

AWE

ALLIANCE OF WOMEN
ENTREPRENEURS

AWE Board Members

Julie Grevengoed

President
Keller Williams Realty
616-363-7788
president@awe-westmichigan.org

Suzanne Knight

Vice President
121 Personal Computer Training
616-942-2573
vp@awe-westmichigan.org

Deanna Fridley

Secretary
Crosby & Henry Insurance Agency
616-422-2573
secretary@awe-westmichigan.org

Kathy Heintzelman

Treasurer
Heintzelman Accounting
616-742-3932
treasurer@awe-westmichigan.org

Doris Drain

Programs Coordinator
United Bank of Michigan
616-559-4524
programs@awe-westmichigan.org

Connie Sweet

Marketing Coordinator
Connection Graphics, LLC
517-645-4387
marketing@awe-westmichigan.org

Kim Schwamberger

Membership Coordinator
Finishing Touches by Kim
616-890-1607
membership@awe-westmichigan.org

INSIDE:

- Upcoming Events
- Member to Member Discount Participation Form

Aligned for Success

An Alliance of Women Entrepreneurs Publication • March - April 2008

Are You On The List?

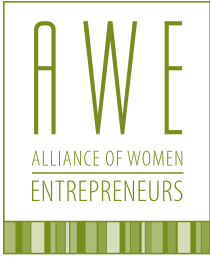
Join with business women who are proud to be of service to other women

In the continuing effort to add value and benefit to your AWE West Michigan membership, the Membership Committee is working with the Marketing Committee to compile a published list of member to member discounts. Some of you already participate in the member to member discount program and know it is a great way to support fellow women entrepreneurs. To increase participation in this mutual member benefit a printed list will now be available at all member meetings and an electronic list will be available for download on the AWE West Michigan Web site.



Our goal is to get all participating members to provide their current information in the form on page two with details of their member offer or discount by March 31, 2008. All the information provided will be reproduced in the printed list which will be updated annually or bi-annually as interest and budget allows. The electronic version of the list will be updated quarterly as new members are added. Because of the cost and time involved in production of the printed list we will be limited to a bi-annual publication. Be sure to take advantage of this first opportunity for 2008 to show your dedication to your fellow AWE colleagues. If you would like to enhance the value of your membership this member benefit can more than pay for your membership if you use a members' service on a regular basis.

Please fill out the form on page two and return by March 31 to Sue Rios. A sample of actual current member discounts are included for reference. You can also call Sue Rios at 616-366-3015 with questions or mail the form to AWE at PO Box 68512, Grand Rapids, MI 49516.



Member to Member Discount Participation Form 2008

Don't miss this opportunity to serve fellow women in business and market your company to fellow AWE members.

Inclusion in the member to member discount is exclusive to current members in good standing only.

(* Indicates required information)

MEMBER NAME:* _____
first last

COMPANY NAME:* _____

List you industry (health care, insurance...) and briefly describe your primary goods or services:* _____

Address: _____

City: _____

State: _____ Zip: _____

Phone:* () _____

Fax:* () _____

E-Mail: _____

Web site: _____

Briefly describe your discount for AWE West Michigan Members:* _____

If you have any restrictions or limits with your offer please include here: _____

Would you like to extend your member discount with AWE Lakeshore members also?

yes no

Are you interested in helping AWE serve women entrepreneurs by helping a committee?

yes no

Do you have a committee preference? Marketing Membership Programs

Comments/Suggestions: _____

SAMPLE FORMAT:

INDUSTRY

Name of your company. Specific discount or offer. Please include details, any restrictions or expiration dates. Two to four sentences of information may be included. **Member name, and best way to contact your company.**

SAMPLE MEMBER TO MEMBER OFFERS:

CLEANING

Kwik N' Kleen 10% off all services to any member. House-keeping prices are very affordable. Help pay for your AWE dues by saving money on your cleaning.

DECORATING

Finishing Touches By Kim, LLC. Interior Decorating Services. \$10.00 off per hour charge. Contact Kim Schwamberger.

GRAPHIC DESIGN/ MARKETING

Connection Graphics One free monthly electronic newsletter design and delivery with annual monthly campaign package. Contact: Connie Sweet www.connectiongraphics.com

HEALTH CARE

The Essential Health Plan of West Michigan Center for Family Health from West Michigan Center for Family Health, offers unlimited primary care service for one annual fee. AWE members will not be charged a finance charge for the payment plan. Contact Sue Rios 366-3015 for details.

Please return complete form by March 31 to: Sue Rios by fax: 616-363-3015 or email sjrios1@yahoo.com

2008 AWE Programs

FEBRUARY

Dinner Meeting February 18, 5:30-7:00

Marylu Dykstra, owner of Sirius Resources will share her "ROKS" – Results Oriented Strategies – with us. This method Marylu has developed will help you elevate your thinking from tactical to strategic and will help you focus the power of brainstorming to help you achieve your desired results.

WIN Lunch - February 25th, 11:30-1:00

Join us as Chris Holman, host of "Michigan Business Beat" radio show tells us his experiences of the show and how he views doing business in Michigan.

NEW LOCATION: Pilars Cafe, 2162 Plainfield Ave.

MARCH

Dinner meeting – March 17, 5:30-7:00

Fr. Stephen Dudek will talk to us about diversity and cultural awareness and how it affects not just our businesses but every aspect of our lives.

MARCH CONT.

WIN Lunch – March 24, 11:30-1:00

Dee Dee Fuller of Fuller Law & Counseling will tell us about how and why you should plan for the successful succession of your business. Location TBA

APRIL

Dinner Meeting – April 18, 5:30-7:00

Elissa Sangalli Hillary, Executive Director of 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.

WIN Lunch – April 21, 11:30-1:00

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. Location TBA

Sponsorship opportunities available.

Contact AWE for further information • 616-719-5382 • info@awe-westmichigan.org

Notice: Calendar and locations subject to change. Please find details on our website: www.awe-westmichigan.org.

AWE WEST MICHIGAN MISSION STATEMENT:

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

A SAMPLE OF YOUR CURRENT MEMBERSHIP BENEFITS...

- **Career Development Fund:**

An opportunity for current members to enhance their professional career.

- **Advertising:** There are a number of options to help promote your business.

- **Access to Michigan Women's Marketplace** provides greater online exposure and opportunities to help your business grow. For more information check out: www.miwomen.com

- **Sponsorship Opportunities**

- **Bi-Monthly Newsletter**

- **Regional Alliance Public Purchasing**

- **Grand Rapids Chamber of Commerce Affiliation:** \$100 membership discount

- **Dual Membership:** Includes membership with the Lakeshore Chapter

- **Leadership Development:** A great way to strengthen your leadership skills and make business connections

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



WOMEN BUSINESS OWNERS
ALIGNED FOR SUCCESS

Alliance of Women Entrepreneurs
PO Box 68512 • Grand Rapids, Michigan 49516
616-719-5382 • info@awe-westmichigan.org

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Welcome New AWE Members

Carrie Koster

Every Last Detail Senior Movers

Stephanie Pries

Rhodes Mckee

Candace Davis

Ekleinfeld.com

Traci Arent

Creative Walls by LeMaster LLC

Jennifer Bystry

Select Bank

Becky Beld

Select Bank

Wendy Fischer

ADP

Jennifer Litchfield

ADP

Christine Mitchell

Na'imah – Middle Eastern Dance

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

President's Corner

Wow! We just experienced another great conference. The conference is the embodiment of what we at AWE stand for: to promote the success of women entrepreneurs through educational resources, leadership development, and networking connections. We learned through our breakout sessions how to be better in all three areas and our keynote speaker wrapped it up for us with passion and inspiration proving that if you want something badly enough, you find a way to make it happen.

The board has also been having many meetings to brainstorm about how we can make AWE an even more valuable part of your success. As always, if you have any recommendations for us as to what we could do to better serve you, please do not hesitate to contact me or any other member of the board.

Here's to your success!

Julie



Deadline for Submissions for *Aligned for Success*:

May/June 2008 issue deadline April 11

July/August 2008 issue deadline June 6

September/October 2008 issue deadline August 8

November/December 2008 issue deadline October 10

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