



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 – Mary Rutland



Hello, Friends...

As my term as President of one of the finest organizations I have been privileged to belong to comes near a close, I would like to share some thoughts....

I have grown—I have learned how to communicate better, listen better and above all, increase my patience.

I have seen love and sharing practiced by so many and so often.

I have been encouraged by so many of you. Thank you....

And I have felt so privileged to know so many wonderful women.

And the experiences continue. Thank you so for the opportunities you have afforded me in the organization and the relationships.

You have made me feel queenly, majestic and at the same time humble in your trust.

I am truly blessed...

Mary Rutland, President NAWBO-NNM, 2007-2008

Program - Wednesday, May 21 – Dinner Meeting

Panel Discussion:

Linda Parker, President of the New Mexico Foundation for Women Entrepreneurs, will facilitate a panel discussion featuring Edna Lopez, COMPA Industries Inc., Karen Urbielewicz, Urbielewicz, Murphree CPAs, and a third panelist to be announced. The discussion will transform how you think about maximizing your charitable contributions, and your networking and marketing dollars.



Silent & Live Auctions!

A silent and live auction will be held at the May 21 meeting. All of the funds that are raised will go directly to the New Mexico Foundation for Women Entrepreneurs, a 501(c)(3) nonprofit foundation, to be used for education, training, scholarships and loans for women entrepreneurs. All auction donations are tax-deductible to the extent permitted by tax law.

Commitments for the live auction include:

- Suite Night for up to 16 people at a New Mexico Scorpions hockey game
- 1-hour visit from Stanley the Scorpion for a birthday party or other kid's function
- Party-in-a-Box at Madeleine's Place, including a Limo, Wine Tasting, and Caterer
- Sparkling piece of jewelry from Beauchamp & Co.

This is a great way to promote your business or an associate's business, and it is also a good time to purchase gifts. See the next article to learn how you can donate auction items or cash to support our philanthropic efforts on behalf of the foundation and who to contact for questions.

Introduction of the 2008-2009 Board of Directors

There being no petitions to add candidates to the slate of officers proposed by the nominating committee, the 2008-2009 board of directors will be introduced at the meeting.

Meeting Schedule & Location

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

5:30 p.m. – 6:15 p.m. Mix 'n Mingle and Silent Auction

6:15 p.m. – 7:00 p.m. Dinner & Program

7:00 p.m. – 7:30 p.m. Live Auction and Conclusion of Silent Auction

Advance Reservations Required by 5:00 pm on Friday, May 16

Please RSVP online at <http://www.nawbonm.org/nawbo/events/register/431/>. 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=May 21 RSVP](mailto:nawbonnm-f@earthlink.net?subject=May%20RSVP)

To cancel a reservation, please email Luci Dawson at: [nawbonnm-f@earthlink.net?subject=Cancel May 21 RSVP](mailto:nawbonnm-f@earthlink.net?subject=Cancel%20May%20RSVP)

Meeting Cost: \$29 members – \$35 non-members

RSVPs received after 5:00 pm on Friday, May 16, and "Walk-Ins": \$34 members – \$40 non-members

Cancellations after 5:00 pm on Friday, May 16, and "No Shows" will be invoiced.

Menu Options

Regular Entrée — Chicken Piccata

Vegetarian Entrée — Cheese Manicotti

Details of the Silent and Live Auction - Unlocking the Treasure Chest



The evening will start with live music as the silent auction gets started. Then a Board Member will speak shortly about the NMFWE. Each individual that has donated a single item with a value of \$100 will have the opportunity in 7-words to tell about their donated item. Then Rick Carden, the event's auctioneer, will start with the live auction.

To date there have been 32 items donated for the auction. Bring your checkbooks and credit cards

and have a fun time supporting your sister organization!

New donations will be taken through Friday, May 16th. All donated items should be brought prior to the meeting by 4:30 p.m. For questions, call Roberta Salas, 843-6492.

The NMFWE Board thanks everyone who made a donation. Your support is greatly appreciated!

Welcome Seven New Members

Cyndy Bohannon

Owner

IP Distribution Systems, LLC

8100 Wyoming Blvd NE M4 #233

Albuquerque, NM 87113-1946

Phone: (505) 328-2129

Email: cyndy@thebohannons.net

We are a Communications Services Provider for Business Customers. We offer IP Networking, Voice (Local Dialtone) Data Services (MPLS, IP VPN, Ethernet and Dedicated Data Services). We specialize in high capacity private networks, and service large clients (including Publicly Traded Companies) across the U.S. We are independent consultants who have alliances to procure and install networking and communications services with most major providers.

Cheryl Buckel

CEO

Inspirational Management Solutions

4721 Mesa Encantada Ct NW

Albuquerque, NM 87120

Phone: 505-459-5488

Email: inspirationalmanagement@hotmail.com

Helping women in business to find creative management solutions to extend their businesses and create stronger teams!



Gwen Clapp

Owner

Blue Plate Special

2412 San Mateo Pl NE

Albuquerque, NM 87110

Phone: 505-255-2583

Email: eatblueplate@gmail.com

Website: www.eatblueplate.com

With BLUE PLATE SPECIAL you receive personalized service. We design specialty catering experiences for all sizes of celebrations and events. Whatever the occasion, we'll provide full-service catering that will make yours an event to remember!

Melanie Cravens

Owner

Alphagraphics

4500 Osuna Rd NE, Ste 200

Albuquerque, NM 87109

505-888-2679

fax: 505-883-0753

Email: us020@alphagraphics.com

Website: us020.alphagraphics.com

We provide all types of print and copy needs, letterhead, envelopes, business cards, newsletters, mailing services, full service design. Free pick up and delivery. E-mail us your PDF . . . we'll do the rest!!!



Christy Martinez
 Insurance & Financial Services Agent
Farmers Insurance & Financial Solutions
 2500 Camino Entrada Ste 3
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 Email: cmartinez2@farmersagent.com
 Website: www.farmersagent.com/cmartinez2



Aliessa Ruiz
 Owner/Agent
State Farm Insurance
 13140 Central Ave SE Ste IA
 Albuquerque, NM 87123
 Phone: 505-294-3330
 Email: agent@agentruiz.com
 Website: www.agentruiz.com

State Farm Insurance - Providing insurance and financial services.

Leticia Trujillo
 Insurance Agent
Farmers Agency
 8014 Menaul Blvd NE
 Albuquerque, NM 87110
 Phone: 505-379-6701
 Email: ltrujiillo@farmersagent.com
 Farmers Agent for home, life, business and auto insurance

Two Membership Renewals

Jean Gibson

Your "CFO-to Go"

Resource Interlink

9220 Mabry Ave NE
 Albuquerque, NM 87109-6479
 Phone: 505-856-5147
 Email: jean.gibson@earthlink.net

Your CFO-to-Go gives you the power of a chief financial officer on a part-time, as-needed basis. Increase your profits with our experienced financial management, planning and strategic business thinking.

Susan Miertl

Owner

Susan Miertl, CPA LLC

PO Box 12422
 Albuquerque, NM 87195
 Phone: 505-220-7051
 Email: LTReim@comcast.net

Provide tax, bookkeeping, and business consulting solutions for small businesses and individuals.

Call for Nominations: 2008 Kudo Awards

NAWBO annually presents 7 Kudo Awards to its members at the June NAWBO meeting. The Kudo Awards Committee is seeking suggestions from you for deserving candidates. To submit a nomination, send an email to Mary Lou Christopherson at penguini@q.com with the name of the award, the name of your nominee, and a brief description of why this person should be recognized.

Categories are:

Supporter of the Year: For the member who supports NAWBO women and provides the springboard that sets the standard as an idea developer and innovator of programs.

Mentor of the Year: For the woman who has given openly and graciously not only of herself, but also of her business knowledge.

Advocate of the Year: For the woman who has been an ambassador for NAWBO no matter where she is.

Up and Coming Business Owner of the Year: For the woman who has been in business less than three years who is not only successful, but has achieved substantially in a very short period of time.

Woman Business Owner of the Year: For the business owner who has gone that extra mile with her business in the best interests of the community.

Rookie of the Year: For a new member who has been an active member of NAWBO for less than one year and who has become visible not only in NAWBO but in the community in a short period of time.

Public Policy Advocate: For the woman who has been a leader in support of NAWBO's public policy positions.

by Mary Lou Christopherson

Platinum Profile - Lucy Archambault



Lucy's company, LEA Environmental, LLC is 10 years old this year! She has been blessed with steady environmental work ever since she took the leap from employed environmental consultant and went out on her own. Lucy's bread and butter work is environmental property assessments for commercial property. She specializes in smaller specialty environmental contracts such as storm water permitting, local Indian tribes' issues, environmental health and safety audits, and housing and urban development (HUD) grants. Lucy is also a certified asbestos inspector and management planner, a certified lead based paint inspector, and performs water sampling.

Lucy is focused on providing her long-term clients the best possible service. She's been savvy enough to build great relationships and a strong reputation. Since she is in the service business, she keeps a keen eye on making sure the client's needs are met, and they feel cared for. This mantra has fed her business with a steady stream of word-of-mouth referrals. Lucy is also focused on client education and strong vendor relationships.

The stability and success of her business can also be attributed to meticulous bookkeeping and accounting practices. She also has very low overhead by working from a home office. "Keeping it simple", is also one of Lucy's mantras in her business. You can tell that Lucy enjoys her work and is committed to helping the community and the environment.

Because our NAWBO chapter has counted on her support year after year, in so many quiet ways, she was recognized as Woman Business Owner of the Year for 2006/2007. This chapter Kudo Award is given for the business owner who has gone that extra mile with her business in the best interests of the community. Lucy has been a devoted member of our Public Policy Committee almost since it's inception. In addition to attending all their meetings faithfully, she made an annual cash donation of \$500 to support NAWBO's presence at Business Days in Santa Fe. This support kicked our visibility up a notch or two. Furthermore, she brought signage and supplies to Santa Fe for this event, even when she was somewhat hobbled by a broken ankle. Her company is very important to the community, as well, because its mission is to protect the environment.

We are so glad to have Lucy in our midst and wish her continued success and enjoyment of her work.

Contact Lucy at 505-890-7815 or via email at leaabq@aol.com

~by Amy C. Zampella

Are You Prepared to Vote on June 3rd?

We have all been barraged by politics for months now. Some of us love it and others are sick of it. But the results, many of which will be decided in New Mexico on Tuesday, June 3rd, will have an impact on all of our businesses. This year, in addition to the very unusual situation in the presidential campaign, we have circumstances in New Mexico that have never happened in our history. All of our US House delegates are leaving their seats to run for the US Senate seat being relinquished by our senior Senator, Pete Domenici. As in each presidential election year, the entire NM legislature is up for election: all 42 Senators and 70 House representatives.

All this potential turn-over obviously has the potential to change the political climate and the business environment along with it. But many people say, "Why should I vote in a primary? The November general election is where the real decisions are made." It is true that our federal delegation will not be decided until November, but the decisions in both major parties in the primary election may have a real influence on the choices you can make in November. And in our state legislative races, the importance of primary voting is perhaps even greater. Right now, we have already elected 33 of the 70 NM House representatives because only one person filed in those districts. The same is true for 17 of the 42 NM Senate seats. But the real argument for primary voting is this: eleven Senate districts will choose their state senator in the primary because there is a primary race, but no opponent in the general election. In the NM House, eight districts have only a primary.

Along with the congressional campaigns and the legislative races, two districts of the five-seat Public Regulation Commission are up this year and there are some interesting primary battles there as well. The members of the PRC have such wide-ranging regulatory authority that every business in our state is affected by their decisions.

So, bottom line, we urge you to become informed about the candidates and vote for your choices on June 3rd! In order to do that, voters must be registered by May 6th, so please remind all your family members and employees of that important deadline. Registration can be easily accomplished by clicking on the link to the New Mexico Prosperity Project located on the NAWBO-NNM website.

I would be remiss if I closed this piece without thanking all of you who attended Speak Out. It is seen nationally as one of the outstanding public policy programs in all the NAWBO organization! And our legislators really like it. Thank you for making it work.

~by Robin Dozier Otten
Director, NAWBO-NNM Public Policy Committee

Try Airport Fast Park - Guaranteed Low Rates & Great Customer Service!

Airport Fast Park is offering all Northern New Mexico NAWBO Chapter members a **daily discounted parking rate of \$3.00** (including tax) per day! Serving the ABQ airport at 2801 Yale Boulevard, Airport Fast Park offers bottled water, luggage assistance and free shuttle service to/from ABQ.

To receive this special rate, all Northern New Mexico NAWBO Chapter travelers must enroll in the **Airport Fast Park Frequent Parker Program**. This program is free of charge and allows you to accumulate points for free parking, print receipts on-line, review parking history and most importantly, receive your special rate automatically without presenting any coupons or ID. You will receive an enrollment packet containing your Frequent Parker Card within 7-10 business days.

Company Code Required for Discount - If you enroll in the Frequent Parker program via the link above, Airport Fast Park will be able to track your enrollment and apply your special rate automatically. If you opt to enroll in the program via the Airport Fast Park website, you will be prompted for the **Company Code 0116207**. You must enter this code in order to receive the discounted rate associated with your Company. You will only be prompted for this code if you enroll via the Airport Fast Park website.

For more information, please contact John Reimann, Account Manager:

Office: (505) 242-5181
Cell: (505) 261-7836
Email: jreimann@airportfastpark.com

2008 Women's Business Conference - Together: Rising

Have you heard the buzz about NAWBO's 2008 Women's Business Conference? It is taking place June 12-14 at the Arizona Biltmore Resort & Spa in Phoenix and it'll be a gathering like no other. The opening reception, hosted by NAWBO Phoenix, will feature a Jones New York fashion show with style expert Lloyd Boston. Two of the cutting edge breakout sessions are:

- *Making Connections: Understanding the "Culture Factor" in the Way You Do Business*
- *Technology: Determining if "What's New" is "What's Next" for Your Company*

plus plenty of opportunities for great conversation will make the 2008 Women's Business Conference an event you don't want to miss.

June 12-14
Arizona Biltmore Resort & Spa
Phoenix, Arizona

Register online at https://online.nawbo.org/nawbossa/evtssareg.custid?p_event_id=1001 now, or download a printable registration form at <http://www.nawbo.org/imageuploads/NAWBO 2008 Women's Business Conference Registration Form.pdf>

In 2008, women business owners will create a rising tide of entrepreneurship, shaping the larger business environment as they build greater success for themselves. Uniting around their common goals, these powerful women will define new standards of ownership and prosperity, changing the social, political, and economic landscape forever.

In celebration of this rising change, NAWBO is holding its 2008 Women's Business Conference June 12-14 at the Arizona Biltmore Resort & Spa in Phoenix. This premier event will draw women entrepreneurs from across the country looking to grow their businesses, advance their leadership skills, and create lasting change in the business culture. Make plans now and plan to attend this essential event.

Agenda Highlights

- Keynote remarks from remarkable women and business leaders
 - Laura Liswood, Secretary General, Council of Women World Leaders and Senior Advisor, Goldman, Sachs & Co.
 - Rita Davenport, President of Arbonne International and author of Making Time, Making Money
 - Nely Galan, Television producer, owner of Galan Entertainment, and cast member of "The Apprentice: Celebrity Edition"
 - Oren Harari, Author, competitive advantage expert, and former consultant with The Tom Peters Group
- Chapter leadership training (June 11) with Disneyland
- Procurement Pavilion where you can be matched with a major corporation seeking women-owned vendors
- Jones New York fashion show
- Education sessions on leadership, business planning, global business development, and branding and marketing
- Advocacy sessions on health care, immigration, and procurement
- Once you are registered, you can view the schedule at a glance and download a full agenda and find out how to get the most out of your conference experience

Did you know...

you can visit our Corporate Partner's websites by clicking on their logos on the Chapter Corporate Partner's page? Click on the "Partners" tab in the top purple bar of our website's home page. Then click on "Chapter Partners" inside the "In This Section" box on the right side of the page. Then click on any logo to be taken directly to the Partner's website.

~by Amy C. Zampella

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: May 28, 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: June 11, 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: June 12, 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 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 3 visits, they will be encouraged to join NAWBO.)

CORPORATE PARTNERS

Our Corporate Partners are presented on our 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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