



# Scottsdale Express Network Newsletter

## January 2008

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### GREETINGS!



**Norma Earl, SEN President**

#### Happy New Year!

Making resolutions and setting goals is one way to start the New Year. This is the time of the year to reflect on what we have done, what we plan to do - but most importantly, to know that our lives are constantly changing, and that our resolutions should focus on controlling that change to our advantage.

What are resolutions? Nothing more than putting down on paper or saying aloud those things in our life that we would like to see differently - our dreams and hopes, our everyday and our long-range goals.

Within ABWA, we can choose to participate more, to share more of ABWA with our friends and associates.

Within our jobs, we can resolve to learn a new skill, expand our business, and go for that promotion.

Within our family, we can make more time for those we love, to make our homes our special place to be.

Within ourselves, we can find that internal joy, that reason why each one of us is unique and special - and let that part of us shine.

Norma Earl, President

Scottsdale Express Network

P.S. Hope to see you at the January 8 meeting; Click onto the Web at [www.scottsdaleexpress.org](http://www.scottsdaleexpress.org) to register. Or give me a call anytime: 602-625-8281.

### JANUARY 8 PROGRAM

**Eileen Proctor**, Top Dog Business Boosters

#### Media Magnetism:

[OF CONDUCT](#)

[ARE YOU READING  
YOUR NEWSLETTER?](#)

Quick Links

[Register for  
the January 8 SEN  
meeting now!](#)

[Explore the benefits of  
ABWA!](#)

## The Art of Becoming More "Attractive" To The Media

The caliber of relationships you formulate with the print, broadcast, and electronic media can make the difference between the limelight and anonymity. It can also help to significantly reduce your advertising and marketing budget while building unprecedented credibility.

In this informative, interactive workshop, you'll learn the imperative "dos and don'ts" of building those relationships, as well as methods of leveraging them toward business visibility and success for years to come. And the Top Dog should know -- since October 2000, she's been the recipient of over 350 free media mentions!

### Join us at Café Carumba

7303 E. Indian School Road, Scottsdale

Networking - 11:15 - 11:45 am

Luncheon - 11:45 am to 1:15 pm

Lunch and Networking - \$25 members / \$35 guests

By Advance Reservation Only (\$10 additional at the door)

Payable to:

ABWA-Scottsdale Express Network, PO Box 71636, Phoenix, AZ 85050  
or [Register Online Now](#) Contact Phone: 602-430-3745

Guests:

If bringing a friend at \$25 each, please indicate both names if paying by check

## THE SEN WOMAN OF THE YEAR FOR 2008

### Kim Hollenback 2007 WOY

It's that time again! Once a year Scottsdale Express Network recognizes the outstanding achievements and notable contributions members make by electing a Woman of the Year. Being named Woman of the Year is a great honor and is highly respected by fellow ABWA members.



The Woman of the Year award pays tribute to women who have contributed time and effort to the growth of Scottsdale Express Network (SEN), who have been involved in activities and events as a representative of SEN and have excelled at personal and career accomplishments.

Members of SEN will be invited to nominate the person whom they believe to be an achiever. Yes, you may nominate yourself! The winner will be honored at the annual Phoenix Metropolitan Council Showcase luncheon in March. Nationally, the candidate will be honored at the Woman of the Year luncheon at the ABWA Women's Leadership Conference in the Fall.

The form will be available at the November and December luncheon or call me.

The judging will be conducted anonymously by outside judges. Submit your application for this award by January 8th to Kim Hollenback.

Fax: 602-926-1499

Email: [Kim@GreenKidzRUs.com](mailto:Kim@GreenKidzRUs.com)

[Green Kidz R Us](#)

## ABWA SPRING CONFERENCE 2008



### Spring Conference 2008

Englewood, Colo., May 2-3

Keynote presentation:

**Jana Stanfied**, "Everyday Greatness, Every Day!"

Professional Development: Band Together, presented by Catch Your Limit Consulting

Start making your plans now to go or visit one of these other District conferences:

April 4 & 5 - District I - Myrtle Beach, SC  
April 10 & 11 - District III - Kansas City, MO  
April 18 & 19 - District V - Frankenmuth, MI  
April 25 & 26 - District II - San Antonio, TX  
May 2 & 3 - District VI - Englewood, CO  
May 16 & 17 - District IV - Niagara Falls, NY

## WANNA MAKE SOME MONEY?

**Donna Thompson**

**VP of Marketing and Education**

**A Money-Making Opportunity from SEN**

Starting with the November meeting, SEN is giving away money -- \$25 each month as an incentive to attend meetings - but, of course, like all good things, there is a catch. The SEN board will ask you to fill out a "comment card" to help us better meet your networking and educational needs.



If the member is not there, the \$25 will be rolled over to next month - so in January, the pot would be worth \$75 since no one won it in November or December.

Now, doesn't that sound like a good deal? I'll look forward to seeing you there.

## FUTURE PROGRAMS

