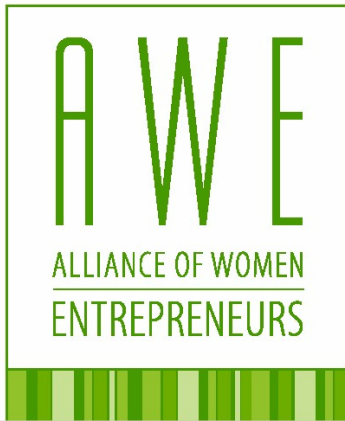


Fall 2006 News at a glance



Women Business Owners, Aligned for Success!

Thank You, Sponsors!

AWE members had a wonderful time cruising down the river aboard the Grand lady Riverboat in August. A special thank you is on order for the financial support generously provided by our sponsors:

**National City
Bank &
Covenant
Village**

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 future marketing and branding strategy will capitalize on these facts. We are a strong voice in the marketplace. As a part of that strategy, we created a new logo. We now have a new brochure, and are in the process of redesigning the Web site and are

looking into creating more marketing materials such as vehicle decals and AWE logo apparel. Please let us know of any additional ideas that you have!

We also need more volunteers! We need your help with 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 .

Our volunteer coordinator, Suzanne Knight (1-2-1 Personal Computing) can be contacted at 616-891-9037 or by email (suzanne@121pct.com) She will help you find the right place for you to volunteer.

Marketing Questions? Contact

Hollie Schipper @ 956.6051

Our Regular meetings ...

Third Monday Evenings:

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

Location:

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

Register at 5:30p.m. Dinner at 6:15 p.m. .

A time to make connections with your colleagues and enjoy an educational speaker and gourmet dinner.

Members: Display tables and a 2-3 minute commercial just \$15.

Bring a door prize to promote your business!

Fourth Monday Lunch:

Join us for additional educational and connection opportunities

Enjoy a delicious salad and soup 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 you business cards and brochures!

register at: www.awe-westmichigan.org



Annual

Holiday

Banquet

Dec. 4, 2006

Nov. Dinner Meeting Elaine Didier, Progress and Prospects: from the Bicycle to the Boardroom

reviews the accomplishments of women and the milestones they have achieved through the 20th century, and will assess the hurdles and challenges still to be overcome in the years ahead.

save
the date

Thank You, Sponsors of the Month!

September

Suzanne Knight

121 Personal Computing

October

Hollie Schipper
Financial Advisor
Waddell & Reed

In Memory of Alice Harralson

Alice Harralson, who co-founded AWE with Sandy Mol in 1983, passed away in September.

"We started talking about the problems we faced earning a living in Grand Rapids," Harralson recalled in an interview three years ago with Estelle Sloomaker.

"There were no organizations that addressed the needs of women who wanted to support themselves and not work for others. We chose AWE because it is a wonderful acronym. The business world should hold women in awe.. AWE is one of the things that I'm proudest of. I am interested in seeing women get a good, strong, firm yet gentle hold on success in the business world."

Pay Your Dues Early and Save!

As a result of the goals and initiatives set by the AWE board as a result of strategic planning and input from our members, it was decided that it was time to raise AWE dues to \$150 per year.

The new price was decided on after investigating the cost of dues for other comparable organizations. AWE offers many benefits to our members and we want to continue to offer quality programs that have value to our members.

As a special incentive to new and current members, those who pay their 2007 dues by January 1, 2007 will pay the former \$105 fee.

Welcome New Members !

Karen Bakale
Comerica Bank
616-776-6365
bakalek@yahoo.com

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Camille's Sidewalk Cafe
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