



# NAWBOtime



NATIONAL ASSOCIATION OF  
WOMEN BUSINESS OWNERS

APRIL  
MAY  
2007

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## SAVE THE DATE!

### April 12-13, 2007

National Forum on Women in  
Executive Leadership  
Arlington, Va.

### April 12-15, 2007

AARP Foundation Women's Leadership  
Circle Summit  
Tucson, Ariz.

### May 31-June 2, 2007

NAWBO Women's Business Conference  
Westin Peachtree Plaza  
Atlanta, Ga.

### June 14-16, 2007

Global Summit of Women  
Berlin, Germany

For more information on these events,  
visit [www.nawbo.org/events](http://www.nawbo.org/events).

## PRESIDENT'S MESSAGE

Spring is in the air, and those of us from the north are especially grateful for this beautiful time. It also means summer can't be far behind and NAWBO's Annual Women's Business Conference in Atlanta, May 31-June 2, is a terrific way to kick off the season.

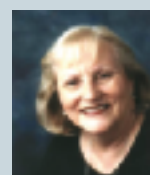
Conference Committee Chair Desma Reid-Coleman and her hardworking group have organized a fantastic conference. Partnering with generous sponsors, the committee has created a conference that will present the very best speakers, provide valuable networking opportunities, and offer unlimited shopping in the exhibit hall—plus a lot of fun along the way! The Wachovia Connections Lounge will provide a space to meet and greet your sisters from around the country. Former players and current trainers of the WNBA will be leading exercise sessions every morning. Women entrepreneurs from around the globe will be joining us, thanks to the efforts of our International Forum, and the Make Mine a \$Million Business program will supply plenty of suspense and excitement.

Conference registration will open on Wednesday, May 30 as the Presidents Assembly gathers for one-on-one work sessions. Thursday, May 31, we'll get right into the business of NAWBO with forum and Presidents Assembly meetings, then the opening luncheon with speaker Donna Orender, president of the WNBA. Please join us to cheer

on your new leaders during the NAWBO Board Installation.

By Thursday afternoon, the conference will be in full swing with a variety of educational sessions, the exhibit hall open, a new member/first timer welcome, an outgoing chapter presidents debriefing, and our NAWBO PAC meeting, topped off by a special reception hosted by NAWBO Atlanta. Bring your best duds for the Friday night gala and awards presentation, and plan to attend Saturday's keynote luncheon with author and business owner Patricia Russell McCloud. There's so much going on I don't have room to describe it all here. Visit [www.nawbo.org/events](http://www.nawbo.org/events) to download the complete agenda, then register, and get ready to be wowed.

This conference is all too exciting to keep to ourselves. Tell your peers, tell your friends, tell your NAWBO sisters. Several chapters are chartering buses to come to Atlanta. Bus, car, train, plane—however you get there, we look forward to welcoming you. You'll return home with new ideas, new information, new friends, and new opportunities. I can't wait to see you all in Atlanta.



Carol Kuc, CMP, 2006-2007 NAWBO President

## NAWBO NATIONAL ADVISORY COUNCIL EXPLORES GOURMET KITCHENS

NAWBO's National Advisory Council meets twice each year to discuss items of strategic importance to the organization. The NAWBO NAC is composed of women business owners and senior executives from corporations that invest in NAWBO programs and services. The NAWBO NAC met in

March 2007 at Gourmet Kitchens, Inc., owned by NAWBO Chicago and NAWBO NAC member Lisa Johnson. Shown here are the council members suited up for a tour of GKI's food production facilities.



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Women Mean Business®

## 2007 PUBLIC POLICY DAYS INSPIRED MEMBERS TO BECOME ADVOCATES



NAWBO President Carol Kuc and other members traveled to Capitol Hill via Metrorail.

In late February, NAWBO members from dozens of chapters across the country convened for 2007 Public Policy Days. Attendees heard from Congresswoman Eleanor Holmes Norton, who encouraged continued advocacy, and Chris Brunone of BlessingWhite on how to become an effective leader. Breakout sessions on Federal contracting, international business, and candidate training motivated participants to try something new.

The Presidents Assembly and Strategic Forums shared their accomplishments and their goals for the coming year. Event participants reconnected with old friends, established new contacts, and demonstrated their commitment to serving as leaders.

With more than \$10,000 raised for the NAWBO Political Action Committee (PAC), attendees also showed their dedication to supporting women leaders in public office. NAWBO members brought their issues to Capitol Hill by meeting with their members of Congress. During more than 40 legislative visits, NAWBO members urged lawmakers to push for increased Federal procurement for women business owners, access to affordable healthcare, and equitable tax treatment for small businesses. United with one purpose, NAWBO members made a truly remarkable impact that will help affect positive policy change.

NAWBO members share highlights from the event:

"My favorite part of Public Policy Days was the reception and time spent networking and sharing. I always enjoy meeting other dynamic women business owners from across the country, learning about their businesses, and

sharing common experiences. To me, that was the most valued aspect of the weekend, and it clearly confirmed that we're all pretty hot stuff!"

—Jennifer Collins, The Event Planning Group



Julie Weeks in Senator Olympia Snowe's office.

"I had to change dates on a speaking engagement in order to attend Public Policy Days and doing so was the right choice for me. There, I was able to directly speak to staff people from the Hill who work on the sub-committees on small business in the House and Senate and meet

the new SBA Deputy Director, Jovita Carranza. From them, we learned how NAWBO members can function as an important resource in helping our legislators put faces and stories up front and center because it helps counter the moneyed lobbies that dominate and sometimes write the legislation that can be destructive to our interests. Then there was the Oscar Party, the shopping..."

—Linda Bollinger, Boardroom Bound

## TV INTERVIEWING 101: WHAT EVERY REPORTER WISHES YOU KNEW

You did it. You came up with a story idea, created a fabulous press release, pitched your local TV news, and now a news crew is headed to your office to get a sound bite. What the heck happens next?

First, you hear so many stories about what to wear. It's very simple. Wear clothes that make you feel like a million bucks. Within that million dollar mindset, stay away from loud patterns. You don't want your clothes to upstage your expertise. Trust your gut. You know what makes you feel good and what makes you feel confident. As a first interviewee, wearing that power suit helps make you feel more grounded. Stay away from dangling earrings and big jewelry, too. You don't want the news program to focus on your orange and purple necklace.

Once the reporter and camera person arrive, they will immediately start looking for a place to do the interview. Have a few room options ready for them so they can choose which one has the best lighting, background, etc. The reporter's time constraints will determine if you'll be interviewed standing up or sitting down. Have two standard chairs, that don't move back and forth, ready for quick access.

During a standing interview, the TV crew will guide you where to stand. Square your shoulders so you are facing the reporter. Same is true for sitting. Whether sitting or standing, always look at the reporter unless told otherwise.

The reporter will ask you your name and title. Say your first name, last name, and then spell it. Say your title and name of company, spelling those, too. It'll go like this:

**Reporter:** "Give me your name and title and spell it."

**Shawne:** "My name is Shawne Duperon, S-h-a-w-n-e D-u-p-e-r-o-n. I'm the CEO of ShawneTV. ShawneTV is S-h-a-w-n-e, capital T, capital V, all one word."

This spelling isn't necessarily for the reporter, but for the editors back at the newsroom. You want to help them get it right.

The reporter will start asking questions. Answer approximately three to four sentences at a time. Breathe. Slow down. Your game is to provide a 7-12 second sound bite. These short sound bites are what reporters need, and it's your job to meet that need.

Let's say the reporter has come to my office to do a story on networking.

Here's how it'll go:

**Reporter:** "What is the biggest mistake people make during networking?"

**Shawne:** "The biggest mistake people make during networking is they think networking is a one-time exchange with someone new. It's not. Networking is a process, not an event. It's about friendship and generating long-term relationships."

**Reporter:** "Why do you have a seminar called, 'Networking is for Neanderthals?'"

**Shawne:** "Networking for Neanderthals is all about

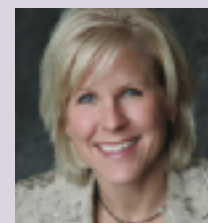
shifting your context for networking. Most of us hate the pressure of having to network. If your context is focused on making friends and helping them, rather than desperately trying to find business, you will become super attractive. The pressure is gone and the business starts miraculously coming to you."

**Reporter:** "So, what do you teach that's different?"

**Shawne:** "My mantra is 'It's not about you.' It never has been. It never will be. When you can attend a networking event and are fully engaged and interested in other people ... not promoting YOUR business onto others ... people will be naturally attracted to you. It's magical how it happens."

Notice my answers are short and sweet. I answer the question comfortably and confidently JUST LIKE I TALK! Talking normal is the pot of gold. Trying to "talk" for TV sounds like, well, trying to talk for TV.

Here's your homework: Start watching TV news sound bites critically. How do sound bites from experts look and sound? Are they succinct? Credible? Authoritative? Sincere? Do you trust that person? That's exactly what you want to create.



Shawne Duperon is an Emmy Award winning TV producer and gossip expert, who travels across the globe teaching companies how to get on TV. To sign up for Shawne's monthly story-idea ezine, head to: [www.shawnetv.com](http://www.shawnetv.com)

## WITH MOTHER-CHILD BUSINESS TEAMS, "YOU CAN DO ANYTHING"

In honor of Mother's Day, NAWBO celebrates the unique experiences of women business owners who work with their children or their mothers. Hailing from a wide cross section of industries, four NAWBO members reveal how including family members in their businesses creates an environment of support, sharing, and success.



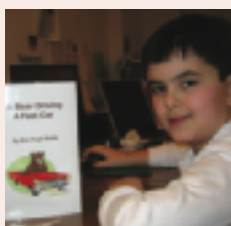
Jessica and Sharon Watkins  
(with fellow trade mission  
participant, Leslie Friedrich)

Sharon Watkins and her 20-year-old daughter, Jessica, have fond memories of their trip to Europe earlier this year. But this voyage over the Atlantic wasn't a vacation. The mother and daughter team met with Dutch and Belgian businesses, networked with government officials, and attended market briefings.

Watkins, president of Telecom Solutions Group, LLC (TSG), a telecommunications company based in Memphis, Tenn., participated in NAWBO's Women in Business Trade Mission, and Jessica, who had begun working part time for her mother in 2006, took a semester off college to join her.

"She always said she never wanted any part of it," remarks Watkins, who didn't expect her daughter to become so involved at TSG. Striving to expand the business and break into international markets, Watkins appreciates the opportunity to share ideas and concerns with Jessica.

Working together at TSG, both women have learned from each other. "Get up every day even though you've been knocked down the day before," Watkins says is the most important lesson she can teach her daughter. In turn, Jessica persuades Watkins to relax. "Calm down. Don't be in such a hurry. She's a little more laid back than I am," Watkins laughs.



Dahlia Benaroya's son,  
Max Ganik

Allowing children to get involved at an even younger age can encourage analytical skills and entrepreneurial thinking. Dahlia Benaroya, president of Dahlia Web Designs, LLC, in New York City, collaborated with her nine-year-old son, Max, to create a new Web site, featuring stories by Max and

other kids. They also publish books by young writers. "We sit and discuss everything together," says Benaroya, including pricing, marketing, and audience perceptions.

Benaroya also stresses the importance of trying new strategies, even if they don't initially succeed. She and Max approached a local bookstore about selling a picture book written by Max, but the store turned them down because the book didn't have a barcode and ISBN number. After exploring other options, Benaroya and her son developed a new hardcover version of the book with a barcode.

"It empowers him," Benaroya explains. She recognizes the valuable lessons he learns by contributing to the business.

"As long as Max is enjoying it, I'll keep doing it."

Melissa Prandi, president of San Rafael, California-based Prandi Property Management, has a similar commitment to supporting the success of her 20-year-old son, Matt Borries. "I want my son to love whatever he does," she says. Like Watkins, Prandi didn't plan for her son to join the company as an adult, but enjoys the fact that he was naturally drawn to working in real estate. "He fits in great here," remarks Prandi. "He has the personality for it."



Matt Borries and Melissa Prandi

She works hard to show other employees that Borries doesn't receive special treatment. If staff members need to discuss a work issue with Borries, she holds him accountable, saying, "Don't call me; tell him." Prandi offers a careful mix of support and challenge. "Things can't come too easy," she states, but also explains that in the dedication of her book, *The Unofficial Guide to Managing Rental Property*, she wrote to Borries, "You can do anything."

Borries himself appreciates his mother's leadership style. "I feel really comfortable at my job," he admits. "She'll also tell me what I need to improve on." Prandi exudes confidence in her son's abilities. "Matt will own this company," she says "There's no doubt in my mind."



Jacque Larriva, Josie Gin  
Morgan, and Lai Kwei Gin

The unique assurance that comes from working with family members allows women business owners to test boundaries. After a long career in higher education, Josie Gin Morgan recently opened a flower shop, Josie's House of Flowers, in the same Tucson, Ariz. building where her parents once

operated a neighborhood grocery store.

Working with her mother, Lai Kwei Gin, and her young adult daughter, Jacque Larriva, Morgan strives to not only run a successful business, but also to make a difference in their underserved community. "We want to be an integral part of the neighborhood," Morgan declares.

Josie's House of Flowers operates successfully by blending the historical with the contemporary. Larriva helped her mother establish the company's infrastructure and assists in deliveries and scheduling. With years of experience as a woman business owner, Gin provides advice, happy to see the neighborhood revived. "She just perked right up when she knew I was going to open up a flower shop," Morgan remembers.

Aided by both her mother and her daughter, Morgan values her unique position. "I feel very fortunate that I'm able to be in the sandwich generation," she says.

By Brynn Grumstrup Slate

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## IT RISKS BUSINESS OWNERS MUST UNDERSTAND

From more efficient recordkeeping to Web sites that bring the world to your door, technology has radically changed the way businesses are run. Unfortunately, many business owners have been slow to change the way they approach risk management, discounting potential dangers posed by those who'd use technology to harm their companies.

Today, virus contamination, unauthorized access to information, and other criminal trespasses are costing businesses billions of dollars each year. This new breed of misconduct threatens the privacy of customers, the efficiency of operations, and the financial stability of businesses everywhere.

Most business owners assume they're protected by security software and other internal controls. In reality, many of those safeguards are inadequate because they're outdated, installed incorrectly, or bypassed easily by determined hackers. What follows are a few of the most common technology risks that every business owner should understand.

**Privacy.** Customers trust your company with personal information that could, if compromised, lead to identity theft. Most client database and spreadsheet programs used by smaller businesses are vulnerable to attack because they operate in an open format – meaning nothing is done to disguise or protect the information. An investment in encryption hardware and software, as well as a properly installed and maintained firewall, can guard this information the way your customers would expect.

**Malware.** There are thousands of varieties of malicious software, or malware, lurking in cyberspace. From viruses that cause computers to behave erratically; to Trojan horses that delete files; to spyware that collects personal information without your knowledge or consent; your computer system is exposed constantly to serious, external threats.

Antivirus and anti-spyware software is readily available to fight hackers. The key is to keep the software updated once it's downloaded, because hundreds of new viruses are unleashed each month. If you're not taking the time to ensure your protection is current by downloading and installing available updates, your system is defenseless against newer and potentially more dangerous intruders.

**Wireless networks.** The cost, convenience, and flexibility of wireless networks have made them popular among small business owners. However, the airborne nature of these networks leaves them exposed to hackers both inside and outside the walls of your building. Sensitive information may be plucked from the airwaves and intentionally static-jammed airwaves can shut down entire networks.

If you must use a wireless network, don't rely on the router's default settings. Use hard-to-guess passwords at each access point. Adjust the signal strength and direction at each access point so that information is not being broadcast far beyond your walls. And

sweep for rogue access points regularly, banning any unauthorized users.

**Web site content.** Whether your Web site was designed internally or by a hired vendor, you need to ensure your message is not being communicated using someone else's copyrighted photographs, artwork, or words.

If your site is challenged successfully, the copyright owner could be awarded damages for lost profits plus any profits the court decides your business earned as a result of the infringement. It's possible the court also could award statutory damages of up to \$150,000 per infringement. And that doesn't count the thousands of dollars your company could spend in defense attorney fees.

**Employee theft.** The greatest threat to confidential information may actually be on your payroll. Employees increasingly are pilfering everything from procedure manuals to customer lists and sensitive competitive data. Thanks to MP3 players and small storage devices, it's become easier than ever to download information and sneak it off the premises.

Tracking software is available to help you determine who is accessing certain files. The time to install such software – and notify employees of its use – is before you discover former employees are marketing competitive products and services to your client base.

It may not be possible to eliminate all technology-related risks, and it is well worth your time to discuss these risks with your insurance agent or broker. Specialized insurance products offer an added measure of protection. In short, while IT risks may be complex, a few simple actions could enhance your protection and reduce your exposure, possibly saving you and your customers both money and heartache.



Kathy Drengler is a National Underwriting Director for the Technology Underwriting Group at CNA Insurance. In this capacity, she has operational responsibility for the introduction of CNA's new product, NetProtect Essential<sup>SM</sup>, a cyber liability product that addresses exposures faced by businesses arising out of network damage and the resulting privacy injury and identity theft, for the small to medium-size business.

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## COMMITTEE ORGANIZES CONFERENCE FOR 'GROWING LEADERS, GROWING BUSINESSES'

The Annual Conference Committee is striving to make the 2007 Women's Business Conference the best ever! Working with this year's theme—Growing Leaders, Growing Businesses—the committee has organized a full schedule of stellar programming to help NAWBO members and friends enhance their leadership skills and align their businesses for growth.

Members of the Conference Committee were selected to represent a wide cross section of chapters, forums, and the President's Assembly. Michele Jerome, NAWBO Deputy Executive Director, has provided valuable input and direction. The committee had an effective and synergistic meeting in October 2006 at the conference site—the Westin Peachtree Plaza in Atlanta, Georgia. Connecting through strategic conference calls and ongoing meetings, the committee will continue its work until NAWBO members gather in Atlanta for the May 31-June 2 event.

View the conference agenda at [www.nawbo.org/events](http://www.nawbo.org/events). Please check in with your chapter leadership regarding incentives that will inspire you to register early. We can hardly wait to see you there!

*By Desma Reid-Coleman, 2007 Women's Business Conference Chair*



2007 Conference Committee (clockwise around table): Desma Reid-Coleman, Pam Murff Jackson, Deborah Latham, Susan Chaires, Debra Mason, Julie Weeks, Tina Majors, Cynthia McClain-Hill, Michele Jerome, Joanne Quinn-Smith, Amy Smith)

# A NEW GENERATION OF KENYAN WOMEN ENTREPRENEURS



Mary Schnack (center) with the founding members of KAWBO

NAWBO members know what a difference dedicated women can make to an entire culture. A small, but committed group founded the National Association of Women Business Owners in 1975 to meet the growing needs of U.S. women entrepreneurs for resources and support as they worked to overcome economic and social obstacles to success. More than 30 years later, the United States boasts 10.4 million women-owned businesses, contributing \$1.9 trillion to the nation's economy.

As business becomes increasingly global and markets continue to evolve, women entrepreneurs around the world are making waves of their own. The Kenya Association of Women Business Owners (KAWBO) has been several years in the making. With its roots in a 2004 meeting of the African Women Entrepreneurship Venture

Capital Forum in Brussels, Belgium, the organization was developed further with the guidance of Amanda Ellis of the International Finance Corporation's (IFC) Gender Entrepreneurship Markets initiative. Ellis worked with KAWBO's current chairperson, Aoko Midiwo-Odembo, owner of Legacy Books in Nairobi.

NAWBO member Mary Schnack, co-chair of the International Forum, also assisted in KAWBO's formation through her correspondence with KAWBO co-chair Eva Muraya, who attended NAWBO's 2006 Women's Business Conference. Schnack recently visited Kenya and attended a KAWBO meeting with 25 local women entrepreneurs. "These contacts have helped us to become a viable association of women in business, which is committed to growth as we slowly and carefully increase our membership," explains Midiwo-Odembo.

According to "Voices of Women Entrepreneurs in Kenya," a May 2006 report published by IFC and The World Bank, improving opportunities for Kenyan women may help increase the country's revenue. Women-owned businesses already make up nearly half of all small- and medium-sized companies in Kenya. KAWBO hopes to play an active role in advancing the status of women-owned firms. "It is a forum for what is referred to as a 'new' generation of Kenyan women entrepreneurs committed to growing their businesses," states Midiwo-Odembo.

NAWBO plans to support KAWBO's efforts by offering mentoring, resources, and advice on both business ownership and association expansion. Muraya is one of three international women entrepreneurs who came to NAWBO's 2006 Women's Business Conference thanks to a scholarship through NAWBO's partnership with the One Shared World<sup>SM</sup> campaign. The experiences shared and knowledge exchanged between these women and NAWBO members created an increased desire for collaboration. This year, NAWBO chapters are encouraged to get involved by contributing funds to bring KAWBO members to the 2007 Women's Business Conference in Atlanta, Ga. NAWBO Lakeland (Fla.) has already committed to sponsoring one KAWBO member.

As KAWBO continues to develop and work to meet its goals, NAWBO's support will be invaluable. "The women entrepreneurs from Nairobi are excited about the formation of KAWBO and look forward to learning from NAWBO on how to establish a successful association," says Schnack.

If your chapter would like to help bring a KAWBO member to the 2007 Women's Business Conference, contact Mary Schnack at [mary@communicationbridges.com](mailto:mary@communicationbridges.com) or Brynn Slate at [bslate@nawbo.org](mailto:bslate@nawbo.org).

## MAKE MINE A \$MILLION BUSINESS<sup>®</sup> RETURNING TO NAWBO'S ANNUAL CONFERENCE

After a successful partnership at last year's conference, Count Me In is bringing the Make Mine a \$Million Business<sup>®</sup> program to NAWBO's 2007 Annual Women's Business Conference in Atlanta!

Count Me In believes in women and the economic power of women-owned businesses. They also know women-owned businesses achieve success faster when supported by a community of people who believe in them. To help that happen, Count Me In and founding partner OPEN from American Express<sup>®</sup> launched Make Mine a \$Million Business – a national movement inspiring one million women entrepreneurs to reach one million dollars in revenue by the year 2010.

The impact of reaching their ambitious goal would be to create over 4 million new jobs and \$700 billion in economic activity. With 97% of all women-owned businesses in the U.S. reporting less than \$1 million in revenue, there is a lot of room for growth. The Make Mine a \$Million Business program connects women entrepreneurs to pathways to business growth through mentoring and best practices, provides ways for big corporations to invest in small business success, and inspires women to expand their vision of what is possible.

Adopting a million-dollar mindset is critical to building a million-dollar business and joining the Make Mine a \$Million Business community is a first step. The Make Mine a \$Million Business program awards high-potential women entrepreneurs to receive mentoring, marketing, money, and technology resources to help women-owned businesses cross the million-dollar threshold.

Sandi Webster, Vice President of Diversity at NAWBO's New York City Chapter and a 2006 Make Mine a \$Million Business awardee, can testify to the benefits of being part of the community and going through the award process. Her business, Consultants 2 Go, LLC, offers marketing and sales consulting services and analytic solutions to clients throughout the country. In addition to being an awardee, Sandi has the unique distinction of being one of only eight Make Mine a \$Million winners who have surpassed the critical benchmark of \$1 million in annual revenue. She credits the program and the awards from its corporate sponsors with helping take her business to that level. "We really pushed hard to hit the million after winning because we knew it would support us and help us grow even more. It makes such a difference to be a part of a group of women that are so focused. Being validated by Count Me In really makes a difference."

Twelve other NAWBO members were awarded packages in 2006. They are Mary Ardapple, Cynthia Ivie, Valarie King-Bailey, Fiona Macaulay, Theresa Daytner, Julie Fogg, Patricia Kelly, Diana Mercer, Sharon Shaheed, Phoebe Simpson, Maureen Borzachiello, Theresa Hinton, and Vanessa O'Neill.

Up to 14 winners will be selected at the Women's Business Conference in Atlanta. The awards package will include:

- One year of mentoring from a team of coaches and business experts from **Count Me In**.
- \$50,000 in financing guaranteed by Count Me In and **OPEN** from American Express.
- Services and consulting from **AIG** to help with work/life

balance issues, small business insurance needs, and financial planning.

- Smart Business Communication network from **Cisco Systems** valued at up to \$20,000 complete with installation and support for one year for select awardees.
- Discounts on shipping from **FedEx** plus mentoring services and valuable credits, which can be redeemed for select shipping and office and print services.
- Easy-to-use business and financial management software from **Intuit** as well as expert consultation, education, training, and resources.
- A marketing consultation from **QVC** and the opportunity to appear on the network if products are appropriate.

Applications to the program are due by May 9, 2007, and can be submitted at [www.makemineamillion.org](http://www.makemineamillion.org).



*Make Mine a \$Million Business is a program of Count Me In for Women's Economic Independence, the leading national not-for-profit provider of on-line business loans and resources for women entrepreneurs, and founding partner OPEN from American Express. Our goal is to drive one million women-owned businesses to \$1 million in revenue by 2010.*

*Learn more about the Make Mine a \$Million Business program, register to join the community, and apply for a program award at [www.makemineamillion.org](http://www.makemineamillion.org).*

# BE BOLD, BE BRAVE: AN INTERVIEW WITH DONNA ORENDER, PRESIDENT, WNBA



NAWBOtime interviewed WNBA President Donna Orender recently. Orender will speak at NAWBO's 2007 Women's Business Conference in Atlanta, Ga. To view the conference agenda, visit [www.nawbo.org/events](http://www.nawbo.org/events).

*Donna Orender was named president of the Women's National Basketball Association (WNBA) in February 2005. Bringing more than 20 years of sports business experience, she oversees all business and league operations for the league. Prior to joining the WNBA, Orender spent more than 17 years with the PGA Tour, serving most recently as Senior Vice President of Strategic Development in the Office of the Commissioner. While at the Tour, Orender was responsible for the development and management of strategic direction across all business lines, including new media, internet, advertising, and brand management. Among her many accolades, Orender was named to the prestigious Sporting News' annual "Power 100" list in 2005, as well as FoxSports.com's "Top 10 Most Powerful Women in Sports" list. She became the first woman honored by the UJA-Federation of New York's Entertainment, Media & Communications Division for her loyal and longstanding dedication to community in March 2006.*

**NAWBOtime:** As a business innovator, what advice do you have for women entrepreneurs on growing their businesses?

**Orender:** In any business, you need to be bold and be brave. It doesn't hurt to be smart!

**NAWBOtime:** What lessons have you learned from being an All-American athlete that you now use in the business world?

**Orender:** It is important to be proactive and get as much input as possible in the decision-making process. I always do research and get background information before I head in one direction, but at the same time I don't get paralyzed by the overwhelming amounts of information.

**NAWBOtime:** In the male-dominated world of sports, what innovative ways has the WNBA marketed women in sports?

**Orender:** The WNBA is a league about inspiring confidence in yourself and the game. The WNBA uses personal marketing with a personal touch. We rely on personal connection and role modeling. All these techniques can be translated to the business environment. This marketing effort is working because the WNBA is a sports league that reaches out to women between the ages of 9-54 and more than 60 percent of those in attendance at games is women.

**NAWBOtime:** Do you have a mentor, and how has that mentor helped shape your career?

**Orender:** I have pulled experiences from different people along the way. Each of these people has influenced me

at different times of my life and career. I always like to partner with someone who is helpful and insightful and accepts me for who I am. I truly believe that mentors are a powerful tool in the business environment.

**NAWBOtime:** What advice do you have for young women considering business ownership?

**Orender:** My advice is to "plow on." The world is full of opportunities for people with great ideas and passion and who are disciplined to reach their goals. When you run a sports league, the only professional women's team sports league, I have to respect the leadership position I am in and work to inspire women in business as well as in all areas. In my position, I need to help pave the way for women so they will benefit and one day lead the way.

With the WNBA being such a broad-based platform—one in two girls plays basketball, and ESPN and other media outlets are spotlighting women in sports more so than ever before—I try to keep my shoulders as light as possible—equally balancing each side with trusted advisors, colleagues, and tough decisions.



## MEMBERSHIP SURVEY REVEALS TOP ISSUES FOR WOMEN ENTREPRENEURS

In 2006, NAWBO commissioned the Center for Women's Business Research to conduct its bi-annual survey of NAWBO membership. A total of 846 women business owners responded to the survey between September 9 and 21, 2006. The membership survey covered a variety of topics such as volunteer participation, issues facing women business owners, business operations of NAWBO members, and their sense of value of their NAWBO membership.

**Business and Economic Outlook for 2006.** In 2006, the majority of NAWBO members (59.0%) believed that the economic and business conditions in the United States by the end of the year would be stable. One in five (20.4%) were very optimistic, indicating that the situation will be better than it is today, while a similar proportion (20.1%) were pessimistic, indicating it would be worse.

However, when it comes to the health of their own businesses, NAWBO members continue to be optimistic. Similar to 2004, the majority (63.6%) believed that their business would be better than it is today, while 33.6% thought it would be the same and only 3.8% believed the situation of their business would worsen.

**Top Business Issues Facing Businesses.** Similar to 2004, the top three issues facing the businesses of

NAWBO members this year were business expansion, marketing, and cash flow.

Over half (52.2%) of NAWBO members chose "expanding my business" and "marketing my business" as one of the top three issues currently facing their business, while 45.5% ranked "cash flow, meeting day-to-day expenses" as one of the three most important issues. More than one in five reported that "client or customer budget constraints" (22.7%) or "time management" (22.5%) were one of the top three issues for their business, while 18.7% indicated that "competition" was one of the three most important issues.

**Technology and E-Commerce.** The vast majority of NAWBO members use some kind of technology in their businesses. The Internet is the most popular one (used by 97.5%) of NAWBO members, followed by desktop computers (89.6%); Web site (82.6%); and laptop-notebook computers (79.2%).

**Growth Orientation and Plans.** The majority of NAWBO members (70.3%) prefer their business to be a size they can manage by themselves or with a few key employees, while 29.7% want their business to be as large as possible.

**Politics and National Affairs.** The majority (68.8%) of NAWBO members are interested in politics and national affairs. Nearly one-third (30.5%) were very interested and 38.3% were somewhat interested. Fewer than one in four (23.1%) were only slightly interested and 7.7% indicated they were not interested in this subject. Just over half (51.2%) of the respondents indicated that they had voted in fewer than half of the different elections in which they had been eligible to vote in the past few years and 32.2% in about half of them. Approximately 7% voted in all or most of them (7.1% and 7.2% respectively).

**NAWBO Membership Benefits.** NAWBO members continued to express a sense of value from their NAWBO membership. Similar to 2004, the aspects of the membership that respondents found most valuable in 2006 were: learning from other women business owners (75.9%); making business contacts (74.3%); friendships made (65.6%); helping other women business owners (64.7%); network of support (62.9%); personal growth (54.6%); and business education and training (46.6%).

To receive a copy of the full report, contact Samantha Rice at [srice@nawbo.org](mailto:srice@nawbo.org).



# THE WILD ROLLERCOASTER RIDE OF BUSINESS OWNERSHIP

We all have experienced the high highs and the very low lows of having our own businesses. The ups and downs of business ownership are, much like a carnival ride – that exhilarating anticipation of the steady climb, the unexpected dips and turns that leave us shaking and sweating, and that sense of relief when we reach those calming last moments, realizing we are safe after all.

I started my own business, a marketing consultancy specializing in start-ups and transformations, about three years ago. I realize that I am, in some respects, still on the “kid’s coaster.” I make a point of talking to other women business owners who have been on the ride for much longer than I have and have risked more in getting there. Every woman I talk to, however, confesses to living through those moments when she is tempted to “get off the ride or get out of the park completely.” Owning one’s own business is not for the faint of heart.

So, how do you learn to enjoy the ride and stay calm through those especially terrifying plunges?

The sources of anxiety for any business owner seem to be universal. Unanticipated competitive threats, financial or staffing issues, massive downturns in business driven by inability to source new customers and keep current ones, and family or life pressures all can contribute to an owner’s “mood swings.”

Looking at the above list, business owners need to separate the controllable factors from those that creep up on them unexpectedly. A solid business plan, a group of trusted advisors you can turn to in good times and bad, and an outlet for your day-to-day anxieties (be they professional or personal) are all necessities.

Here are just a few principles that can help you enjoy a smoother ride:

## **Have a sense of future purpose—and past history.**

Develop a solid plan for where you’re going. When you feel like you’re not getting there fast enough, remind yourself of all those things you’ve been able to accomplish in the past. Reflect on those tough times—both personal and professional—that you’ve been able to survive through creative solutions and inner strength.

**Keep your plan alive.** Once a month, review all the successes and challenges from the past month and market forces that are having an impact on your business. Develop specific goals for the following month, based on that knowledge. Make sure you are factoring in any positive and negative feedback you receive from customers. Ensure you are balancing the good, the bad, and the ugly in reviewing your progress. You may be amazed at how many positive things can happen over 30 days. This process is especially important for small businesses, privately-held companies and solo-preneurships, where you may not have a board or investors to report to.

**Don’t panic or fall into inertia.** You need to be clear-headed, strategic, focused, calm, and positive to solve business problems. Analyze what has been going on in your business or in the market that’s thrown your progress off course. Simply rehashing your current state or falling into despair are not productive activities.

**Avoid “toxic people.”** When you know that your business—and self—are struggling, the last thing you need is a “doom and gloom” colleague to contribute to the anxiety. Surround yourself with people who are realists, but can work with you to make positive changes.

**Seek out inspiration.** Listening to stories from business owners who have overcome significant odds or recovered from huge challenges helps you realize that others have faced and survived the types of issues you’re tackling. Professional conferences, networking events, and other

industry and social gatherings are great sources for new ideas.

**Walk away for a little while.** I am not suggesting that you simply abandon your business, but you can often problem-solve better when you are not burdened by day-to-day responsibilities. Schedule a day when you have no meetings, no significant obligations, and no tactical distractions. Use that time to problem-solve.

**Get—and stay—in balance.** Eating well, exercising, getting enough sleep, and making time for friends and fun all can elevate your mood. Schedule regular mind-clearing activities much the way you schedule business meetings. Resist the urge to cancel them when life gets hectic. Even a half an hour at the gym, contemplating your goals and getting those endorphins flowing, can be time well spent.

Most important, remember that all businesses and business owners have been on that rollercoaster. If you are truly not comfortable with the ups and downs, business ownership may not be the right path for you. Be honest with yourself and your tolerance for the low points, twists, and turns.

With time, many business leaders learn to thoroughly enjoy the ride. In fact, they seek out even more thrilling challenges.



Nancy A. Shenker is a NAWBO member and Founder and Principal of theONswitch ([www.theonswitch.com](http://www.theonswitch.com)), a New York-based marketing consultancy, specializing in start-ups and businesses in a critical growth phase. The company’s proprietary process revolves around the four key phases of business-building: Imagine, Focus, Buzz and Profit. Shenker can be reached at [nancys@theonswitch.com](mailto:nancys@theonswitch.com).

## WOMEN IN BUSINESS TRADE MISSION TO EUROPE CREATES CONNECTIONS

In February, NAWBO partnered with the U.S. Commercial Service to lead a women-only trade mission to the Netherlands and Belgium. Ten women-owned businesses participated in matchmaking, networking, and receptions with government officials and local women’s organizations.

On average, each company had seven matchmaking sessions in the Netherlands and four in Belgium, and after returning to the United States, each business followed up on seven pending deals. With all of the participants happy to recommend the experience to another NAWBO member, the mission can certainly be classified a success. If you are interested in joining a future trade mission, contact Brynn Slate at [bslate@nawbo.org](mailto:bslate@nawbo.org).

The trade mission participants included:

- Lisa Phillip, Hybas International, Houston, Texas
- Leslie Friedrich, Friedrich Software Resources, LLC, Houston, Texas
- Regina Mead, Paragon Slate, Co. LLC, Trumbull, Conn.
- Shaila Mistry, Jayco Interface Technology, Corona, Calif.
- Sharon Watkins, Telecom Solutions Group, LLC, Memphis, Tenn.
- Joanne DeMartini, Jump Apparel, New York, N.Y.
- Farahnaz Shobeiri, Feri La Maison de Beaute, Fairfield, Conn.
- Pamela Kahn, Genoa International, Missouri City, Texas

- Debra Murray, Blue Spring Int’l, LLC, Oklahoma City, Okla.
- Ruma Poulsen, Third Millennium Business Sys., Inc., Los Angeles, Calif.



Trade Mission delegation at the Fashion Museum in Antwerp



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