



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

August 2008 * Volume 12, Number 2

IN THIS ISSUE:

The President's Corner – Barbara Dawson
Program – Why You Avoid Potential Clients & What to Do About It
Welcome New Members
Platinum Profile – Mary Rutland
Are You A Tough Cookie?
Easy Way To Renew Your NAWBO Membership
Protect and Correct
Join a Mastermind Group
WIPP Senatorial and House District One Luncheon AUG. 22
Did You Know...
Renewing Members
Question of the Month
Three NAWBO Satellite Breakfast Meetings

The President's Corner – Barbara Dawson



Every one makes a difference ...

As many of you may have read, one of the founding mothers of NAWBO and our first national President, Susan Hager died on July 26 at her home in Washington, DC. She was 63. What a huge loss for NAWBO and her family.

Frankly, when I read this I was shocked that she was ONLY 63 years old. Were you? How many of us are approaching that age and feeling that we're still pretty young? We have great knowledge and wisdom but how is our health? As we go into the fall it's a great time for new beginnings. Remember the excitement of going back to school? This might be a great time to reconsider your exercise program, your commitment to eat better, take more time to contemplate and work on your business instead of in your business, or a time to start a new hobby that you've been putting off. How well are you balancing your work and life?

You make a difference to your family, your community and to NAWBO. How can we support you in improving your overall wellness? Remember our mission in NAWBO is to help "Propel you into greater spheres of influence socially, economically and politically world-wide." Let's travel that path together for years to come.

Barbara Dawson, Balancing Life and Work

Program – Why You Avoid Potential Clients & What to Do About It



What stops you from calling, e-mailing, or calling on your potential clients? At our August meeting, **Salley Trefethen** of [Salley & Company Coaching](#) will help you identify your stopping points and discover a new place from which to take actions that will increase your bottom line. Interested? Then you won't want to miss our August 20 dinner meeting!

As Trefethen states, “Who you are speaks so loudly I cannot hear a word you say.” Too often we fail in marketing our businesses not because we don't have a good product but because we are too self-absorbed—How will I look to them? Will they like me? Will they want what I have? Will I say the right things? When our clients and potential clients feel valued, they value us. Getting them to feel valued does not come from a formula. It comes by you being freed up from the internal self-talk so that you are able to focus out there with THEM. So that when you speak, your voice loudly proclaims, “I'm interested in you.” Not “I'm interested in your money.”*

Trefethen is a certified coach and facilitator. Working with her is like being at home with all the lights on, getting fully engaged with who you are and where you want to go. Her specialties are coaching leaders to BE leaders—in both their work and significant relationships. She supports you in getting real and getting moving. She brings vision, wisdom, sparkle, love, and playfulness to her work with you.

She has 18 years experience as co-owner of two successful small businesses, 10 years of corporate experience and 10 years experience as a trainer and educator, all of which backs up the coaching she's been doing for five years..

Her B.A. is from the University at Albany; her M.Ed. from NMSU; her coach training from Accomplishment Coaching; her facilitator and leadership training from Newton Learning Corp., her communications training from Interpersonal Communications Programs, and her passion for coaching with spirit from her mother.

Visit Salley's web site at <http://www.andcompany.org/>

Bar Sponsor

A very special "Thank You" to Roz DuFour of Prestige Home Healthcare for sponsoring the bar this month!

Spotlight Table

- **Retreat to Reality**

Advance Reservations Required by 5:00 pm on Friday, August 15

- Please RSVP online at <http://www.nawbonnm.org/nawbo/events/register/451/>. After you RSVP, you have the option to continue and pay in advance.
- You can also [email Luci Dawson](mailto:nawbonnm-f@earthlink.net?subject=August 20 RSVP) at <mailto:nawbonnm-f@earthlink.net?subject=August 20 RSVP> and pay at the door with cash, check, MasterCard, Visa, or Discover.
- **To cancel a reservation**, please [email Luci Dawson](mailto:nawbonnm-f@earthlink.net?subject=Cancel August 20 RSVP) at <mailto:nawbonnm-f@earthlink.net?subject=Cancel August 20 RSVP>
- Meeting Cost: \$29 members - \$35 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** - Chef's Garden Salad
- **Regular Entrée** – Chicken Enchiladas
- **Vegetarian Entrée** – Cheese Enchiladas
- **Dessert** – Lemon Layer Cake

Welcome New Members



Rita Benedict

Co-Owner

DeBenedetto's Women's Shoes

Rita Benedict & Vic Benedict

6855 4th St NW, Suite E1

Albuquerque, NM 87107

505-345-9948

505-345-9949 (fax)

Email: rita@debenedettos.com

Where you'll find timeless footwear for sophisticated women – we provide a shamelessly indulgent shopping experience in a luxurious boutique that has a unique variety of quality shoes, handbags and accessories which cannot be found anywhere else in Albuquerque.



Jo Dee Martinez

President

Gemini Business Performance Solutions

1544 Phoenix Ave NW

Albuquerque NM 87107

505-508-3644

Email: jodee.martinez@geminibps.com

Website: geminibps.com

Helping Leaders Achieve Results!



Ann Riley, CPCM

Small Business Advocate

Small Business Utilization Department, Sandia National Laboratories

P.O. Box 5800 Mail Stop 1460

Albuquerque NM 87185-1460

Phone: 505-284-9550

Email: supplier@sandia.gov OR ajriley@sandia.gov

Website: <http://www.sandia.gov/bus-ops/small-business/index.html>

Sandia National Laboratories Small Business Advocates seek out, discover and identify qualified, potential suppliers. The purpose for these activities include: assisting Sandia in achieving our national security mission and 2) exceeding our socio economic goals for contracting with small and small disadvantaged business, woman owned business, Hub zone, veteran owned, and service disabled veteran owned businesses.

Platinum Profile – Mary Rutland, Human Resources by Mary Rutland



After a year of acting as the Chapter's president, Mary Rutland has jumped back into her work full force. As it happens, the completion of her term coincided with a spike in her business, Human Resources by Mary Rutland, LLC. Mary has a background as a teacher, and 24 years human resources experience.

Mary has many "tools" in her box to assist clients in creating harmonious working environments:

- Job training incentive programs (JTIP) help companies obtain state dollars for employee training programs.
- Startup employee hiring assistance - recruiting, pre-screening interviews, telephone screens, ad development
- Creation of employee handbooks, job descriptions, policies and procedures, I-9 audits, and immigration control enforcement.
- Investigations for clients and attorneys handling pending harassment issues and Equal Employment Opportunity (EEO) charges
- Clients retainer positions - each is allotted a certain number of hours a year for general human resources support

Mary worked at the CVI Laser Corporation for 15 years as Vice President of Human Resources, before striking out on her own. Mary's current clients range from non-profit to large manufacturing companies. Alliances with law firms and other community businesses have been very beneficial to her business.

Mary enjoys working out of her home office, which she shares with her husband and her 2 dogs, named Johnny Cash and Michael Landon and a 96 year old mother-in-law, Margaret. Mary was raised on a ranch in southwest Texas, attended the University of Texas, and taught school for 9 years.

As Past-President of NAWBO-NNM, Mary has gained a wealth of friends, plus tremendous personal and professional support. She was happy to take the group to a whole new level of interaction with each other. Not letting any grass grow under her feet, Mary is currently serving on the Economic Development and Public Policy committees. Her wish for the chapter is that it can expand and grow in areas that can bring larger income.

We thank Mary for serving as the chapter President, and wish her the best in her busy business. To discuss your Human Resources needs, you can reach Mary at 505-332-9235 or via email mary@hrbymar.com

Mary Rutland, SPHR
President/CEO
Human Resources By Mary Rutland LLC
13170 Central Ave SE Ste B PMB 224
Albuquerque, NM 87123-5588
Phone: 505-332-9235
Email: mary@hrbymar.com

Are you a tough cookie? Has your business overcome great obstacles?



The Northern New Mexico Chapter of the National Association of Women Business Owners (NAWBO) has announced the 2008 Tough Cookie Awards to recognize and honor majority women-owned small businesses that have overcome unusual hardships to succeed. Winning companies will be those that have succeeded in spite of obstacles such as illness, finances, employee issues, or other hurdles. The deadline for entries is Friday, August 22, 2008, 5:00 p.m., MT. Winners will be announced at a gala Cookies and Cocktails event at the Embassy Suites Hotel on September 19, 2008.

To be eligible a business must be at least 51% women-owned and have five or fewer employees. The business must be based in New Mexico and must be financially viable. Entrants do not have to be a member of NAWBO to submit an entry. There are two divisions: Start-up (in business one to three years); Established (in business 4+ years). Categories include Small Manufacturer, Wholesale/Retail (storefront or online), Services, Virtual Business (not retail).

To submit an entry, download the entry PDF from the NAWBO NNM Website at <http://www.nawbonm.org/nawbo/events/tough-cookie-awards-call-for-entries2/>.

Lynne Marcus, Marcus + Company
505-828-0222
lmarcus@marcusco.com

An Easy Way To Renew Your NAWBO Membership

When it's time to renew your NAWBO-NNM membership, here's how you can do it quickly and conveniently:

- Log in to your member account at www.nawbo.org. If you don't remember your username and password, you can have it emailed to you by clicking on the "Forgot Password" Link.
- Once you're inside the Member's Section you will be asked if your contact information is correct. You can bypass updating your information by clicking on "Back to Main Menu" which appears in at the top of the page. When you are on the Main Menu, click on "Open Invoices." If you need help, copy and paste this

into your browser: "[http://nawbo.org/imageuploads/Renewing Your NAWBO Membership How to Guide.pdf](http://nawbo.org/imageuploads/Renewing_Your_NAWBO_Membership_How_to_Guide.pdf)"

- If you prefer not to renew online, but still want to use a credit card, you can fax the following information directly to Shawn Taylor Zelman at National (703-506-3266):
 1. credit card # and expiration date
 2. amount to charge
- **If you decide to fax your renewal to national, please let me know when you've done that so I can keep track that it's processed in a timely manner.**
- If you prefer to renew by check, make it payable to NAWBO and mail it to Luci at the address below.

Luci Dawson
Strategic Solutions
PO Box 14393
Albuquerque, NM 87191-4393
Phone: 505-299-1163
Fax: 505-299-9443

Protect and Correct

by Dr. Janice Moranz

It's the midst of summer yet how many of us still do not protect our skin. "I'll only be out for a few minutes. I've got to get those weeds." Two hours later, our skin is burnt. How many times do we have to repeat this scenario before we get serious about protecting our skin from the sun? Knowing what we should do is not enough - actually doing it is the key.

1. Put sunscreen on every morning so that you are ready for any incidental or planned sun exposure. Sunscreen needs to contain Zinc Oxide and/or Titanium Dioxide to be the most effective. There are physical blocks that reflect the UV rays off of our skin. They are made with smaller particles now, so that they will not leave a visible white covering on your skin.
2. Conduct outdoor activities before 10am and after 4pm whenever you have a choice.
3. Cover your skin with clothing.
4. Wear a hat with a big brim to cover your ears, neck, forehead, and face.
5. Wear gloves (or sunscreen).
6. Stay in the shade or under an umbrella.

Why should we do this? It's simple! The sun's rays cause skin cancer and early aging. Do you really want either of these? If you are a young adult or have children, protective measures now will make a difference. If you are an older adult with skin cancer or aged skin, you have some options to correct the damage.

Start the protective measures now to prevent further damage. Visit your dermatologist. Do a complete skin exam. Do you have any skin cancers or precancers? If so, these need to be treated. If you have no precancers or cancers, or after you have them treated, you can take measures to correct the damage you already have.

Ask your dermatologist about your options to correct sun damage. They range from sunscreen to laser resurfacing. There are products with retinols and alpha hydroxy acids (like glycolic acid) to improve texture and bleaching gels to help lighten brown spots. These are products you can use at home. Peels are procedures that can be done in office. They produce better results than microdermabrasion. Laser resurfacing gives the most dramatic results, but with the most down time and complication rate.

The newest procedure incorporates "nonablative" methods. They do not remove all the epidermis, but instead stimulate the cells in the dermis to make more collagen (we lose 1% each year). This is a slower, gradual, subtle process, but there is no pain and no down time. There is also a brand new machine that can treat previously damaged skin or help prevent the lines and brown spots of sun damage. The treatment results in what I like to call an Ultra Sonic Facial. After extensive research and wonderful patient response, I now offer this new treatment, which is offered in no other office in New Mexico. Due to popular demand, I will go into detail about this treatment by this new machine in the next issue.

Dr. Janice Moranz, dermatologist 880-1920
jmmoranz@comcast.net

Join a Mastermind Group

NAWBO Mastermind Groups provide a safe, constructive, and supportive environment in which to examine business activities, decisions, goals and challenges. Each Group is made up of approximately eight business owners who operate different non-competing kinds of businesses. This diversity provides varying viewpoints that tend to enhance the discussions, as well as to alleviate the concern of sharing confidential information with a competitor. Mastermind Groups may choose to discuss a wide range of subjects including business strategies, growth & marketing ideas, challenges, policies and procedures, improving customer service or other business-related subjects. Each Mastermind Group creates its own meeting schedule and agenda to fit the individual needs & schedules of members.

If you are wondering if Mastermind is for you, see if you answer yes to any of the following questions:

- *Do you sometimes have challenges that are too big for you to solve alone?*
- *Do you want to grow your business, but aren't sure how?*
- *Do you ever wonder if you're making the right decision for your business?*
- *Do you ever wonder what other business owners think, feel and do?*
- *Do you sometimes feel alone at the top?*
- *Do you wish you had a board of directors like major corporations with people whose expertise you can trust for advice?*

Being part of a NAWBO Mastermind Group is a commitment. It acknowledges that you are willing to give to others your time and your talents in exchange for their commitment to you.

There are just two basic ground rules. First, Mastermind members must be NAWBO members in good standing. Second, all Mastermind members must maintain complete confidentiality of what is discussed within the Mastermind Group.

An amazing 30% of our membership is involved in Mastermind groups. A past survey said that mastermind groups are one of the most important benefits of membership!

Please see the [Mastermind Letter of Interest](#) for assistance in joining a Mastermind group. For questions, contact:

Julie R. Epling, Chair

Visit Julie's web site at: <http://financialservicesinc.ubs.com:8080/fa/julieepling>

505-881-1700

Email Julie at: <mailto:julie.epling@ubs.com>

WIPP Senatorial and House District One Luncheon AUG. 22

Women Impacting Public Policy and the Association of Commerce and Industry invite you to attend a luncheon to hear the candidates' give their positions on business issues such as immigration, health care & other hot topics.

All candidates are confirmed to speak.

SENATORIAL CANDIDATES:

Congressmen Steve Pearce (R-NM 2nd) & Tom Udall (D-NM 3rd) and

NM HOUSE DISTRICT ONE CANDIDATES:

Mr. Martin Heinrich & Sheriff Darren White

NAWBO is one of WIPP's national coalition partners.

Facilitator: Barbara Kasoff, WIPP President & Cofounder

Friday, August 22, 2008

11:00am-2:00pm (Call to order: 11:30am)

Marriott Pyramid North, 5151 San Francisco Road, NE, Albuquerque, NM

Register online at <http://www.wipp.org/events.asp>

For more information, contact: Kay Carrico, Kay@ExpertsInExports.com or Joan Schlueter, Joan@OnSiteHiring.com

Did You Know...

Style changes have been made to the Chapter's website to make it easier to find sections. The "In This Section" subnavigation box on the right hand side of each page was updated by

1. increasing the spacing between page titles
2. adding bullets
3. changing the background color to purple.

We hope that this helps members visually recognize the sections they are trying to find.

Amy C. Zampella, Heartline Wellness Center, Inc.
505.255.2203 x3
amy@heartlinewellness.com

Renewing Members

Joan Schlueter

Owner/CEO

On Site Hiring Consultants

4211 Bryan Ave NW
Albuquerque, NM 87114-5475
Phone: 505-899-3353
Email: Joan@OnSiteHiring.com

On site at client companies, consultants interview, test, & reference check candidates for permanent placement. We place all level and kinds of positions for all size companies. Seminars on The Techniques & Legalities of Interviewing & Hiring.

Julie Kirkpatrick

Vice President

Auto Glass Services, Inc (AGS Inc.)

6201 Copper Ave NE
Albuquerque, NM 87108-1832
Phone: 505-266-9091
Email: agsinc87@flash.net

AGS Inc. is in the business of repairing and replacing glass in autos, trucks, semi-trucks and heavy equipment. Specializing in servicing fleets and heavy equipment using crash proven adhesives by Dow Automotive.

Carol Robinson

Executive Officer

Robinson Business Strategies, LLC

2900 Louisiana Blvd. NE Ste K-1
Albuquerque, NM 87110
Phone: 505-291-1120
Email: rbstrategies@aol.com
Website: www.rbstrategies.com

Keeping your business in business. Services include fraud prevention for small to medium sized companies, fraud investigations, litigation support, profitability and efficiency consulting, accounting system support, and tax preparation and planning.

Sandy Cody

Owner & President

Resources for Excellence, Inc.

12836 Lomas NE Ste H
Albuquerque, NM 87112-6210
Phone: 505-323-1415

Email: sandy@resourcesforexcellence.com

Website: www.resourcesforexcellence.com

Management consultation including Operations and Human Resources, Project Management, Leadership and Organizational Development.

Caren Dunne

Partner

Chavarria, Dunne & Lamey LLC

100 Sun Ave NE Ste 210

Albuquerque, NM 87109-4659

Phone: 505-246-9777

Email: cdunne@cdlcpas.com

CD&L is a full service CPA firm that specializes in accounting, audit, and business advisory services for small to mid-sized businesses including government contractors, tribal entities, financial service institutions, and non-profit organizations.

Linda Roe

President

Linda M Roe, CPA, PC

500 Laguna Seca Ln NW

Albuquerque, NM 87104-1777

Phone: 505-242-4122

Email: roecpa@comcast.net

Friendly & informative tax planning & preparation services for individuals, businesses, estates & trusts & professional accounting, consultation & strategic planning services to small businesses & business start-ups.

Karen Urbielewicz

President

Urbielewicz, Murphree CPA's, P.C.

3949 Corrales Rd Ste 130

Corrales, NM 87048-9348

Phone: 505-897-7382

Email: kurbiel@ktu-cpa.com

Website: www.ktu-cpa.com

Individual and business tax preparation and planning, estate tax returns, business consultation, non-profit and pension plan audits, bookkeeping and payroll services, eldercare services.

Question of the Month

Our roving reporter, Nancy Ullery, interviewed members to get their responses to the question

How is the present economic situation affecting your business? What are you doing about it?

Here's how they responded:

Lucy Archambault, LEA Environmental, LLC: It's not an environment issue which is on going so her business is not affected. She suggests you keep a close watch on your investments.

Kristin Wallin, Wallin Luna Counseling Associates: She is just starting up which means not enough money so she has to be very careful. Most of her marketing is online.

Carol Guerra, All-Star Insurance: Her business is slower. She is doing more networking type meetings to make contacts.

Julie Kirkpatrick, Auto Glass Services Inc.: Business has been greatly affected by the high gas prices. Fuel is up to \$13,000 from \$4,000 last year. This is hitting her bottom line. Prices have increased on her products. She gives a price break to people who come into the shop for glass repair.

Gayle Williams, BNI Southwest: Her business is thriving because she sets up opportunities for doing a referral business. It is a way to reach out and contact people about your business - word of mouth advertising.

Julie Epling, UBS Financial Services Inc.: Business is thriving because her business is all about reaching out to people. They really appreciate it.

Lisa Adkins, Solutionwerx, Inc.: Gas prices have affected business which ends up being passed on to the customers. Fortunately the government contracts haven't slowed down as much as the private sector. Private customers are doing only what has to be done. Dealing with the banks is frustrating because they are taking a long time to approve loans.

Kristen Garcia, Kiki's Krumbs: The economy is not affecting her business. People still want to eat brownies!

Nancy Ullery, Heartland New Mexico, LLC
Phone: 505-440-9586
Email: nancyj@heartlandnewmexico.com

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: July 23, 2008

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: August 13, 2008

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 Tuesday** of every month – **NEW DAY**

When: August 12, 2008 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 Susanne Kennedy at susanne@deltamortgageonline.com
or call 505-820-6342.

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!

Newsletter Editor:

Cassandra Shaw, Business Development,
Sandia National Labs. 284-3962 chshaw@sandia.gov

Internal Communications Committee Members:

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