



E-Newsletter

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Comments or questions?
Interested in sponsoring or advertising in an issue of the NAFE E-Newsletter? Contact **Paula Damiano**, newsletter editor, at paula.damiano@nafe.com.



Welcome from **Betty Spence**, President of NAFE. [Photo: Dr. Betty Spence (left) with Marilyn Johnson of IBM (right) at recent NAFE Conference in Laguna Niguel, California.]

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NAFE Breakfast Club in

Atlanta. Save the date - April 12th - for another outstanding NAFE breakfast event. The speaker will be **Kathi Elster**, co-author of *Working with You is*

Killing Me. She will help you free yourself from emotional traps at work, presenting "a highly practical and easily implemented guide to making the situation workable," relevant to entrepreneurs and corporate employees alike. The event will be held at the Hyatt Regency in Atlanta. Great presentation - plus outstanding networking opportunities. Go to the **NAFE website** to register now!



Use of NAFE Logo and Link-Policy Change. We're happy to announce a change in policy regarding the use of the NAFE logo on your individual websites. Active NAFE members may now identify their affiliation with our organization - and help us promote NAFE - by placing our logo and link on your site. Request logo permission via email to **Paula Damiano**, Manager, Membership Development & Communications and editor of the NAFE E-Newsletter. Once we've confirmed your active membership status, we'll send you the artwork and URL.

FEATURED BENEFIT



Discounted Movie Tickets and Movie Rentals Nationwide

Save with discount movie tickets from major movie theatres across the United States because you are a valued member of the National Association for Women. Participating Theatres chains include AMC Theatres, Regal Cinemas, Cinemark Cinemas, Hollywood, Landmark and more! Visit your [NAFE Member Benefits Website](#) for details.

You can also save 20% on movie rentals from Blockbuster! Click [here](#) for details.

NAFE WEB TIP

Visit our ever-expanding [Calendar of Events](#) for opportunities around the country. The new Search function makes the Calendar even more useful and accessible. Use the Event Submission Form online to let us know about events in your area.

WORDS TO WORK BY

"I am the original new woman... I have made it possible for the bicycle girl to wear



SPECIAL OFFER FOR NAFE MEMBERS
Subscribe to Working Mother
and save 75%



Announcements & Opportunities



Theatre Ticket Discount.

Celebrating the real-life story of legendary Irish Chieftain Grace O'Malley, ***The Pirate Queen*** combines classic storytelling and a sweeping score with the

powerful, vibrant traditions of Irish dance and song, to create a new musical event and an epic romance. See Boubllil and Schönberg's *The Pirate Queen* on Broadway, a new musical from the creators of *Les Miserables* and *Miss Saigon* and the producers of *Riverdance*, for as low as \$59.50! Visit

<http://www.thepiratequeen.com/land/tickets> to find out how.

Free WIPP E-Newsletter. As a coalition partner of Women Impacting Public Policy (WIPP), NAFE members are represented full time on the issues that impact your business health and growth. As a NAFE member, you are eligible to receive the weekly *WIPP Instant Impact*. The newsletter brings you up to date on all the issues WIPP is working on, as well as program, educational and campaign opportunities - and often seeks critical input from you on issues through surveys and Action Alerts. Sign up now to help set public policy for your business!

Car Talk for Women. NAFE member **Sheronde Glover** and her company Car-Buy-Her will be hosting their first Auto Buying and Maintenance Clinic for Women titled *What Men Don't Want You to Know* on April 21, 2007 in Atlanta, GA. The clinic will provide information and tips to help women become more comfortable and confident as automotive consumers. An all-female panel of automotive experts will offer insight and information on everything from how to buy, when to buy, what to buy relevant to car buying and auto repair. For more information and to register for the clinic, visit the website at www.car-buy-her.com or email sheronde@car-buy-her.com.

Online Women's Business Center. The U.S. Small Business Administration's Office of Women's Business Ownership has a website full of useful resources, including free web-based courses on starting a business, accounting & finance, and business planning. There's also a free library. Take advantage of this no-cost wealth of information!

Glamour Reel Moments. Want to see your real-life story on film? Now in its third year, *Glamour's* short film series is a groundbreaking project that takes real women's stories and turns them into short films directed by and starring some of Hollywood's biggest names. Write up and submit your *happiest moment* by

the abbreviated skirt, and I have prepared the way for the girl in knickerbockers."

Dr. Nancy Walker
- Civil War Army surgeon, only female recipient of the Congressional Medal of Honor, early advocate for women's rights - including dress code reform [Dr. Walker was arrested many times for wearing pants.]

ESSENTIALS

To JOIN NAFE [click here.](#)

To RENEW YOUR MEMBERSHIP today [click here.](#)

Not affiliated with a NAFE network? [Click here](#) to find the NAFE network closest to you.

Are you taking full advantage of your NAFE member benefits? [Click here](#) to see a full list of great discounts and special offers.

Let us know what you want from NAFE. [Click here](#) to send us your comments and suggestions.

As a NAFE member, you are also a member of Women Impacting Public Policy, a bipartisan advocacy group. To learn more, visit www.wipp.org.

To SUBSCRIBE, [click here.](#)

To UNSUBSCRIBE,

March 9th (see website for full details). Great project and great prizes for the winners!

Want To Be on National TV? ABC's *Good Morning America* program is looking to interview women in CHICAGO, DALLAS, DENVER, PITTSBURGH and TAMPA on workplace issues: Women in leadership; Moms starting home-based businesses; Flexibility in the workplace; Generational diversity in the workplace; and Working, but not thriving. To apply, send your name, location (city/state), email address, phone number and brief description of your story or situation to media@womenforhire.com. Please put the CITY in the subject line when responding. In your email, please confirm your willingness to be interviewed on TV.

Member News

Old & New Greeting Cards Wanted. NAFE member **Joyce Luhrs** and her firm Luhrs & Associates are conducting their second annual greeting card drive to support the Adult Day Care Program of Bergen Family Center, a 109-year-old nonprofit organization based in Englewood, NJ. Senior citizens serviced by the program will use the cards to create art projects such as collages, decorative boxes, pictures, and much more. Send cards to Luhrs & Associates, P.O. Box 413, Leonia, New Jersey 07605-0413 by March 10th.

Theresa Anderson has started a new online business. Her primary service is registering domain names and offering products to enhance your personal or business website. She also offers the opportunity for others to have their own online business selling her domain names. For more information about these products, visit her websites at www.TreasuredWebsites.com or www.TreasuredDomains.biz.

Career Development

2007 National Forum on Women in Executive Leadership. The American Strategic Management Institute (ASMI) invites you to hear NAFE President **Dr. Betty Spence** speak at the 2007 National Forum on Women in Executive Leadership in Arlington, VA from April 12-13. This conference will teach women executives in both the public and private sectors how to develop and implement strategies in communication, leadership and teamwork. Join thought leaders and colleagues from across the nation and learn how to develop a work and life balance, implement effective mentorship programs and bolster your professional development. **All NAFE members receive 20% tuition discount.** Visit <http://www.WomenLeadersWeb.org> or call (703) 894-0481 to learn more about the conference or to register.

[click here.](#)

The NAFE E-Newsletter is produced by:
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Womenvista Summit in Arizona. In keeping with AARP's commitment to enhance the quality of life as people age, the AARP Foundation Women's Leadership Circle closely examines the often-complex challenges mature women experience. The Womenvista Summit (April 12-15, The Westin La Paloma Resort & Spa, Tucson, AZ) will include tennis and golf clinics led by Chris Evert and Renee Powell, followed by golf and tennis tournaments. Conference participants will enjoy a festive opening reception Thursday evening. Friday and Saturday will be filled with opportunities to participate in a guided 10,000-step walk, yoga classes, and strength training exercises, which will be followed by interactive sessions with world-renowned speakers on topics covering women's wealth and health.

WomenLead 2007. *If ever there was a time for women to lead, that time is now and the leader is **you**.* This is the theme of WomenLead 2007, an exciting, high-energy one-day conference and cocktail reception being held on May 8, 2007 in Los Angeles with this country's bestselling business authors: Dr. Lois Frankel (*Nice Girls Don't Get the Corner Office*), Dr. Kathleen Kelly Reardon (*It's All Politics*), *Fortune* magazine columnist Anne Fisher, Barbara Stanny (*Secrets of Six Figure Women*) and Carol Frohlinger (*Her Place at the Table*). For more information, visit the website. Use the promo code "NAFE" for a discounted registration fee.

Pathways to Nonprofit Success. On March 13th in Houston, TX, you can master strategies to expand your organization's reach and impact within the communities you serve. Discover ways to get the news media to cover your nonprofit; work effectively with elected officials; and meet the influencers in fundraising and philanthropy-strategies that render results! This breakfast event (8:30-11:00 AM) is hosted by NAFE local affiliate **Entrepreneurial Woman Network.**

mbadiversity.org Fellowship Program - MBADiversity. MBADiversity, a NAFE associate partner, began as a grassroots movement in 2003 and has since evolved into a 501(c)(3) inclusive MBA prep program and professional membership organization. Click **here** to get information about the organization and their popular fellowship program, which includes GMAT prep and scholarships. Application deadline: April 15, 2007 (summer program).

Five Tips

Five Tips to Seal the Deal with Your Ideal Clients

NAFE member **Suzi Pomerantz** is a Master Certified Coach for executives and leaders, CEO of www.innovativeleader.com, and author of ***Seal the Deal: The Essential Mindsets for Growing Your Professional Services Business***, a book that uses a coaching approach to business development to teach coaches, consultants,

solopreneurs, and professional service providers how to find the sweet spot where networking, marketing and sales intersect.

To succeed in finding your ideal clients:

1. Integrate your networking, marketing, and sales activities. Learn the distinctions between these three domains and organize your actions in each area simultaneously. Business development is not a linear, sequential process! Don't wait until your marketing materials are perfect before you get out there networking and selling. Know your message and your offer, meet people everywhere, and make bold requests.

2. Get your head into the game. Business development is about mindsets and attitudes. If you view sales as something unsavory you must do in addition to your "real" work, you will get a predictable set of results. If you find a way to link sales or networking activities to your personal and professional strengths, values, and interests, you can easily integrate business development into your already-successful work processes.

3. Be your most natural self. Your authentic personality is your best tool in the business development process. You cannot mask it with gimmicks, tricks, or sales techniques. Own your unique style, and leverage it into your brand!

4. Know the process, work the process. Selling is a structured, repeatable, predictable process. You can learn the process, learn your own sales cycle time, and leverage the numbers to bypass the emotional attachment to each prospective client or deal. If you are pursuing five leads, you have time to worry about each one and whether or not it is moving forward. If you are pursuing 125 leads, you don't have time to fret over each one - and do have better odds that one (or more) will close!

5. Give up attachment. It is normal to hang on to eager anticipation about prospective clients and whether or not they will buy your services. However, by focusing on what you hope they will do, you are giving energy to the fact that they have not yet bought from you. The key: once you ask for the business, let go, trust the process, play the numbers game, and leverage your natural strengths within the context of networking, marketing, and sales.

Upcoming Events

**Washington DC
March 6, 2007**

women for hire **Women For Hire Career Expos.** Meet top employers in the fields of accounting, aerospace, consulting, education, engineering, finance, financial services, government, healthcare, hospitality, human resources, insurance, law enforcement, pharmaceuticals, retail management, sales, or technology! Entry level to experienced professional positions available. Free admission for professional women. Resumes and business attire required. Free resume critiquing and exceptional seminars. Be sure to sign up for the Early Morning Seminars before each event to meet Women For Hire CEO and ABC's *Good Morning America's* Workplace Contributor, Tory Johnson. Dates & locations: Washington DC-March 6; Chicago-March 13; St. Louis-March 15; Dallas-March 29; Tampa-Apr. 3; Atlanta-Apr. 5; Los Angeles-Apr. 10; Boston-Apr. 17.

**Houston, TX
March 16, 2006**

Michele Kimbrough & Thelisa Palmer, co-directors of **Entrepreneurial Woman Network**, a NAFE local affiliate based in Houston, invite you to hear author, consultant and inspirational speaker Nekisha-Michelle who will speak about her new book, *Living Vivaciously: Breaking Invisible Chains*. Master the life-changing strategies for living vivaciously and meet fellow NAFE members. For more information, go to the group's website or contact them at: metier4me@yahoo.com, 800-791-5896.

Anywhere
April 27-29, 2007

Walk the Walk for Financial Freedom - A Business Growth Summit for Women Business Owners is a virtual conference for women business owners who want phenomenal growth. NAFE member **Cynthia Renee Frazier** invites you to attend. You will develop a million-dollar action plan for sustainable business growth, and leave with hundreds of strategies used by extremely successful women.

Marina Del Rey, CA
April 28, 2007

For You networks will hold their 3rd Annual Spring Fling, Luncheon, Fashion Show, Silent Auction, Entertainment and Vendor display. The event will take place on April 28th at the Harbor House Restaurant, 4211 Admiralty Way, Marina Del Rey from 10:00 AM to 4:30 PM. **Robbie Motter**, founder of the For You networks and NAFE Regional Coordinator, says, "Bring lots of cards and literature as we will have a place for everyone to put their business information and have allowed time for networking as well. The event is open to all NAFE members and guests. Cost: \$35.00 per person (member) or \$50.00 for two (member); \$45.00 for guests. For more information and location, contact **Robbie Motter**.

- Log onto the **NAFE website** (use your last name and NAFE member number) to view our ever-expanding **Calendar of Events** for opportunities around the country. The new Search function makes the Calendar even more useful and accessible.
- Use the Event Submission Form online to let us know about events in your area. Events submitted for the website will also be considered for the *NAFE E-Newsletter* - **twice the exposure for one listing!**