



NAWBO

"Women Mean Business"

National Association of Women Business Owners
Fort Lauderdale/Broward County Chapter

Winter 2007

FROM THE BOARD OF DIRECTORS TO OUR MEMBERS: A HAPPY, HEALTHY, SUCCESS FILLED NEW YEAR!

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DATES TO REMEMBER

February 5, 2007

Learn how to "out think" your competition. AnaMaria Rivera of The Strategy Learning Center will discuss how to create an effective business plan.

February 25-27, 2007

NAWBO Public Policy Days in Washington, DC.

March 5, 2007

Want to avoid those embarrassing moments when speaking to a client or a potential client on your cell phone, speakerphone, or e-mail? Join us as Mary Harris of Etiquette Savvy guides us through the use of proper etiquette in technological communications.

April 2, 2007

To be announced.

May 31-June 2, 2007

NAWBO National Women's Business Conference in Atlanta.

All dinner meetings begin with networking at 6 p.m. at the Westin Hotel on Cypress Creek Rd in Fort Lauderdale

INTENTIONS LEAD TO GOALS

In this time of motivational speakers, self-help books, and how to achieve success seminars, only 4% of all attendees ever set goals.

According to Ali Edwards of Ali Edwards Design, failure to achieve one's goals is not contingent upon setting a goal but rather it is grounded in one's intention. "Goals and intentions are linked. Intentions actually precede goal setting."

Aren't intention and goal setting the same? Apparently not. Intention comes before goal setting. Without intention, without commitment to intention, achieving a goal is impossible.

Here's how it works: What are your intentions? Once you ask the question you are forced to determine the actions required to achieve that intention. Whether you have a goal or were given a goal by a supervisor does not matter. Your intentions, with regard to the goal, will determine the outcome.

Intentions are the motivation behind both our words and deeds. No matter how you manipulate your deeds, the outcome is determined by your intentions. Ali Edwards believes that what you intend to do is what you ACTUALLY do!

To be clear about your intentions:

- * Write down your intentions before you set a goal.
- * Organize intentions by categories.
- * Use words such as job, study, travel for each category.
- * Write a sentence that states your intention.
- * Write a sentence that explicitly details what you will do and when you will do it.

VOILA! Through your intention, you will either achieve or fail to achieve the goal.

Source: South Florida Business Journal, Sales Moves, Sept. 1, 2006

BUSINESS SELF QUIZ

According to the Small and Medium Business Administration, nearly one million businesses start each year, and nearly as many fail. Many just "limp" along never failing, always struggling to stay a float. Income is generated, financial security is not. Examining a few simple business must do's can help you avoid limping along.

Do you have a structured business plan?

Prepare a business plan, map out goals for the 12 months and 3 activities that will help you achieve those goals.

Do you work endless hours, never taking time off for yourself?

Don't abuse yourself. Take time off; you can afford it. If you work an extra hour each day, you will have added six additional 40-hour weeks in a year.

What do you do to continue to learn about your field, the trends, the competition?

Read at least 30 minutes a day about business; attend at least one seminar a year; consider college extension courses on business management.

Do you keep track of your costs and changes in your cost?

Good record keeping is a must! Attention to the numbers is also necessary so that troubles can be spotted early. A company that "generates \$2 million in revenues but loses \$50,000 in the process, won't be in business long. But one that produces \$200,000 and nets \$50,000 in profits is a win."

Source: New York Life

For more information or to make a reservation call 954-767-8600 or visit www.nawbo-ftl.org

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New Corporate Partner Sondra Goldstein

National Planning Corporation
561-238-3007
Sondra_Goldstein@glic.com

STILL RUNNING FROM BEHIND?

The Institute for Women's Policy Research (IWPR), a Washington DC think tank, has just released a new report "The Best and Worst State Economies for Women." While women have made fast-paced progress in some areas such as education, sadly, equal pay for equal work has not made real progress.

Dr. Heidi Hartmann, economist and president of IWPR, stated, "at the current rate of progress, equal pay will take another 50 years." Women who work full-time year-round have a median annual income of \$31,800, only 77% of men's annual earnings of \$41,300.

Women are making progress; the proportion of women in managerial positions and professional occupations is increasing. The rate of increase jumped from 33.2% to 35.5 percent in a few years. The number of women-owned business is also on the rise.

Economic policies of the 50 states has had a great impact upon women's economic independence. The

correlation between state policies and women's economic status is found in four areas: percentage of women with a four-year degree or higher, women's poverty rates, health insurance, and women's business ownership. Eighty-seven percent of women in the US live above the poverty line, but that figure is unevenly distributed among states. Dr. Avis Jones-DeWeever, also of IWPR, commented upon the increased advances made by women in educational attainment, but she added, "Now the nation has got to make sure that educational gains translate into economic opportunity for women."

The states with the worst economies for women are Arkansas, Louisiana, West Virginia, Mississippi, Kentucky, Montana, Tennessee, and New Mexico.

Florida did not achieve recognition as one of the best or one of the worst states for economic environments for women.

Source: National Organization for Women

COMMUNITY OUTREACH

Better Late than Never!

This past December, the Senate passed a bill recognizing Sojourner Truth. A statue of this woman, the first African-American woman to be honored, will be displayed in the US Capital building. Truth was born a slave, became a preacher and an ardent abolitionist. Her beliefs led her to fight for women's rights for which she is best remembered. The bill requires that the statue be donated, and be installed within two years. \$2 million are needed to commission, complete and install the statue. For more information visit: www.now.org/history

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BUSINESS RESOURCES

Athena PowerLink unites a woman-owned business with a group of local mentors who serve as a panel of advisors. Advisors work with the protégée on her business for one year at no charge. The protégée and her panel meet quarterly and run their meetings with the formality of a Board of Directors meeting. To qualify for participation, the protégée needs to have been in business for at least two years, as well as meet certain revenue thresholds. Each PowerLink program is governed locally by an interested community organization. These organizations make use of a panel coordinator with each match to ensure an effective and professional mentoring process.

Contact Information:

<http://www.athenafoundation.org/>
800-548-8247

The Dingman Cohort Mentor Program brings together three entrepreneurs and three mentors for a structured, eight-week period to focus on specific goals of the participating entrepreneurs. The match is encouraged to have at least three face-to-face meetings during the eight weeks. Each entrepreneur is also given the opportunity to network with the other entrepreneurs and mentors in the cohort. Dingman staff monitor match effectiveness, as well as progress toward goal achievement. The cost of the program is \$250. Entrepreneurs can participate in the program as many times as they like. The program is offered through the University of Maryland.

Contact Information:

<http://www.smith.umd.edu/dingman/>
301-405-9545

The NAWBO Mentor Program is a new pilot program. Mentors are recruited by business issue and then matched with a NAWBO protégée who is interested in being mentored on a specific business issue. Mentors will have been in business at least five years. Protégées need only to be NAWBO members to apply. A mentoring agreement will be used to launch each mentoring relationship. Matches are targeted to last for a year. The majority of participants will be women, although men are welcome.

Contact Information:

<http://www.nawbo.org>
800-55-NAWBO

SUCCESSFUL PROSPECTING YEAR ROUND

Common wisdom holds that making a sale generally takes five calls. Most sales people give up after the first call. However, the more you call the better the chances are that you will succeed.

Here are four ways to help improve your sales:

1. Make sure there is some type of news or update that is of value to the customer. Each time you call you bring something of value to the client thus building a positive relationship.
2. Maintain contact monthly either through a newsletter or a letter that would include lines such as "thought you might enjoy this." Don't be afraid to send balloons on a client's birthday, or a cake to celebrate the business's anniversary.
3. Send samples of new products, if available. You want to always position your name and business in front of the client.
4. Always ask for a testimonial from a working relationship. These are important for prospective clients. Testimonials should be regularly updated throughout the year.

One advertising company sends out CDs of their clients speaking about their positive experiences.

Source: *Entrepreneur.com*

Ads are from NAWBO's Corporate Partners.

Call Melinda West at 954 680-0545 if you are interested in becoming a Corporate Partner.

NPC

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www.matrixpeo.com

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dstout@matrixpeo.com

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CORPORATE PARTNER PROFILE

Saving you time and money: Matrix Employee Leasing, Inc.

In 1999, Matrix Employee Leasing was incorporated. Since that time, it has seen a steady increase in its clientele, making it one of the fastest Professional Employment Organization (PEO) in Florida. Its influence can now be felt nationwide though its offices remain in Florida. Seven offices in the state of Florida to be exact! You might ask, "What is a PEO?" As many business owners are aware, all administrative duties take time away from the real work of a company and that in turn costs the company money. Matrix relieves the upper management of administrative duties saving everyone time and cutting the cost of operations.

The staff at Matrix specializes in HR management, payroll, and taxes. Because of the company's thousands of clients, Matrix can save a company money on insurance premiums including workers compensation premiums. Danielle Stout, the South Florida sales representative, and liaison to NAWBO, came to Matrix in 2005.

Danielle, a native Floridian, earned her undergraduate and graduate degrees in business with a specialty in aviation at Embry Riddle Aeronautic University. Upon graduation she moved to Cincinnati to work for a small aeronautics firm. Then the Sept. 11 attacks occurred, devastating the aviation industry. Danielle decided to head back home to Florida. She saw an ad in the paper for Matrix and decided to go for the interview. Not only did she hit it off with the interviewer, but it turned out they had a mutual friend. For Danielle, it was a perfect fit. In her last job, she had many HR responsibilities, including payroll and worker's compensation. Her challenge was to sell the services of Matrix.

Matrix employs about 100 people statewide, making it a comfortable place to work. The best part of working for the company, according to Danielle, is its culture. The owners promote an open door policy and are committed to hearing the views of others. Danielle looks forward to increasing her role in the company.

The focus of Matrix now lies with the "grey companies," these organizations are not white collar nor are they blue collar. Matrix sees themselves as an essential key to growth for their clients because of the services they provide.

Matrix learned about NAWBO's corporate sponsor opportunities through Florida Auto Body's Julia Suppe, who had been using the services provided by Matrix. One day in discussion with Jeff Spadafora, one of the Matrix principals, Julia told him about NAWBO. He loved the idea and the work of the national association and asked Danielle to get involved. Danielle has seen first hand the growth of women-owned businesses. She says the best part is that these companies are diverse, ranging from carpet cleaning, design companies to painting companies.

The relationship between Matrix and NAWBO is going along smoothly and Danielle is happy to be a part of NAWBO.

MEMBER PROFILE

"It's all about the customer," Robin Berman, Alles of Florida

Robin Berman and her husband boast a company legacy that has its origins in Boston in 1941. That original business, started by grandparents, no longer exists and Alles has been through several metamorphoses. The second generation of Bermans decided to open a company in South Florida. Then the third generation, three brothers, took over. In 1996 Robin's husband, Josh, broke off to start his own company Alles of Florida. Since that time, the two other branches of the business have closed.

There may be a fourth generation Berman to continue the legacy. Robin has been married 15 years and has two teenage daughters, one of whom loves going to work in the business. Typical of most families, the other sibling has a totally different vision, grounded in fashion. Robin did not always have a personal connection to the family business. In 1999, she joined the company.

Once she became a partner in 2003, there was an immediate decision to grow the business. One goal was to own their own building. They purchased a 20,000 square foot building in Hialeah that has become the corporate headquarters, and a 35,000 square foot building is under construction in Tampa. Together, Robin and Mike have grown the business from \$6 million in 1996 to just under \$18 million in 2006.

The company is a distributor of packaging

equipment and supplies. Alles of Florida specializes in installing equipment and supplies to companies that are automating their plants. All the commodities that make packaging possible can be obtained through Alles. Date stamping machines, shrink wrapping, corrugated boxes, equipment that makes boxes, conveyor belts etc.

Every year the company has experienced major growth. Through acquisitions, Alles of Florida now has five facilities four in the state of Florida, (Tampa, Orlando, Jacksonville, and Hialeah) and a Louisville, Kentucky plant (under the logo of Alles) that handles Kentucky and Indiana. Their clientele is national.

The motto of the company is "it's all about the customer." For example, to further service the needs of their clients, Robin and Josh responded to a request for assistance from one of their clients who was opening in Louisville, Ky. They asked Alles of Florida to open a distribution center at the Louisville plant. Their products are shipped for other companies to individuals who buy items online. The combination of the two businesses in Louisville has been very successful.

As in many family businesses, each partner has their own area of expertise. Robin serves in many different capacities on the financial side. She deals with vendors on the payables, supervises the receivables, handles the UCCs for clients who buy the equipment on terms, and handles all travel arrangements for the sales team. Her

husband works with the sales reps and with companies to help them visualize the automation. For Robin and her husband, the goal is to build lasting relationships by providing the customers with solutions for packaging and production lines, and providing them with the technical service and commodities that they need. "They are our partners. We assist them. It is not a one time sale."

Allles of Florida has seven service technicians to assist customers. The level of satisfaction is reflected in customer loyalty and employee longevity. Some of the employees have been with the company for over 25 years. Even one of the brothers has come on board and is a "great asset to the company, handling IT and overseeing the warehouses. We pride ourselves on our sales reps' ability to understand what the customer is looking for, their ability to advise the customer, and to consult with the customer on purchasing, operations and production. We want all our employees to be accomplished, trained, and happy. We are shooting for \$20 million next year which will be a tremendous milestone." Keeping clients and employees happy seems to be a winning combination.

Robin has been a member of NAWBO since 2004 and is in charge of organizing the donations and raffle fundraising for the Debra Levy Neimark Foundation, a scholarship program funded by NAWBO.



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April 2, 2007

To be Announced

ALL DINNER MEETINGS ARE:

- Held at the Westin Hotel on the NE corner of I-95 and Cypress Creek Road in Fort Lauderdale.
- Begin at 6:00 pm for networking and continue with self-introductions and dinner
- Cost \$35 for members and \$40 for guests

TO MAKE YOUR RESERVATION, YOU MAY:

- Visit our website at www.nawbo-ftl.org and use the Secure RSVP form
- Call our Hotline number (954) 767-8600, and press 1 for reservations
- Mail or Fax the form below

Fax to: 954-382-1893, or mail to:

NAWBO 8930 State Road 84, No. 316 • Davie, FL 33324

Member or Guest Name _____

Company Name _____

Address _____

Phone Number (required) _____

Credit Card Info _____

Or Check No. enclosed _____

Meal Selection: Hot Entrée Cold Entrée Vegetarian Entrée



NAWBO

"Women Mean Business"

National Association of Women Business Owners
Fort Lauderdale/Broward County Chapter

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WHAT IS NAWBO?

Over 10 MILLION WOMEN BUSINESS OWNERS have created an economic revolution. Women entrepreneurs are controlling their destinies and setting the economic agenda.

NAWBO is the National Association of Women Business Owners. With over 90 chapters nationwide, NAWBO speaks for you, the growth and profit-oriented woman business owner.

NAWBO hears your needs and works to develop strong businesses through local, national and global activities, including annual national conventions and public policy days.

The NAWBO Fort Lauderdale/Broward County Chapter helps members strengthen their leadership skills and grow their businesses through its activities, including monthly dinner meetings on the first Monday of the month where members gather for networking, education and support.

Membership in **NAWBO** is open to women who own and operate their own businesses. Your business can be a sole proprietorship, a partnership, corporation or LLC. You do not have to own more than 51% of your business to be eligible for membership, but you must be active in the day-to-day operation of your company. If you are a woman business owner, join us. Let your voice be heard.

Membership Application

Name _____

Business Name _____

Address _____

Telephone # _____ Fax _____

E-mail _____

Send Check to "NAWBO" for:	National Dues	\$100
	Chapter Dues	\$125
	One time application fee	\$25
	TOTAL	\$250

Send to: NAWBO Allyson Tomchin, Directive Energy, Inc.

2455 Hollywood Blvd, Suite 305, Hollywood, FL 33020

* All applications will be screened by NAWBO's board.

Additional information may be required for membership approval.