



NAWBO®

"Women Mean Business"

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

Spring 2006

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DATES TO REMEMBER

May 1, 2006

Monthly dinner meeting and awarding of the Debra Levy Neimark scholarship to two deserving local women.

June 5, 2006

Out with the old, in with the new. Our monthly dinner meeting includes the 2006-2007 Officers & Board installation. Speaker TBA.

July 10, 2006

Become Wine Savvy. Suzanne Haley, host of "Uncorked Radio" on WXEL 90.7 FM will share her expertise on wine etiquette for women in business at our July dinner meeting.

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

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

NAWBO WELCOMES WOMEN BUSINESS OWNERS

Women owned businesses now comprise 46% of all businesses in America. That translates into 10.1 million privately held women owned businesses that employ over 18 million employees. That figure surpasses ALL the Fortune 500 businesses combined!

Our collective voices can be heard with your participation.

This newsletter, published four times a year, provides women business owners with the tools to join the National Association of Women Business Owners, learn about key issues facing NAWBO members, meet other dynamic women business owners in Broward County, and find solutions to business problems.

NAWBO welcomes South

Florida women who have ownership in their companies to join us the first Monday of every month to connect with one another and to refer each other business. Make your dinner reservation for one of our upcoming meetings by calling 954-767-8600 or visiting our website at www.nawbo-ftl.org

IMPROVE YOUR SELLING POWER

According to Heather Baldwin, author for SellingPower.com, having a "conversation" with a client works better than making a presentation. It is a semantics game that can alter your perspective, boost your confidence, and increase your success.

1. Remember to be flexible in your presentations. Conversations are free flowing. The client needs to feel comfortable and "heard." Allow the order to change, if necessary.
2. Always restate your understanding of your client's problem. Demonstrate early in the conversation that you have listened carefully and can address the client's problem.
3. Build in questions to help

bring your client or audience into the conversation and ensure later participation.

4. Listen carefully to what is said or asked. Respond directly to that question.
5. Take notes when clients or audience members ask questions. People respond positively when they see the speaker engaged in note

taking. It helps develop a level of trust in the conversation.

6. You can formulate your response by thinking out loud. For example, "let me think this through with you...."
7. Your focus is always on helping the client or audience solve a problem.



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

NEW MEMBERS

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Doreen Weisz
Awareness Through Education
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MEMBER RECOGNITION

Sheryl Wilk-Sparrow of **PROMO GIRL** received a full page story on her business--how it started, and her perspective on customer service. It was featured in the January issue of "Advantages Magazine" (a trade magazine covering the promotions industry) and the Fort Lauderdale Sun-Sentinel. Sheryl will also be the featured speaker at the Women for Excellence meeting held at Magiannos in Boca Raton on September 7th. Her topic will be "Standing Up, Standing Out, Standing Apart from your Competition." To learn more visit www.womenforexcellence.org

At the February Hollywood Awards Dinner, **Gerlinde Hopkins**, of Photography by Gerlinde, received the "Breaking the Glass Ceiling Award." Gerlinde explained that the award is "a recognition by my peers of success in a male dominated field. It is the acknowledgement of being in business for the last 30 years in the great city of Hollywood and of the opportunities that it has afforded me as a entrepreneur. I am pleased to have had the ability to give something back."

RECOVER. RENEW. REFRESH.

This is a time to recover, renew and refresh. For many, the past few years have been about working frantically and spending an enormous amount of energy keeping it all together.

- Set goals that synchronize the total package. Examine and change fundamentals

that are not integrated with your values.

- Compartmentalize the areas of personal, financial, spiritual, educational and social, with specific and significant developments for each sphere.
- Frame your world in the positive. Your brain won't

care, but your heart will thank you.

- Think in vivid color and with considerable detail that will bring your goals to life.
- Keep a journal to maintain clarity.

From the South Florida Business Journal (2/06)

COMMUNITY OUTREACH

In September 2005, NAWBO and the NAWBO Institute for Entrepreneurial Development launched www.womenbizrelief.com to assist women entrepreneurs in the hurricane ravaged South by extending resources and support. The website provides both resources for women business owners needing to rebuild their devastated businesses, as well as offers information for those who wish to donate resources to these women in need.

DEBORAH LEVY NEIMARK SCHOLARSHIP AWARD

Each year, the Fort Lauderdale/Broward County NAWBO Chapter awards scholarships to two female students pursuing a degree in higher education. The scholarships are awarded for academic excellence, financial need, and community involvement. This fund is fully supported by our monthly raffle drawings. All raffle prizes are donated by our members. You can help a deserving student pursue a dream by purchasing your raffle tickets and/or by donating a raffle prize.

EDITOR'S NOTE

Please feel free to e-mail Newsletter Editor Linda Firestone of The Write Connections at thewriteconnections@bellsouth.net to contribute information for the next issue.

**Ads are from NAWBO's Corporate Partners - companies that support women business owners.
Call 954 232-5388 if you are interested in becoming a Corporate Partner**

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Frances Nathanson
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954-983-1266 Fax
frances.nathanson@regions.com

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

BUSINESS NEWS

WOMEN-OWNED FIRMS WITHOUT EMPLOYEES GENERATED \$167 BILLION BETWEEN 1992 AND 2004

A new study released by the Center for Women's Business Research shows that between 1992 and 2004, privately held, women-owned businesses without employees generated \$167 billion in sales. These firms are growing at twice the rate of all U.S. non-employee businesses, 18 percent versus 9 percent.

California has the largest number of privately held, women-owned non-employee firms, followed by Florida, New York, Texas, Illinois, Michigan, Ohio, New Jersey, Pennsylvania and North Carolina.

The largest share of women-owned businesses without employees is in the services sector. However, the study shows women are making inroads into other industries, accounting for 13 percent of retail trade; 9 percent in finance, insurance and real estate; 2 percent in construction; and 2 percent in transportation, communication and public utilities.

The study further illustrates that 81 percent of all privately held, women-owned firms in the U.S. do not have employees. In 2004, there were 5.4 million of these firms. Florida was found to be among the top 10 fastest growing states in this category.

ACCESS TO MARKETS

Statistics compiled from The Center for Women's Business Research

- Although 60% of Fortune 1000 companies spend \$1 billion or more with outside suppliers, as of 2003, women's business enterprises captured on average only 4% of this market share.
- Women's businesses that target corporate markets receive almost half their revenues (48%) from large corporate contracts.
- Women-owned businesses with \$1 million or more in revenues are more likely than smaller women-owned businesses to have large corporations (34% vs. 12%) and government (17% vs. 5%) as their primary clients.

NEW WOMEN'S BUSINESS WEBSITE

The U.S. Small Business Administration recently announced the launch of a new website, MY BIZ for Women — <http://www.SBA.gov/women>.

This website is designed to provide comprehensive business information and assistance to women entrepreneurs.

The portal includes information on starting and growing a small business, gaining access to capital, contracting opportunities, SBA resource partners, and other resource information.

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Are you ready to take your business and life to the next level?

- Master all areas of your life – have it all.
- Create greater success and less stress.
- Be focused and enjoy peace of mind.
- Experience fulfilling relationships.
- Release fears and sabotage patterns.
- Discover and realize your vision.

Self Discover Group LLC www.SDLifeMastery.com



www.marbleoftheworld.com

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mmayo@marbleoftheworld.com

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



NAWBO®

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

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Sherry Holop
Car Finders of South Florida
954-290-5737

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.

If you are a woman business owner, join us. Let your voice be heard.

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 have 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 _____

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

Send to: NAWBO Rachael Bender • 319 NE 19th Ave. • Pompano Beach, FL 33060
Tel: 954-283-8092 • Email: rachael@benderconsulting.com



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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
- 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 _____