



Scottsdale Express Network Newsletter

February 2007

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GREETINGS!

Laura Falaschetti, VP of Finance



Networking Has It's Benefits!

I joined ABWA in the summer of 2006 and have absolutely no regrets! I was researching online of networking groups and came across ABWA - SEN. I came to a few meetings and signed up for Round-Up that SEN was hosting that year. The camaraderie and teamwork I experienced during this three-day event convinced me that ABWA - SEN was the right business organization for me. It was not only for networking but for the relationships that have developed.

After 1 year of membership, I decided to take it to the next level. What better way to get to know my members than to run for office. I was elected VP of Finance. This has truly helped me to get to know my members, develop new friendships and help me in my personal life as well.

If you are looking for a great organization to not only network with, but to foster some great relationships then ABWA-SEN may be for you. The benefits are unending. Although it would be hard to do business with everyone I meet, I know it takes time and commitment to create a lasting relationship. Due to my involvement in ABWA, I was asked to cater the SEN's holiday social. So, networking definitely has its benefits

Keep networking!

Laura Falaschetti
VP Finance, Woman of the Year 2008
ChefLaura1@cox.net

<http://www.myazchef.com/>

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Quick Links

[Register for the March 11 SEN meeting now!](#)

[Explore the benefits of ABWA!](#)

March 11 PROGRAM



It's a Reunion!

Come see old friends and make new contacts.

SPECIAL GUEST SPEAKER:

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 that won't break your bank account. You will be motivated to take prompt action and get 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!

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
For this special event, past members will pay only \$25.
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

LAURA FALASCHETTI NAMED WOMAN OF THE YEAR

Support Laura at the Annual ABWA Showcase, March 15

Show the Scottsdale Express Network 2008 Woman of the Year how much we appreciate her contributions to our network by attending this special event sponsored by the Phoenix Metropolitan Council.



FUTURE PROGRAMS

Look what we have coming up!

April 8 Networking Only!

May 13

Wine 101: An Introduction

with Gilat Ben-Dor, Renaissance Wine Academy

Where does wine come from? What exactly is a vintage? How do we get white wine from red grapes? Under the guidance of Gilat, certified wine specialist and educator, we'll explore the intriguing history of wine and it's fascinating process from grape to glass, as well as basics on tasting with confidence and selecting your soon-to-be favorites!



A SLICE OF ABWA

SEN BOARD MINUTES - 2/5/08

Those in Attendance: Norma Earl, Kim Hollenback and Donna Thompson

- I. March meeting discussed and invitations given to each board member to personalize and send out
 - A. Door prizes to be brought by each board member
 - B. Party favors at each place setting (ask current members)
 - C. Kim to send electronic invites through I-contact database (research of difference between that and Constant Contact). Trial for I Contact has expired \$8/mo cost
- II. Treasurer's report was given to Norma Earl and items w/ clarification were the \$100 given to new network in E Valley and a ck return fee of \$45 to research.
- III. Newsletter : Next officer to commit an article is be Laura F.
- IV. Woman of the Year Award: Discussion
- V. Special barter membership discussed: 2 ads per yr in return for membership dues
- VI. Still need replacement for Secretary; officers will contact possible candidates.
- VII. Laura to bring checkbook to next meeting for any reimbursements for reunion expenses

Respectfully submitted,
Donna Thompson, VP of Marketing and Education

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

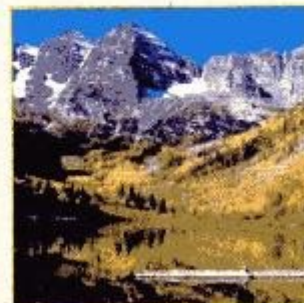
- 7:00 a.m. - 11:00 a.m. Conference Registration
- 7:00 a.m. to 5:00 p.m. Exhibit Hall open for shopping
- 8:00 a.m. - Noon ABWA Makeover Track (Part 1)
- 8:00 a.m. - Noon Band Together:
Catch Your Limit Consulting (Part 1)
- 12:45 p.m. - 2:15 p.m. All Conference Recognition Luncheon
- 2:30 p.m. - 4:30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



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.

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.



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.

BUSINESS SUCCESS STRATEGIES FOR INTROVERTS

By Laura Orsini, Past SEN President

Many business owners and entrepreneurs are outgoing folks who find it easy to socialize, meet new people and start conversations with strangers. For them, networking - a most necessary component to creating and sustaining business relationships - is easy, or at least not a dreaded chore. They look forward to bringing new friends and acquaintances into their circles, energized by people-meeting opportunities. Those running a home-based business or one-woman shop often eagerly anticipate their various meetings, luncheons and mixers.



But what about the introvert business owner? The person for whom meeting new people can be severely challenging, if not downright painful? Is networking any less important to the success of their business? Definitely not. Even when you own your own company, doing business requires meeting a lot of people. Sometimes, just following up with new prospects, contacts or clients can push an introvert beyond their comfort zone - never mind actually getting out there to make pitches, give presentations, or attend trade shows and exhibitions.

Not all introverts are paralyzed by the thought of interacting with new people. As Mark Dykeman writes on themightyintrovert.blogspot.com, "Introverts tend to enjoy having solitary time for thought and reflection. We are not as dependent on other people as extroverts are. Introverts are often quite happy to spend time alone." Though introverts can function well in the presence of other people, personal interaction can be exhausting to them. "After awhile we feel drained and frail like Superman does after being exposed to Kryptonite, his great weakness," Dykeman writes.

So what is a highly introverted individual supposed to do when dread overwhelms their every effort to get out there, prospect and meet new people?

Strive for balance. Realize that spending time with people is equally important as spending time alone. If you're extremely introverted, you may overlook the benefits of socializing with others, such as learning new information, developing relationships, personal growth, and just plain fun.

Practice socializing. Like most other skill sets, introverts can learn or improve their social skills. Many introverts tend to avoid social activities like networking events because they are uncomfortable or worry they might not know what to do in any given situation. This is the time to put that cliché to work: feel the fear and do it anyway, knowing that the more you practice, the easier it will become.

Fake it till you make it. You might be surprised to find that some people who seem like the biggest extroverts at your networking events are actually incredibly introverted. They have simply learned to exercise their social muscles for an hour or two at a stretch. Such an event may deplete them afterwards, but they know the value of meeting new people and are willing to endure discomfort to do so.

Avoid labeling extroverts. If you experience extroverted people as superficial, aggressive, or annoying, no one could blame you for not wanting to be more like them or spend more time with them. If you can find a way to broaden your vision of an outgoing person, you'll be more likely to want to interact with them.

Recognize the limits of online socializing. Meeting and connecting with people online is much less intimidating than face-to-face socializing, but it can never take the place of real human contact. There's no need to eliminate your online socializing, but make sure you don't allow it to take the place of live events entirely.

Look for opportunities everywhere. The more chances you have to interact with people, the less importance each single meeting or event will have. This will actually relieve stress, rather than compound it.

Play up your strengths by putting others first. Worry less about what you should say and listen carefully to your conversation partners. When the times comes for you to speak, you will be able to weave their interests into your conversation.

Realize that you don't need to brag to self-promote. Introverts sometimes hesitate to speak up because they're worried that they lack particular expertise or knowledge. However, planning (and rehearsing, if need be) for your meetings ahead of time will give you the confidence to speak about your strengths and abilities as the proven facts that they are.

Refuse to let yourself be cowed. Don't assume that others have more right to speak up than you do just because they seem more confident than you feel. You don't have to respond quickly; your quiet thoughtfulness may give you invaluable insight. If someone asks you an uncomfortable question or appears to demand an immediate answer, speak to the things you do know and ask questions that encourage others to share their knowledge and opinions.

Create a success mindset. Rather than fearfully imagining a networking breakfast as a place where you could end up being interrogated or judged, imagine it as having coffee

with a circle of supportive friends and colleagues. Sooner than later, that will become your experience.

Shine through the written word. Being an introvert can be an advantage when it comes to drafting e-mails, reports, and other materials geared toward your niche audience. Identify the core of your clients' needs; then use your writing strengths to promote yourself by matching your strongest capabilities to them.

Remember that the telephone is your friend. In general, introverts prefer lots of time to plan their thoughts, as opposed to speaking off the tops of their heads. Before the time comes to make those important phone calls, create an outline of your key points, including all foreseeable responses to potentially challenging issues or questions.

Implement one small change at a time. Many people remain shy because they have built their perceived deficit into such a giant obstacle that they come to believe overcoming it is impossible. Making small changes to expand your comfort zone will help create the momentum to take bigger steps, over time. Rather than setting a goal to become the Queen of Networking, set a goal to meet one new person at the next event you attend.

Laura Orsini is a professional editor, writer, and marketing advisor with a BA in Nonfiction Writing from the University of Arizona. Learn more about using articles to market YOUR business at her Web site, www.wordsmadeeasy.com.

Laura@wordsmadeeasy.com or 602-253-8463.

NETWORKING CORNER

Some Additional Opportunities to Learn and Network

How to Maximize Your Publicity Through Community Outreach"
March 5, 2008 9 - 11

Arizona Small Business Association (ASBA)

Price is \$30 for ASBA members and \$35 for non-members

Julia-Isabel Davenport, MBA shares her passion with business owners to educate them on benefits of being involved with the community. On March 5th from 9 - 11 Davenport will present "Planning Your Publicity through Community Outreach" at the Arizona Small Business Association (ASBA). Attendees learn creative community outreach ideas to maximize their publicity. This includes: eleven newsworthy angles they can use, unique dates to set their business apart with the 2008 Publicity Planner, and how to get continuous exposure through the year.

Attendees receive a "2008 Publicity Planner" to plan community outreach and publicity opportunities. ASBA is located at 4130 East Van Buren, Suite 150. Call 602-265-4563 or visit www.ASBA.com to register.

Inspire Luncheon: Connecting Women for Success
Wednesday, March 19, 2008

Orange Tree Golf Resort
11:30 AM to 1:15 PM

\$50.00 / \$40.00 for eWN Member

What's missing from your work week? If you are like most busy executive women, you hardly have time to grab lunch. And when you do take a lunch break, you need to make it count. Join us for our monthly Inspire Luncheon - held every third Wednesday and connect to a community of business women for personal and professional development.

Luncheons are limited to 70 attendees to maximize interaction and provide an environment where you can interact with the speaker and build relationships with other attendees. Price: \$35 - \$55

February Featured Speaker: Mary Jo West, First Lady of Phoenix TV Journalism

Change Your Focus, Multiply Sales!
Tuesday, March 18

Chaparral Suites, Phoenix, AZ
11:30 AM - 1:30 PM

Members \$35 in advance; \$45 day of event
Future Members \$45 in advance; \$55 day of event



Focus has always been a critical component of business success. When facing a multitude of choices and distractions, those who consistently move toward achieving their goals have mastered the ability to focus.

In this workshop, Silver Rose will take you on a laugh-filled journey of how she has used the power of focus to double her income every year since 2003 and how you can, too. You will learn how to succeed quicker and with less effort by leveraging the Law of Attraction (you get what you focus on) and you will be challenged to investigate your own approach to business to find out what you are focused on (you may be surprised).

By focusing on the results you want instead of the process for getting them, you will achieve results as quickly as you've always dreamed you could. At this powerful event you'll learn:

Landing clients versus gathering prospects; qualifying potential customers instead of merely scheduling appointments; and attracting profit instead of income (she who keeps the most wins!).

Silver Rose is a top-rung HR executive turned keynote speaker, trainer and internationally-read writer on using personal focus to create positive relationships in life and the workplace.

Silver writes a weekly educational column for clients entitled, Change Your Focus/Change Your Life and has three published books of humor including her favorite, Women Who Joke Too Much. She is a member of the National Speakers Association (NSA); Fast Friends Forum (F3), and a founding member of the Women's Chamber of Commerce. She was awarded the Dale Carnegie Award for Highest Achievement and was named an Outstanding Young Woman of America. She has served on the Branch Board of the Boys & Girls Clubs of Metropolitan Phoenix since 2003.

LOCAL ABWA EVENT



It's A Luau! Wednesday, April 9

ABWA Turquoise Camel Chapter presents
Beth Terry, the Hawaii Insider

<http://www.bethterry.com/hawaii-insider.html>

at West Congregational Church
4650 W. Thomas Rd., Phoenix



Networking - 6-6:30 p.m.; dinner and meeting - 6:30 - 8:30 p.m.
\$20 only for this special event!

Send checks payable to:
ABWA-Turquoise Camel Chapter, 10210 N. 32nd St. #203B,
Phoenix, AZ 85028
or call Ruth Ladd at 602/955-0557

ARE YOU A HOT GROWTH COMPANY?

An Opportunity to Self-Nominate

Dear Fellow ABWA Members:

bizAZ is seeking nominations for its Hot Growth Issue, which will be the Cover Story in the July/August issue.



bizAZ magazine's "Hot Growth Companies" is a prestigious statewide competition designed to honor those innovative companies with the guts, vision and talent to grow in the face of stiff competition.

An independent judging panel, with the help of an outside accounting firm, will select 10 companies with proven and sustainable growth. Winners will be featured in a cover story in bizAZ's July/August issue.

COMPANIES WILL BE JUDGED ON:

- Financial performance
- Employee growth
- One of the following: marketing/product innovation, operational efficiency, industry excellence

COMPANY REQUIREMENTS

- Headquartered in Arizona.
- Privately or publicly held.
- In operation a minimum of three years.
- Must have minimum revenue of \$1 million in fiscal year ending 2007.

Applications must be submitted by 5 p.m. on March 5, 2008.

Company leaders must be available to come to The Arizona Republic offices in downtown Phoenix for a photo shoot between Feb. 18 and March 15.

Should you wish to be considered, e-mail me for a nomination form.

Regards,
Jeff Weigand, Account Executive (and ABWA member)
bizAZ & Arizona Woman/Republic Media

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<http://entertainment.azcentral.com>

WANNA MAKE SOME MONEY?

Donna Thompson

VP of Marketing and Education

A Money-Making Opportunity from SEN

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 business education needs.



If the member or guest is not there, the \$25 will be rolled over to next month.

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

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