



November/December 2006 news at a glance

Pay Dues Early & Save!

As a result of the AWE board strategic planning process, all agreed that it was time to raise AWE dues to \$150 per year.

The board investigated dues for other comparable organizations. Considering AWE member benefits, the new cost continues to provide members value for their dollars.

As a special incentive, those who pay their 2007 dues before Jan. 1, 2007, will pay the former price, \$105.

President's Corner

I hope you were able to enjoy your summer! AWE altered its course this summer and held its regional summer outing on the Grand Lady Riverboat Cruise. We had an incredible turn out and had many opportunities to network.

AWE's change in its regional summer outing is not the only change that has taken place. AWE has embarked on a new and vibrant marketing effort to capture the true essence of AWE. AWE aligns women entrepreneurs and professionals for success. AWE's new marketing strategy is part of AWE's strategic planning, which the board completed earlier this year.

I am also pleased to report that AWE's scholarship fund is fully operational and waiting for scholarship applications. To be eligible to receive an AWE

scholarship, you must be an active member for at least one year. The maximum allowed scholarship is \$300 and once a member receives such a scholarship, the member cannot reapply for two years. Scholarship applications are available online at AWE's website. We hope this new structure in AWE's scholarship fund will enable more members to enjoy the scholarship benefit.

Finally, if any AWE member would like an AWE link on your website, please contact our Technology Coordinator, Julie Lough, for more information. If any member has questions regarding AWE events, marketing, board meetings or any other issues, please contact me or any other board member. I wish you all happy and safe holidays.

Thank You,

Mary Tabin
AWE President

3rd Monday Meeting

Nov. 20 - Dr. Elaine Didier, Director of the Gerald R. Ford Presidential Library & Museum,
A History of Women In Business

- Cost: \$24 for members - \$30 for guests

Dec. 4 – Holiday Banquet .Joann Noto,
The Art of Fine Dining: A Lesson in Dinner Etiquette

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

Register at 5:45 p.m. Dinner at 6:15 p.m.
Bring your business cards and brochures!

Members! Display tables and a 2-3 minute commercial just \$15. Bring a door prize to promote your business!

4th Monday Lunches

Nov. 27 - Ellie Frey, Executive Director, Local First
The Importance of Supporting Locally-Owned Businesses

- Free for members, \$10 for guests. Bring a lunch or pay \$5 for First Park's delicious lunch bar.
- Location: First Park Congregational Church. Downtown Grand Rapids, Ransom & Fulton. Free gated parking.

Arrive at 11:15 a.m. to sign in and make connections. Speaker begins at noon. Adjourns at 1 p.m. Bring your business cards and brochures!

4th Monday Lunch is a great informal way to promote your business and educate our members. Would you like to facilitate?

Call 616- 224.9366.

No December Monday Lunch. Enjoy the Holidays!



Annual Holiday Banquet Dec. 4, 2006	January Conference Thursday, January 25 Eberhard Center, Grand Valley State University	<i>save the date</i>
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Women Business Owners, Aligned for Success

Thank You, Sponsor of the Month!

November:
Joyce Lovse
Angelcare Home Healthcare

Women business owners, aligned for success! We are business owners. We are women. We are successful. We like to make connections. We build relationships. We are always striving to make ourselves and our businesses better. Women are among the top percentages, controlling more than 51% of the nation's wealth. We generate an amazing amount of sales—\$2.5 trillion in 2004. West Michigan is representative of these statistics and AWE members are a part of this picture.

Our new marketing and branding strategy capitalizes on these facts. We are a strong voice in the marketplace. We have created a new logo. We are printing a new brochure, redesigning the Web site look and creating vehicle decals and AWE logo apparel. Share any additional ideas that you have!

We also need more volunteers for marketing, programs, membership and special events. You'll find many opportunities to become part of AWE's leadership and to connect with other AWE members.

Contact our volunteer coordinator, Suzanne Knight (1-2-1 Personal Computing) at 616-891-9037 or by email at suzanne@121pct.com. She will help you find the right place for you to volunteer and utilize your talents.

If you have questions about our marketing strategy, contact me at hshipper@wradvisors.com or at 616.956.6051.

You are what makes AWE what it is. Women Business , Aligned for Success!

Hollie J. Schipper, CMFC
Financial Advisor, Waddell & Reed
AWE Marketing chair

Welcome New Members !

Karen Bakale
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