

Third Quarter 2003



NEWSLETTER

Alliance of Women Entrepreneurs

## The Technology Angle

by Julie Lough – Micro Visions, Inc.

### Workplace Web Usage: Business or Pleasure?

According to the United States Department of Labor in “Computer and Internet Use at Work in 2001 Summary,” approximately 72 percent of employees perform work on a computer. Of that number, over 70 percent have access to the Internet or e-mail. While those statistics may not be surprising, what may be an eye opener is the amount of time spent on personal Internet use while at work. Here’s a sampling:

Statistics from [www.spy-patrol.com/statistics.htm](http://www.spy-patrol.com/statistics.htm):

- 30 to 40 percent of Internet use is not related to business (IDC Research).
- 70 percent of all Internet porn traffic occurs during the nine-to-five workday (SexTracker).
- 37 percent of workers say they surf the Web constantly at work. (Vault.com).

More statistics from

[www.clienthelpdesk.com/statistics\\_research/personal\\_internet\\_use.html](http://www.clienthelpdesk.com/statistics_research/personal_internet_use.html):

- On average we spend 2.5 hours a day online (12 hours a week or 50 hours a month). Thirty-one percent of office time online is non-work related.

When looking at this issue from a technology standpoint, it might be appropriate to implement a web monitoring program such as Surf Control or Websense. In brief, these applications can lock employees out of certain sites and/or provide reports on all web-based activity. The cost for equipment, software, installation, and maintenance could be justified; for example, a company with 50 employees personally surfing for 15 minutes per day could cost that company \$50,000 per year in lost productivity, far more than the cost of the solution. And, for smaller companies/organizations, there are lower cost solutions that may be adequate. *Continued on page 5.*

## AWE 2003 Board

### President

*Rhoda Kreuzer*  
Partners in Action

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*Jan Hall*  
Advertising in Motion

### Secretary

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Barnes & Thornburg  
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### Member at Large / Career Development

*Angie Drier*  
Creative Memories

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*Megan MacNaughton*  
Acoustic Arts Custom  
Music LLC

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#### Opportunities

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Exhibit Design

### Technology Coordinator

*Julie Lough*  
Micro Visions, Inc.

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*Shannan Dension*  
Co-Chair

American Express  
Financial Advisors

## AWE President's Corner By Rhoda Kreuzer

As we approach the second half of the year, AWE is looking ahead to the best part of the year yet! The board is working hard to bring you another six months of great speakers, energetic meetings, and fantastic networking! Some of the evening special events include:

**August Golf Outing** – This is a great way to network with others, enjoy some relaxation out on the golf course, and kick off your fall with power networking.

**September** – We are hosting round table discussions on business issues that face every entrepreneur. This is your chance to dialogue with the experts and learn from your peers at the same time.

**October** – Learn how to balance your life and work. Don't struggle through the year—learn how to enjoy every aspect of your life.

**November** – The premier networking event of the year! If you want to meet people, gain leads, and promote your business; this is the place to be!

**December** – Our meeting is designed to recognize the hard work of our members through awards, group recognition, and holiday fun.

**January** -- Kicks off with our own very special 20<sup>th</sup> Anniversary Celebration! Watch for more details on this celebration as we launch into 2004!

The “WIN” (Women In Networking) lunches continue to feature some great information on topics such as, “Web Presence 101,” “How to reduce your Tax Liability,” and “Assessing your Leadership Style.” Learn from some of our outstanding members how these issues affect your business. The WIN lunches have become a favorite for many people as they look for ways to grow their skills and network at the same time.

As you can see, we have an event packed second half of the year! Don't miss out on making the second half of the year a great one for your business. Join our 80+ members for each and every one of these special evenings/luncheons, and watch your business grow!

Coming soon to

[www.awe-westmichigan.org](http://www.awe-westmichigan.org)

The “Members Only” section of the web site will be replaced with two new sections called “Opportunities” and “Resources.” Stay tuned for further details!

## Keys to Success – Industry Conference

Attended by Sue Furney, May 2003

After attending this staffing conference I was able to bring home an abundance of information that I put into practice immediately. The focus of the seminar was specific to the staffing industry but relates to the sales process so critical in every business as well. Some of the key points learned were: How to attract more clients, gain a plan for harnessing the power of persistence, and how to master the art of closing a sale. I will touch on a few critical points about the Sales Challenge.

2003 has continued to be a challenge to everyone's business. When times are tough you must be more creative and work even harder. (And you say you cannot work harder? Then try working smarter.) To increase your business in tough times you must increase your presence, increase the number of clients you are working with, and increase the volume of sales. *How do you do that??*

Stay with the basics: Persistence, Adaptability, Selectivity, Good business decisions, Communication, Relationship building, Patience, Know when to close, Know how to close, and Follow through. You must have the market knowledge for your area and industry, read people's personality, have integrity, build respect, provide quality, have empathy for others, and build a sense of urgency. Most important of all to build for success is **“Believe in Yourself.”**

### **The Challenge – Sales**

– Just be yourself and have meaningful conversations.

***Rule #1 – 80/20 rule. Talk 20% of the time.*** Ask questions and really listen to what your client needs. Ask open ended questions. Generous listening requires “getting” what the other person is saying. Learn more about the company, learn about your competition, learn about other companies like them, learn what is important to them and be remembered because you listened to them and **“you got it.”** If you paraphrase what you are hearing you will generally remember better and your client will know that you have understood them. The benefit of completely hearing the other person sends a clear message that you really do care.

***Rule #2 – 99/1. When you speak, ask 99% open-ended questions and only 1% closed.***

You will want to shift your questioning style to include the open ended questions of who, what, where, when, why, how, and tell me more. The great unsticker is **“why.”** Continue asking why until you believe you have all the information that is important to your client. It will help him/her make the decision to buy and *to buy from you.*

***Rule #3 – ASK.*** Ask for what you need in **EVERY** conversation and meeting. Don't feel you are entitled to the sale; you need to ask for it early and often. Some questions you might want to ask are: How can I prepare for our next meeting/conversation? How can I make it enticing for you to work with me now? What would keep you from saying yes? What would make it worth paying (\$\$) more?

Continued on page 4

**AWE'S MISSION:**

**Encourage ownership of businesses for women;**

**Encourage support and provide a voice for women who own and operate businesses;**

**Foster economic stability of businesses owned and operated by women;**

**Improve the climate for entrepreneurship and small business locally through participation in policy-making processes; and**

**Provide educational programs that benefit AWE members.**

**Contact AWE:**

**AWE**

**P.O. Box 1201 Grand Rapids, MI 49501-1201**

**Phone: 616-975-0134**

**Website: <http://www.awe-westmichigan.org>**

**Email: [info@awe-westmichigan.org](mailto:info@awe-westmichigan.org)**

**PROMOTE YOUR BUSINESS:** We are always looking for donations for door prizes at our meetings. It's a great way to promote your business! Contact any board member or bring your donations to the meeting!

*Career development from page 3 con't.*

Ask for referrals. The law of 250 holds true that everyone knows 250-500 or more people. Network with others. Ask who they know at other companies like theirs. Ask them if they can give you some advice on types of companies you might target or other critical information you need to grow your business. People really do like to help others. Just Ask.

**Multiply Your Prospects: Use the 3 Rules**

80/20 Generous Listening

99/1 Open Questioning

ASK Abundant Asking

If you strive to meet these rules 100% for the next six months you will see results.

*Sue Furney is the owner of Corporate Skills Development, a technical services company specializing in providing technical support and staffing services for the IT, biotechnical, engineering, aerospace, accounting, and business industries in the region and nation. Sue has been a member of AWE for the past seven years. She has met many wonderful people who continually support her business and provide a valuable network. Thank you to the entire AWE board and the membership who support the Career Development Fund with their generous raffle donations and ticket purchases. Without this fund Sue would probably not have participated in this learning opportunity and it is with great pleasure that she shares it with the AWE membership.*

**Congratulations Are in Order!!**

**1. Jan Hall, from Advertising in Motion, is celebrating her company's second anniversary. The company was also nominated for the Grand Rapids Area Chamber of Commerce Small Business of the Year Award.**

**2. Vickie Betit (Victoria's Charm) has graduated from GROW.**

**3. Megan MacNaughton (Acoustic Arts Custom Music Production) and Anne Cox (Four Square Financial Group) have been named "Ambassador of the Month" for March and May respectively by the Grand Rapids Area Chamber of Commerce.**

**Our congratulations to these members who have achieved outstanding accomplishments in their careers!**

**Please send word of your achievements and awards to Christina Bowns at**

**[northstardesign@chartermi.net](mailto:northstardesign@chartermi.net).**

Cont'd from page 1

There is a no cost, non-technology option that should be implemented whether or not a web monitoring program has been installed. That "no cost option" is a computer use policy – a document that can be added to your employee handbook that discusses the appropriate use of computers, Internet access, and e-mail as well as the consequences of not following the policy.

Many of us might think it is common sense that certain web sites are inappropriate to browse at work or that spending 45 minutes of personal browsing every day is not acceptable. However, just like sick time, drug use, and other policies normally contained in an employee handbook, employees need to be informed and aware of the employer's expectations. A computer use policy can also make it clear that monitoring of Internet usages and e-mail is not an invasion of privacy but a company's right to ensure protection of its information, avoid abuse and misbehavior, and to protect against liability.

With the appropriate computer use policy, there may not be a need for technology solution. And, even if there is a need, the computer use policy will clearly articulate the expectations.

For a sample computer use policy, contact Julie Lough at 616-776-0400 or by e-mail at [jlough@microvisionsinc.com](mailto:jlough@microvisionsinc.com).

Christina BOWNS Principal



north star design

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# Advertising In Motion LLC.



Taking Your Name ... To New Heights

Advertising In Motion, LLC just celebrated two years in business. President, Jan Hall, states “We have grown our business in spite of the economic slowdown by honing our networking and marketing skills and implementing order processing which uses technology to save our clients money and time.”

Advertising In Motion, LLC develops relationships with their customers by helping solve business issues. Creating promotional themes, brainstorming product ideas and designing artwork are just a few of the ways Advertising in Motion is capable of **“Taking Your Name...To New Heights.”**

An on-line catalog/website complete with Holiday Cards and weekly specials is also available at [www.advertisinginmotionllc.com](http://www.advertisinginmotionllc.com).

In addition to serving as AWE Vice President 2003; Jan Hall has been awarded AWE Entrepreneur of the Year, 2002 and Wyoming-Kentwood Chamber of Commerce Volunteer of the Year, 2002. As a further testament to Jan’s superb customer service, Advertising In Motion was nominated for the Grand Rapids Area Chamber of Commerce Small Business of the Year Award, 2003. Congratulations Jan!



## Welcome New Members – May 2003!

- Deb Laasko——-The Mortgage House, Inc.
- Gwen Crawford——Ms. G’s Gifts and More



**AWE'S 19<sup>TH</sup> ANNUAL GOLF OUTING**

**August 18<sup>th</sup>, 2003**

**English Hills Country Club**

Are you looking for a great way to advertise your business?

The *Alliance of Women Entrepreneurs (AWE)* is currently seeking businesses and/or individuals to sponsor its

**19<sup>th</sup> Annual Golf Outing.**

The theme for this year's event will be **Aloha AWE.**

The funds raised from this event will help cover the costs of AWE's upcoming 20<sup>th</sup> Anniversary Celebration. The Celebration will highlight the past 19 years of AWE in addition to spotlighting upcoming events.

**Don't miss AWE's 19<sup>th</sup> Annual Golf Outing!**

The golf outing will be **very well attended**, i.e., prime networking opportunities! We have great sponsorship packages available to meet all budgets.

Please note that you **do not** have to be a golfer to attend. We will have special pricing for those just wanting to attend the dinner.

Please call Shannan Denison at 942-0920 for more details!

**19<sup>th</sup> Annual Golf Outing Costs:**

Golf & Dinner \$50.00

Dinner only \$20.00

Save \$10.00 per person if you reserve a foursome for golf and dinner before July 15th

Save \$5.00 per single golfer if you reserve before July 15th

Save \$5.00 for dinner only if you reserve before July 15<sup>th</sup>



PO Box 1201

Grand Rapids, MI 49501

*Thank you for attending AWE's 19<sup>th</sup> Annual Golf Outing. Please complete the information below and mail this form along with appropriate payment to the address above. Checks should be made payable to: AWE Golf Outing.*

### Golf Outing – Registration Form:

Name \_\_\_\_\_ Title \_\_\_\_\_

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

http:// www. \_\_\_\_\_ e-mail \_\_\_\_\_

Other members of team:

\_\_\_\_\_  
Name Company

\_\_\_\_\_  
Name Company

\_\_\_\_\_  
Name Company

\_\_\_\_\_  
Name Company

**Signature:** \_\_\_\_\_

**Date** \_\_\_\_\_

**Check Received:** \_\_\_\_\_

**Check Number:** \_\_\_\_\_

## ***SPONSORSHIP OPPORTUNITIES***

### **Alliance Benefactor 2003 (Limit of 9) \$500**

- Company name/logo at hole
- Company name listed on AWE website
- Four(4) tickets for golf and dinner or Eight (8) tickets for dinner only
  - Corporate logo, name and 25 word profile in event program
    - Corporate display table at event
    - Preferred seating with table signage
    - Acknowledgement in Newsletter
  - Company promotional piece in event bag
    - Acknowledgement at dinner
- Recognition given to you/your company at 20<sup>th</sup> Anniversary Celebration

### **Women Achievers 2003 (No Limit) \$250**

- Corporate listing within program
- Acknowledgment in Newsletter with 10 word tag line in event program
  - Company name listed on AWE website
  - Preferred seating with table signage
- Four(4) tickets for golf and dinner or Eight (8) tickets for dinner only
  - Acknowledgement at dinner
  - Company promotional piece in event bag
- Recognition given to you/your company at 20<sup>th</sup> Anniversary Celebration

### **Entrepreneur Champion 2003 (Limit 9) \$150**

For AWE members only

- Company name listed in event program
- Acknowledgement in Newsletter
- Company promotional piece in event bag
- Display table to promote your product or service
  - 3 Minute infomercial at dinner
  - Host a dinner table
- Two (2) tickets for dinner only or One (1) ticket for dinner and golf
- Recognition given to you/your company at 20<sup>th</sup> Anniversary Celebration

Make Checks payable to: **AWE Golf Outing Sponsorship**

For additional information please contact Shannan Denison at 942-0920 Also please email .jpg or .eps file of your company logo to Shannan.

AWE is a 501C organization as designated by the Internal Revenue Service. Your support is deductible under the limitations of the Internal Revenue Code.



<b>Date</b>	September 15, 2003
<b>Time</b>	5:45 pm Registration and Networking 6:15 pm Dinner and Meeting
<b>Location</b>	Watermark Country Club, 1600 Galbraith SE Grand Rapids, Michigan
<b>Special Directions</b>	Off Cascade Road SE – East of Spaulding Ave
<b>Cost</b>	\$20.00 Members - \$30.00 Non-members* *Non-members can attend their first meeting at member rates
<b>Topic</b>	<b>Employment Issues – Round Table Discussions</b> on Employee Diversification, Employee Retention, Pension Benefits, Health Insurance Benefits, Recruitment & Outsourcing, Legal Employment Issues/Handbooks, and Employee Reward Systems
<b>Display Tables</b>	For members - \$10. Includes a 2-3 minute commercial presentation. Reservations required.
<b>Reservation Information</b>	Pre-registration is required with credit card. Phone 616-975-0134 by 5:00 pm on the Tuesday prior to meeting date. Or email: <a href="mailto:reserve@awe-westmichigan.org">reserve@awe-westmichigan.org</a> Include your name, company name, phone number, credit card information, number of guests you will be bringing and their name(s). Visit us online at: <a href="http://www.awe-westmichigan.org">http://www.awe-westmichigan.org</a>
<b>Special Diet</b>	A vegetarian dinner can be requested in advance at no additional cost.

**Cancellations must be made two working days in advance. No shows will be billed.**

**AWE Presents WIN at Noontime: Women in Networking**

<b>Date</b>	September 22, 2003
<b>Time</b>	11:45 am Networking & Registration
<b>Location</b>	First Park Congregational Church – Downtown
<b>Special Directions</b>	Downtown Grand Rapids on Ransom & Fulton. Free gated parking
<b>Cost</b>	Free to Members; \$10 non-members. Lunch available for a \$5 cash donation to First Park Church for lunch for Soup & Salad Bar, dessert & beverage.
<b>Topic – Speaker</b>	<b>Web Presence 101</b> – Presented by Julie Lough, President of Micro Visions, Inc. An introductory technical discussion on how to create a web presence including domain names; tools, resources, and hints for web site design; and increasing and tracking web site visibility.
<b>Reservation Information</b>	Pre-registration is required. Phone 616-975-0134 by 5:00 pm on the Thursday prior to meeting date. Or email: <a href="mailto:reserve@awe-westmichigan.org">reserve@awe-westmichigan.org</a> Include your name, company name, phone number, number of guests you will be bringing and their name(s). <i>Pay at the door.</i> Visit us online at <a href="http://www.awe-westmichigan.org">http://www.awe-westmichigan.org</a>