoranz.usana.com).

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## **Foundation for Entrepreneurial Excellence Presents "Phases of a Business" Seminar**

Robin Otten  
RDO Strategic Consultants, LLC  
[rdozierotten@comcast.net](mailto:rdozierotten@comcast.net)

As part of the Foundation's education and training program, Henry C. South, CPA, CVA, of Atkinson & Co., Ltd. presents his "Phases of a Business" seminar. The presentation describes the various stages most businesses experience and illustrates how understanding of these stages can result in a stronger business foundation and a more successful future.

The seminar will take place at the Embassy Suites Hotel on Wednesday, November 19th beginning with networking and registration at 1pm, followed by the three hour seminar starting at 2pm.

The following topics will be addressed in the presentation:

- The financial path of 80% of businesses
- Why is profit necessary?
- Do you know what phase of a business you are in?
- Do you know the characteristics of each phase of a business to help you determine what to do next?
- What are the problem areas common among all businesses as they grow?
- What kind of people talent do you need to move your business forward?
- How do I determine the necessary measurements to benchmark my business for growth?

NAWBO members are being offered three special opportunities in conjunction with the seminar: 1) a reduced registration fee to attend the seminar, 2) the chance to market your business to other business owners by becoming a table sponsor, and 3) the opportunity to become a corporate sponsor of the event.

Tickets for the event may be purchased on-line at: [www.feenm.org](http://www.feenm.org). They are \$45 for the public and \$35 for NAWBO members if purchased before the day of the event. At the door, the prices will be \$50 for the public and \$40 for NAWBO members.

A limited number of table sponsorships are being sought at \$150 each. These display tables will be exclusive to each industry and will represent services and products sold to other businesses. We expect over 100 business owners to attend, so this is a terrific opportunity to introduce your business to a select, targeted market!

Corporate sponsorships are \$500, will also be industry exclusive and will include a display table for marketing your business as well as numerous other benefits that are listed at [www.feenm.org](http://www.feenm.org). We urge you to check out the website and then call today so that you can be the only business in your industry sector to take advantage of this opportunity.

The Foundation for Entrepreneurial Excellence (FEE-NM) was founded by NAWBO-NNM members to assist post start-up New Mexico businesses in reaching next-level success. FEE-NM is a New Mexico not-for-profit corporation, based in Albuquerque, that will offer scholarships, training and education and mentoring to attain its goals. FEE-NM is destined, we believe, to be a leader in New Mexico business development.

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## You Can Sponsor a Monthly Meeting!

Mary Rutland, SPHR  
Human Resources By Mary Rutland LLC  
[mary@hrbymr.com](mailto:mary@hrbymr.com)

The Chapter now has meeting sponsorships available to members and non-members. You can sponsor a meeting for a \$350 investment, which includes a 5-minute slot at the podium and promotion of your business materials at each dinner table. Meeting sponsorships will also include your logo, business name and a link to your website in the event listing on our website, email announcement and chapter newsletter. Contact Mary Rutland at [mary@hrbymr.com](mailto:mary@hrbymr.com) or by phone – 505-332-9235 – for more information on these sponsorships.

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## Renewing Members

### Denise Baker

President/CFO

#### D.R.B. Electric, Inc.

3601 Second Street SW

Albuquerque, NM 87105-0328

Phone: 505-877-8500

Email: [denise@drbelectric.com](mailto:denise@drbelectric.com)

Website: [www.drbelectric.com](http://www.drbelectric.com)

*Electrical contractor with an emphasis on commercial, industrial, and residential electrical, integrated technologies, 24 hour On Call service.*

### Patricia Chavez

President

#### PLC Enterprises

705 Vista Abajo Dr NE

Albuquerque, NM 87123-2246

Phone: 505-275-7261

Email: [plchavez1@aol.com](mailto:plchavez1@aol.com)

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.

**Lynne Marcus**

Independent Associate

**Aflac**

6409 Sage Point Ct NE

Albuquerque, NM 87111-8017

Phone: 505-340-5464

Email: [lynne.marcus@us.aflac.com](mailto:lynne.marcus@us.aflac.com)

Website: [www.aflac.com](http://www.aflac.com)

*I help you protect yourself from the unexpected expenses associated with a serious illness or injury. Aflac supplemental insurance policies pay cash directly to policyholders so they can pay deductibles, co-payments or even everyday living expenses.*

**Agnes Noonan**

Executive Director

**WESST Corp**

414 Silver Ave SW

Albuquerque, NM 87102-3289

Phone: 505-241-4758

Email: [anoonan@wesst.org](mailto:anoonan@wesst.org)

Website: [www.wesst.org](http://www.wesst.org)

*WESST Corp is a non-profit business assistance organization providing business skills training, technical and financial assistance to viable startup or growing businesses throughout New Mexico.*

**Brenda Sterling**

Partner

**Omega Resources, LP**

52 Camino Costadino

Santa Fe, NM 87508

Phone: 505-466-3825

Email: [basomega@aol.com](mailto:basomega@aol.com)

*Financial Consulting. Provides CFO/COO services to small and mid sized companies on a contract basis.*

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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.

<p><b><u>NAWBO NORTHWEST Satellite Breakfast Meeting</u></b> <b><u>NEW INFO</u></b></p> <p>the <b>FOURTH Wednesday</b> of every month <b>When:</b> November 26, 2008 8:30 a.m. to 9:45 a.m.</p> <p><b>Where:</b> WESST Corp Facility 4200 Meadowlark SE</p>	<p><b><u>NAWBO UPTOWN Satellite Breakfast Meeting</u></b></p> <p>the <b>SECOND Wednesday</b> of every month <b>When:</b> November 12, 2008 7:30 a.m. to 8:45 a.m.</p> <p><b>Where:</b> Le Peep Restaurant 2125 Louisiana NE (S. of Pier One) SW corner Indian School &amp; Louisiana</p>
<p><b><u>NAWBO SANTA FE Satellite Breakfast Meeting</u></b></p> <p>the <b>SECOND Tuesday</b> of every month <b>When:</b> November 11, 2008 from 8:45a.m. to 10:00a.m. <b>Where:</b> Zia Diner, 326 S Guadalupe (between Aztec and Montezuma), Santa Fe 505- 988-7008</p> <p><b>Guest Speaker:</b> A 10-minute presentation Please RSVP to Susanne Kennedy at <a href="mailto:susanne@deltamortgageonline.com">susanne@deltamortgageonline.com</a> or call 505-820-6342.</p>	

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 3 visits, they will be encouraged to join NAWBO.)*

### **CORPORATE PARTNERS**

Our Corporate Partners are presented on our 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!**

#### **Newsletter Editor:**

Cassandra Shaw, Business Development,  
Sandia National Labs. 284-3962 [chshaw@sandia.gov](mailto:chshaw@sandia.gov)

#### **Internal Communications Committee Members:**

Donna Luke, Chair		
Pre-Paid Legal Services – Independent Associate	307-2906	<a href="mailto:djluke2020@comcast.net">djluke2020@comcast.net</a>
Amy Zampella, Heartline Wellness Center, Inc.	255-2203	<a href="mailto:amy@heartlinewellness.com">amy@heartlinewellness.com</a>
Nancy Ullery, Heartland New Mexico	440-9586	<a href="mailto:nancyj@heartlandnewmexico.com">nancyj@heartlandnewmexico.com</a>
Lisa Adkins, SolutionWerx	797-3801	<a href="mailto:lisa@solutionwerx.com">lisa@solutionwerx.com</a>
Annette Campbell, Atkinson & Co.	843-6492	<a href="mailto:acampbell@cfsnm.com">acampbell@cfsnm.com</a>
Andrea Carvey, DrumFire	856-4033	<a href="mailto:andrearvey@hotmail.com">andrearvey@hotmail.com</a>