



Alliance of
WOMEN
Entrepreneurs

QUARTERLY NEWSLETTER

FIRST QUARTER 2004

Alliance of Women
Entrepreneurs
P.O. Box 1201
Grand Rapids, MI
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www.awe-westmichigan.org

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AWE 20th Anniversary: "Leading the Way"

AWE has been "Leading the Way" for 20 years! On January 26th we will celebrate our 20th Anniversary with a very special event.

The day will begin with a half-day conference from 2:00 – 5:15 p.m. This conference will include professional women who have succeeded in their careers. They will be sharing insights on how they overcame obstacles and tips on how we can achieve our personal goals. Speakers include:

- Janni Scott, *New Owner of the Hoops Franchise*
- Diane Kniowski, *President and General Manager of WOOD TV 8*
- Jeannie Englehart, *President of the Grand Rapids Area Chamber of Commerce*
- Susan Burke, *Marketing Strategist for Crowe Chizek*
- Dr. Judy Bailey, *President of Western Michigan University*
- Ingrid Scott-Weekley, *EEO Director for the City of Grand Rapids*
- Dorothy Zimdar, *Founder of Frames Unlimited*
- Beverly Wall, *CEO of Language International*

We will also host a reception from 5:15 – 6:15 where representatives such as Patti Burkholz will be interacting with business leaders. This is a great chance to let our representatives know what you need.

And then to wrap up the day we will have a
continued on page 3.

Alliance of Women Entrepreneurs 20th Anniversary Celebration

January 26th, 2004

Hosted at Noto's Restaurant
6600 East 28th Street

Schedule of Events:

- 2 p.m. Conference highlighting successful women entrepreneurs and business professionals.
- 5 p.m. Reception
- 6 p.m. Dinner celebration featuring guest speaker, Suzanne Geha, WOOD TV-8 News Anchor

Cost:

Members:

Conference & Dinner	\$55
Dinner Only	\$40

Non-Members:

Conference & Dinner	\$65
Dinner Only	\$50

Display Tables

Members only \$30

AWE MISSION STATEMENT

AWE was founded to advocate, promote, and facilitate growth and prosperity of its members. AWE continues to honor the original precepts of its founding: • To encourage ownership and management of a business by women professionals; • To encourage and support women in businesses; • To foster economic stability for women professionals; • To improve the climate for entrepreneurship and small businesses at the local level through unique networking opportunities; • To provide educational programs that will benefit the members of the Alliance.

AWE BOARD 2004

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AWE President's Corner

by Rhoda Kreuzer

January brings a New Year and with it a time of new beginnings. AWE has a new beginning in 2004. We will officially launch a sister chapter in Muskegon on January 12th. They will hold their first meeting that evening and begin the same journey our Grand Rapids Chapter began some 20 years ago.

This new chapter in Muskegon is exciting for many reasons. First, because it will serve the needs of women business professionals in the Muskegon area. Women have many opportunities to explore and grow in the personal areas of their lives. However, they have limited opportunities when it comes to developing their professional lives. This chapter will reach out to professional women and assist them in reaching their dreams and aspirations.

The Muskegon Chapter is also exciting as an extension of the growth that is occurring here in Grand Rapids. We are currently at 115+ members and growing every week. Women are finding AWE to be a place of encouragement, inspiration, and networking. The energy and excitement that is present at our meetings is contagious!

Our greatest hope is that as AWE grows in numbers, our members will also grow professionally. We have many opportunities for women to develop their leadership skills. Women can gain presentation skills, organizational skills, and skills needed to serve on boards. We encourage you to begin the New Year by becoming involved in growing your skills. Call Carol Schachermeyer at 949-3200 to find out more about these exciting opportunities. ■

Newsletter designed by North Star Design, Inc. (616) 481-2001 • cdawson@north-stardesign.com



Congratulations to our December Award Winners!

Pictured from left to right are: Jan Hall, winner of the 2003 Alliance of Year Award, Jayne Schwartz, winner of the 2003 Woman of the Year Award, and Vickie Betit, winner of the 2003 Entrepreneur of the Year Award.

The Latest AWE Technology Enhancement: The On-Line Reservation System

By Julie Lough, Micro Visions, Inc.

Would you like an easy way to reserve a spot when attending AWE meetings? Wish to spend more time networking and less time waiting in line to check-in before the meetings? Want the option to pay with Visa, Mastercard or American Express? Interested in helping the AWE volunteers save time on reservation and collection issues so they can spend more time helping you promote your business? Then try our secure on-line reservation system!

For those who would like instructions, follow these easy steps listed below:

1. Click on the on-line reservation links provided by the e-mail notice or go to www.acteva.com/go/awe.
2. Either the event will appear or you can select a monthly membership meeting, the "WIN" lunch, or other event.
3. Pick the reservation type such as Member, Member with Table, First-Time Guest, or Guest and enter the number of reservations. Reservations can be made for multiple types. Answer the vegetarian meal and other questions. Click on "Continue" when finished. A security alert indicating you are entering a secure site may appear. If so, select OK. This means that your name, address, and credit card information is not readable by others on the Web.
4. The next screen that appears will allow you to create your user ID and password in case you want to visit again but do not want to retype all of your information. Or you can enter the information each time you want to register. If you create a user ID and password, the next time you register, just type in your user ID and password in the first column. NOTE: IT MAY BE UNWISE TO SELECT "REMEMBER ME".
5. Enter or verify all the required information including your credit card information. Verify the order information and click on "Continue."
6. Review your order again and enter the credit card information. Click on "Approve Order."
7. Print your order for a record of the transaction. An e-mail will confirm your order information. Any questions or problems, call Julie Lough at 616-776-0400. ■

Tech Tip: Simple Steps to Help Ensure Your E-mail isn't Regarded as Junk Mail or Spam

By Julie Lough, Micro Visions, Inc.

As more junk mail clutters our in boxes, "real" messages may be falsely identified as spam and be deleted. Follow these simple guidelines to help ensure your messages are read.

- Your first and last name should appear in the "from" field. That will easily identify your messages as being from a known source. The company name may be acceptable as a second choice.
- Always use a subject and pick one that is meaningful to the reader. For example, all e-mail from Alliance of Women Entrepreneurs will always appear similar to AWE January Meeting Notice.
- Avoid sending too many jokes. After awhile your mail may not be taken seriously. ■



20th Anniversary (cont'd)

dinner from 6:15 – 8:00 p.m. Suzanne Geha from WOOD TV 8 will be our keynote speaker. She will be sharing how she has succeeded in a very demanding industry and balanced it all with a busy family life.

To find out more about registration, and or to become a sponsor for the exciting event, go to our web site at awe-westmichigan.org. Begin the New Year on a positive note—join us as we learn how to make 2004 the most successful year yet! ■



AWE Member News

Shannan Dennison, American Express- Promoted to Senior Financial Advisor

Rhoda Kreuzer, Partners In Action - Celebrating five years in business in January

Tess Marshall - Published "Flying by the Seat of My Soul"

Megan MacNaughton, Acoustic Arts Custom Music Production L.L.C.- Awarded the Grand Rapids Area Chamber of Commerce, Ambassador of the Month in October and Ambassador Team of the Year Award for 2003.

Joann Noto, Noto's Old World Italian Dining - Received the International 2003 Restaurant Award of Excellence from *The Wine Spectator*, for their Italian wine list and menu.

Mitzi Taylor, Not So Basic Training & Consulting - Rated #2 Top Area Corporate Training & Consulting Firm in West Michigan by the Grand Rapids Business Journal.

Beth Van Slyke, PHR 4-Point Staffing LLC - passed her test in December to earn her Professional in Human Resources (PHR) designation.

Congratulations!



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AWE Sponsor of the Month Program

Members: \$80

Non-Members: \$150

This is a unique way to increase you and your company's exposure at a nominal fee! Unbelievably cost effective way to advertise to a target market! This could be great way to introduce an upcoming special or kick off a new product or service!

There are only 9 sponsorships given per year and they go fast!! (not available for July, August & December 2004).

AWE Programs committee will contact you with your actual date. AWE reserves the right to change your date due to possible meeting speakers that might have a similar business. AWE Members have priority on date selection over non-members. You must request your sponsorship date 4 months in advance. Note: January 2004 meeting will be our 20th year and three different sponsorship packages will be offered.

Call for further information: 616-975-0134.

Benefits of Sponsorship include:

At the Monthly Membership Meeting (3rd Monday)

- A special name tag indicating sponsor of the month
- A listing in the monthly meeting program
- The availability to include a company handout in each "welcome packet" for guests
- An introduction at the event and a 2-3 minute opportunity presentation
- A free display table at the event
- Tent cards will be placed on each table showing your sponsorship
- Sponsor of the Month will be acknowledged on AWE's web site and in AWE's newsletter
- Sponsor of the Month will be acknowledged in quarterly mailings and used in marketing pieces for AWE
- Sponsor will receive ONE FREE Display table coupon to be used at another monthly meeting. (Must be used within 3 months from month of sponsorship.)
- FREE Business Profile in the newsletter and web site.
- Sponsor will receive recognition at the annual awards program
- List of all attendees

At the WIN Lunches (4th Monday)

- Sponsor will be listed in the program for this meeting
- Sponsor may give additional handouts to each guest in the welcome packets
- Sponsor may do a 2 minute infomercial to the group about your products or services
- Listed in Newsletter and web site as sponsor
- List of all attendees

AWE Sponsors of the Month

February's Sponsor:

4-Point Staffing

Beth VanSlyke & Tracy Breihof



Founded in 2001, 4-Point Staffing provides general staffing services for clerical, administrative, customer service, management, and professional positions. Placement options include temporary, seasonal, temp-to-hire and direct hire employment in various industries including banking, and financial services, manufacturing, medical administration, and business services.

Whether your need is to complete a crunch-time project, replace an employee on medical leave or vacation, or to secure a key office administrator, the professionals at 4-Point Staffing can assist you.

"Our goal is to gather as much information as we can about your company's needs, the working environment, your overall company strategy, and the requirements of the position to better enable us to find the perfect match, regardless of the position," says Beth Van Slyke, President and owner of 4-Point Staffing. "We recruit, screen, evaluate, orientate and, in some cases train our employees, saving you the time, energy, and expense of doing it yourself." The professionals at 4-Point Staffing's commitment to developing long term client relationships is key to their success. "We will not fill an order just to fill it - we seek to attract and place the most suitable individual for every position that we fill. Customer and employee satisfaction is our ultimate goal."

For more information on how your company can benefit from the services offered by 4-Point Staffing, please contact Beth Van Slyke or Tracy Breihof at (616) 447-6468. ■

March's Sponsor:

S.C.O.R.E.

Jayne Schwartz



The SCORE Association (Service Corps of Retired Executives) is the premiere, free business counseling and advice service found in the United States. For more than 36 years, SCORE's 11,500 retired and working business professionals have volunteered to help a new generation of small business owners start and grow their companies. As a resource partner with the Grand Rapids Area Chamber of Commerce and the U.S. Small Business Administration (SBA), SCORE operates in cooperation with the SBA to provide business owners - you - with information vital to your success, including counsel on financing options, business planning, marketing strategies, product development, and much more. Give SCORE a call today to learn about our workshops and counseling services available or contact our counselor listed below.

Jayne B. Schwartz, Direct # 453-5901 E-mail: popn4u@ameritech.net
FREE Business Consulting. Jayne specializes in Marketing and Accounting in general and with QuickBooks®

SCORE: Counselors to America's Small Business, Located in the GR Area Chamber of Commerce, 111 Pearl St. N.W. Grand Rapids, MI 49503
Ph: 616-771-0305 Fax: 616-771-0318 score@grandrapids.org www.grandrapids.org/score ■

Welcome New Members!

AWE would like to welcome its new members! During the last AWE quarter (Sept. 1 to Dec. 1) the following individuals and organizations have joined AWE:

Carol Crawford, *The Alternative Board*

Jacqui Jenkins, *Venus Mortgage, Inc.*

Valerie Kautzmann, *The Gecko Group*

Vickie Micalef, *V-Comp LLC*

Hanni Epp, *West Michigan Care Givers Alliance*

Sue Norman, *Design Is*

Ravell Trook, *The Employer's Association*

Susan Miller, *AmeriTemp Staffing*

Kathleen Teichman, *Fifth Third Bank*

Leslie Fiorenzo, *Invest in People*

Kimber Minix, *Invest in People*

Mary Kromer, *Superscript Medical Transcription, Inc.*

Cindy Wagoner, *CB Studio*

Mitzi Taylor, *Not so Basic Training & Consulting*

Gretchen Richmond, *Grace Gallery & Gifts, LLC*

Carol Currey, *Sunnyaire with EcoQuest Int'l*

Judith Faye, *Mountainside Financial*

Denise Hofstra, *Heritage National Mortgage Corp.*

Kathy Collins, *Heritage National Mortgage Corp.*

AWE Monthly Membership Dinner Meetings

for First Quarter 2004

Where: Noto's Old World
Italian Dining
6600 28th Street SE,
Grand Rapids MI.

Time: 5:45 pm Registration &
Networking
6:15 pm Dinner & Meeting

Cost: Reservations Required*
\$24.00 Members
\$30.00 Non-members**
**\$5 extra fee at door if not
pre-registered. **Non-members
can attend their first meeting at
member rates.*

A vegetarian dinner can be requested in advance at no additional cost. Display tables are available to members for \$10 and includes a 2-3 minute commercial presentation. Reservations required for display tables.

Pre-registration is required. Register online at: www.aceva.com/go/awe or e-mail: reserve@awe-westmichigan.org Include your name, company name, phone number, credit card information, number of guests you will be bringing and their name(s). 2 day advance notice required for cancellations.

February 16, 2004
DOREEN BOLHUIS, PRESIDENT
GYMCO Sports

Sponsored by SCORE®

CREATING A VISION What are the fundamental steps of creating a sound mission, philosophy, and vision for your organization? Why is it important? Learn leadership skills to build a firm foundation for your organization and use this foundation to create a focus for your business.

March 15, 2004
CHRISTINE CARTER SCHAAP
VINEYARD ENTERPRISES, LLC

Sponsored by 4-Point Staffing

"BRING IT ON" Christine has written a book about the common threads found in women and the unique challenges women face from age 35 to 55. Women making positive, life-changing choices for flourishing during the second half of life!

AWE WIN at Noontime Meetings

for First Quarter 2004

Where: First Park Congregational
Church (Downtown Grand
Rapids on the corner of
Ransom & Fulton).
Free gated parking.

Time: 11:45 pm Registration
& Networking
Noon Lunch & Meeting

Cost: Free to members
\$10.00 Non-members

\$5.00 cash donation to First
Park Church for soup & salad
bar, dessert & beverage.

Pre-registration is required. Register online at: www.aceva.com/go/awe or e-mail: reserve@awe-westmichigan.org by 5:00 p.m. on the Thursday prior to meeting date. Include your name, company name, phone number, credit card information, number of guests you will be bringing and their name(s). Pay for meal at the door.

February 23, 2004
LESLIE FIORENZO, CEO
INVEST IN PEOPLE, LLC.

Sponsored by SCORE®

CHOOSING SUCCESS REACTING to consequences or choosing to pro actively CREATE success. Leslie asks how successful would you like to be? Dare to step out of that box and join us!

March 22, 2004
ANGIE DRIER,
CREATIVE MEMORIES CONSULTANT

Sponsored by 4-Point Staffing

Design a Business Portfolio to leave a lasting impression! Not sure how to get started? Angie will give some great tips to help you on your way to the top. A must for every career woman.



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2004 Calendar of Events

RESERVE Online: www.awe-westmichigan.org or call 975-0134

Membership Meetings

3rd Monday of the Month

Hosted at Noto's Italian Dining, 6600 28th Street SE.

5:30-6:00 Registration & Networking

6:15 Dinner & Program

\$24 for Members; \$30 for guest (unless first meeting)

Member Display Tables \$10 extra

Business attire suggested & bring business cards!

Pre-registration with credit card required, No shows will be billed. ***Note: additional cost applicable at these special events.*

- January 26 – ****20th Anniversary Celebration!**
- February 16 – **Creating a Vision & Annual Membership Drive**
- March 15 – **Women in Transition – Bring it On!**
- April 19 – **Marketing & Business Name Identity**
- May 17 – **Challenges and Opportunities!**
- June 21 – **To be announced**
- July – **No Meeting, enjoy your summer!**
- August 16 – ****Twentieth Annual Golf Outing!!**
- September 20 – **The Art of Fine Dining & Membership Drive**
- October 18 – **To be announced**
- November 15 – **Annual Networking Event!**
- December 13 – ****Annual Awards and Holiday Dinner**

WIN at Noontime Lunches

4th Monday of the Month

Hosted at First Park Congregation Church, 10 Park Place, Downtown- Corner of Ransom & Fulton. Free Parking (enter off Ransom)

11:30 – 12:00 Registration & Networking

12:00 – 1:00 Lunch and Speaker(s)

Networking continues after meeting. Bring business cards!

Members are FREE – Guests \$10

Soup & Salad Bar \$5 cash donation at the door for Guests & Members. Reservations Required, pay cash or check at the door

- January 26 – **20th Anniversary Celebration!**
- February 23 – **Leadership Development**
- March 22 – **Design a Business Portfolio**
- April 26 – **Smart Women Finish Rich**
- May 24 – **Family Care Giving & the Working Woman!**
- June 28 – **Marketing for Success with Direct Mail**
- July – **No Meeting, Enjoy Your Summer!**
- August 16 – ****Twentieth Annual Golf Outing!!**
- September 27 – **Technology**
- October 25 – **Credit Health & Identity Theft for Today's Business Woman**
- November 22 – **How to Reduce Your Tax Liability & Year End Headaches!**

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