



**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**



Here is some news from NAWBO National you need to know:

NAWBO is joining Inc. in its search for the 2008 Inc. 5,000, Inc. magazine and Inc.com's annual list of the fastest growing private companies in America. Every company honored on the Inc. 5,000 will be profiled on Inc.com. The top 10 percent will be featured in Inc. magazine. The Inc. 5,000 also recognizes the top 100 companies in every major metro area and several other categories. How many of these lists will your company make? How much local and national media coverage will your company receive? If you don't apply, you'll never know.

The Inc. 5,000 is an editorial award and there are no fees involved with entering or qualifying. The deadline to apply is April 30, 2008.

Attend NAWBO's 2008 Women's Business Conference, June 12-14 in Phoenix, Arizona and you'll have the opportunity to learn new strategies for growing your business. Take home new ideas and advice from exciting education sessions and experience the power of NAWBO's community while enjoying the beautiful Arizona Biltmore Resort & Spa.

**Be Your Own Mentor Webinar, April 17**

What does it take to be your own mentor? Find out in this Webinar presented by NAWBO's Education and Leadership Forum. Speaker Catherine Marsh will introduce you to the concept of self mentoring, show you how to

set up your own advisory mentoring board, and more. For just \$35 you'll learn valuable skills that will help you take your business to new heights.

I hope that you will take advantage of some of these opportunities. Belonging to the National organization brings many benefits—these are just a few!!!

~by Mary Rutland, President NAWBO-NNM, 2007-2008

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## Program - Wednesday, April 16 – Dinner Meeting



Why is the Round House empty? Many New Mexico legislators will be attending the 6th annual NAWBO-NNM Speak Out at our April 16 Dinner Meeting.

We are deeply grateful to Qwest ([www.qwest.com](http://www.qwest.com)), our Speak Out sponsor, for giving us this opportunity to convey to our elected lawmakers our opinions on topics of importance to us, our businesses and our families.

This year we will discuss our positions on healthcare and immigration.

Our state representatives and senators really do want to hear from you, and this is your chance to speak with them— one-on-one and at our facilitated roundtable dinner discussions.

If you're tired of politicians talking *at* you, instead of *with* you, then you don't miss this legislative information-gathering event sponsored by our Public Policy committee. So please join us on April 16 and Speak Out!

### Meeting Schedule & Location

*This month we will meet in **La Ventana** at the Embassy Suites on Lomas, just west of I-25. La Ventana is located off the main hotel lobby.*

**5:30 p.m. Mix 'n Mingle**

**6:15 p.m. Dinner & Program**

*A special "Thank You" to Joan Schlueter of On Site Hiring Consultants for sponsoring the bar at Speak Out!*

### This Month's Menu

**Salad:** Chef's Salad

**Regular Entree:** Grilled Flank Steak

**Vegetarian Entree:** Pasta Primavera

**Dessert:** Lemon Layer Cake

### Advance Reservations Are Required by 5:00 pm on Friday, April 11, 2008:

- Please RSVP online at [www.nawbonm.org/nawbo/events/register/340/](http://www.nawbonm.org/nawbo/events/register/340/). After submitting your RSVP, you will have the option to continue and pay in advance, online.
- You can also email Luci Dawson at: [nawbonnm-f@earthlink.net?subject=April 16 Meeting](mailto:nawbonnm-f@earthlink.net?subject=April%20Meeting)
- To cancel a reservation please email Luci Dawson at: [nawbonnm-f@earthlink.net?subject=Cancel April 16 Meeting](mailto:nawbonnm-f@earthlink.net?subject=Cancel%20April%20Meeting)
- Meeting Cost: \$29 members; \$35 non-members
- RSVPs received after 5:00 pm on Friday, April 11, and "Walk-Ins": \$34 members – \$40 non-members
- Cancellations after 5:00 pm on Friday, April 11, and "No Shows" will be invoiced.

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## NAWBO-NNM Hosts SPEAK OUT Event

On April 16<sup>th</sup>, we will hold our annual Speak Out. We again thank our Speak Out sponsor, Qwest, for giving us this amazing opportunity to convey to our elected law-makers our opinions on topics of importance to us, our businesses and our families. This year we will discuss with legislators our position on healthcare and immigration.

As we reported in last month's Public Policy article, healthcare has been our highest priority issue for several years and, based on survey results, it remains at the top of our list of concerns. Because we knew that this year the legislature and the governor would focus on the issue, the NAWBO-NNM public policy committee spent many

hours comparing our policy on healthcare with the provisions of several legislative proposals. Rather than merely supporting or opposing the bills, we analyzed each one and delineated the areas of agreement and disagreement with our adopted positions. In summary, our position is that healthcare costs are increasing, and with them the cost of health insurance, at an unacceptable rate because, in a non-competitive marketplace, they can. We favor a private, free-market solution that controls costs by introducing competition and empowers consumers by making all aspect of the system more transparent. We object to greater governmental involvement and control of our healthcare system. In the regular legislative session, we supported one bill, the Health Insurance Exchange Act, opposed another, the Health Security Act (single payer plan,) and took no position on a third, the Health Solutions New Mexico Act (Governor Richardson's plan. In any special session, we will support legislation that offers private, free-market solutions and oppose any that imposes greater governmental involvement or control.

The other issue we will discuss at Speak Out is immigration. This is a new topic for our chapter, but one we believe will become increasingly significant in the months ahead. Our sister state of Arizona is feeling the effects of their new state immigration law and we can learn from their experiences as well as from other states that have newly enacted immigration policies. The Public Policy Committee of the Northern New Mexico Chapter of the National Association of Women Business Owners believes that the impact of a dysfunctional immigration policy on our members and on the economic vitality of New Mexico is significant and that it is incumbent upon us to state our position on this important business topic.

As business owners we know that businesses cannot operate without an adequate labor supply. Our state is experiencing an unemployment rate of 3.2%, far below the "natural" rate of employment. Even the national rate, with few localized exceptions, is historically low. Many sectors of the economy are already experiencing severe labor shortages. Unless all facets of the immigration issue are addressed on the federal level, the current labor shortage will worsen. In addition, employers are facing uncertainty and anxiety brought on by the requirement to utilize federal systems that are entirely unreliable. At the same time they are being threatened with severe penalties for failure to comply with confusing and conflicting laws. Inevitably this leads to anti-Latino and anti-immigrant discrimination.

#### **NAWBO-NNM Public Policy Position:**

1. Immigration reform must be accomplished at the federal level so as not to pit the economy of one state against another by adopting a patchwork of laws.
2. Stop the flow of illegal immigration by tightening border security so that only those who wish to come to this country for work, school, travel or other legitimate purpose are admitted.
3. Adopt a rational guest worker program that provides an adequate supply of legal employees to all U.S. businesses. A guest worker program must be practical, usable, and cost effective for all companies, large and small. The number of guest workers available should vary to meet economic and industry needs. A guest worker program must include provisions for guest workers to pay all taxes a citizen of the same income level would pay.
4. Enact H.R. 5515, or a similar proposal that would create a verification system that is accurate, functional, and quick. Employers should not be primarily responsible for monitoring and enforcing immigration policy, but can play a limited, defined part. A safe harbor process must be available to employers to ensure against civil or criminal liability from the government and from employee lawsuits based on discrimination claims.
5. Do not enact "Touchback" requirements whereby skilled employees are required to return to their homeland for a period of time, causing increased training costs and disruption to business operations.
6. Ensure that U.S. workers are not displaced by foreign workers.
7. Provide a path to citizenship for hard working, tax-paying guest workers behind those who have come legally and are already working toward citizenship. Speed up the process to become a citizen and correct the inequities in the immigration quota system.
8. Prohibit workplace raids unless probable cause can be shown that an employer makes hiring of illegal workers a part of their business plan and that he/she knowingly hires illegal workers.

We will have cards available at Speak Out for your convenience and for the legislators to take with them and refer to later. In addition, just prior to Speak Out I will e-mail to each of you the full text of our healthcare and immigration positions. Thank you for being part of one of the outstanding public policy programs in all the NAWBO organization!

~by Robin Dozier Otten, Director – Public Policy

## Save the Date - May 21, 2008 - NMFWE Silent Auction

We will hold a silent auction to benefit our "sister" organization, the New Mexico Foundation for Women Entrepreneurs (NMFWE), at our May 21 DINNER meeting. NMFWE is a 501(c)(3) nonprofit foundation. All of the funds that are raised at the silent auction go directly to the foundation to be used for education, training, scholarships and loans for women entrepreneurs. All donations are tax-deductible to the extent permitted by tax law.

This year we are asking that each donated item have a value of at least \$25. We are also doing something new. If you donate an item that has a value of \$100 or more, you will get a 30-second spot to tell about the item you've donated at the May meeting. (The \$100 value has to be on a single item not a combination of two or three items.) We also accept cash donations in lieu of an auction item.

Your items can be brought to the May meeting, but please get them there by 4:30 p.m. so we can have everything set up before our members and guests arrive to start bidding.

This is a great way to promote your business or an associate's business, and it is also a good time to purchase gifts. Items that usually sell well include:

- gift certificates for lunches/dinners
- tickets to events
- rounds of golf
- sports memorabilia
- hotel and vacation packages
- airline tickets
- jewelry and unusual clothing items
- spa services
- original artwork

To donate auction items or cash, please complete the Auction Donor Form and return it by mail, email, or fax as indicated on the form. For questions regarding the auction, email Roberta Salas at [rsalas@atkinsoncpa.com](mailto:rsalas@atkinsoncpa.com).

Thank you for supporting our philanthropic efforts!

~by Roberta Salas

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## Welcome New Members



### Gillian Armour

Image Consultant

Gillian Armour Design, LLC

PO Box 5218

Santa Fe, NM 87502-5218

Phone: 505-820-2824

Email: [armourgallery@yahoo.com](mailto:armourgallery@yahoo.com)

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

Fashion transformations for men, women, and teens. Certified International Image Consultant and Style Master.

Ready to transform even the shlumpiest!

**Ruby Grzelachowski**

Branch Manager

**Irwin Union Bank**

7401 Jefferson NE

Albuquerque, NM 87109

Phone: 505-857-6203

Email: [ruby.grzelachowski@irwinunion.com](mailto:ruby.grzelachowski@irwinunion.com)

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

Founded in 1871, we opened our Albuquerque office in December 2006. Our outlook is as familiar as our past: Stay focused on our clients. Offer highly personalized service and customized solutions. Invest in the local community and serve its members. Give entrepreneurs the chance to change the face of business.



**Barbara Neulight**

President

**The Art of Redesign, LLC**

20 Alteza

Santa Fe, NM 87508

Phone: 505-577-1403/505-466-1403

Email: [barbara@theartofredesign.com](mailto:barbara@theartofredesign.com)

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

Redesign (with existing decór) and staging for home sales in homes that are occupied with furniture and vacant properties

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**Did you know ...**

there is a great resource on our chapter website called FAQs, or Frequently Asked Questions. Click on the FAQ button located on the right-hand side of the top purple navigation bar on the home page. Or, click on the FAQ button (purple text inside yellow bar) located at the bottom of any page. You will find great information about meeting locations, RSVPs, etc.

~ by Amy C. Zampella, Internal Communications Chair

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**Platinum Profile – Denise Baker – D.R.B. Electric, Inc.**



Denise Baker has been the owner and chief financial officer of DRB Electric, Inc. since 1991. She has an extensive fiscal management background, with a B.S. in accounting and business from Arizona State.

With her husband Randy, they have grown D.R.B. from garage-shop electricians to a \$7.5 million dollar company with a teaming facility of 59 employees and a fleet of trucks. The company has been providing services to the community for 22 years, specializing in electrical contracting, 24 hour service and maintenance, construction, IT Technologies, and assisted design build with value engineering. D.R.B.'s apprentices are required to complete the Associated Builders and Contractors (ABC) nationally accredited, four year apprentice program, which focuses on education and safety. This allows their electricians to stay abreast of current regulations and industry standards. The company has received ABC's prestigious "Platinum Level Safety Training and Evaluation Process" award annually since 2002. D.R.B has provided quality service to many new and exciting companies around New Mexico. Some of their recent project include the Center for Prenatal Development, UNM's Communication and Journalism Building, Destiny Center worship center, Purple Sage Garden Center, Farm Credit of New Mexico, and Prime Therapeutics.

Denise is a strong advocate for community involvement, striving to make Albuquerque the best place for her family of 3 daughters, now ages 9, 12, and 13. Beside her affiliations with many local business organizations, she has volunteered her time on Go Red for Women/American Heart Association, the Extreme Home Makeover project, and several activities for St. Charles Borromeo where her daughters attend school. Denise is also very active in the burgeoning film industry in our State as a member of the New Mexico Women in Film & Television. Whenever they get chance Denise and her girls work on films, commercials or television projects together.

When she's not at the office, or busy with her family, Denise has been on the Board for Albuquerque Economic Development and chair of the Ambassador Association for the past two years which assists with recruitment of membership. She also serves on the Boards of Associated Builders & Contractors, the Executive Committee for the American Heart Association, and the New Mexico Women in Film & Television.

The accolades for Denise and her company are too numerous to list. Most recently, D.R.B. won the New Mexico Ethics in Business Award (2006) and was honored in 2007 by the New Mexico Business Weekly as one of three of the state's "Best Places to Work". Denise has this pearl of wisdom to impart "Join associations that promote not only your field, but also women-owned businesses to provide a networking avenue. The knowledge you will learn from others, both good and bad, can be the key to your success." Denise has once again shown her commitment to NAWBO by signing on as one of the sponsors of the March Prospective Member Reception.

Denise Baker, President/CFO

D.R.B. Electric, Inc.

3601 Second Street, SW

Albuquerque, NM 87105

877-8500

Contact Denise at [denise@drbelectric.com](mailto:denise@drbelectric.com)

Visit her web site at <http://www.drbelectric.com>

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## **New Grid-Style Calendar Up on Web Site!**

We are very excited to announce that the Internal Communications Committee has launched a new grid-style calendar on the NAWBO Chapter website. From the home page, click on the Calendar link in the top/ purple bar. This link will take you to a new window with a wonderful full-view calendar. Click on each event title to see a "pop-up" box with details. We hope that you find this new calendar more functional and easier to view. As always, please email Nancy Ullery with NAWBO sponsored and other business events you'd like to add to the calendar.

The right-hand panel on the Events page will still contain a list of recent special features, upcoming events, the link to the standing RSVP form, and archives. You can also access the calendar from this page by clicking on either of the two links in the first paragraph.

Credit for a job well done goes to Nancy Ullery, Cassandra Shaw, and Luci Dawson for working so hard at making this project a reality.

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## **Update from the Nominating Committee - Results**

The Nominating Committee wants to thank all members that submitted their name (or had their name submitted) for consideration to the 2009 Board of Directors. We had 21 names for a total of 4 possible positions. We spent a great deal of time talking to nominees; asking about the role they might want on the Board, reviewing their experience on an association board, the time commitment and the potential out of pocket expenses they could incur during their board term. We talked with Barbara Dawson, President Elect as to her goals and what skill sets or experience would be needed by the Board members to reach the strategic goals set by Barbara and the Board.

While our task was complicated and required we keep an open mind, put the needs of the chapter ahead of all else, we had a great time. I want to thank each of them and ask that next time you come in contact with, Amy Matthews, Katree Edmonds, Ann Silva, Mary Bresnahan, that you thank them for their service and dedication to NAWBO-NNM.

The process is nearly complete and the Nominating Committee is proud to announce the 2009 Board of Directors slate of Officers and Directors

### **OFFICERS**

President	Barbara Dawson, Balancing Life & Work
President Elect	Deb Steg, Dynamic Metamorphosis
Immediate Past President	Mary Rutland, Human Resources by Mary Rutland
Treasurer	Liz Lucero, Elizabeth Lucero, Financial Planner
Secretary	Lesha Orcutt, Body and Skin Clinic

### **DIRECTORS**

Leadership and Education	Carol Guerra, All-Star Insurance
Public Policy	Celia Ameline, Gen5 Development, LLC
International	Ann Allsbury, Realtor
Foundation	Robin Dozier-Otten, RDO Strategic Consultants, LLC
Membership	Merri Jean Jones, Studio J Interiors, Inc.
Communications	Lynne Marcus, Marcus + Company
Economic Development	Debbie Maestas-Traynor, Maestas Consulting

According to the chapter by-laws:

- “The nominating committee shall review nominations for directors and officers of the board as submitted by the voting members, and shall slate their recommended nominees.
- The nominating committee shall present a minimum of one nominee for each office to be filled. Additional nominations may be made by the committee or by petition signed by at least 15% of the current voting members.
- The slate shall be presented to the voting membership 60 days prior to the election. Nominating petitions shall be delivered to the nominating committee no later than 45 days prior to the election so that additions to the slate may be presented to the voting membership 30 days prior to the election.”

Therefore, if you were not slated as a nominee and would like to be considered you may petition to have your name added to the slate. To do so, please submit a petition with at least 25 signatures supporting you in your desire to serve on the Board. Persons agreeing to sign the position must be voting members of the chapter. Please submit your petitions to Sandy Cody, Nominating Chair, PO Box 52018, ABQ, NM 87181 no later than April 7, 5pm.

Should we receive eligible members to add to the slate of nominees, the chapter will then hold a ballot vote for its 2009 Board of Directors. If no petitions are received the current slate will be accepted as presented at the May meeting, installation of the Board will be held at the June meeting and the new Board of Directors will assume their positions July 1, 2008.

Again, thank you for your nominations, support and participation in the future of NAWBO-NNM.

~ by Sandy Cody, Immediate Past President  
Chairwoman, Nominating Committee

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## **Opportunities Website is now LIVE for Sandia’s Small Business Utilization**

Don Devoti, manager of Sandia’s Small Business Utilization Department, wants the Business Development Organizations to know that the much anticipated Opportunities Website is now available twenty-four hours per day, seven days a week. Effective immediately, the supplier community can see competitive requirements greater than \$100,000 and can check a box to receive a Request for Quotation (RFQ). This website contains detailed Statement of Work and mandatory requirements for Sandia Opportunities. All opportunities will be posted for a minimum of two work days.

The website address is: <http://supplier.sandia.gov/opportunities/selection.aspx> Please send your questions and comments to: [Sup-part@sandia.gov](mailto:Sup-part@sandia.gov).

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## Melanoma – Deadly Skin Cancer - by Dr. Janice Moranz

Some habits can kill you. Others can save your life! In January, the masses resolve to change their life but by February many of the best intentions have fallen by the waste side. The main stream media have developed cute tricks to help us incorporate important habits into our lives. Installing new batteries in the smoke detector when changing the clock for day light savings, having your cholesterol checked during National Heart Month in February, or using a shower card to remember to check your breasts for lumps once a month are some nifty ideas. Unfortunately, there is no catchy slogan to remind people to check their bodies for moles, and this simple act, done regularly, can save your life.

Malignant melanoma is the most serious form of skin cancer. The chance of developing a melanoma is 1 in 75. In women ages 25-29, it is the most common cancer and it is second only to breast cancer in women ages 30-34. People of all races and color can get melanoma, but it is ten times more common in Anglos than in African Americans and two to four times more common in Hispanics.

This year, vow to prevent or at least discover melanoma early. When melanoma is detected in an early stage and removed, the patient is almost always cured. Do a self-exam once a month examining all of your skin using good lighting, mirrors, and a blow dryer to check your scalp. Look for growths that are asymmetrical, have irregular borders, have two or more colors (especially blue and black), and have a diameter larger than a pencil eraser.

### Just remember your ABCD's:

**A**symmetrical

**B**orders that are irregular

**C**olors

**D**iameter larger than a pencil

Besides checking yourself each month, you should also have an exam yearly with your dermatologist. Everyone is at risk of getting melanoma, but some are at a higher risk than others. Genetics plays an important role. If you have a close family member who has melanoma, your chances are about 50% that you will inherit the same problem. Melanomas are also more common in people who have had severe sunburns. Be watchful for unusual "atypical" moles. Atypical moles have some of the ABCD characteristics. People with many moles are at higher risk. The more risk

factors you have, the more often you should be seen by your dermatologist. A once a year check-up is fine for people with few risk factors. People who have had a melanoma are at the highest risk of developing additional growths and should be seen every three months.

Atypical moles that are removed prevent melanoma. Once a melanoma develops, the depth of the melanoma determines survival. Thin melanomas are least likely to have spread through the lymph system, and so chances of survival are great. The deeper the melanoma, the more likely it may have spread to the lymph system and to organs of the body. When melanoma has spread, chances for survival are small. That is why prevention is important. Minimize sun exposure. Dark colored and tightly woven fabrics provide the most protection. Wear a wide brimmed hat, sunglasses, and sun-screen that contains zinc oxide and/or titanium dioxide on all exposed skin. Avoid tanning parlors. The UVA rays they provide may not burn you, but they penetrate deeper and alter the DNA of your cells, which is what defines cancer.

Remember, melanoma if detected early is curable. Stay alert, watch your ABCD's, and keep the habit that can save your life.

~by Janice Moranz, M.D. (visit [Janice's](#) web site)

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## Entrepreneurs Expect to Work Even Harder in 2008

If you want to be an entrepreneur, be prepared to work some late and long hours. That's one primary finding from the second annual Staples National Small Business Survey, which shows that 98% of small business owners regularly work during their time off at vacation, on weekends, and at night. In addition, fifty-four percent expect to work even harder in 2008. More than 2/3 of those surveyed agree that they are "constantly challenged" by not having enough time to complete necessary tasks. While business owners are pressed for time, many are not taking advantages of effective time management strategies and technologies. Seventy percent of those surveyed did not

have a written business plan, and more than 84 percent do not utilize new media technologies, such as blogs, podcasts, or virtual meeting tools.

Learn more about the results of the 2nd annual [Staples National Small Business survey](#). The survey was based on an Internet poll that queried more than 300 small businesses with less than 20 employees each.

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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 NORTHWEST Satellite  
Breakfast Meeting  
NEW INFO**

the **FOURTH Wednesday** of every month

**When:** April 23, 2007  
8:30 a.m. to 9:45 a.m.

**Where:** WESST Corp Facility  
4200 Meadowlark SE  
(528 & Southern)  
Rio Rancho 87124

**Guest Speaker:** A 10 minute presentation  
Please RSVP to Lorie Guthrie at 892-1238

**NAWBO UPTOWN Satellite  
Breakfast Meeting**

the **SECOND Wednesday** of every month

**When:** May 14, 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:** May 8, 2007 from 8:45a.m. to 10:00a.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](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 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:**

Donna Luke,  
Pre-Paid Legal Services - Independent Associate      307-2906      [djluke2020@comcast.net](mailto:djluke2020@comcast.net)

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