



### **AWE Board Members**

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#### **Kathy Heintzelman**

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#### **Connie Sweet**

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#### **Kim Schwamberger**

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### **INSIDE:**

- Upcoming Events
- Escanaba In Love.....

# Aligned for Success

An Alliance of Women Entrepreneurs Publication • May-June 2008

## Are you making the most of your AWE membership?

AWE is available for you to make connections, strengthen leadership, and expand your education. We are about women supporting women in business. One of the best ways to enhance these relationships is through meeting and event attendance. Active participation demonstrates how dedicated you and your company are to the success of AWE and its members.

### A Few Ways to Enhance Membership Connections

**Member to Member Discount** - Our newest opportunity is our member to member discount. This is a great way for you to use AWE member products and services at a discount. Use of these discounts can quickly add up to a total savings equal to or greater than your AWE membership costs! If you have a discount that you would like to offer, please Sue Rios at [sjrios1@yahoo.com](mailto:sjrios1@yahoo.com). This is a great advertising opportunity too!

**Grand Rapids Area Chamber of Commerce Member Discount** - In December 2002, AWE and the Grand Rapids Area Chamber of Commerce formed an affiliation designed to give women business owners easier access to Chamber membership and benefits. This affiliation was designed especially with small businesses in mind. Chamber membership brings many benefits, and now AWE members have access to those benefits at a discount. You simply need to join AWE first and prior to joining or renewing with the Chamber provide your AWE membership receipt and receive \$100.00 off your Chamber membership.

**Career Development Fund** - The goal of the educational Career Development Fund is to support and fulfill AWE's role as an advocate for education and supporter of women in business. The Career Development Fund was developed as an opportunity for current members to enhance their professional careers. Funds may be granted for opportunities up to \$300. Active involvement in AWE through attendance of general membership meetings, recruiting new members to AWE, volunteering on AWE's board and committees and/or other ways the applicant can demonstrate a commitment to AWE and its goals are strong considerations for each applicant's eligibility. See story on page three from a fund recipient.

Are you making the most of your membership? What areas can enhance your personal and professional growth? The list above shows a few examples of ways you can maximize your membership. We welcome your suggestions for ways to enhance your membership. For a detailed list of benefits and opportunities, please visit our Web site at [www.awe-westmichigan.org](http://www.awe-westmichigan.org) or call me to discuss at 616-890-1607.

See you at the next meeting!  
Kim Schwamberger  
Alliance of Women Entrepreneurs, Membership Chair

## Career Development Fund Recipient

**Shirley Carroll**  
**Equipment Financial Services, Inc.**

The "American Business Manners Seminar" I attended with funds provided by AWE education scholarship was excellent. I really enjoyed the agenda and the way it was structured. I think every business person should attend this class. What I learned was better ways for me to present myself and to introduce others, dress, speak, act and much more.

Everything you do in the business world sends a signal and you want the right signals to be sent. From a single handshake to a thank you make a difference. Facial expressions to proper conversation and simple eating manners are so important and send certain signals. Even as far as writing an email and answering the phone in the right tone of voice can make a difference in maintaining professionalism for your business.

I have also learned just by looking at a place setting you can just about tell what is going to be served for dinner. Signals with your silverware actually tell the waiter if you are finished with your meal or not. Proper manners and the signals they send are very important especially on a first impression.

Proper dress and what not to wear were covered in this seminar. What impression you are giving according to what you wear and how you act is very important.

I truly enjoyed this seminar and highly recommend it for many beginner business professionals as well as experienced ones. Truly your manners in business play a huge part of the message you are trying to get across. And, not using them also gives a message.

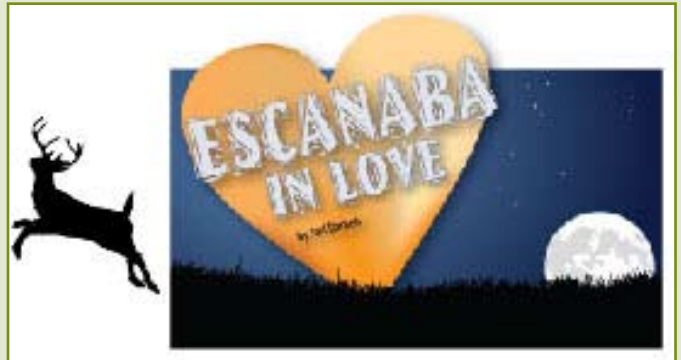
Thank you,  
Shirley Carroll

### **Attention Women in Business!** **Are you looking for inspiration?**

Countryside Tours is offering a chance for you to relax and rejuvenate your mind, body and spirit in Northern Michigan. This includes having lunch with author and entrepreneur Kim Levine as she shares her story of becoming a Mommy Millionaire.  
**Please join us and experience WOW! for Business Women.**

  
countryside tours  
1.800.784.3828

  
**WOW! Up North**  
**August 22-24, 2008**  
Visit us at [www.countrysidetours.net](http://www.countrysidetours.net)  
for more trips!



## Male Bonding with Jokes

**Join AWE as we partner with the Citizens Advisory Committee of the Kent County Family Court for a fundraising event at the Circle Theatre at Aquinas College.**

*"Escanaba in Love,"* Jeff Daniels' hilarious prequel to his classic *"Escanaba in da Moonlight"* (another West Michigan premiere)

**Tuesday, June 24, 2008**

**Attendees must be Seated by 7:45pm**

**Tickets: \$25.00 each**

**Country Club Casual / Business Attire**

**Reserve your seats online at [awe-westmichigan.org](http://awe-westmichigan.org) or call 616-719-5382. Make checks payable to AWE or pay securely online on the AWE Web site.**

Yes, the women are invited to deer camp in June! For those of you who have a hard time getting your man to attend the theatre this is the perfect show to have him attend! Or if you are looking for a fun girls night out, forget the stuffy business meeting! Meet fellow members, clients, friends and family for a night of fun and laughter and all for a good cause.

For the many fans of the theatre show and the movie *Escanaba in da Moonlight*, the wait is finally over! Visit the Soady deer camp in Michigan's U.P. in the midst of World War II. Meet the love of young Albert Soady Jr.'s life, Big Betty Baloo - the woman destined to become the mother of Reuben and Remnar Soady - along with a cast of wacky Yoopers.

This is a great opportunity to support AWE and a local charity. Please consider purchasing a group of tickets for your loyal clients, a group of close friends and your family. This will be a fun filled evening and a chance to meet other professionals from other organizations.

**Visit [circletheatre.org](http://circletheatre.org) for more show information and directions to the theatre.**

## 2008 AWE Programs

Dinner meetings held the third Monday of each month • WIN lunch meetings held the fourth Monday of each month.

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### APRIL

#### Dinner Meeting – April 21, 5:30pm-7:00pm

Elissa Sangalli Hillary, Executive Director of Grand Rapids Chapter Local First, will present the results of the first-ever local retail performance and economic impact study commissioned by Local First. Find out the differences on our local economy if our dollars are spent at locally-owned businesses as opposed to national chains. Airport Hiton 4747 28th St. SE, Grand Rapids.

#### WIN Lunch – April 28, 11:30am-1:00pm

Chris Manion, owner of "Putting the Pieces in Place" will help us get organized by telling us about tools under \$20 that will help you get your business and personal life back in order. Pilar's Cafe 2162 Plainfield NE  
Free Parking in the back of the restaurant

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### MAY

#### Dinner Meeting – May 19, 5:30pm-7:00pm

Rick Walker of SCORE Grand Rapids Chapter will answer your business questions, concerns and issues of business practice. SCORE has volunteers, both currently working and retired, with a broad range of critical business experiences in the areas of finance, marketing, sales, technology, retail, legal and other important skills. If you are looking for a fresh set of eyes to help take your business to the next level or to solve a current problem, SCORE can help.

Be sure to attend this meeting vote for the new AWE board of directors slate of officers. Ballots will be distributed to current members and winners will be introduced at the meeting.

#### WIN Lunch – No WIN lunch in honor of Memorial Day

### Sponsorship opportunities available.

**Pre-registration is required. To make a reservation reserve on our secure site or call 616-719-5382. Online reservations for dinner meetings close the Friday prior at 12:00pm. When making a reservation by phone please include your name, company name, phone number, credit card information, number of guests you will be bringing and their name(s). Prepay with credit card/check.**

Visit us online at: <http://www.awe-westmichigan.org>

Notice: Calendar and locations subject to change. Please find details on our website: [www.awe-westmichigan.org](http://www.awe-westmichigan.org).

## AWE 2008 Board of Directors Slate of Officers.

President - Kim Schwamberger  
Vice President - Beverly Mapes

Secretary - Deanna Fridley  
Treasurer - Kathy Heintzelman

**Attend the May dinner meeting to let your vote count for the new AWE board of directors.**

## What you missed at the March 17, 2008 Dinner Meeting....Kim Schwamberger

- Fr. Stephan Dudek's discussion on Diversity in Kent County
- Did you know there are over 51 languages spoken in Kent County?
- How would you survive in a society if you were the fish out of water?
- The phases of intercultural dialogue: It starts with a smile!

## What you missed at the March 24th WIN Lunch meeting.....Deanna Fridley

**Special thanks to Dee Dee Fuller with Fuller Law and Counseling for educating us on the importance of Business Secession Planning**

- Business Succession Planning is a significant part of business planning for every small business, and the founder owes it to her family members to complete that task.
- Failure to develop a formal succession plan will imperil the business owner's family's financial well being.
- Dee Dee helped us better understand things to evaluate if the business should be sold or kept under family/employee control.
- If the business is to be sold, who are the potential buyers? She discussed how to protect yourself and things to think of.
- Don't fail to plan. Place a worth on what you do...and if children are involved planning can help keep the peace.



**WOMEN BUSINESS OWNERS  
ALIGNED FOR SUCCESS**

Alliance of Women Entrepreneurs  
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## **AWE WEST MICHIGAN MISSION STATEMENT:**

To be the premier organization promoting the success of women entrepreneurs through educational resources, leadership development, and networking connections.

### **Deadline for Submissions for Aligned for Success:**

June 2008 issue deadline May 11  
July 2008 issue deadline June 6  
August 2008 issue deadline July 6  
September 2008 issue deadline August 6  
October 2008 issue deadline September 8  
November 2008 issue deadline October 6  
December 2008 issue deadline November 10

Advertisers, sponsors, member news announcements, and article submissions please email:  
marketing@awe-westmichigan.org

# **AWE Wants to Hear Your Ideas!**

**We are seeking your input on ways AWE can meet the goals of our members and promote the continued success of women entrepreneurs.**

A Membership Survey will be distributed in May via email to our entire email database. We have set up the form in Survey Monkey so all of your responses will be confidential. Results returned to us will not have names or personal emails attached - so be bold, be truthful, and share openly! Honest feedback will allow all of us to build an organization to serve our present needs and future goals.

We will be asking information about the types and frequency of programs you are interested in. We are also seeking demographic information to help AWE build sponsorship for larger events we would like to offer. We are dedicated to serving our members and the community through connections, education and leadership, your answers will help target our efforts to serve you best.

We will also have an area where you can express any concerns or issues you have with this organization or with business in general. The more information we receive the more we target the organization to suit member needs.

If you prefer to respond via snail mail instead of email please call (616) 719-5382 and we will be sure to mail a hard copy survey to you. You can return the survey in a blank envelope to the AWE office.

Thank you for taking the time to make AWE stronger. Your voice really matters here. Together we are supporting women entrepreneurs and strengthening the economy through our connections and leadership.

If you have any questions regarding the survey please contact marketing@awe-westmichigan.org.

## **Welcome New AWE Members**

### **Sandra L. McDonald**

Mc Donald Audiology & Health Care

### **Norine Mulvihill**

Option 1 Credit Union

### **Judy Thome**

SCORE Grand Rapids Chapter 642

### **Elaine Eldridge**

Collaborative Writing & Revision

### **Wendy Fischer**

Automatic Data Programming

### **Marguerite Aitken**

### **Catherine Lazarock**

Symplicity Communications

### **Holly Cochrane**

Elite Benefits

### **Lesla Hardiman**

Grand Rapids Area Chamber of Commerce

### **Cindy Hill**

State Farm Insurance

### **Kim Neveau**

Macatawa Bank

### **Jennifer Bollman**

Automatic Data Programming

**Please be sure to welcome these new members!**

**Do you have ideas for more member benefits or ways AWE West Michigan can help women entrepreneurs expand their businesses?**

We are always looking for new opportunities to strengthen and support our members. Contact Laura today 616-719-5382 or info@awe-westmichigan.org