



NATIONAL ASSOCIATION OF  
WOMEN BUSINESS OWNERS

Greater Madison

## NAWBO eNotes

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June 2010

### Recognition Dinner & Party on the Pier



Our June meeting features recognition of current members, election of the 2010-2011 board members, and a networking party on the Edgewater pier.

Bring your latest business challenge and have a group of your peers help you problem-solve and come up with an action plan.

**Register today!**

**Tuesday, June 22<sup>nd</sup>**

5:00 - 8:30 pm



**The Edgewater**

666 Wisconsin Ave, Madison, WI 53703  
Free underground parking.

5:00 pm: Networking  
5:45 pm: Dinner  
6:30 pm: Program

To register by credit card online

[www.NAWBOMadison.org](http://www.NAWBOMadison.org)

\$20.00 (Member) \$25.00 (Non-member)

Or to **register using cash or check**,  
please call 608-442-1924.

Registration deadline:

**Midnight, Thursday, June 18<sup>th</sup>**

**There will be a \$10 surcharge on all registrations made after the deadline.**

There are 3 kinds of people in this world: the wills, the won'ts and the can'ts. The first accomplish everything; the second oppose everything; and the third fail in everything. Which kind of person do you want to be? ~ Janet Alexander Pell

### Next Evening Meeting – August 24<sup>th</sup>

We're taking a hiatus in July so watch your inbox the first week of August for more meeting information!

## NAWBO National Headlines

### Get Connected With NAWBO

Find out the latest discussion topics, happenings and business news in a new way! NAWBO now has a presence on [Facebook](#), [LinkedIn](#) and [Twitter](#). If you have an account on these sites, add NAWBO as a friend, connection or follower!

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### Summer reading from top female entrepreneurs

Forbes asked 21 women entrepreneurs for their most influential business books, and answers ranged from Malcolm Gladwell's "The Tipping Point" to classics such as Betty Lehan Harragan's "Games Mother Never Taught You." Other books making the list include Maria Bartiromo's "The 10 Laws of Enduring Success" and Angie Morgan's and Courtney Lynch's "Leading from the Front." [Forbes](#)

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### 14 ways to increase links to your website

Building links to your site is a key tenet of good search engine optimization, but business owners need not beg in an attempt to attract them. Lisa Barone writes that business owners should focus on finding unlinked mentions of their company and ask that they be linked, as well as to be social by leaving valuable comments on other blogs and submitting an RSS feed to a syndication service. [Small Business Trends](#).

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### Go offline to expand your Twitter network

Sometimes the best way to increase your Twitter following is to take things offline, writes Cindy King. Use Twitter as an adjunct to live events, or to bring together groups of like-minded individuals for real-world meetups, King suggests. "This is how you can slowly build up meaningful one-on-one relationships with people who matter to you and to your business," she adds. [SocialMediaExaminer.com](#).

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### What's holding back women entrepreneurs -- and how to overcome it

Despite rapid growth in the number of women entrepreneurs, the average revenue at women-owned businesses still falls well short of that for men-owned enterprises. Sharon Hadary argues there are two main issues holding women back: Their own "self-limiting views" and the perceptions and stereotypes of business and government leaders. [The Wall Street Journal](#).

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### 5 strategies for mixing social media with e-mail marketing

Social media offers the opportunity to share and engage with a great number of prospective customers, while e-mail offers a more intimate level of communication and can take relationships built through social media to the next level, writes Gail Goodman. She advises business owners to use their e-mail list to build a social-media network and to draw readers back to a website or blog. [Entrepreneur.com](#).

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If you can't change your fate, change your attitude. ~ Amy Tan

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## Your NAWBO National Benefits Series

There are many benefits associated with your NAWBO membership. This series will show you how to start taking advantage

### Part 6: How to Use the Business Resources Section to Expand Your Business

NAWBO's Business Resource Center provides access to valuable tools and resources to help propel growth and success for women-owned businesses.

Go to [www.nawbo.org](http://www.nawbo.org).

Click "RESOURCE CENTER" in the navigation bar.

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Click "Business Resources" in the left side navigation bar.

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Click on a topic of interest, such as "Access to Capital" in the left side navigation bar to be taking to pertinent links.

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Check out all of the topics included in the Resource Center. You're sure to find information to help grow your business!

If you have any questions concerning this series, or if there's a specific benefit that you'd like to know more about, please email Melodee Patterson at [MPatterson@Short-termSolutions.com](mailto:MPatterson@Short-termSolutions.com).

Someone's sitting in the shade today because someone planted a tree a long time ago. ~ Warren Buffet

## NAWBO In The Morning

If you would enjoy meeting informally with NAWBO members to brainstorm about business issues, to share news about your business and to hear brief business presentations, join us for breakfast!

New members can provide an insight to their business and ideal customer.

Location – Panera, University Avenue

Next Meetings – June 18<sup>th</sup>, July 16<sup>th</sup>, Aug. 20<sup>th</sup>

**NOTE: No meeting on July 2<sup>nd</sup>**

8:00am – 8:30am Networking, catching up

8:30am – 9:30am Discussion of topic & announcements

9:30am – 10:00am Wrap up

Since the room at Panera is gratis, in order to "pay" for the room, we are asking that there be no carry-in coffee or food and that everyone buy something or pay \$5.00. Please park in the back so their busy morning in/out customers can get in/out easily.

Wear your NAWBO name tag to help us learn names and bring business cards and other related information to network.

Email Mary Kay Aide to RSVP or for more information [MaryKay@LifeCoachMKay.com](mailto:MaryKay@LifeCoachMKay.com).



Just a few of the wonderful women who come to NAWBO in the Morning the first & third Friday of each month.

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