



Alliance of
WOMEN
Entrepreneurs

QUARTERLY NEWSLETTER

FOURTH QUARTER 2004

Alliance of Women
Entrepreneurs
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Grand Rapids Chamber and AWE Alliance Makes "Cents" for Women Entrepreneurs

The Grand Rapids Chamber of Commerce and AWE have formed an alliance that provides a great compliment of opportunities for women entrepreneurs. Each organization has developed an array of services. The Grand Rapids Chamber provides health benefits and business to business discounts. They also offer programs such as the CEO Round Table which has been very helpful to many entrepreneurs.

AWE has leadership development opportunities and a Career Development Fund. They offer speaking and writing opportunities to promote members' businesses. AWE also has a network which stretches across West Michigan for access to markets outside Grand Rapids.

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AWE Registration Made Easy

AWE is asking for everyone's help in streamlining the registration process. Julie Lough, Micro Visions, Inc. has worked hard to make our on-line registration system as easy to use as possible. However, to be successful, we need everyone to use the on-line system. At recent meetings we have had a significant number of people either register the day of the event, or simply walk into the meeting. This has placed a huge burden on the program committee and the food providers.

We need to know if you will be attending by the Thursday prior to the event at 5:00 p.m. Failure to prepay by the registration deadline will result in a \$10.00 surcharge. This allows for adequate planning to ensure everyone has an enjoyable experience. Please do not call Noto's to make a registration. They are not coordinating this information and we need to ensure an accurate count. If you have questions, or need to call-in a registration please contact us at 975-0134. Thanks for your help in smoothing out this process for everyone. ■

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 MEMBERS

PRESIDENT

Rhoda Kreuzer
Partners in Action
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VICE-PRESIDENT

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776-0400

PUBLICITY COORDINATOR

Shannan Dennison
American Express Financial Advisors
464-6255

AWE President's Corner

by Rhoda Kreuzer

Congratulations are in order to the AWE board and membership. 2004 has been a busy and productive year. Due to everyone's hard work AWE is growing! Between Muskegon and Grand Rapids we have a total of about 150 members!

Our sister chapter in Muskegon has been meeting all year, and has had many guests at their meetings. If you have not had a chance to visit their group, please make it a point to do so. It's a great way to network with business owners in the Muskegon area. They meet the second Tuesday of the month, at Tony's Restaurant in Muskegon.

We have also been able to underwrite more educational experiences through the career development fund than ever before. This year AWE has provided over \$3,000.00 for members to continue their education! That represents a lot of growth for our members!

We have streamlined the database and event registration process. Members and guests can now go online to register for events, as well as membership. If you have not used this feature, be sure to try it out. Our

registration process is easy to use, fast, and will save you time when you arrive at the event.

Another cause for celebration, is that we are entering final talks with a group of women in Battle Creek to begin our second sister chapter! More details will follow, but I think this will be a great asset for Battle Creek and for AWE as a whole.

2004 is a great year! 2005 can be even better. Here are some ways that you can help shape AWE's future. First participate in the upcoming events. Each one has opportunities for your professional growth.

Second, consider joining one of our committees or volunteering to serve on the board. By providing leadership you grow professionally, and receive even more referrals from the group.

Lastly, watch for details of our upcoming board elections at the November 15th meeting. We need everyone's input to make 2005 an even greater year! If you or someone you know would like to be considered for a role on the board, please contact Rhoda Kreuzer at 457-3453. ■

Grand Rapids Chamber and AWE Alliance (cont'd)

In addition to all the inherent benefits of belonging to both organizations, AWE members have one other benefit. They can join both organizations for the price of one! If they join AWE and then join the Grand Rapids Chamber (or renew their membership) members may subtract their annual AWE membership fee from the Chamber fee! Receive twice the networking opportunities and twice the benefits, all at one low price. (Please note however, that AWE membership fees need to be paid to AWE and the remaining portion to the Chamber.)

If you have not already taken advantage of this fantastic opportunity, do not delay. Join both organizations and start saving today! ■



Pre-registration for all AWE events is to be done online using the fast and easy Acteva site. To register, please visit www.acteva.com/go/awe.

Member Profile:**Christine Gribble,
Christine Wedding & Portrait Design**

"Lifestyle Portraits... A Lifetime of Memories!" This is the goal of Christine Gribble, owner of Christine Wedding & Portrait Design. From portraits of newborns to weddings, Christine creates imagery for her clients that will tell their story in timeless black & white and color portraits.

In the photographic business for over 10 years, Christine's clients become friends. She has many wedding clients bringing their babies to her now! She has truly become their family's photographer. With the wonderful service and the attention to every detail they receive from Christine, these clients refer their family and friends to her also!

Ms. Gribble has created a following for her location portraiture. Offering to come to their home or to a special park or location of their choice, no two clients have the same imagery. Gribble believes that personalizing the portraits she creates for her clients is just one more way



to give them something totally unique and truly theirs. Showing who her clients are and what is important to them is another aspect in a portrait by Christine Wedding & Portrait Design. Christine encourages her clients to include things in their portraits that really tell who they are. From motorcycles and cars to family pets and sports interests, these portraits tell the story of each client and their family relationship.

Specializing in wedding photography and outdoor portraiture, you'll love the images created for you by Christine Wedding & Portrait Design. For more information contact Christine Gribble at 616.336.0935. ■

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DEADLINE:

Submission deadline for the 4th Quarter Newsletter is December 10th, 2004. Please direct all submissions to Megan MacNaughton at: macnaught@sbcglobal.net

Member Profile:**Beverly DePung-Cummings,
Touched by a Basket**

In April 2004, Beverly DePung-Cummings celebrated her second year owning Touched By a Basket.

Bev enjoys working with the public and helping others by donating gift baskets which charitable organizations can use as tools to raise money. She also helps her church by donating baskets welcoming new parishioners into the parish.

Get Well, Baby, Sports, Sympathy, Girlfriend (for a valued friend), are just a few of the many baskets offered by Touched By a Basket. Most of the gift baskets are custom designed for the individual and the occasion including the specialty Grand Rapids Area Basket featuring items which represent Grand Rapids and the surrounding areas. Touched By a Basket can even remember that special pet of the household with a Pet Basket, or a People/Pet basket!

In November of 2000, Bev and her husband Don also purchased B & D Engraving, which specializes in doing name badges,



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NEW MEMBERS

AWE would like to welcome its new members! From June 1st to August 31st, 2004, the following individuals and organizations have joined:

Karen Bakale,
Comerica Bank

Troy Carrigan,
*High-Tech Health &
Beauty Analysis*

Michelle Clark,
Mary Kay Cosmetics

Lynette Dykhouse,
*Home Care Service Staffing/
Kwik N' Kleen*

Mollie Linstrom,
Linstrom Associates

Ann Milanowski,
*Kwik N' Kleen/
Home Care Service Staffing*

Monica Mitidieri,
Monica's Best Gourmet Cookies

Danielle Rowland,
Waterfield Financial Corporation

Member Profile:

Hollie Schipper, Waddell & Reed Financial Services

As a financial Advisor and coach I take a personal approach to my clients' business and personal financial planning. I have dedicated myself to providing the finest service and advice available. I help my clients outline their dreams and goals and become their coach as together we develop a plan that establishes a firm financial foundation and meets individual needs. I have built my practice on integrity – always doing what is right for the client.

As a small business owner, I can relate to many clients' concerns. With today's financial conditions, we have many questions regarding making our business successful and reaching personal financial goals. I can work with your business and personal financial planning to show you very clearly how to maximize return from both. Our program to help you plan for your financial future can help answer your questions and provide you with a blueprint for building toward your financial goals.

I can also assist with other financial issues, such as life insurance, annuities, long-term care, and disability income insurance. These are offered through arrangements with many different insurance companies; so I can always find the right solution for you!

Thorough and innovative, I have always believed in following my dreams and helping my clients achieve theirs. I combine professionalism and commitment to offer comprehensive financial planning in a personal caring relationship.

For more information on how you can benefit from Comprehensive Financial Planning Services please contact me at 956-6051 or email me at hschipper@wradvisors.com. I look forward to working with you! ■



Hollie J. Schipper,
Financial Advisor

Waddell & Reed
4081 Cascade Road
Grand Rapids MI 49546

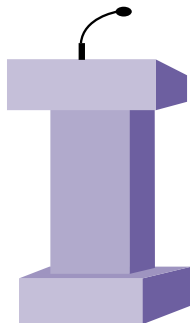
Phone: 616.956.6051
Cell: 616.822.1914
Fax: 616.956.7135

Email: hschipper@wradvisors.com

Call for Speakers 2005

Consider sharing your expertise as a speaker at a Lunch or Dinner Meeting of AWE in 2005!

Call Vickie Betit for more information at (616)893-5545.



Beverly DePung-Cummings (cont'd)

plaques, pet tags and other miscellaneous items.

In addition to membership in AWE and the Grand Rapids Chamber of Commerce, Bev has received the Spouse Volunteer Award from Region 1-D of the United Auto Workers Union.

Remember your clients, employees, friends and family with a Holiday Gift Basket from Touched By a Basket! ■

Calendar of Events

October 18th, 2004- Monthly Membership Meeting JAN BARNES, MONEY CONCEPTS

Sponsored by Hollie Schipper, Waddell & Reed Financial Services
Where will your paycheck come from when you retire?

October 27th, 2004- WIN at Noontime Meeting DENISE HOFSTRA, HERITAGE NATIONAL MORTGAGE CORP.

Sponsored by Hollie Schipper, Waddell & Reed Financial Services
Credit health and identity theft for today's business woman

November 18th, 2004- Monthly Membership Meeting MIRIAM ENGLER, CSW BOUNDARIES

Sponsored by Bev DePung-Cummings, Touched by a Basket
Balancing the needs of family and work

NOVEMBER DINNER MEETING- OFFICER ELECTIONS AND AWARDS VOTE FOR ALLIANCE OF THE YEAR, ENTREPRENEUR OF THE YEAR AND WOMAN OF THE YEAR AWARDS.

November 22nd, 2004- WIN at Noontime Meeting PEGGY MURPHY, CPA AND CAROL SCHACHEMEYER, HUNGERFORD, ALDRIN, NICHOLS & CARTER

Sponsored by Bev DePung-Cummings, Touched by a Basket
How to reduce your tax liability and year-end headaches

December 2004- Monthly Membership Meeting ANNUAL AWARDS PRESENTATION AND "DRESS FOR SUCCESS" FASHION SHOW

Sponsor of the Month Available

December 2004- NO WIN at Noontime Meeting

Member News

Nominees for the 2004 Athena Award include current AWE members **Doris Drain**, United Bank of Michigan; **Rhoda Kreuzer**, Partners in Action; and **Jayne Schwartz**, SCORE.

Carol A. Crawford and The Alternative Board have been recognized as one of the three franchises that added the most new members during the last year at the International Summer TAB Conference in Denver.

Sue Norman, designIS has been LEED accredited by the Green Building Council which supports design through building sustainable environments.

Janice K. Barnes, Money Concepts Capital Corp. received the Millionaire, Century, and Eagles Professional awards in July.

Christine Schaap has published a new book, "Bring It On! Women Embracing Midlife."

Vickie Micallef, "Truffles the Clown" is expanding her "act" to include driving business to trade show booths as well as joining V-Comp, LLC as a business consultant.

Got some good news you want to share in the next issue? Forward your glad tidings to Megan MacNaughton, at macnaught@sbcbglobal.net

AWE Monthly Membership Meetings

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

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

Cost: Reservations Required*
\$24.00 Members
\$30.00 Non-members**

*\$10 extra fee at door if not pre-registered.

**Non-members can attend their first meeting at member rates.

Pre-registration is required by 5:00 p.m. on the Thursday prior to the meeting date. Register online at: www.acteva.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. PLEASE NOTE: FAILURE TO PREPAY PRIOR TO THE REGISTRATION DEADLINE WILL RESULT IN A \$10.00 SURCHARGE.

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.

AWE WIN at Noontime Meetings

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.acteva.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.