



NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS

Sedona

BUSINESS BUZZ

The online newsletter of the Sedona chapter of the National Association of Women Business Owners (NAWBO-Sedona)

www.nawbo-sedona.org

VOLUME 7, 2005-2006, April 2006

Monthly Luncheon!

Thursday, April 13 from 11:30 a.m. to 1:15 p.m.

NAWBO Luncheon

The Amara Creekside Resort at 310 N. Hwy 89A in Uptown Sedona

Email: Toxic or Terrific - Mistakes That Will Sabotage Your Career - and What You Can Do About It!

Who hasn't sent an email, and immediately wished they hadn't? April's luncheon speaker will cover that and more! Sue Hershkowitz-Coore, has spoken before more than a million people across the USA and in seven international venues. An author and entrepreneur, Sue brings best of best practices based both on her academic background, including a fellowship sponsored by the University of California at Berkeley and a Masters degree in Counseling (ASU), as well as her constant field research. Sue's latest book, *Power Sales Writing*, was released by McGraw-Hill in 2003 and has been translated into 3 languages -- and counting! Sue brings experience and humor to every platform.

This fun and interactive session will keep you laughing while you learn what you must - and must not - do to present yourself professionally, persuasively and powerfully. There is no e-mail heaven, and it's as difficult to unsend a bad email as it is to unscramble eggs! Participants will have a clear understanding of appropriate email etiquette, respond professionally to emails that are emotionally charged, and use words and phrases that motivate the reader to respond and act (and eliminate those that don't). Leave this session with practical, specific ideas to get the results, respect and recognition you deserve - every time you write. Write safe, smart and savvy!

LUNCHEON LOGISTICS AND HIGHLIGHTS:

- Tickets for the event are \$22 for NAWBO members and \$25 for non-members. For more information or to make a reservation, please contact Aileen Smart at aileen4biz@esedona.net or 204-9041. For information on joining NAWBO visit our web-site www.nawbo-sedona.org
- Member introductions will be name and business name. Guests will be introduced with their name and business by the person who brought them, or a NAWBO board member.
- For more information, to make a reservation or to donate a raffle prize, please contact Aileen Smart at aileen4biz@esedona.net or 204-9041.

- **PLEASE NOTE:** Cancellations to Aileen will only be accepted until **Noon the day before the luncheon**. Any reservations cancelled after that time, or no-shows, will be billed and charged for the luncheon.
- **Marketing Materials at Luncheon** –NAWBO-Sedona members are welcome and encouraged to bring and display marketing materials to the monthly luncheons and place them on the designated tables around the room. Your materials should be limited to no more than one foot in width on the tables and no marketing materials or community announcements are to be placed on the seats or tables where we sit for lunch.

Raffle Information

SUE HERSHKOWITZ-COORE, our April speaker, has requested from the board, that in-lieu of her normal charge for speaking that a portion of the proceeds from the upcoming April NAWBO meeting go to support the community in some way. **50% of raffle proceeds** will go to Verde Valley Special Olympics Basketball team in honor of there fabulous performance at the State Tournament!!!

BRINGING HOME THE MEDALS - CONGRATULATIONS TO THE VERDE VALLEY SUNS!

Friday and Saturday – March 24th and 25th were the Arizona State Special Olympic Basketball Tournaments. Carla Trujillo and Terry Trujillo, owners of Tru-Designs Architecture, coach the five Special Olympic basketball teams here in the Verde Valley. After 23 games the “Suns” brought home: 1 gold medal, 1 silver medal, 1 bronze medal and 2 4th places!! What a hectic and exhausting two days but it was soooooooooooooo much FUN!

Peggy Lanning to be Honored as Visionary Award Winner at Entrepreneurial Excellence Awards Luncheon on May 18.

Peggy Lanning, who opened her first art gallery in Sedona 35 years ago, will be honored with the Visionary award at the Sedona Chapter of the National Association of Women Business Owners’ (NAWBO-Sedona) Third Annual Entrepreneurial Excellence Awards on Thursday, May 18, from 11:00 a.m. to 1:30 p.m. at the Hilton Sedona Resort and Spa located at 90 Ridge Trail in the Village of Oak Creek.



It has been a long road from Lanning’s start in Mississippi where she traveled home from a junior college each weekend to sell shoes on commission to pay for her education. Lanning began selling Indian jewelry from the trunk of her car in the Phoenix area in 1971. Today, she is owner of the Turquoise Tortoise Gallery, marking its 35th anniversary this year, while the Lanning Gallery marks its 20th anniversary. Both galleries are in the Hozho Center. Her newest, the Turquoise Tortoise Contemporary Gallery, opened in 2004 at the Hyatt/Piñon Pointe.

In 2005, Lanning was one of the founders of the Sedona Gallery Association. She has sat on the board of Sedona’s Chamber of Commerce since 2002 and was on the board of Focus Future for Sedona, helping to determine Sedona’s direction. She has assisted the Sedona-based Beyond the Storm organization in re-building her hometown of Long Beach, Mississippi, following the devastation of Hurricane Katrina.

2006 NAWBO Entrepreneurial Excellence Awards Honorees

NAWBO is proud to announce the other honorees for its Entrepreneurial Excellence Awards

INNOVATION:

Stacey Champion, owner, Champion Indoor Environmental Services, Sedona

Marian Diamond, owner, Sedona Family Health, Sedona

Sharon Hooper, owner, Commit to Your Success and Sanctuary Publications, Sedona

COMMUNITY SERVICE

Carla Trujillo, co-owner, Tru-Designs, Sedona

Linda Goldenstein, President/owner, Goldenstein Gallery, Sedona

Ellie Bauer, partner, Alcora Marble, Clarkdale

CUSTOMER RELATIONS

Lisa Dahl, owner, Cucina Rustica, Dahl and DeLuca, Sedona

Carol Haralson, owner, Carol Haralson Design, Sedona

Vivian Robinson, co-owner, Ace Hardware, Sedona

NON-PROFIT

Julie Grady, Founder, Cornucopia Community Advocates, Sedona

Workshops Announced to Precede Entrepreneurial Excellence Awards Luncheon

Denise Dussom, owner of Professional Business Solutions and past president of NAWBO-New Orleans, will present a workshop on "Customer Service: It Ain't Rocket Science™." Susan Eigenbrodt, past president of NAWBO-Ventura County (California) will present "The Brand Called YOU." The workshops will be held from **9:30 to 11 a.m.**, preceding the awards luncheon.

Dussom's leadership style, coaching skills, and astute analytical talents have garnered high recognition and respect amongst her peers. She is on the faculties of the University of Phoenix and Delgado Community College, where she teaches in the Graduate Schools of Business and serves as the Content Area Chair of Economics for the University of Phoenix - Louisiana Campus. She has conducted professional training/facilitation seminars on a variety of topics throughout the country and in Italy. She conducted many customer service seminars to the tourism industry in New Orleans before Katrina hit.

Eigenbrodt lives what she teaches. She is known worldwide both personally and via business as TooFUNsue and owns TooFUNsue's Drawing Between The Lines. A graphic designer, Sue specializes in design for print, web, branding, marketing... and how it all ties together in overall business growth. She has helped businesses with logos, brochures, web pages, magazines, and invitations, to name just a few things. She started her career as the art director for several national magazines including Sport, Bicycle Guide, Premier Bride, Guns & Ammo, and Golfing. In 2000, she was the national runner-up in the Jane Applegate national business card contest and received SBA's Small Business Advocate of the Year award in 2001.

Awards Luncheon Logistics

WHEN: May 18, 2006, 11:00-11:30 Networking; 11:30 Lunch; 12:00-1:30 Program; Morning Workshops 9:30 to 11 a.m

WHERE: Hilton Sedona Resort and Spa, 90 Ridge Trail in the Village of Oak Creek

WHO: Keynote Speaker Denise Dussom “Think PBS... Picture It, Believe It, Seize It.”
Denise had to evacuate New Orleans due to Hurricane Katrina.

COST: \$35 per person; \$30 for NAWBO members; \$325 for table of 10 purchased with one check. Morning Program: \$15 for workshop and \$10 if it is combined with \$35 for lunch.

Proceeds from the Awards luncheon will go towards a \$500 Young Woman Entrepreneur Scholarship from NAWBO-Sedona for a Sedona Red Rock High School senior to aid the recipient in her educational pursuits.

Corporate Partner Spotlight: Amara Creekside Resort

Peacefully set on the banks of Oak Creek with spectacular views of Sedona’s red rocks, this eco-friendly 100-room romantic resort is a tranquil escape – even if you already live in Sedona! Each of the sleek and urbane rooms in this AAA Four-Diamond resort has a minimalist contemporary style with rich fabrics, high ceilings, and comfortable furnishings – including exclusive Mascioni Italian bedding. Further enhancing its calm feel are the deluxe amenities by Aveda, ergonomic chairs, and majestic views. Rooms have walk-in closets, mini bars, luxurious mattresses, DVD players with complimentary movies and wi-fi access. In keeping with the philosophy of renewing the mind, body and spirit, the new 4,000-square feet “Elements Spa” will open in November and will offer massage, facial and body treatments using the exclusive London-based Elemis line of products. At night, visitors can stargaze from the salt-water pool. Gallery on Oak Creek is the resort’s signature Four Diamond restaurant, offering an eclectic menu and an award-winning wine list. Guests dine al fresco on the patio by the fire pit where sunsets are spectacular. Room service is also available. The resort is ideal for weddings and can accommodate up to 200 people with over 11,000 square feet of meeting and event space. The resort is 5 minutes from the restaurants, shops and galleries of Uptown Sedona. Want more information? Contact Chief Operating Officer Dina Spector Gomez at 928.282.4527 or dspector-gomez@amararesort.com

Special thanks to NAWBO-Sedona’s corporate partners:

Visionary Partners: Gateway to Sedona.com and Mary Schnack Media Services, Inc.

Leader Partners: Edward Jones Investments - Ken Johnson, Amara Creekside Resort, Sedona Signs & Graphics, Sedona Hilton Resort & Spa, M&I Bank, Countrywide - Shelley Williams, CFS Mortgage - Pam Bayles, and Focus on Graphics - Kathy Majewski.

National NAWBO Sponsors:

Corporate Leadership Circle Visionary Partner: OPEN – The Small Business Network from American Express;

Corporate Patrons: CAN, Guardian Life Insurance Corp, Mirassou Winery, Principal Financial, Office Depot, U.S. Postal Service, Verizon Super Pages, Wachovia, Wal-Mart/Sam’s Club, Wells Fargo

Corporate Sponsors: AT&T, Transamerica, UPS, Wyndham International

WELCOME NEW MEMBERS!

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YOUR 2006-2007 NAWBO SEDONA BOARD

Congratulations and we thank you for the commitment you have made to our coalition of great women!

President:	Sharon Hooper	Commit to Your Success
Immediate Past President:	Carla Trujillo	Tru-Designs Architecture
President Elect:	Aileen Smart	Smart Window Creations
Secretary/Treasurer:	Abbie Denton	Denton Acctng/Baskets &
Director of Communications:	Aileen Smart	Such Smart Window Creations
Director of Corporate Partners:	Dina Spector-Gomez	Sedona Center/Amara
Director of Membership:	Patty Marlowe	Creekside Resort Real Estate & Investment
Director of Programs:	Stacey Champion	Advantage Champion Indoor Environmental Services
Director of Public Policy:	Joy Frisch	Windermere Realty

Announcements

NAWBO members are welcome to submit community or business announcements they wish to be included in the next newsletter published the first week of each month. Please make them brief and do not exceed 2 lines. Submit to weknowpr@aol.com.

Communications Seminars

Communications specialist Mary Schnack will be teaching two seminars in April at the Sedona Library. "Never Let Them See You Sweat Media Training" will be held on Thursday, April 13, 8 a.m. to 11 a.m. (you can still make it to the NAWBO luncheon) and "The Power of Public Relations in Growing Your Business" will be on Wednesday, April 26, from 9 a.m. to Noon. Registration is \$50 in advance for each seminar, or \$85 for both. Registration on-site is \$60. **NAWBO members get a 20% discount.** Those who register for both seminars will also receive a free copy of Schnack's book, *PR Works*. Registration by credit card can be done at www.communicationbridges.com. For more information, please contact Schnack at mary@communicationbridges.com or (928) 204-9834.

NAWBO Member Elected to Sedona City Council

Congratulations to new member Nancy Scagnelli who won a seat on the City Council in the recent election. Congratulations also to Ramon Gomez, husband of NAWBO Board

Member Dina Spector Gomez, who won the other open seat on the City Council. Pud Colquitt won the race for Mayor. All candidates spoke at our February luncheon and fielded questions from members.

Proceeds E-bay Auction Benefiting Sedona Area Non-Profits March 27~ April 4

Genii Townsend & Starr-Light Taylor of Sedona Imagination Center, have donated an original marionette of Ellen Degeneres, auctioned on E-bay, item number: 4856106117. Proceeds shared by Ellen's favorite charity, Sedona Arts Festival/Sedona Film Festival & Sedona CENTER SPACE. For more information: www.sedonaimaginationcenter.com

National NAWBO News

FREE Seminars for Women Business Owners

Presented by The Principal Financial Group® , NAWBO National corporate patron

If you're looking for key strategies to grow your business in 2006, the highly regarded Principal® Women in Business Teleclass Series offers business owners an edge with free educational seminars. On April 25, hear "The Art of the Deal: Negotiating What You Want." The classes are conveniently offered via phone, making participation accommodating to demanding schedules. Pre-register for classes at www.principal.com/nawbo. Space is limited.

SAVE THE DATE!!

NAWBO's Annual Conference

June 1-3, 2006, San Francisco, CA

Join National Association of Women Business Owners® (NAWBO®) in San Francisco for a once in a lifetime experience. Take your business to new heights by attending the top-notch breakout sessions – focused on giving you the tools and skills you need to strengthen and grow your business, as well as helping you to find the best balance between your work and personal spheres.

"What Do Business Women Want"

Each year Women Impacting Public Policy (WIPP), a coalition partner with NAWBO, conducts its Annual Issue Survey. The purpose of the Annual Issue Survey is to gain insight and information from WIPP's constituency of women in business on a number of economic issues, and to give respondents the opportunity to evaluate the importance of several policy issues to their business. The information garnered from the survey allows us to speak authoritatively with members of Congress, key White House officials, and the media, on behalf of more than half a million women in business across the country. To read the complete survey, visit www.wipp.org.

International NAWBO News

The 10th Annual Global Women's Forum, presented by The Euro-American Women's Council (EAWC) will be held May 25-June 1 in Athens and Mykonos Greece. The Forum is designed to meet the needs of leading business executives from the U.S., Europe, Mexico, Latin America and other places of the world who are interested in exploring business opportunities and forging alliances and co-operations with entrepreneurs in Greece and Europe. Go to www.eawc.org for more information. Go to the International Committee community at www.nawbo.org to find out about more international conferences.

Our Mission:

The mission of the Sedona Chapter of NAWBO is to promote the excellence of their members, thereby strengthening their businesses and the vitality of the Northern Arizona economy; connect independent, vibrant business owners locally, regionally, nationally and globally; stimulate their members' business potential through education, training and mentoring.

NAWBO is the only dues-based national organization representing the interests of all women entrepreneurs in all types of businesses. The organization currently has almost 8,000 members in more than 80 chapters nationwide. It is affiliated with Les Femmes Chefs d'Entreprises Mondiales (World Association of Women Entrepreneurs) in 33 countries.

For more information and benefits of NAWBO locally and nationally visit us at www.nawboedona.org and www.nawbo.org.

2005-2006 NAWBO-Sedona Board of Directors:

President: Carla Trujillo (282-0809) Tru-Designs Architecture

President-Elect: Sharon Hooper (284-2269) Commit to Your Success

Past Co-President: Cheryl Fleet, (282-0916) Canyon Calling, Adventures for Women

Secretary & Communications: Aileen Smart (204-9041) Smart Window Creations

Treasurer: Abbie Denton (254-1845) Denton Accounting

Chair Programs: Stacey Champion (649-1847) Champion Indoor Environmental

Chair Membership: Sandy Barrett (284-0419) Red Rock Taxes

Chair Corporate Sponsorship: Dina Spector-Gomez (282-4527) Sedona Center/Amara Creekside Resort

Chair Public Policy: Cheryl Fleet, (282-0916) Canyon Calling, Adventures for Women

Classified Ads

NAWBO members are welcome to submit ads they wish to be included in the next newsletter published the first week of each month. Please make them brief. Submit to sharon@committoyoursuccess.com before the 25th of the previous month.

The **Kathy Scherich American Family Insurance Agency** is committed to providing superb service to our customers in a warm, inviting office setting. NAWBO members and friends - please inquire about American Family's terrific commercial insurance for your business and our health, life, auto and home policies to protect you and your family. Call Kathy at (928) 567-0335 today."

Display Boards - Maroon and Grey. 3 sections combine into a 7' x 7' free-standing display - \$125. Will also break into two table top units: One unit 7' x 3' \$50. One unit 7' x 4' \$75. Call Cheryl Fleet 282-0916.

Just in Time for Easter. Hand-dipped, Hand-poured, **eco-friendly beeswax candles**. Priced from \$12 to \$24. Contact Sandy Barrett at 284-0419.

EXPERT ADVICE – Almost Free! I am the expert who helps small business owners achieve success through focused, integrals plans of action. Call my client Juhi and find out how her company grew from one to 50 staff! Six week Commit To Your Success class starting soon. Contact Sharon@CommitToYourSuccess.com or 928.284.2269.

Tax Time. Do you know where your refund is? For thorough, professional tax preparation, Call Red Rock Taxes, Sandy Barrett, 284-0419.

Want to downsize or upgrade your domicile? Looking for attractive real estate investments? Or do you just want to talk to a savvy **real estate** consultant about the value of your property? Joy Frisch of Russ Lyon Realty of Sedona can help you with all your real estate needs. (928) 301-6332.

RELIEF from PMS, menopause, menstrual complaints... migraines, allergies, sinus headaches... Stress, anxiety, insomnia... fatigue, aches and pains... Traditional Oriental medicine is gentle, safe, effective, and free of harmful side effects. Have more energy to do the things you really love. You deserve it! Call today! Andrea Beth Damsky, L.Ac. (928) 274-1373.

Do you have a group of customers you need to stay in touch with, referral sources to thank, employees to encourage, and prospects to remind who you are? Let **SENDOUTCARDS** do the work by sending them personal cards in the mail with the speed and ease of email.
Call Judy O'Higgins - 634-2991

Experience and Commitment! How does one select a Realtor from 910 choices? Sixteen years handling hundreds of transactions for buyers and sellers has taught me more than any real estate class ever could. And I've just used that experience on the sale of a former NAWBO member's home! Cathy S. Miller, Coldwell Banker First Affiliate 928-204-0789

Advertising people love! When our clients promote their business, the recipients say, "Thank You." The reason? When you receive a handsome pen with a logo, you thank the giver and interpret the pen as a gift. Advertising that's useful...that sits well. **My Imagination Promotions**... Free consultation: Pat Sumstine 204-2214.

Inn Manager required for Luxury 14-room Bed & Breakfast Inn, Sedona. Manage daily operations, support functions and great staff. Computer, admin., marketing, communication and guest service skills required. Salary DOE, great benefits. Call Shelley Wachal 928-204-1942.