



**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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**IN THIS ISSUE:**

<b>The President's Corner – Barbara Dawson</b>
<b>Program – Speak Out!</b>
<b>Topic of the Month – Work-Life Balance in a Small Business</b>
<b>Welcome New Members</b>
<b>Two NAWBO Members Nominated for 2009 YWCA Women on the Move Awards</b>
<b>A Powerful Noise on International Women’s Day</b>
<b>Did You Know...</b>
<b>Three NAWBO Satellite Breakfast Meetings</b>
<b>Corporate Sponsors and Platinum Members</b>

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



Spring is in the air!

In my life as an employee (about 25 years ago), I’d find that when February came and the weather started to warm up, spring fever would kick in. It was my time to somehow be out of work. I didn’t do anything to get myself fired; it just seemed that it was the time of year that I’d be out of work. I loved it!

Spring has always been my favorite season. I love to get out in the garden, get my hands dirty, plant some vegetables, and get the timer set to water on schedule. This year is no different. I got the rototiller out this weekend and turned over the garden area. I’ve got hay to lay down once the plants are set so they can handle our hot NM summers.

This is one way I balance my life and work. I take the time to do the things that support my values: health, being in nature, and contributing to family and the environment.

Recently I went to a website <http://www.authentichappiness.com> . I got the website from a book called *Authentic Happiness* by Martin E.P. Seligman, Ph. D. I took his survey called VIA Signature Strengths. It is a 240-question survey which ranks your strength and shows your top 24. I found the survey validated some of the strengths I thought I had and also uncovered a few surprises. It’s a free survey if you want to check it out.

As I set my goals for the next quarter, I’m keeping in mind my values, my strengths, and the areas of focus for my life and work so I make sure I continue to keep a healthy balance.

I hope you all have a wonderful spring and you’ll take the time to do the things that let your heart sing!

Barbara Dawson  
President 2008-2009  
Northern New Mexico NAWBO  
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[Email Barbara](#)

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## Program – Speak Out!

It's tax day. Do you know where your state legislators are? They are coming to have dinner with us.

They have just been through sixty days of hard bargaining and sleep deprivation in order to address a \$600 million deficit and deal with 1,600 other pieces of legislation that swirled around the Round House in Santa Fe. Here is your chance to meet some of these hard-working men and women in person, thank them for their service... and tell them what you think they should do next!

The NAWBO Northern New Mexico chapter's Public Policy Committee is pleased to host our 7th annual Speak Out! event on April 15. State senators, representatives, and congressional delegation staff are all invited to mingle, sit down for dinner with us, and listen to what we have to say.

This year, our two table discussion topics will be education and the related tax increases that were proposed this year and ethics reform. The event is designed to let small business owners connect with legislators and voice their concerns personally. Anyone interested in a civil discussion of issues relevant to the business community is welcome to attend. Please invite your friends, clients, associates, and join us.

### Speak Out! Sponsor



### Dinner Sponsor

- **Café Jean Pierre Crêperie - French Restaurant**  
Located just east of the Rio 24 Theaters – 4959 Pan American Freeway, NE, Suite A

### 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, April 10. You must make your reservation online or by email.**

- Please RSVP online at <http://www.nawbonm.org/nawbo/events/register/496/>. 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:** Caesar
- **Regular Entree:** Chicken Piccata
- **Vegetarian Entree:** Vegetable Strudel
- **Dessert:** New York-style Cheesecake

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## Topic of the Month – Work-Life Balance in a Small Business

### Tidbits on Balancing Life and Work

**Andrea Carvey**

**Drumfire**

[andreacarvey@hotmail.com](mailto:andreacarvey@hotmail.com)

When I think of work-life balance, I see myself in one of those old time movies, high above the city streets, teetering on a tightrope between two skyscrapers. Petrified.

Fortunately, there are a number of NAWBO members with expertise in creating and maintaining balance in life who can provide us with some tidbits to help us get a grip on our lives.

Kristie Bair (Bair Mesocare Medical Spa) defines work-life balance as being able to spend quality time doing both. In order to achieve the quality requirement, she had to choose to between her rapidly growing business and her work as an attorney in children's law. Although she does "keep her hands in" the law, she limits the number of cases she handles in order to focus on her business. She has learned to delegate the things she hates to do to other people. For her, a physical outlet is critical. She has been race-walking with neighbors for 27 years! It has become a habit, like brushing her teeth, and gets her day off to a good start...in addition to being excellent yet cheap therapy.

Barbara Dawson, whose business *Balancing Life & Work* says it all, encourages her clients to define what is important in their lives and then prioritize all the elements to allow satisfaction in each of them. If they do not achieve satisfaction, they must shift their priorities. The concept of "balance" is an ideal, and she envisions the important things in life as spokes on a wheel. If all of the spokes were on one side, just imagine how the wheel would work. You need to have 'spokes' on all sides. In order to maintain your priorities, she suggests some form of accountability, anything from a chart on your wall to someone who will poke you occasionally. Once your priorities are sorted out and accountability is in place, saying yes or no is a much simpler decision. And isn't that what it is really all about?

Linda Dodson, owner of Girl Fridays, a professional, personal assistant and concierge service, sees firsthand the need to be organized, yet remain flexible. In addition to figuring out what matters to you and being accountable to yourself or someone else, you need to set parameters and boundaries, get rid of clutter (both materially and emotionally), and learn to reward yourself. Find something that really feels like a reward...not just that pint of Häagen Dazs. Celebrate the things you have accomplished, and stop persecuting yourself for things that didn't get done (or didn't get done right). Everyone can have balance. It does take work, but you *can* do it. If things seem daunting, take a reading on your energy level. It could be that you are tired. Problems always appear larger when you are tired. Finally, cherish even the smallest moments of relief, like that load that lifted from your shoulders the moment you dropped that tax return into the mailbox.

Karen Panciera of Dream Catcher Coaching & Consulting defines work-life balance as having time for yourself, your family, and your business, with the ability to focus on one without feeling guilty about the other. She recommends scheduling and efficient utilization of a calendar as tools that help you to have what you want in your life. Block out time for yourself and if a conflict arises don't feel guilty saying "I can't make it at that time, can we reschedule?" Treat yourself as your best client and honor your commitments to yourself. If you find it difficult to do on your own, a coach can provide another perspective to help you identify what is important to you, recognize the signs of being overwhelmed, break things down into bite-sized pieces, keep you accountable, and acknowledge your successes.

Understand that there will be times when your life is not in balance. Sometimes this is unavoidable, but often it is because you have not learned the power of no. Before you say yes to something or someone, you need to ask yourself “If I do this, what will I have to give up?” On the other hand, when you say no, you are actually saying yes to yourself.

## Achieving Balance Is as Simple as Child’s Play

**Keri Stewart**

**Results 4 Business**

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What does work-life balance *really* mean? Is this a classic example of an oxymoron? Does it mean adding one more item into our overstuffed daily calendars?

As adults, we are masters of working. A recent survey reveals 42% of Americans are working more hours than five years ago. But it takes its toll. The U.S. National Institute for Occupational Safety and Health reports stress related disorders as fast becoming the most prevalent reason for worker disability. Internet research from the Stress Directions, The Stress Knowledge Company, shows job burnout experienced by 25 - 40% of U.S. workers is blamed on stress, and depression is the leading occupational disease of the 21st century, responsible for more days lost than any other single factor.

A few quick questions:

1. Who chooses the amount of hours we commit weekly to work? Is this mandated or voluntary?
2. Are special occasions such as children’s games, parties with friends attended or missed?
3. Is vacation time ever *truly* taken? Which is your pattern of choice: total disengagement or partial connection?

As business owners and loyal employees, we set our tempo, targets, goals and appointments. We are the keepers of our calendars and if a typical week includes networking meetings three nights, one to two breakfast meetings and several lunches, that could be deemed a very productive week! On the other hand, how much quality time is left for others in our lives, or for ourselves? Choices made, consequences rendered.

Did you ever enjoy playing on a seesaw as a child? Ah, those were the simple days.

Let’s look at the mechanics of the seesaw. There is one pivot point where a plank is attached. Most of the time one side is up in the air and the other is resting on the ground, with an open invitation for best friends to sit on either end.

Now superimpose the words “work”, “life”, and “balance” into this seesaw image. Which word goes where?

Let’s play a modified version of the child’s game pin the tail on the donkey, only we’ll pin the words on the seesaw. With no blindfolds in this round of the game, it would be fascinating to see how different people would tack those three words onto the seesaw. Initially, we might assume #3 below is where everyone migrates, but there are two other options to consider.

1. The pivot point might be tagged “life,” and “balance” and “work” label the seats of the seesaw
2. If “work” was the label on the center, “life” and “balance” are on opposing ends of the plank
3. “Balance” neatly placed on the pivot fulcrum, leaves “work” and “life” representing the extreme opposing forces

Where did you place the words? Shift the locations in your mind and observe how you react. As with every other area of our life, we have choices, and they vary from situation to situation and individual to individual.

In #1, where “life” was the pivot point, we accept “work” on one end of the seesaw and “balance” the other. Which side would be resting on the ground? One option is “work” weighing in heavier, leaving “balance” suspended in mid-air. Our teeter won’t totter unless we toss some weight off the “work” end of the seesaw. We cannot shift the weight to change our “life” and gain “balance” if we continue doing what we have always done. This presents a prime opportunity to choose what we need to say no to that would lighten our work load. Changing our work habits could increase the opportunity for the “balance” end of the plank to be closer to the ground rather than stranded in mid-air.

#2 represents “work” as the pivot point with “life” and “balance” out in the extremities to fend for themselves on the seesaw plank. This could be called the “I-am- what- I- do” syndrome. What is done to earn a living is all that is known...which is great for making headlines, but sorely lacks flexibility to shift the seesaw’s weight either up or down to include other facets of our lives. We just work; we don’t exercise, eat right or keep friendships alive. Chose wisely, life is short.

#3 visualizes “balance” in the center and the ebb and flow of “work” and “life” as the ends of the plank. Ideally, this mental picture allows the free flowing feeling of vertical movement as one end elevates while the other rests. It is inevitable, what goes up, will come down, but somehow, we feel more in control. We again choose if this is the ride to stay on or if it is time to stay on the ground a minute?

Perhaps using “balance” to guide us instead of “life” or “work” brings us to a centered state. Plant both feet solidly on the ground and allow yourself to gracefully tilt up or down to accommodate the next decision. It is up to us to navigate “balance” so as to provide “life” enough of an opportunity to counterweight “work”, and vice versa, just enough. Aim for “balance,” reducing stress, living in the present and practicing gratitude, seeking joy, jubilation and celebrations.

Both “life” and “work” are full of options and choices, opportunities taken and opportunities missed, not to mention consequences. But think about this: if we work for 40 years, 365 days a year, we have the option to see 14,600 sunrises and sunsets. How many of these glorious moments have you chosen to notice, relish or enjoy? Perhaps we need to calendar an appointment and call it “celebrate life” and figure out the rest later.

Choose wisely – the sun is shining, and the seesaw is calling, and achieving work-life-balance is child’s play... I’ll meet you at the park, my friend! We can help each other float on this seesaw called “life” and enjoy the companionship along the way.

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## Welcome New Members

### Luis Alvidrez

#### Upward Motion Personal Training

336 Adam St NE

Albuquerque NM 87108

505-261-2320

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

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

*We are a personal training studio dedicated to helping change the lives of everyone that comes to us. Every day we motivate, educate and inspire people to help them achieve a better quality of life.*



### Dale Burch

CEO

#### Interaction LLC

2 East Cielo Azul Court

Placitas NM 87043

505-404-0551

505-404-1745 (fax)

Email: [dburch@interaction-llc.com](mailto:dburch@interaction-llc.com)

Website: [www.interaction-llc.com](http://www.interaction-llc.com)

*Assist companies in creating and maintaining dynamic workforces, by using innovative, proven, state-of-the-art assessment tools and workshops. We improve company satisfaction, productivity and the bottom line.*

### Karen Charleston

#### Charleston Associates

11024 Montgomery Blvd NE #359

Albuquerque NM 87111

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Email: [kchaleston02@yahoo.com](mailto:kchaleston02@yahoo.com)

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*Portfolio LLC is an independent Securities & Exchange Commission (SEC) registered investment advisory firm offering private wealth management, 401(k) programs, cash flow and alternative asset portfolios and foreign earned income strategies.*



**Yvette Gurule**

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*The purpose of the prosecution program is to provide litigation, special programs and administration support for the enforcement of state laws as they pertain to the District Attorney and to improve and ensure the protection, safety, welfare and health of the citizens within each county.*

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## **Two NAWBO Members Nominated for the 2009 YWCA Women on the Move Awards**

**Barbara Dawson**

**Balancing Life and Work**

[BalancingLifeAndWork@comcast.net](mailto:BalancingLifeAndWork@comcast.net)

Congratulations to **D.J. Heckes of Exhib-It** and **Karen Urbielewicz, CPA** for being nominated for the 2009 YWCA Women on the Move Awards at a luncheon honoring the "Heart of a Woman" held March 27, 2009. There were at least 350 attendees at the ballroom in the Embassy Suites Hotel.

Karen and DJ were two of 28 women who were nominated. Only six were chosen this year to receive the prestigious award, given based on the principals of the YWCA. Each recipient exemplified the values of diversity, peace and justice promoted by the YWCA, had been involved in promoting early childhood education, while holding a position of leadership in their community and maintaining a healthy balance in their life.

Deanna Saucedo, who anchors *KRQE News 13 This Morning* and *The Noon Newscast* was the Emcee. Lt. Governor Diane Denish was awarded the YWCA "Woman of Vision" Award. Diane Denish is a past president of the Northern NM NAWBO chapter.

In attendance, representing the Northern NM NAWBO chapter were: Kay Ballinger, Barbara Dawson, Patricia Chavez, Julie Epling, and Joan Schleuter.

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## **A Powerful Noise on International Women's Day**

Eloise Gift

**Keller Williams Realty**  
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How did you observe International Women's Day on March 8? The United Nations recognizes the day set aside to honor and celebrate women worldwide. In some countries its observations are similar to those of Mother's Day or St. Valentine's Day; in others, the observations are more closely aligned with consciousness raising, social justice and human rights issues especially as they relate to women. In honor of International Women's Day this year, at 7:00 pm, March 5, American women had the opportunity to view a movie highlighting the struggles and achievement of women in developing countries. The movie, *A Powerful Noise*, was presented live followed by a panel discussion in select theatres all across the United States.

Hanh, an HIV-positive widow in Vietnam overcame her grief and shame to devote time and effort to end discrimination against the disease. Nada, a survivor of the Bosnian war, similarly took the initiative to organize women to rehabilitate her community bereft of men and torn apart by war. Jacqueline, in the slums of Bamako, Mali, focused her efforts on educating girls to improve their quality of life.

In showing us the real-life situation of these three-women, the movie heightens our awareness of the ongoing struggles of women against poverty and discrimination. It also educates us to the fact that women are not passive but are taking the initiative to improve their condition and that of their community. It honors and celebrates the contributions women are making to improve the world. Each of the three women in the movie responds to the particular challenges where she lives with courage, resilience, and selflessness. They wanted to improve their circumstances but in the context of their community, and in helping their community they helped themselves. Jacqueline, an educated woman recognized her advantage and dedicated to pass it on to a future generation. As she said, when you *educate a girl, you educate a village*.

In our shrunken world, the lives of women and girls in Vietnam, Bosnia and Mali although seemingly distant, really aren't. Around the world, we have similar needs, similar fears, hopes and dreams for education, health care, housing and safety for ourselves and for our loved ones. The documentary of the lives of three women serves to inspire us to take action in our own world and perhaps even to explore joining hands across the ocean in solidarity with a fresh awareness of places where the need for basics is even greater than in our world. A line from the movie declares, *as women, we have the power to change the world*. The challenge is to seize the power.

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### **Did You Know...?**

Did you know...you can now shop at Amazon from the NAWBO-NNM website and support our mission? Just click on the box that says "Shop on Amazon.com" in the lower right hand corner of the home page and you will be directed to the Amazon home page. The chapter will get a percentage of most items purchased at Amazon if you go through this link first. If you would like to recommend a book or other product that might be of benefit to members, please email Amy Zampella ([amy@heartlinewellness.com](mailto:amy@heartlinewellness.com)) and she will add it to the "We have recommendations for you" link at the top of the Amazon page. Thank you for supporting our chapter by starting your shopping from our website!

Did you know...that NAWBO will get a percentage when our members utilize Corporate Partner Jobing.com's services from our website? Click on the "Job Board" button at the top of the home page, and then use the "Post Your Resume" or "Post A Job" buttons. Make sure NAWBO logo/border is shown at the top of the page for us to receive credit.

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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**

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](mailto: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](mailto:susanne@questsf.com)  
or call 505-795-7582.

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**CHAPTER DIAMOND PARTNERS**



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**PLATINUM MEMBERS**

Lucy Archambault   Denise Baker   Sandra Cody

DJ Heckes   Samantha Lapin   Janice Moranz

Robin Otten   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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