



Scottsdale Express Network Newsletter

February 2008

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GREETINGS!

Kim Hollenback VP of Programming

I originally joined Scottsdale Express Network because I was looking for a way to meet new business contacts. I had heard about ABWA on the Internet and attended my first meeting in May 2003. I immediately joined but wasn't active on any committees or board positions. However, I did attend every meeting.

When my membership renewal came due in May 2006, I decided to renew and pledged to myself that I'd become more involved in the organization. I knew that nominations for new officers were coming and I decided I'd run. I was nominated for VP of Programming and I accepted as I knew it'd be a wonderful way to expand my reach to new individuals and be recognized as a leader. It also opened my eyes to all the wonderful, talented speakers we have right here in our own community. I have now been a board member and held the office of VP of Programs for the past 2 years.

In February 2006, I was nominated and named Scottsdale Express Network Woman of the Year. It's been an honor to hold this title and be recognized as outstanding by my peers.

Holding the office of VP of Programs and being named Woman of the Year has helped my personal growth by forcing me out of my comfort zone. I now feel very comfortable leading. I would recommend ABWA for any woman who is looking to be part of something bigger than herself.

Kim Hollenback

VP Programs, Woman of the Year 2007

keddy@YesAZ.net



FEBRUARY 12 PROGRAM

[Register for the February 12 SEN meeting now!](#)

[Explore the benefits of ABWA!](#)



Kasten Spethman, DAOTA Consulting

The Essential Art of Selling Yourself

Insider tips for networking and creating a perfect elevator pitch.

Networking is key to succeeding whether you are looking for an investor for your business or looking to expand your client base. Knowing how to engage your audience, what mistakes to avoid, as well as how to feel comfortable with this process, are all critical to accomplishing your goals. Kasten Spethmann has made a career of connecting people and through this, has learned the keys to self marketing.

For several years, Kasten Spethmann has consulted clients on the art of the elevator pitch and networking. She has become the nation's leading expert on networking, creating strategic partnerships, and the elements of a successful pitch. She understands the ingredients that provide the keys to success and through her enthusiasm to motivate, she has broken these components down into easy and manageable steps. Kasten provides practical tips, common mistakes and misconceptions in an energizing and motivating way. Her insider information about networking and elevator pitches applies to anyone-no matter what industry you are in.

Whether it is a one-on-one workshop, a group seminar, or a personal networking situation, Kasten will teach how to develop a pitch that is perfect for you or your company. She will show how to create a perfect elevator pitch as well as teach you the key components to effectively market yourself. Whether you are looking for a job or looking to increase your social connections, you will benefit from Kasten's practical tips. Kasten's inspiring insights and captivating stories will completely enhance your professional life and your personal life alike.

JOIN US AT OUR NEW LOCATION!

Un-Bacio

7704 E. Doubletree Ranch Road
Scottsdale, AZ 85251

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

ABWA SPRING CONFERENCE 2008



Spring Conference 2008

ENGLEWOOD, COLO. • MAY 2-3, 2008
Together We Are Better!

Friday, May 2, 2008

- | | |
|------------------------|---|
| 11:00 a.m. - 5:30 p.m. | Conference Registration |
| 11:00 a.m. - 6:00 p.m. | Submit Chapter and Express Network Newsletters for the Newsletter Competition |
| 11:00 a.m. - 6:00 p.m. | Exhibit Hall open for shopping |
| 12:30 p.m. - 3:45 p.m. | ABWA Makeover Track |
| 4:00 p.m. - 4:30 p.m. | First Timer's Orientation |
| 6:00 p.m. - 8:30 p.m. | Opening General Session/Banquet
Jana Stanfield
"Everyday Greatness, Every Day!" |

Saturday, May 3, 2008

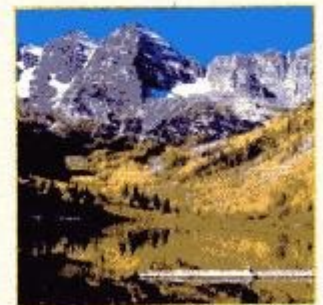
- | | |
|------------------------|--|
| 7:00 a.m. - 11:00 a.m. | Conference Registration |
| 7:00 a.m. to 5:00 p.m. | Exhibit Hall open for shopping |
| 8:00 a.m. - Noon | ABWA Makeover Track (Part 1) |
| 8:00 a.m. - Noon | Band Together:
Catch Your Limit Consulting (Part 1) |
| 12:45 p.m. - 2:15 p.m. | All Conference Recognition Luncheon |
| 2:30 p.m. - 4:30 p.m. | ABWA Makeover Track (Part 2) |
| 2:30 p.m. - 4:30 p.m. | Band Together:
Catch Your Limit Consulting (Part 2) |

Professional Development: Band Together, presented by Catch Your Limit Consulting (.5 CEU)

In this breakout session, you will have the opportunity to analyze your team's ability and develop a better understanding on how to form a cohesive and productive team. Plus, at the conclusion of this event, prepare yourself to experience the first ABWA Rubber Band Showdown! This is sure to be an unforgettable event among participants.



A multi-platinum songwriter as well as a professional speaker, Jana Stanfield's music has been featured on "20/20," "Oprah" and "Entertainment Tonight" as well as radio stations nationwide. Her empowering session on finding greatness in your everyday life provides entertainment, inspiration and motivation, as well as a feeling of appreciation for your dedication to work.



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



Look what we have coming up!

March 11

Debbie Allen, International Business Speaker

Author of "Confessions of Shameless Self Promoters"

Highly Effective Low-Cost Marketing

This information-rich and innovative presentation will inspire you with proven marketing strategies that won't break your bank account. You will be motivated to take prompt action and get fast results.

Learn how to build strong business alliances, get powerful testimonials and repeat referrals. Discover how to promote yourself as the expert and gain tons of free media exposure without breaking the law. Learn how to jumpstart your Internet marketing with new innovative and low-cost marketing tools.

This will be a special "reunion" meeting. We will be inviting all our past members and guests to share this exciting opportunity to hear Debbie Allen at her finest.

Don't miss it!

April 8

Networking Only!

ABWA PROTOCOL



SEN President, Norma Earl

When a chapter/network receives an invitation to a special event of another chapter/network, at least one chapter/network officer should attend the event to represent the chapter/network. If this is not possible, a non-officer should be appointed to attend the event. If no one can attend, a note of regret and/or congratulations should be sent to the host chapter/network president.

Introduce officers and guests at the earliest place in the meeting as possible. Generally, the invocation and Pledge (if you use them) will come first, and then the introductions are made.

Head table introductions: in ranking order i.e., national officers, local officers (council), chapter officers. You do not introduce the "head table," you introduce those people "at the head table."

If the head table officers and guests are known to everyone in the room, then they are not "introduced," they are "presented."

Head table seating and etiquette: the presiding officer is seated to the right of the lectern as she faces the audience, the next ranking officer is to her right, then honored guests, guest speaker, and continue in ranking order on both sides of the podium.

- Then, introduce by rank, not by where they are seated.
- They should rise when being introduced.
- Just say individual's name, never say "and on her left" or "on her right." (In Great Britain, they usually remain seated and wave.)

Etiquette if you are seated at head table:

- See an error in seating? Don't call attention to it.
- Be seated before meeting starts.
- Rise gracefully when introduced.
- Do not put personal items on the table.
- Be sure to include the persons on your right and on your left in conversation.
- DO NOT begin to eat until the presiding or highest ranking officer has taken the first sip or bite.
- Refrain from leaving the head table until the honored guest has left.

If a national officer (including District VP) attends your chapter/network meeting or event (and not a regular occasion), a small gift is appropriate but not absolutely necessary.

If it is a special event, and she is to have a corsage, do it in private.

If you have a personal gift, do it in private.

If a group gift, do it in front of the group and at the end of her participation portion of the event.

For chapter/network meetings, council meetings and ABWA events, unless they are special dress

event, should be appropriate business attire (skirts, suits, pants suits, and dresses).

Every chapter/network member should get involved in SOMETHING during the year.

RSVP means you are to respond whether or not you are attending an event.

Refer to chapter/network by-laws, parliamentary procedures and Chapter/Network Officer and Committee Guide for specific situations - or use logic, discretion and common sense for situations not covered.

Roberts Rules of Order shall be the parliamentary authority for all matters of procedure not specifically covered by the bylaws, rules, procedures and policies of the Association.

Norma Earl, President Scottsdale Express Network
Past District VI Vice President

NETWORKING CORNER

Donna Thompson, VP Marketing and Education

Calendar of Events

Friday, February 1st

Phx Friday evening 6:00 to 7:00 pm, 1st Friday's Phoenix Mixer, Oscar Taylor's Rest., 2375 E. Camelback Rd (SW corner of 24th St and Camelback Rd) in Phoenix. ESP 1ST PHOENIX FRIDAYS (ESP1PF). \$10 at the door. All businesses are welcome.



Monday, February 4th

11:30-1:30 **Phx** Shared Vision Network LUNCHEON - 5 Top Ways to Attract Corporate Sponsors, with Linda Hollander

Have you ever thought about attracting corporate sponsors for your business, charity, speaking or events? America's most successful companies regularly utilize sponsors. Why shouldn't you? Linda Hollander, the Wealthy Bag Lady, will help your business become attractive to corporate sponsors. With 20 years of experience in business, Linda has consulted with many large and small businesses to help them profit from the awesome power of corporate sponsors. \$35, pre-registered by Jan. 31; \$45 at the door. DoubleTree Guest Suites, 320 N. 44th Street (at Van Buren), Phoenix. Questions? Therese Skelly: 602.369.0091. Or [register online here](#).

Tuesday February 5th

5:30pm - 7:30pm **Scottsdale**, Orange Tree Golf Resort, 1060 N 56th Street (between Shea/Cactus). See website for details. www.theartofnetworking.com

Wednesday February 6th

7:30-9:30 Am **Scottsdale** Member Orientation Breakfast @ Scottsdale Chamber 4725 N Scottsdale Rd #210

Thursday February 7th

7:00-9:00 AM **Scottsdale** Champions Breakfast @ Scottsdale Fashion Square Food Court N Side on 7014 E Camelback Rd #590

Monday February 11th

Phx 9:00 ASBA Safety Series @ ASBA Office on 4130 E VanBuren www.asba.com

Tuesday Feb 12th

11:30-1:00 ABWA **Scottsdale** Express Network @ Un Bacio Ristoranti on 7704 E Doubletree Ranch #105 Scottsdale Networking -11:15 - 11:45 Luncheon - 11:45 am to 1:15 pm Lunch and Networking - \$25 members / \$35 guests - **Guests Bring a Friend - \$25 each** By Advance Reservation Only (\$10 additional at the door) Payable to: ABWA-Scottsdale Express Network, PO Box 71636, Phoenix, AZ 85050 Or Register Online at www.ScottsdaleExpress.org/events.php

Contact Phone: 602-430-3745

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

Phx 3:00-4:30 ASBA Fast & Curious Speed Networking @ ASBA office on 4130 E Van Buren Phoenix www.asba.com

Wednesday , Feb 13th

8:00-10:00 AM **Scottsdale** Network to Networth @ JDA Software on 14400 N 87th St www.scottsdalechamber.com

11:30-1:00 Workplace Wellness @ Scottsdale Chamber on 4725 N Scottsdale Rd #210 www.scottsdalechamber.com

SCOTTSDALE 11:30-1:00 Empowered Women Network @ Olive Garden on 3380 N Scottsdale Rd . Must RSVP to Donna Adams @ 480-969-7144 www.empoweredwomen.org

West Valley

3:00-4:30 pm ASBA WV Fast & Curious Speed Networking www.asba.com

Thursday Feb 14th Phx 7:00 to 9:00 am, Black Chamber Mixer, **APS Corporate Office 2nd Floor, 400 N. 5th St (NW corner of 5th St and Van Buren St) in Phoenix. GREATER PHOENIX BLACK CHAMBER OF COMMERCE (GPBCC).** Free to everybody. All businesses are welcome.

Phx

11:30-1:00 HR Roundtable at ASBA www.asba.com

Thursday, February 14th

11:30-1:00 **Phx** Shared Vision Network BUSINESS DEVELOPMENT WORKSHOP - **How to Make Your Personality Work FOR and Not Against You in Business, with Therese Skelly**

This workshop will highlight the Myers-Briggs Personality Indicator as a tool for learning how to stay energized, organized, and how to work best with your unique personal style. Learn how to avoid business faux pas and how to leverage your strengths and minimize your weakness. Therese Skelly has used these concepts for over 20 years, helping individuals really deepen their understanding of what they need to be in their personal best. Free for SVN members; \$20 for guests. Mesquite Public Library (behind Dillard's at PV Mall). 4525 Paradise Village Parkway North, Phoenix. Questions? Therese Skelly: 602.369.0091. Or [register online here](#).

2:00 pm - 3:30 pm ASBA Get Acquainted @ ASBA Office on 4130 E VanBuren www.asba.com

Tuesday February 19th

5:30pm - 7:30pm **Scottsdale**, Orange Tree Golf Resort, 1060 N 56th Street (between Shea/Cactus). See website for details. www.theartofnetworking.com

Wednesday Feb 20th

11:30-1:15 Inspire Luncheon @ Orange Tree Golf Resort on 10601 N 56th St **Scottsdale**
www.scottsdalechamber.com

Phx 9:00 am ASBA Safety Seminar @ ASBA Office on 4130 E VanBuren www.asba.com

2-20- 2008 Wednesday noon 11:30 to 1:30 pm , Hispanic Real Estate Mixer , Mountain Preserve Center, 1431 E. Dunlap Ave (On the SE corner of 14th St and Dunlap Ave) in **Phoenix**.
HISPANIC ASSOCIATION OF REAL ESTATE PROFESSIONALS (HAREP).
\$20 for members and \$25 to visitors. All businesses are welcome.

5:00-7:00 PM **Scottsdale** Business After Hours @ Westworld Arabian Horseshow Mixer 16601 N Pima Rd www.scottsdalechamber.com

Thursday, February 21, 2008 BUSINESS EXPO **PHOENIX**

Sponsored by: Guaranteed Clean Carpet Systems & GC Tech, LLC

TIME: 4:00 p.m. to 7:00 p.m.

PLACE: Crowne Plaza San Marcos Golf Resort,
One San Marcos Place, Pavilion

COST: No cost to attend - public is invited

FACTS: The Business Expo will be held in conjunction with the February Business After Business from 4 : 00p.m. to 7 : 00p.m. at the Crowne Plaza San Marcos Golf Resort. Connect Your Business and Network with the Best Businesses in Chandler FOR MORE INFORMATION ON BOTH SPACE CONTACT BRAD NESS - 480-963-4571 EXT. 205 OR brad@chandlerchamber.com

Feb 27, 2008 7:30-10:00 AM **Scottsdale** Business Smartz Workshop @ Western International University on 8860 E Chaparral Rd Ste 120 www.scottsdalechamber.com

Feb 28, 2008 Thursday, February 28th

11:30-1:00 **Phx** Shared Vision Network BUSINESS DEVELOPMENT WORKSHOP - MARKETING

MAKEOVER: Integrating Others' Perspectives Into Your Marketing Efforts, with Laura Orsini

Solopreneuring can be a lonely venture. Water-cooler conversations with the dog and cat just don't quite have the same zip as those confabs with your favorite colleagues. What's more . . . creative collaborations can become nonexistent unless you regularly get together with others to brainstorm new ideas for your business. During this Marketing Makeover session, Laura Orsini will lead you in a fun, hands-on workshop where each participant will receive new ideas (or reminders about classic ideas) from every other participant for marketing and growing their business. Make sure you wear your Creative Thinking Cap!! Free for SVN members; \$20 for guests. Mesquite Public Library (behind Dillard's at PV Mall). 4525 Paradise Village Parkway North, Phoenix. Questions? Therese Skelly: 602.369.0091. Or [register online here.](#)

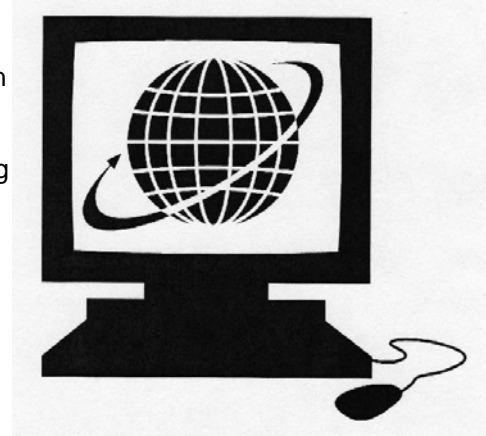
Donna Thompson, VP of Marketing and Education
Chase Business Banking
480-495-6174

TOP 10 REASONS YOUR INTERNET CONNECTION IS SLOW

by **LUKE FORD**

President, My Computer Works

We all know the drill: you open your Internet connection expecting a quick start-up - after all, you do have high-speed access. Unfortunately, today it is at a snail's pace. Frustration sets in, and you automatically blame your Internet service provider, but wait - they may not be the one at fault. Check out the list below for other reasons you might be experiencing problems with the Internet.



1. Too many applications running

Having too many applications or windows open can lead to a memory squeeze on your computer. Keep open those things you need, and close those you really don't.

2. Insufficient amount of memory

People who have upgraded their computer are even more at risk for this problem. Newer software tends to eat up more memory and you may need to install extra memory to keep it running at its best.

3. Infections from viruses or spyware

These infections can make your computer come to a grinding halt. If you notice pop-ups, browser redirects, and slow performance from your PC, chances are you have a nasty bug. These are becoming more and more common with most people at a high risk.

4. Fragmented and/or full hard drive

When a computer has to skip to different sections of the hard drive to find files, it can take a while. A disk defragmentation is recommended once a week. Have a computer technician help you with this if you're not sure how to do it.

5. Faulty network adapter or driver/Bad network cable

Just like any product lifetime can come to an end, so do network cards and cables. If you are experiencing intermittent service, some of your equipment may be failing.

To Be Continued --

Article submitted by Kim Hollenback
ComputerProblemsDisappear@YesAZ.net
www.ComputerProblemsDisappear.com

REVIEW OF JANUARY SEN PROGRAM



DONNA THOMPSON, VP OF MARKETING AND EDUCATION

Eileen Proctor's Great Presentation at January Meeting

The January meeting was so innovating and inspiring to us all. "Top Tips for Attracting Free Media" was definitely an attention grabber. All of us made a commitment to be in the media in the next month. It will be fun to see how many were able to make that happen when we poll the members at February's meeting.

I was impressed by hearing of the perception people have of the difficulty of being seen in the media, however, there is no trick to it. It is opening a door to many possibilities and it has to start somewhere. Media broadens the scope and brings people to you. PR will give you no guarantee on what they'll say or how you look, but it is worth it. Any publicity is good publicity.

LOCAL ABWA EVENT

Save the Date!

*ABWA Special Friends Chapter
is having a Bunco and Mexican
Buffet Luncheon fun day.*

Saturday, January 26th, 2008

Come join us at

Larkspur Christian Church

3302 W. Larkspur Dr., Phoenix, Az.

*Time: 11:00 a.m. for lunch, bunco to follow,
with fun and prizes.*

Cost: \$20.00 each

*Please mail your check(s) to: Kathy Jeans,
2524 W. Dahlia Dr., Phoenix, Az 85029-2516
or call: 602-906-0034, to make a reservation.*

A SLICE OF ABWA



By Geannie Aldridge, Past National President

Did you know that each year 10 members across the nation are chosen to be the Top Ten Businesswomen of ABWA for that year. These women are nominated by their chapters/networks and compete nationally for the honor. The nominees are judged by their accomplishments in their field of work, their educational pursuit and accomplishments, and their contributions to ABWA. They are the role models for all members who are striving to be the best.

The ten women who are chosen (by outside judges) are introduced at the national leadership conference in the fall. At that conference, they are interviewed by a member panel who then selects one of the Top Ten to be "ABWA Woman of the Year." Being selected as a Top Ten Woman of ABWA is a tremendous honor as well as a responsibility.

Do you know a SVEN member who should be nationally recognized and nominated as "our" Top Ten. You will be hearing more about the Top Ten competition - please be prepared to suggest a nominee.

Visit the ABWA National Web site <http://www.abwa.org>

Geannie Aldridge is a past national president of ABWA, a Top Ten Businesswoman of ABWA in 1980 and the founding president of SVEN.

SEN BOARD MINUTES - 1/8/08

- New venue discussed - Norma and Kim to visit Un Bacio. Should March Meeting be at Doubletree? Too expensive? However there is an athletic club nearby to visit. At Un Bacio, 3 menu items to select and way to reserve with selection idea presented by Norma
- Invitations to send out to current and past members and visitors for March meeting
- Agenda for March meeting: Having speaker at end to grab more attention throughout. Idea: get at least 5 door prizes as another draw and in addition to physical invitations, e-vite card idea as followup
- Kim to order plaque for Woman of the Year to be presented in Feb meeting to winner of Woman of the Year competition.
- Norma presented idea to have a calling committee after sending out preprinted postcard for March
- Recruiting discussed by ways of going to chamber events, etc and networking
- Tabling the chili fundraiser for now until April or May. Possible idea to do bus ride to Matatzal Casino. Charge \$20 and provide refreshments in morning ride up w/ \$10 voucher and scratch ticket w/ water on way back. We need to call casino and make reservations. Presell tickets, if no show \$ has still been collected. April goal to hold event (Norma Suggestion)
- Went over Treasurer report.
- Laura F. to contact Earl Thompson at Paymentech on canceling CC processing b/c of \$21/mo fee
- Business cards have been ordered.
- Donna Tucker will ensure that newsletter is given to SAM to post every quarter
- Replacement of Debbie's position needed. Marissa as a suggested alternate to take over.
- Elections discussed for May; new officers take over in August.

- At each meeting, idea to introduce each titled officer and some responsibilities we cover.
- Quilted Bear as another idea for an alternate spot discussed to hold general meetings if Un Bacio does not work.
- 100 paper invitations to send out (using ABWA ones) personalized. Cost discussed. Need to order more supplies such as magazines, etc. Norma able to get at discounted rate. Recruiting tool and way we are going to tackle March event . 1st direct mail; 2nd Evites after Feb Meeting; 3rd each officer to contact 20 people. Donna Tucker will have roster of all past visitors and members @ Feb. meeting for us to Evite. She will invoice Laura F. on any costs incurred.
- We act as hostess to the March event with East Valley Women sponsor; idea: resort to no more than 10 sec commercials at March meeting.
- PayPal discussed and why people may be having difficulty with PayPal

Respectfully submitted,
Donna Thompson, VP of Marketing and Education

ABWA'S PROUD CODE OF CONDUCT



1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

PMC REPORT



Laura Orsini, Delegate

ABWA's Phoenix Metropolitan Council had their first quarterly meeting of the year, Saturday, January 12, at Rock Bottom Brewery at Desert Ridge Mall. The meeting was hosted by Southwest Valley Express Network.

PASSING THE GAVEL

Diane Walters, Past President of El Sol Chapter and 1994 Top Ten, inducted the new PMC officers:

Toni Verso (Saguaro Roundtable) - Chair - strega@pol.net

Lori Grobe (Turquoise Camel) - Vice Chair - lorigrobe@peoplepc.com
Sue Flaig (Tempe Charter) - Secretary - sueflaig@msn.com
Ruth Breen (Special Friends) - Treasurer - r.e.breen@att.net

PMC NEWS

One significant change this year is that the council has decided to go statewide, meaning it will have under its umbrella chapters and networks outside the Phoenix area. As a result, the Council will likely undergo a name change, to be voted on by chapter/network delegates at the April meeting. Participation is voluntary for each member group, but those newly able to participate include:

Territorial Charter Chapter (Yuma)

El Sol Chapter (Tucson)
Mountain Starts Chapter (Show Low)
Valley Verde Chapter (Green Valley)

The report from the Audit Committee indicated that the Council records are in good standing.

Janet Maxwell is collecting gently used children's and baby clothes that will go to a surgeon whose team makes regular trips to Central America to donate time repairing cleft lips. If you have a contribution, please contact Janet at 602.841.4024 or jmaxw56684@aol.com.

MAKING PMC EXCITING

Toni Verso started off the meeting by asking for feedback about what could make the Council more exciting and useful. Long discussion arose on this subject. Several ideas emerged:

- 1.** We will be reinstating the Council Directory. Inclusion is open to any member of any chapter/network that belongs to the Council. Please watch your e-mail and listen for announcements at the luncheons, as we will be soliciting your entries and business card ads in the next month or two.
- 2.** We'd like to get more interactive and competitive with our newsletters. To that end, PMC will be hosting a Newsletter Know-how workshop in late March or early April. This 2-hour workshop will be facilitated by local newsletter expert, Vickie Mullins. There will be a small fee to attend, but the workshop will be open to all members of all Arizona chapters/networks, as well as to their guests and the general public. The venue and date are presently under discussion. Again, please watch your e-mail and listen up at the luncheons!
- 3.** Barbara Sparrgrove, President of Arrowhead Millennium Chapter, suggested that beyond naming Women of the Year for each chapter/network, we also award a statewide distinction, Arizona ABWA Woman of the Year. A committee was formed to hammer out the details regarding this award, but the presentation will likely be made at this year's Roundup in July.
- 4.** By way of encouraging active participation from all members of Council chapters/networks, Toni encourages everyone to read the *PMC Spotlight*, and submit Letters to the Editor regarding any questions, issues, feedback, or concerns. If you do not currently receive PMC's quarterly newsletter and would like to get on the mailing list, please e-mail the editor, Sue Flaig, at sueflaig@msn.com.
- 5.** Diane Walters made a comment during the discussion about the "ABWA Nation." What a great way to think about our affiliation with this national organization! Do you have any ideas about how we can get better at doing business with other ABWA members? If you have feedback, please feel free to e-mail any members of the PMC Board directly.

SHOWCASE

In other news, Showcase, the annual event that celebrates all chapter/network Women of the Year, will take place on Saturday, March 15, at Fiesta Inn. Scottsdale Express Network has volunteered to handle VIP invitations for the event. Please mark your calendars to come out and support SEN's soon-to-be-announced Woman (or Man) of the Year!

DELEGATE REPORTS/EVENTS

Arrowhead Millennium had 50+ people at their Christmas dinner and has had 22 new members join since August. Congratulations on the awesome momentum!

ASU's Co-Presidents will be graduating in May, and passing the torch. The chapter meet weekly on Tuesdays - we should try to get a group together to go visit! This student chapter has been very successful at securing sponsors - they have 3 major sponsors for upcoming events. We could take a page out of their Success Book!

El Sol will host its annual Fashion Show in late March or early April. If you've never been to an El Sol Chapter meeting, you must go. They truly throw a marvelous party!

Green Valley was not represented.

High Horizons collected and distributed gift baskets for the needy over the holidays. But they have VERY SAD news. Due to continually declining membership and seeming low interest of new members in the area, the chapter will be disbanding. This was likely their last PMC meeting.

Paradise Chapter's most recent meetings have featured an acupuncturist, a teabag conversation, and a belly dancer. What a great way to get creative!

Saguaro Roundtable is busy preparing for Roundup, scheduled to take place the second weekend in July at the Wild Horse Pass Casino & Resort. Mark your calendars now!

Southeast Valley Express Network joins Arizona ABWA as our newest Express Network. Their first meeting is scheduled for Wednesday, March 19th at Dobson Inn, 1666 S. Dobson Road in Mesa. If there's any way you can make it out to support your fellow Network (that SEN helped charter!), please do!

Southwest Valley Express Network held a very successful makeup drive for families affected and displaced by the California wildfires. They also have recently recruited 3 new members. Atta girls!

Special Friends will host a Bunco party on January 26th.

Tempe Charter Chapter had little to report.

Turquoise Camel will be holding a luau on April 9th. Past members are being invited, along with other guests. Beth Terry will be the speaker. Make sure to mark your calendars!

NEXT PMC MEETING

The next PMC meeting will be held Saturday, April 12th, at Rock Bottom Brewery at Desert Ridge Mall. Arrowhead Millennium Chapter will host. If you've never attended, please join us! It's fun because it's a different side of ABWA than you know from the luncheons. Going always reenergizes me about the reasons I became and remain an ABWA member. Please call me at 602.253.8463 if you have any questions

For information about meetings or membership, contact **President Norma Earl: 602-625-8281**.

We hope you enjoyed this issue of the SEN News. Send questions, comments or contributions to **Donna Thompson 480-495-6174** or donna.j.thompson@chase.com or Donna Tucker 602-788-3121 jobsaz@att.net

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