



Alliance of
WOMEN
Entrepreneurs

AWE:

AWE is proud of the success that is obtained by our members. Never has this been truer than the recent awards given by the Grand Rapids Business Journal to the 50 Most Influential Women in West Michigan. AWE was well represented amongst the winners. They included:

- Carol Lopucki, SBTDC State Director
- Irmgaard Cooper, IMC Products Inc.
- Peggy Murphy, Hungerford, Aldrin, Nichols and Carter
- Beverly Wall, Languages International Inc.
- Jane Ross, Ross & Associates Inc.

Congratulations to these women who have had such a tremendous impact on our community, region, and state! They have all

succeeded in their various careers and industries and paved the way for others.

AWE also congratulates Julie Lough owner of MicroVisions and Rhoda Kreuzer of Partners In Action for being nominated for this honor. They along with many others in our membership are well on the way to making a significant impact on the community.

All of these women have one thing in common—they have a passion for what they do, they strive for excellence, and they connect to other successful women at AWE. We hope to have many more of our members included the next time these awards are given. *AWE members are making a difference!*

AWE Mentoring Program Debuts

AWE is about to start a mentoring program. If you are interested in having a mentor, or being a mentor, contact Suzanne Knight or Bev Depung Cummings.

Stay tuned for more information as this program takes off!

Suzanne Knight:
616-891-9037, smk@121pct.com

We are currently trying to build a list of interested persons.

Bev DePung Cummings:
616-887-OFFICE or

Newsletter Second Quarter 2006

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Member News

Wafa Hadad, Tigerlilly Arabic Language Institute, is offering an accelerated Arabic language course, April 10 through May 25 at a discounted group rate. For information, contact Wafa at 334-2168, or tigerwafa@yahoo.com.

Acoustic Arts Music and Megan MacNaughton announce a new full-length CD of original solo piano compositions written and performed by Roger MacNaughton. A CD release concert featuring songs from "Cold-Hearted Orb" will be held on May 7 at 3:00 pm at Aquinas College. Tickets are \$7.00 and may be purchased by calling Acoustic Arts at 975-9966.

Christine Gribble, Christine Wedding & Portrait Design, was awarded Best of Show in the Candid category in the Professional Photographers of West Michigan annual print competition. Christine also was in the Top 5 Photographers of 2005 for the third straight year. The Knot Weddings magazine has once again selected a wedding that Chris photographed for its May 2006 "Real Weddings" section. This is the second time her work has appeared here.

DeVault Design, Gretchen DeVault, was honored with a Silver ADDY® Award for Direct Marketing/Specialty at the Ad Club of West Michigan 2006 ADDY® Awards Presentation. The winning entry featured DeVault Design's cat-eye glasses logo and retro-influenced branding materials and the tagline, "Ideas so bright, you'll need shades." AWE has chosen DeVault to update its brand image in the coming year.

This Quarter's Sponsors



Linda Clatch



As a woman business owner, you know that building dependable and productive working relationships is essential to your success. National City can help you in those endeavors by connecting you with the information, resources, educational support and people you need to grow your business.

National City Bank has a goal to lend at least \$3.5 billion to women business owners over five years. **For more information contact: Linda Clatch at (616) 771-8874 or Ann Quist at (616) 771-9193.**



Shannan Denison, Ameriprise

I work with my clients to design a personal financial plan based on their life goals. This strategy focuses on helping them become more confident about managing their financial objectives. It is designed to provide solutions to both your everyday and long-term financial questions, and is personalized to meet the needs of high net worth individuals and small business owners.



We continually monitor progress toward your financial goals and update your plan based on changes in market conditions and your individual situation.

I can also provide special benefits and services available to our best clients through a service I offer called Ameriprise Gold Financial Services. *Life is full of surprises and opportunities. We can help you prepare for what's next.*

For information, contact Shannan, 464-6255 shannan.m.denison@ampf.com

President's Corner

The January Conference was another huge success for AWE. Thank you to all who participated – especially those who volunteered. Our break-out session speakers and our keynote speaker were absolutely fabulous. AWE is privileged to be able to provide this valuable networking and educational conference to you every year. AWE received very positive remarks regarding this Conference and is looking forward to carrying on the tradition.

Part of my job as the President of AWE is to keep AWE members updated regarding the Board's activities and goals for 2006. The Board started this year with a survey tailored to solicit feedback from its members regarding AWE's programs and events. Thank you to everyone who took the time to read and respond to the survey. Your feedback was invaluable.

One remark that was consistent in the surveys was that networking is important to AWE members. Although that may seem obvious, it reaffirms that AWE provides a unique twist to networking. Unlike some organizations, AWE is not about the quick referral or the instant sale. Instead, AWE members are concerned with building connections and relationships with one another. It is only after such connections are established and maintained between AWE members can true networking begin.

The most successful and rewarding networking takes time. AWE is an organization that allows such networking to grow and flourish. AWE may have attracted you by its breadth of women business owners and professionals but you maintain your membership because AWE encourages and develops a deep support system for women professionals. Fostering meaningful networking opportunities for

AWE members is one of AWE's strongest assets. As a result, AWE's internal goal for 2006 is to provide more networking opportunities for its members.

The Board's other main focus this year will be external marketing. The Board is working hard to develop a constant image for AWE to be used in all of its marketing campaigns. AWE's marketing possibilities are endless and we are excited to get the word out about AWE and its unique benefits. One unique benefit is AWE's scholarship program. There is good news and bad news about this benefit. The good news is that within the last year, AWE has received a record number of requests for scholarships. The bad news is that because AWE received a record number of requests for scholarships (and has granted those scholarships), the scholarship program fund is at all time low. The average scholarship request is the maximum \$500 amount and the scholarship program is funded by the sale of raffle tickets at AWE events.

AWE has been able to provide this benefit to an array of AWE members and we would like to continue granting more scholarship requests as soon as possible. Please keep the scholarship program in mind the next time you see raffle tickets being sold at an AWE event.

2006 is looking to be a very promising year for AWE. If you have any questions regarding your membership or AWE programs, please do not hesitate to contact any board member.

Mary Tabin
AWE President

AWE Members Are Growing

AWE members are not only receiving awards for their role in the community, but they are also growing! One example of a successful business is Heather Lane Pottery.

Heather Lane Pottery outgrew its former facility and has just moved to new quarters at 7270 Thornapple River Dr. in Ada. The new shop is as beautiful as its pottery. When you enter the shop, you feel like Spring has arrived! The bright colors and decorative pieces include hand painted items for your home, cottage and garden.

They now have a garden room to display their garden pieces. The garden line includes totem poles, bird baths, garden stakes, and

much more. Heather Lane Pottery has something for every garden.




With the added space, Heather Lane has added new products to its business, as well, including French linen tablecloths and napkins, a perfect compliment to any table setting. A new line of beautiful tassels are perfect to enhance your décor.

Anyone stopping in to Heather Lane Pottery can receive a tour, which includes watching the artists create and paint the pottery. It is amazing to see their skill in adding wonderful creative touches.

AWE members who visit the store in April will receive a 15% discount on their pottery items. Be sure to mention that you are an AWE member.

While Heather Lane Pottery is a fairly new AWE member, many of us already love its pottery. It is great to see our members succeeding and growing!

By Rhoda Kreuzer

 <p>TigerLilly Arabic Language Institute المعهد العربي لتدريس اللغة العربية</p>
<p>WAFI HADDAD وفاء حداد</p> <p>Arabic Reading, Writing, and Listening Programs</p>
<p>\$ 100 off new students W/ the study of first level full term.</p>
<p>STUDY MATERIALS PROVIDED. CONVENIENT STUDY HOURS. Call WAFI HADDAD for a FREE details and consultation. Ph: (616) 261-3019 E-mail: Tigerwafi@yahoo.com</p>



Upcoming AWE Events

3rd Monday Dinner Meetings

April 17

Interactive Networking Event

May 15

Your Facility – Do I Lease or Own?

Diane Karns & Ellie Callendar, Signature Associates

June 19

How Will Diversity Help Me?

Sonya Hughes,

Grand Rapids Chamber of Commerce

- Cost: \$24 for members - \$30 for guests
- Register at www.acteva.com/go/awe.
- Location: Noto's Old World Italian Dining, 6600 28th Street SE, Grand Rapids.

Arrive between 5:45 and 6:00 pm to sign in and network. Bring your business cards and brochures! Dinner is served at 6:15 pm.

Members! Display tables and a 2-3 minute commercial just \$10. Bring a door prize to promote your business!

4th Monday WIN Luncheons

April 24

Resources, Current Trends In Human Resources

Beth VanSlyke, 4 Point Staffing & Shawn Hall, On Call Human Resources

May 22

The Trials of Translation

Bev Wall, Languages International,

June 26

To Be Announced

- Free for members, \$10 for guests. Bring a lunch or pay \$5 for First Park's delicious lunch bar.
 - Register at www.acteva.com/go/awe.
- Location: First Park Congregational Church. Downtown Grand Rapids, Ransom & Fulton. Free gated parking. Arrive at 11:30 a.m. to sign in and network. Speaker begins at noon. Bring your business cards and brochures!

The "WIN" Lunch is a great informal way to promote your business and educate our members. Would you like to facilitate a WIN lunch? Call 975-0134.

Planning is a Journey.

Financial Independence is a well planned journey. Individuals often spend more time planning a vacation than they do their long term financial goals. That's why I specialize in helping you work toward your dreams and goals. Now is the perfect time to review your goals and objectives and ensure that your journey is well planned. **Call today for a review of your portfolio and to ensure that your journey is well planned!**

Hollie J. Schipper, CMFC,
Financial Advisor
Waddell & Reed



Make It Easy! Pre-register Online!

Register and prepay by the Thursday prior to avoid a \$10 late fee. Cancellations must be received by the Thursday prior to the meeting. No shows will be billed. Please pre-register for all AWE events using the online Acteva registration system. You can access the system via the AWE Web site or by visiting www.acteva.com/go/awe.

Focus on Winning

Most business owners and professionals are stretched beyond belief with their time and resources. We receive continual invitations to attend meetings, luncheons, and other community events. Our to-do list is pages long and we have even forgotten why we wanted to complete the tasks at the end of that long list.

When asked what the top three of the four priorities are that would have the greatest impact on their business, most professionals can readily tell you. When asked how much time they spend on those priorities, most will say less than 5%! So 95% of our time is spent on responding to lower priorities!

Our businesses stagnate while we are busy on the treadmill of life, trying to keep pace with what seems most urgent in front of us. This is a sure recipe for falling behind our competition. How do we free ourselves from this dilemma of wanting to work on the priorities, but feeling chained to the urgent?

Begin by focusing on winning—that goal or target that you really want to achieve. Ask the hard questions about what

it would take to achieve that target—what would be essential for that to occur. Then devise a plan to highlight the priorities along the way to the goal. Take your calendar and block out time in advance for those priorities. By being proactive with your calendar will help ensure that you spend the required time to move your business to the next level. There may be times when you will need to reschedule those activities, if your best customer needs to meet during that time slot. However, do not leave it to chance that your priorities will fit in later. Block out another time slot where you can make up the time and stay on track with your goals.

Without a clear focus, we cannot succeed. It is as simple as that, and as difficult as that. When you start to give in to those other urgent tasks, remind yourself that we are all in business to succeed. It is okay and in fact important to say no to good things, so we can say yes to the best things!

For more information on this topic, contact Rhoda Kreuzer at Partners In Action, 457-3453, partners@altelco.net, www.piabusinessconsulting.com.

Want to Volunteer? Let's Connect!

Have you ever walked into a church for the first time and been asked to teach Sunday School? Sounds desperate, doesn't it? In fact, I never went back to that church. That was 25 years, 75 lbs, 3 kids, 2 countries, and 5 states ago. I knew they meant well, but...a little too pushy for my taste.

What does this have to do with being the AWE Volunteer Coordinator? Nothing, except to let you now that is not the approach AWE takes. Rhoda Kreuzer very gently and adeptly labeled this position "Leadership Development." She is a smart woman. Think about it. What is volunteering.....doing something you love for an organization you believe in (hopefully, or why waste your time). AWE takes volunteering a step further. Is there something you would like to or need to learn?

Imagine being able to learn how to put large scale events together, or learning how to write effective news articles, or learn the processes of branding and marketing first hand. Imagine having the chance to connect with every member of the organization, and meet new members immediately. That is networking at its finest. Opportunities are everywhere. These are just a few of the benefits available to AWE volunteers.

Currently there are many openings for volunteers. If you are available to attend Grand Rapids Chamber events....an easy networking introduction awaits. If you want a mentor, or to be a mentor, the opportunities exist. If you would like to expand your market to Muskegon, Petoskey or Battle Creek, AWE has chapters and ways of helping you get involved.

Not only is volunteering a great way to get your company name out there, it is an opportunity for self improvement and connections. AWE is all about connections. In this organization, it is not about immediate sales, it is about making connections that lead to working relationships. Volunteering for AWE is the fast track to getting there.

If you are interested in creating or maintaining relationships in AWE, contact me, and I will be able to work with you. I promise you won't have to teach Sunday School the first day. Volunteering is about connections, friendships, and fun!

Contact me at smk@121pct.com, or call 891-9037 if you have a desire or interest that needs connections.
By Suzanne Knight, **Volunteer Coordinator**



Welcome

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A WE membership is open to all business owners and professionals who support AWE's goals and objectives and seek to promote and support women professionals in Grand Rapids.

AWE offers the following benefits to all AWE Members:

- Networking opportunities with other women business owners and professionals
- Sales leads/referrals
- Education

- Scholarships
- Quarterly newsletter
- Monthly dinner meetings with presentation
- Monthly lunch meetings with presentation
- Website
- Advertisement
- Membership list
- On-line resources
- Community involvement

For information on becoming a member, contact: Rita Goggins, 616-949-2410
membership@awe-westmichigan.org

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Deadline: Submission deadline for third
quarter newsletter is June 10, 2005.

Submissions made after that date will be
published in the fourth quarter newsletter.

**Direct all submissions to Estelle
Sloomaker at stellecheck@msn.com.**

WWW.
AWE-WESTMICHIGAN.ORG

AWE Mission Statement

AWE was founded to advocate, promote, and facilitate growth and prosperity of its members. AWE continues to honor the original precepts of its founding:

- To encourage ownership and management of business by women professionals
- To encourage and support women in businesses
- To foster economic stability for women professionals
- To improve the climate for entrepreneurship and small businesses at the local level through unique networking opportunities
- To provide educational programs that will benefit the members of the Alliance.

2005 AWE Board

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