



NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS

Greater Madison

NAWBO eNotes

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March 2010

Coming Out Ahead in a Tough Economy



Over the course of history the businesses that made it through tough economic times had one common trait. They instilled a strong belief in the mind of their customers and prospects that their products and services were the best on the market. In order to create this strong belief, the business had to remain confident in every move, decision and conversation they had. In our evening together you will gauge your confidence, identify where your confidence is shaky and learn how to strengthen your confidence allowing customers and prospects to believe your products and services are deserving of their precious dollars.

Presenter, **Dolores Kokinos**, President of **The Empowerment Café**, is an expert at helping business leaders identify and overcome the obstacles that stand in the way of achieving their business goals and strategies. With over 28 years of experience and knowledge as a business analyst and corporate trainer she realized there were missing pieces that management and leadership programs never taught.

This led Dolores to the development of a powerful product she calls The Empowerment Principles. The Empowerment Principles gets to the root of the issues facing businesses and individuals. Her clients, business leaders and individuals alike, have all benefited by incorporating The Empowerment Principles into their business and daily lives.

Register today!

Tuesday, March 23rd

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

\$20.00 (Member) \$25.00 (Future Member)

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

Registration deadline:

Midnight, Thursday, March 18th

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

Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you. ~ Princess Diana

Silent Auction and Appraisal Fair – April 27th

NAWBO-Greater Madison will be hosting a Silent Auction featuring many wonderful and useful items and services. There will be beauty products, food certificates, service discounts, gift baskets and much more! Enjoy appetizers and a cash bar.

We will also be hosting our own Appraisal Fair (based on public television's Antiques Roadshow) with renowned appraiser, **Shirley Baumann of Heirloom Appraisal & Estate Services**. Shirley is an accredited member of the International Society of Appraisers and is certified by the Appraisers Guild of America. She has been a credentialed appraiser for 11 years and antiques dealer for 19 years. She is also a Registered Wisconsin Auctioneer.

We only have time to provide appraisals for 30 people, so call 608-442-1924 or email nawbomadison@nawbomadison.org to sign up. You must register in advance if you want to be sure to get one of the spots!! One item: \$10, two items: \$20, or three items: \$25. (No weapons, coins, stamps or fine jewelry. Verbal appraisal - not for tax or insurance purposes. NAWBO is not responsible for any lost or damaged items.) Shirley will also be scheduling private appraisal appointments during this event.

A percentage of the proceeds from the Silent Auction, 100% of appraisal ticket sales, and 10% of private appraisal appointments scheduled at the event will be donated to the Wisconsin Coalition Against Domestic Violence.

NAWBO National Headlines

How to choose the best Facebook strategy

A big decision for Facebook marketers is whether to build their brand's presence around a fan page or a group, writes Dani Babb. Both have advantages and disadvantages, Babb notes: Groups tend to be more interactive, but they're also harder to scale up as your brand's buzz grows. "Regardless of which one you choose ... be sure to update regularly, keep your audience engaged and offer something of value," Babb advises. "If you use your page or group purely for promotional reasons, you are far less likely to build loyalty." [Entrepreneur](#).

NAWBO launches annual membership drive

The Power NAWBO Annual Membership Drive runs from March 1 through April 30. New members who [join NAWBO](#) during this time will receive a \$25 discount on their national membership dues in all membership categories.

WBC2010 early-bird registration now open

Early-bird registration for this year's NAWBO [Women's Business Conference](#) -- June 10 and 11 in Washington -- is officially open. By [registering](#) during the early-bird registration period, NAWBO members save \$50 off the cost of a full conference registration.

Women place a premium on relationships as they network

One of ForbesWoman's online communities last week debated the differences in how men and women network, and concluded men tend to decide faster whether a connection will be beneficial, while women take longer to see if a relationship develops. "Women would prefer to be friendly before conducting business, whereas men may become friends after having conducted business," said Gaby Cora, a doctor and head of the Executive Health & Wellness Institute. [Forbes](#).

More women-only networking groups follow NAWBO's lead

Many women business owners say they prefer women-only over co-ed networking groups because they can relate better to their female peers. Women-only groups have grown in popularity, offering camaraderie, advice, mentoring, education and services. WomenEntrepreneur notes that NAWBO, which offers product and service discounts, advocacy and recognition through awards, was an early woman-focused networking group and is still going strong. [WomenEntrepreneur.com](#).

The only thing that separates successful people from the ones who aren't is the willingness to work very, very hard. ~ Helen Gurley Brown

Your NAWBO National Benefits Series

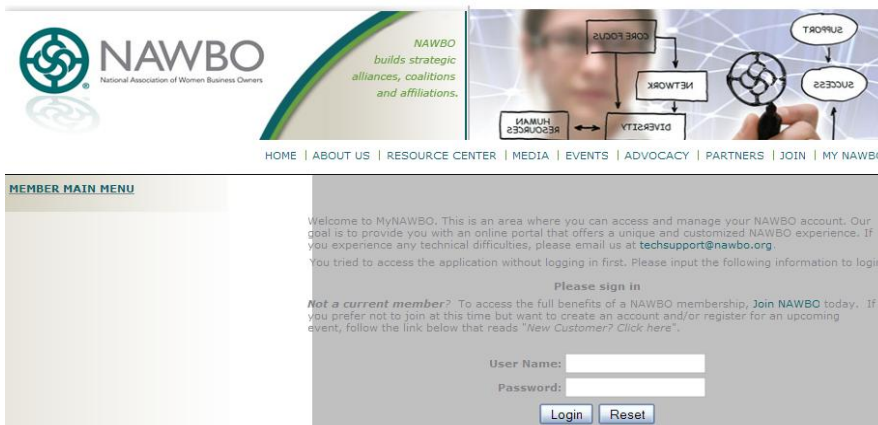
There are many benefits associated with your NAWBO membership. This series will show you how to start taking advantage

Part 2: How to Receive E-newsletters and Alerts

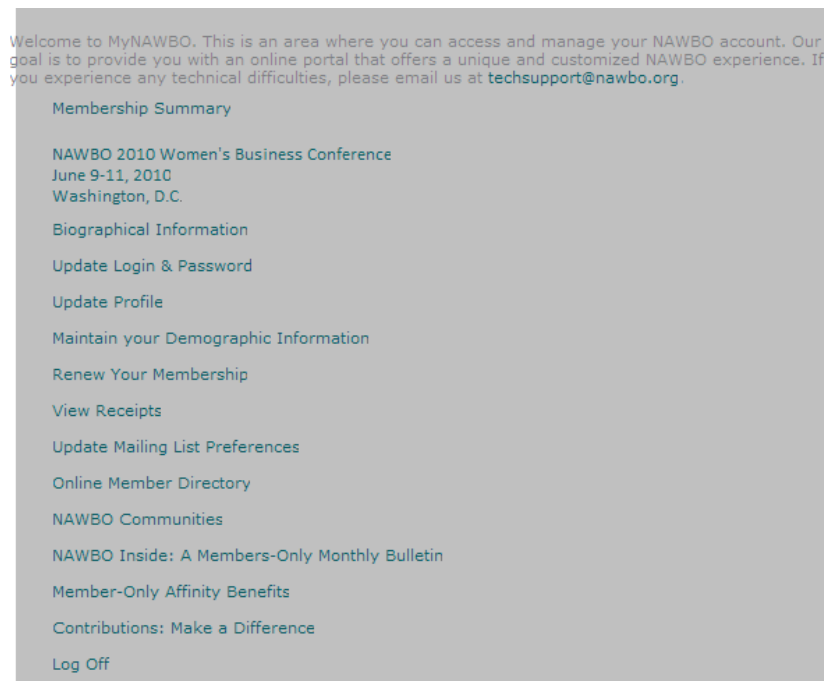
Go to www.nawbo.org.



Click **“MY NAWBO”** in the navigation bar.



Enter your User Name and Password and click **“Login”**.



Click **“Update Mailing Lit Preferences”**.

MEMBER MAIN MENU

If you opt out of all communications, you will not receive any of the communications listed below. If opt out is checked, you will not receive that type of communication. You will only receive communications if Receive Email is checked.

Category	Subcategory	Opt Out	Receive Email
Chapter	Chapter Communications	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	E-Leader Bulletin	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Presidents Assembly	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Events	Other Events	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Public Policy Days	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Women's Business Conference	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Forums	Diversity & Market Development	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Economic Development	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Education and Leadership	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	International Advocacy	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Public Policy	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Media	Media Requests	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Membership	Alert	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	E-Member Bulletin	<input type="checkbox"/>	<input checked="" type="checkbox"/>
NationalAdvisoryCouncil	National Advisory Council	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	SURVEY	<input type="checkbox"/>	<input checked="" type="checkbox"/>

[Edit My Preferences](#)

Click "Edit My Preferences" to make changes.

MEMBER MAIN MENU

If you would like to be excluded from a specific type of communication, please indicate your preference by checking the opt out box(es). If you would like to receive a communication, please uncheck the opt out box. Then check Receive Email to receive those types of communication.

To be excluded from all communications, check this box:

Category	Subcategory	Opt Out	Receive Email
Chapter	Chapter Communications	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	E-Leader Bulletin	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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	Public Policy	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Media	Media Requests	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Membership	Alert	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	E-Member Bulletin	<input type="checkbox"/>	<input checked="" type="checkbox"/>
NationalAdvisoryCouncil	National Advisory Council	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	SURVEY	<input type="checkbox"/>	<input checked="" type="checkbox"/>

[Save My Preferences](#)

Make any changes, then click "Save My Preferences." You may not be allowed to select certain communications.

That's it!

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.

I can honestly say that I was never affected by the question of the success of an undertaking. If I felt it was the right thing to do, I was for it regardless of the possible outcome. ~ Golda Meir, 4th Israeli prime minister

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 – **March 19th, April 2nd, April 16th**

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

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

9:30am – 10:00am Wrap up



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

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.

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