



# Scottsdale Express Network Newsletter

## June 2008

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### GREETINGS!



**Norma Earl, SEN President**

Leadership means setting goals, lighting the path and persuading others to follow. Leaders must get their message out in a way that inspires people, makes the most of limited time and build roads to precious resources.

What makes a good leader? Is it something to do with inward characteristics, such as confidence and focus? - is it about outward presence, including charm and compassion? - is it about the ability to create a vision and get others to commit to it? - I believe it is all of this and more.

Accepting a challenge to lead makes us realize that the only limits are those we place on ourselves. Theodore Roosevelt said: People ask the difference between a leader and a boss -- The leader works in the open, the boss covertly. The leader leads, the boss drives.

I say, "To lead people walk beside them."

How do you define leadership?

An excerpt from an article by Dave Timmons, "The Art of Leadership and the Power of WOW."

WOW means "Exclamation of astonishment: great success."

What is WOW and why is it powerful? WOW is the unmistakable, magnetic quality a leader possesses that makes the people around her say WOW! It's a quality that not only sets you apart, but makes people want to be with you, work for you and be like you.

When you, a businesswoman, develop your power of WOW, you have incredible leverage to forever impact your business and the people around you. WOW can be your personality, your leadership style, or your passion for innovation and creative change. WOW can be a legendary story about you that shows the way you take action or the way you make people feel. Whatever it is for you, hold on to it and don't let go.

[PLANT A TREE](#)

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[THE FINAL WORD](#)

**Quick Links**

[Register for the](#)

[June 10 SEN meeting now!](#)

[Explore the benefits of ABWA!](#)

What is your WOW?

If we all strive to put our WOW toward a great SEN leadership team - how dynamic could we be?

We have the greatest opportunities each month to network with many new people. This gives us the opportunity to team up with others and share business ideas, help each other build/grow our businesses.

The mission of ABWA states to "provide opportunities for them to help themselves and others to grow personally and professionally through leadership, education, networking support and national recognition." We need to give each other support to help us all grow our businesses.

Hope to see all of you and your friends at Un Bacio on June 10th at 11:15 where we will listen to yet another wonderful speaker Kim has found for us: Caryn Horvitz-Strauss on "Smart Ideas for Saving Money on Your Taxes."

**In ABWA Friendship,**

**Norma Earl**

**JUNE 10 PROGRAM**

## **Smart Ideas for Saving Money on Your Taxes with Caryn Horvitz-Strauss**

Confused about how to maximize your business deductions? Caryn is a Certified Public Accountant, a former IRS agent and has 17 years experience in tax accounting. Listen as Caryn shares simple tax tips and ideas that will help you lower your taxes legally.



## **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

## PIECE BY PIECE

**By Barbie Dallmann**

"Responsibility" - In my last article I pointed out that justifications, rationalizations, explanations, and excuses are all classic ways of avoiding responsibility. So, what does accepting responsibility mean to you? For most of us, it means we have to pay the bills; we have to solve the problems; and we have to clean up the messes. The world holds us accountable, and we hold ourselves accountable as well.

Most of us in responsible roles like business management rarely think of ourselves as "irresponsible victims." You may even have a little touch of self-righteousness around the "V" word. One thing you know for sure, YOU are NOT a victim! You're in control, right? You make things happen! If ever there was a responsible adult, it's you!



But most of us, by the mere fact that we are human beings, also have our weak spots. We aren't strong or weak; we're strong and weak. We all live along a spectrum, with victimhood at one end and responsibility at the other-from a powerless "1" to a very powerful "10." There will be some areas of life where we operate in the 8-9-10 range of power and others where we know we're dangerously close to the bottom.

If you've ever uttered the phrase, "He drives me crazy!" then you've experienced at least some degree of giving away your power. With that phrase, you accept the role of victim, believing you have no choice but to be crazy whenever "he" is around. You blame him, you resent him, you allow him to control your emotions.

But is it true that you have no choice?

Genuine acceptance of responsibility means acknowledging that you do have choices; additionally, you accept the consequences of those choices. Period. When you accept full responsibility for your choices, you give up blame and resentment. You exchange the role of victim and embrace a more powerful you.

I invite you to take a quick look around your life to assess where you are on the responsibility spectrum. Look first at the places where you score the highest. Is your business thriving at a 10? Do you enjoy professional success and recognition? Is your life filled with good friends and fun times?

When you have a good sense of your areas of strength (the 8's, 9's and 10's), see if you can find the courage and compassion to gently observe the areas where things may be operating at a 4 or below. Maybe you don't have the best (or any) love relationship. What about your finances ... is your budget in order and your investments tracking as planned? And speaking of "order," what about your home? Are

the floors clean? Are your closets organized? Are all appliances in good working condition? Is there an absence of clutter throughout? Oh, and what about your health? Do you have lots of energy? Are you totally fit? How are your test scores in the areas of cholesterol, BMI, blood pressure, and blood sugar? Is anything amiss in your relationships with your family members? Parents, children, siblings, in-laws? Is there anyone you've been avoiding?

If all this talk about responsibility has you feeling upset with yourself (or with me for bringing it up in the first place), just take a deep breath, relax, and allow the judgment to slip away. This is a simple, information-gathering exercise. The more you understand your circumstances and behavior patterns, the better equipped you'll be to change what you want to change, not because you hate it, but simply because it isn't getting you where you want to go. If you don't look good dressed in green, you don't have to judge green clothes as "wrong" in order to dress in another color. Observe and choose what works for you; you can skip the step where you beat yourself up for having bought a green shirt.

Challenge: Within the next 24 hours, take 20-30 minutes to compassionately and gently observe the many areas of your life-the high end, the low end, the middle ground-and then, without self-recrimination, write the answers to the following questions. What excuses and/or justifications do you notice piled around the areas that are least satisfying to you? (Try to identify five to ten excuses and/or justifications). On a scale of 1 to 10, how would you rank your feeling of power in each of the major areas of your life that you observed? Ask yourself, could that feeling of power be associated with the degree to which you accept responsibility for the conditions in that particular area of your life? If your answer is yes, acknowledge yourself for your willingness to reclaim your power!

And to that end, identify just one small change that you could make in the coming week that will move you just one number higher in one of the areas of your life. Maybe there's some communication that needs to be delivered, some boundary that needs to be set, some apology that needs to be made, or some long unfinished task that needs to be completed. Whatever it is, make a commitment to giving yourself the gift of a single step in the right direction. (Feel free to e-mail me with your one, small change. I'd love to hear about it.)

Creating even a tiny change is an indication of your willingness to accept responsibility for the conditions of your life, and in so doing, you are claiming the power to create the life of your dreams ... piece by piece.

*Barbie Dallmann is a certified life coach and graduate of the Ford Institute of Integrative Coaching at JFK University. She specializes in collaborating with business professionals who are eager for extraordinary results. She is currently featuring a 16-session transformational coaching program entitled "Essentials for an Extraordinary Life." Contact her directly for information, and be sure to request a free, no-obligation sample session.*

*If you're ready to step into a newer, better version of yourself, contact Barbie today! Satisfaction is guaranteed! [Barbie@CoachBarbie.com](mailto:Barbie@CoachBarbie.com)      [www.CoachBarbie.com](http://www.CoachBarbie.com)*

## FUTURE PROGRAMS

**July 8**

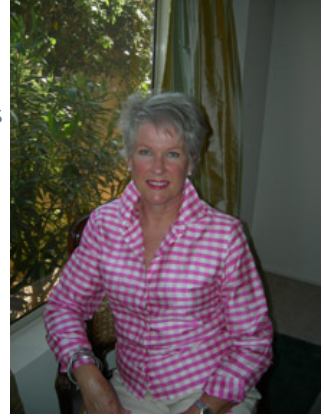
**Business Associate Event**

## Perfecting the Art of Giving Back

Through the years, this nation has met some truly amazing women, but its time for them to move aside and make way for this year's most empowering woman - Shairon Beale.

And Shairon has quite the story to tell --

Born in Australia and raised in Asia, you can believe she's done it all, including the complete re-design of her life. As a single mother of a daughter, Shairon has made sure that no matter what paths she took in her life, she was continually a role-model - not only for her daughter, but her gender as well. She lives life to the fullest whether it be as a championship formula one race car driver or a trend setting green builder.



## August 12

Networking Only

## ABWA ARC LEADERSHIP RETREAT



**Saturday, June 21, 8 AM to 4 PM**

Expand Your Horizons: Learn more about ABWA topics:

- Networking
- Member Retention
- New ABWA Tax Laws
- Contributing to Your Chapter / Network Success

### **Meet Jo Ann Osby, District VI Vice President!**

Location:

Creative Living Fellowship Church Hall 1241 E. Northern Avenue, Phoenix

Continental Breakfast / Sack Lunch - \$20 per person (SEN will pay)

More Information: Toni at 602/721-9081

Reservations: Ruth at 480/807-2503 or [r.e.breen@att.net](mailto:r.e.breen@att.net)

## 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.

## PUBLIC SPEAKING

### One of the Fastest Ways to be Perceived as an Expert

by Laura Orsini

Would you like to be able to increase your rates, to command more money for what you do? Who wouldn't! One of the fastest ways to do this is to establish your credentials as an expert - and one of the quickest ways to distinguish yourself as an expert is through public speaking.

One of the most remarkable things about being an expert is that people will pay you for information they could find on their own, if your information will save them time and/or money. Often, this information takes the form of a speech, presentation, or workshop. The fact that you are an expert means that your material promises to be interesting, authoritative, and reliable, as well as a definitive solution for the problems of your target market.

To that end, you want to convey the fact that you are the expert at your business or in your industry every time you speak. Whether it's a chamber event, networking luncheon, specialized industry course, or weekend workshop, you want to use language that conveys without a doubt that you are a supreme authority about your business or industry. Be confident and bold! You have a lot to offer - your speaking is simply a way of conveying that expertise to your clients and potential clients.



So what topic, specifically, should you speak about? Try answering one or all of these questions:

- What do you do better than 90% of other people?
- At which part(s) of your business/job do you excel?
- What do you love?
- What do you hate?
- What would you like to learn more about?

Remember: people respond to emotion. You want your subject to be something you're passionate about! Sometimes hate (or even very strong dislike) is much more persuasive than love. If you are a business coach and it absolutely grates on you when people butt into your conversations from the other side of the room, perhaps you could design a presentation around networking etiquette. You could title it something like, How to Leave Them Open-Mouthed and Quiet Every Time.

Regardless of your subject, if your message is communicated well to the proper audience, people will come back to you time and again for more of your expert information. Public speaking is a great way to build a following. You can start with e-mail blasts, build to a newsletter, blog about your speaking topics, all the while growing your mailing list, increasing your following, and establishing further expert credibility.

If you're one of those people for whom public speaking seems like a distant fantasy because you get nervous just giving your 15-second introduction at a networking breakfast, consider taking a speech class or joining an organization like Toastmasters. Your fears are natural, but you can overcome them. The only way to do that, though, is by tackling them head-on.

So what happens if people begin to identify you as an expert? You will be the first person/business/company they think to call; your reputation will precede you; and you will be able to increase your fees!

To be an expert does not mean you have to know ALL there is to know on a particular subject. It simply means you know more than most, and you convey that knowledge well. Your English teachers always told you, "Write what you know." What if we changed that up and embellished it just a bit: "Speak what you know, become a leader in your field, and watch your bank account grow."

*Laura Orsini is an editorial & marketing consultant who works primarily with self-publishing authors. Her niche is writers who want to change the world, and her specialization is teaching them to think like marketers. For info on her new coaching program for first-time authors, please visit*

<http://www.wordsmadeeasy.com/writenow.htm>.

## NETWORKING CORNER

### Some Additional Opportunities to Learn and Network

Donna Thompson has gathered these events from the Scottsdale Chamber of Commerce Web site. [Scottsdale Chamber of Commerce](#)

**Tuesday, June 3, 2008, 4:30 PM to 6:30 PM**

**UMB After Hours University - 2008 Small Business Economic Outlook**

Location: Wingate by Wyndham, 14255 N. 87th St., Scottsdale, AZ 85260  
RSVP to Sterling Smith at [sterling.smith@umb.com](mailto:sterling.smith@umb.com) or call 480-459-2144

**Thursday, June 5, 2008, 7:15 to 9 AM**

**Champions Breakfast 30-second Claim to Fame - Word-of-Mouth Marketing Begins Here! - network with 100+ business professionals**

Location: Scottsdale Fashion Square (Food Court, North Side)  
No charge for members; \$10 for non-members  
Reservations: [ebutruff@scottsdalechamber.com](mailto:ebutruff@scottsdalechamber.com)

**Wednesday, June 18, 2008, 11:15 AM to 1:30 PM**

**Inspire Luncheon - Connecting Women for Success!**

**Featuring Jennifer Wallen, entrepreneur and reality cast member of The Apprentice**

Location: Orangetree Golf Resort, 10651 N. 56th Street  
Members: \$35/\$45; non-members \$45/\$55  
Reservations: [www.scottsdalechamber.com](http://www.scottsdalechamber.com) or 480-949-6282

#### Other Events:

**Saturday, June 7, 2008**

**The W.I.L.D. Bunch Network**

This month's speakers are:

ELAINE ZITO, M.Ed, CEP, CRFA, Financial Planner

"What Keeps You Up at Night?"

RANDY DICKASON, MAM, SPHR; Human Resource Director, Author

"What Do You REALLY Want to Do with Your Life?"

Music by JESSIKA MURPHY

Back By Popular Demand

Meet New People; Eat Great Food ; Listen to Awesome MUSIC

Get More Business; Vendor Opportunities

Please RSVP to all meetings at 602.866.3355 or <mailto:jdickason@hotmail.com>

**Saturday, June 7; Monday, June 16; Saturday, June 28**

**"In The Flow Marketing"** A Network of Women Seeking to: Connect, Learn, Inspire and Support one another.

RSVP for one or all! 480-705-0095 or reply to this email. Exchange for each is \$10. Space limited.

Join women from all walks and stages of life.

RSVP for one or all of the meetings! 480-705-0095 or reply to this email.

Exchange for each is \$10. Space limited.

480-705-0095 RSVP

**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.

**ARIZONA REGIONAL COUNCIL - ABWA**



## ARIZONA REGIONAL COUNCIL

Formerly:  
Phoenix Metropolitan Council

### ANNUAL FOOD DRIVE



# HUNGER KNOWS NO SEASON 2008

It's time to collect food for the less fortunate. Gather items throughout the months of May, June and July. Then, call Lori Grobe at 602-249-9697 or Mary Riley at 602-249-4116 to make arrangements for pick up — or bring to the July ARC meeting.

- Baby Food
- Bottled Water
- Canned Tuna
- Disposable Diapers
- Canned Chicken
- Box / Bag Cereal

Monetary donations can be sent to Ruth Breen, ARC Treasurer, 542 S. Higley Road #88, Mesa, AZ 85206. Make checks payable to PMC / ARC.

Thanksgiving, Christmas, Hanukkah and New Year's are very special times for all of us. We are all in the giving mode.

Summer months are the toughest times, a time when many go on vacation. Unfortunately, hunger and the families who live through it do not. During May and June, ABWA has committed to helping feed these people as one of our community service programs.

We are collecting baby food, water, canned meats and peanut butter. When we are thirsty or hungry, we just open the fridge and grab something. Not everyone is that lucky. Let's all do our part, and, if you do not like to shop, just bring the cash and we will do it for you!

Thanks and let's all do our share -- Norma Earl

**NEW MEXICO FIESTA - ABWA**



*The Local Albuquerque & Santa Fe Chapters of the  
American Business Women's Association*

*Proudly Present*

*Our Annual*

## **NEW MEXICO FIESTA 2008**

July 25 – 26, 2008



**2020 Menaul Blvd., NE**

**Albuquerque, New Mexico 87107**

**505-884-2511**

### **Event Agenda**

|                    |                    |  |
|--------------------|--------------------|--|
| July 25, Friday    | 5:30 pm – 7:00 pm  | Registration                           |
|                    | 5:30 pm – 10:00 pm | Social Hour , Taco Bar & ABWA Survivor |
| July 26, Saturday, | 8:00 am – 9:00 pm  | Registration                           |
|                    | 8:45 am – 12:00 pm | Seminars, Shopping                     |
|                    | 12:00 pm – 2:00 pm | Lunch – Guest Speaker                  |
|                    | 2:00 pm – 6:00 pm  | Seminars, Shopping                     |
|                    | 7:30 pm – 10:00 pm | Dinner/Show                            |

Full registration is \$95 a person. Additional information can be found by clicking on the Fiesta link at <http://www.abwa-laluz-abq.org/current-events.html>, and then follow the link for New Mexico Fiesta 2008.

The hotel is \$79 (single) or \$89 (double) plus tax a night. Room rates are valid until July 4, 2008. More hotel information can be found by calling 1-866-650-4900, or at <http://www.mcmeelegantealbuquerque.com/location.html>.



### District Conferences

"I, Donna Thompson thought that this may be appropriate as we are looking to you, as our members, to get involved and participate in committees, board positions and soon you will be contacted to volunteer for just that, I feel this written article below which was in a recent ABWA publication says exactly what I hope you come to feel"

District Conferences are a meeting with a purpose. They are for group leaders, members who may eventually run for leadership positions, members who are invested in their experience and that of their co-members, Where do you fit in that list? Check the qualifications that apply and then pick your district conference and make plans to attend ("even if it is not until next year")

- \* I am a former Board member of my local group ("We are looking for people to fill positions so now is your chance")
- \* I am currently a board member of my local group
- \* I am running for a place on my local group board this year
- \* I plan on running for a place on my local group board in the next five years
- \* I am a chapter or Express Network Candidate for Woman of the Year
- \* I am a candidate for Top Ten
- \* I believe continuing education has a place in my career
- \* I believe continuing education has a place in my chapter or network
- \* I believe that my local group represents ABWA's image to my community
- \* I love my ABWA group and want to learn more about our national organization

If you checked one or more of these as a yes, you belong at the next District Conference. Visit [abwa.org](http://abwa.org) for more information

Donna Thompson, VP of Marketing and Education

## HEAR THIS PLEA AND PLANT A TREE

### By Member Judy Blake

Throughout time, trees have provided many benefits to animals and our ecosystem. However, in America we have lost more than 3.5 million in the last 10 years alone without even considering what we have done to alter the rain forests. One of the biggest problems in urban areas is the heat island effect. This occurs when large metro areas reduce their overall tree canopy which shades and cools an area, while increasing the amount of pavement with concrete that absorbs heat and radiates the sun's heat.



I encourage you to plant trees around your home. Properly placed and planted as windbreaks and sun shading, trees can reduce a home's energy usage upwards to \$250 per year in energy costs. The trees will not only help to protect and clean the air, but the reduced energy usage will decrease the amount of pollutants into the air in the first place.

As individuals, we are the most important component to initiating change. Thank you for your referrals. I always have time for what matters most -- YOU and your environment.

When you buy a home from me, I'll plant your tree!

Judy Blake  
Coldwell Banker  
480-205-1515  
[Judy.Blake@azmoves.com](mailto:Judy.Blake@azmoves.com)

## BOARD MEETING MINUTES

**May 4, 2008**

Those in Attendance:

Norma Earl, Laura Falaschetti, Kim Hollenback and Donna Thompson

1. Treasurer Report Discussed

2. Casino Roundtrip Fundraiser Discussed - number of buses needed one vs two - cost of \$20/each and tickets to be given out to those who have purchased as proof of payment for their RSVP. They will receive a \$10 voucher and it is approximately 1 1/2 hours to get there. Bus will leave at 8 am from Desert Ridge Mall off the 101 and Tatum on SEC of parking lot by Kohl's on June 7th. Sign up sheet will be provided

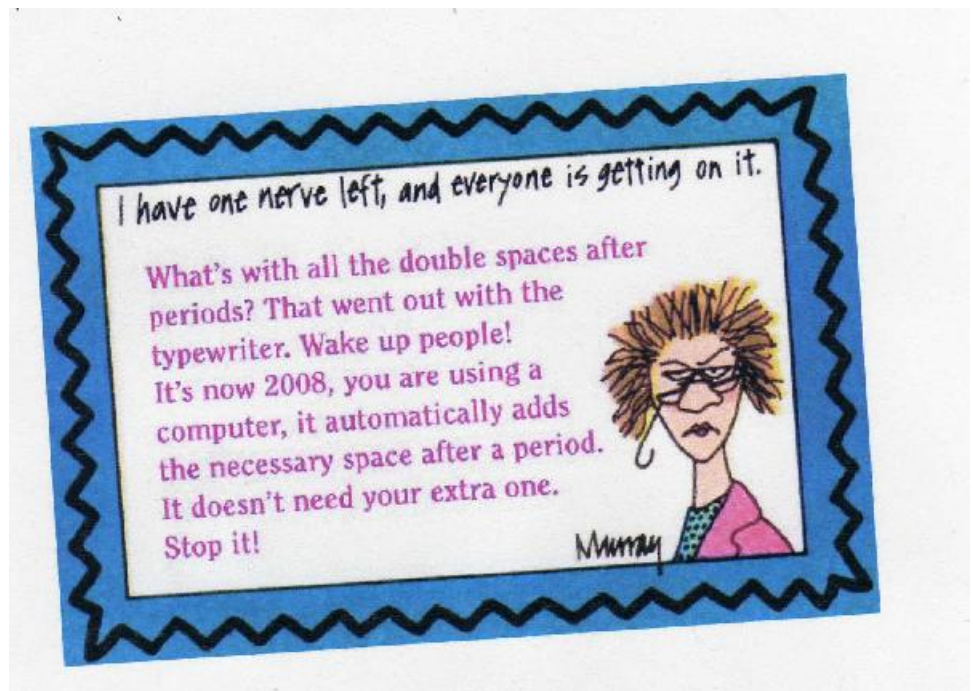
3. Slate for New Officers discussion - need open discussion at meeting to ask for volunteers and nominating committee will be calling to get names - mentioned benefits at the last meeting.
4. Follow up on guest discussion.
5. Web site discussion.
6. Jobing.com wants to partner with us - will cost us nothing as we are an organization and will provide free publicity for our network.

Respectfully submitted,

Donna Thompson

## A FINAL WORD

By Donna Tucker



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 Tucker 602-788-3121 [ABWA-network@att.net](mailto:ABWA-network@att.net)

The ABWA mission: To provide opportunities for them to help themselves and others to grow personally and professionally through leadership, education, networking support and national recognition