



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



In February, a group of my women friends and I made our annual drive to the Pagosa Springs, Colorado area to spend the weekend at a cabin about 14 miles off the main road. Each person pairs up with a friend to plan and prepare one of the meals. We bring our cross country skis and/or snow shoes, lots of warm clothes, and an intention to hang out together to catch up on the year's events and relax in the hot tub. Books, knitting, crocheting, needle point, puzzles, and board games fill the cherished time we spend together. We all laugh until we cry, eat wonderful home-made food, and tell stories until we are all exhausted and go off to bed to do it again the next day. This year we went up on a Friday and came home Monday night.

It occurred to all of us that we have been doing this for at least 7 years. The group is basically the same year after year with life interfering on occasion so that a person or two is missing some years and other years there's a newbie.

You may be asking "How does this relate to businesses?" The thing that dawned on me over the weekend is that without someone taking the lead, scheduling the cabin, setting the date and initiating the emails, we'd never get away for these fabulous trips. Pat does all this. She conceived of, and instigated, this trip years ago. She had an idea and followed through on it. It was her gift to share. Her passion and her pleasure.

In my opinion, this is much like what we do when we start a business. We have an idea, and decide to do something about it. We breathe our life into it. Make the commitment to see our ideas come to fruition and then do what ever it takes to make it happen. We focus! We take it on! We decide to continue to do it year after year.

The times they are a-changing. You already have a business. What are you doing to focus on what's important to your clients, your employees, your family, and the vision and mission of your company? If you want to grow your business, maintain it, or change professions entirely through this economy ... what are you willing to take the lead on? What's your passion now? Who do you know who could do it with you? And I believe that part of my process is to do it while having FUN!

I'm looking forward to sharing the adventure with you. Part of what makes NAWBO an incredible organization is that we are surrounded by like-minded business owners who are facing similar situations. Members often tell me that the reason they continue to show up is because of the friendships they've made over the years. Much like my trip to Pagosa Springs, each month for the NAWBO meeting, we make the effort and clear our calendars so that we can once again reconnect with people who support us and who we enjoy spending time with.

Barbara Dawson
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Luncheon Program – Capture the Moving Picture Industry



Daniel Taras will present *Capture the Moving Picture Industry*, an introduction to the nature of the itinerant film industry, and why New Mexico is the most successful film “hot spot” in the country. Learn about the positive economic and social impacts that film is having on your State and community, and the opportunities available to become involved in this exciting and lucrative growth industry. Marketing your skills or business direct to the film industry is a unique way to develop new revenue streams, and to be involved in the fastest growing industry in the State.

Daniel Taras is a web and creative entrepreneur who has spent much of the last 15 years working and traveling around the globe, with extended stays in Africa, Hawaii, Europe, Canada, Mexico, Oregon, and, since 2006, New Mexico

Crewnewmexico.com founder Daniel Taras will explain why the film industry is here in New Mexico, and provide insight into the opportunities and outreach tools available to individuals and business owners who want to get involved in this exciting and lucrative growth industry.

Meeting Sponsor

- ***We are still looking for a Meeting Sponsor!** If you are interested, please [email Mary Rutland](#).

Hospitality Sponsors

- ***We are still looking for Hospitality Sponsors!** If you are interested, please [email Carol Guerra](#).

Spotlight Tables

- ***Spotlight tables are still open!** If you are interested, please [email Lisa Obeji](#).

Advance Reservations Required by 5:00 pm on Friday, March 13. You must make your reservation online or by email.

- Please RSVP online at <http://www.nawbonm.org/nawbo/events/register/492/>. You will then have the option to continue online and pay in advance.
- You can also email [Elizabeth Lucero](#) and pay at the door with cash, check, MasterCard, Visa or Discover
- **To cancel a reservation**, please email [Elizabeth Lucero](#)
- 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:** Greens-Pasta-Fruit
- **Regular Entree:** Beef or Chicken Enchiladas
- **Vegetarian Entree:** Roasted Veggies & Pasta
- **Dessert:** Assorted

Topic of the Month – Preparing Your Business and Yourself for Tax Day

Before, during, and after THE DAY, here are some tips to get you through April 15 with mind intact and soul unblemished.

Getting Through Tax Season with Grace and Ease

Deborah J. Steg CCHt.
ThetaHealing™ Practitioner and Instructor
[Dynamic Metamorphosis](#)

It's often been said that taxes are one of life's two certainties. And like that other certainty, it usually brings its fair share of anxiety. So, you may ask, is it even possible to navigate the tax season with anything other than angst? I say it is. And with these five tips, you'll find yourself breezing through the season with grace and ease.

First and perhaps most important is the attitude with which you choose to approach the tax season. It's important to remember that you have a choice. You can frame it in either a positive or a negative light, and I think you would agree that a positive one is more buoyant and uplifting. I particularly like the way Chellie Campbell in her book *The Wealthy Spirit* talks about maintaining a positive outlook about taxes. She describes how she found herself at networking breakfast next to a man who was so negative and was grouching about all of the awful things his tax dollars were going to fund. When the man was finished venting she proceeded to tell him all the wonderful programs her tax dollars were financing. The man argued that she didn't know that her money going to fund the programs she mentioned and she pointed out that neither did he. The difference was that she happy and he was miserable. Decide whether you'll choose to be happy or miserable through the process. Choosing to be happy and having a positive attitude is more uplifting and energizing.

Secondly, create an environment for yourself that is both relaxing and pleasant. Play some soothing music in the background, make yourself a pot of tea, wear your favorite and most comfortable clothing and set the mood for a positive and relaxing experience. Create your workspace so that you're comfortable and there is plenty of room. Gather all the paperwork together that you need and have it in one place. All of these go a long way towards cultivating a positive and pleasant mood that will make the experience more enjoyable.

Next, break the process down into smaller more manageable steps and set a timeframe for how long you'll do each task. This way it's not an open-ended day(s) or afternoon(s) that you're dreading. And most importantly, reward yourself after completing each task. Anything from a hot bath or shower, to a manicure, or massage - what's important is to acknowledge and reward yourself along the way for each task you've completed. This way you're telling your mind you're setting a finite time to complete the task and there's a pleasurable reward at the end to anticipate. Think of it this way: the day before you're off to a vacation, it's amazing how motivated you can become to complete a plethora of tasks before heading out of town because you're looking forward to that vacation and wanting to clear your desk before you leave. Rewarding yourself is like having a mini-vacation between each task.

Now, if you need help in the form of a bookkeeper or accountant it's never too late to ask and get help. While to you, your numbers may be infused with emotions and sometimes even drama, to your trusted bookkeeper or accountant it's just numbers. It amazing how, when we allow ourselves to ask for help and are open to receiving help, we often find that help appears, sometimes even as if by magic. As women we may feel that we need to do it all ourselves but it's important to remember there's always help for the asking. Even if you're looking at a garbage bag full of receipts, know that there are bookkeepers who can sort and organize that for you (it's just numbers to them). As for an accountant, you'll have a better experience if your risk tolerance level matches that of your accountant. If you have an accountant who wants to take more aggressive write-offs that you're comfortable with, or vice versa, it can cause unnecessary angst.

And finally as you're going through the process, if the anxiety starts to creep up on you, you may notice that your breathing may become shallow or you may even find yourself holding your breath. Just remember: simply acknowledge the feeling and take deep, cleansing breaths. When you try to avoid a feeling the result often is that you both intensify the feeling and remain uncomfortable knowing that you are avoiding something. By simply acknowledging the feeling, whatever that feeling may be, and breathing through it with nice deep and slow breaths, the feeling starts to dissipate. Keep breathing until that calm feeling is radiating through your body.

Navigating taxes like a frigate on calm seas is as easy as setting a positive course, creating an uplifting environment, charting your course, knowing when to ask for help, and deeply breathing in the soothing briny air. Happy sailing and prosperity blessings!

April 15 Has Come and Gone...Time To Reclaim Our Human-ness!

Keri Stewart

[Results4Business](#)

Well, we made it – April 15 has come and gone. Whatever status with the IRS and the state of New Mexico: IOU, theyOU, or extensionOU – it's over – WHEW!

For sheer enjoyment – how about scrutinizing a few of these fantastic opportunities around Albuquerque to re-group your scattered energies?

Googling “what is free to do in Albuquerque, NM” yields a plethora of websites. Clicking on one of them http://itsatrip.org/activities/affordable_free/ takes you to every corner of this city with minimal spending (up to \$10.00) and maximal variety. Museums, nature centers, gardens and the zoo, plays, performances, site seeing and even guided tours of Old Town. There are three wineries ready to host guests for wine tasting if alcohol will numb the remnants of 4/15. Check out this website! It is a hoot and loaded with a multitude of experiences.

Purposelessness walking on the sidewalks of Nob Hill...people watching and window shopping could prove quite fun and colorful. When was the last time you allowed yourself to just wander and wonder?

Or how about investigating what all the chatter is about at the Sunflower Market? There is always something to discover inside this treasure of a store. The spring air is calling us outside to enjoy New Mexico to the fullest – where do you plan to wander today?

An all time favorite is to spoil yourself by calling the school of New Mexico School of Natural Therapeutics. Book yourself a massage with a student for under \$30.00. The benefit is twofold, they need hours and we need to relax!

They are very coachable and aim to please their ‘victims’. 268-6870 or visit www.NMSNT.org

Ride the Rail runner train to Santa Fe and enjoy a blissful day on the plaza. \$7.00 will land you an easy walking distance from the plaza. A double benefit, no parking fees and sneak in a little exercise around the plaza in the fresh air! 1-866 795 RAIL www.NMRailrunner.com

Visit the brand new National Museum of Nuclear Science & History. Opened April 2ⁿ. 245-2137

<http://nuclearmuseum.org>

If your stress level is winning...listen! The breezes are whispering through the Sasebo Japanese Garden at the Rio Grande Botanic Garden; calling your name. Come. Sit. Close your eyes. Disconnect. Breathe. What will you learn when you aren't trying so hard or rushing so fast through your day? Please pause. Don't be in a hurry to leave. Meander your way along the paths and enjoy the beauty of gardens everywhere. Ahhh, the sound of running water and the colors of nature – a long forgotten gift to submerge our senses. To gather the full experience, leave your cell phone in the car; ‘they’ will be there when you return...call them back later.

<http://www.cabq.gov/biopark/garden/index.html> for all the special happenings each month. The zoo is always enjoyable for a chuckle if your humor quotient needs recharged.

We have so many options at our fingertips; pausing is the hard part. Schedule some ahhh time! Perhaps we'll cross paths at one of these de-stress places. And if not at one of these places, The Flying Star always delights with desserts to tantalize. Remember – stressed is desserts spelled backwards – so, let's do chocolate!

Upcoming Newsletter Topics

April's Newsletter topic will be work-life balance in a small business. Sound familiar? We want to hear about the challenges and roadblocks (remember Speak-Out is coming up – ready your ammo) NAWBO-NNM members encounter, as well as solutions or approaches they've developed.

Did You Know...?

Did you know...that you can add local business organization events to the NAWBO Calendar? Send your submissions that may benefit NAWBO members to Nancy Ullery at nancyj@heartlandnewmexico.com. Be sure to include event title, date, time, location, description, cost, contact information and email/web link.

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

the **FIRST Wednesday** of every month

Where: WESST Corp Facility
Rio Rancho

Please contact Lorie Guthrie at 892-1238

NAWBO UPTOWN Satellite
Breakfast Meeting

the **SECOND Wednesday** of every month

Where: Le Peep Restaurant
Albuquerque

Please contact Roz Dufour at
roz@prestigehealthcare.org or 880-0400

NAWBO SANTA FE Satellite
Breakfast Meeting

the **SECOND Tuesday** of every month

Where: Zia Diner
Santa Fe

Please contact Susanne Kennedy at susanne@questsf.com
or call 505-795-7582.

CHAPTER CORPORATE PARTNERS

CHAPTER DIAMOND PARTNER



CHAPTER SILVER PARTNER



CHAPTER COPPER PARTNERS



CHAPTER BRONZE PARTNER



PLATINUM MEMBERS

Lucy Archambault Denise Baker Sandra Cody

DJ Heckes Samantha Lapin Edna Lopez Janice Moranz

Robin Otten Linda Parker Mary Rutland, SPHR

Angie Thurman Johanna Tighe

NAWBO NEWS

If you would like to submit an article for the next newsletter, please get in touch with us!

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