



# January—February 2007 *news at a glance*

**January  
Conference  
Thursday  
January 25th  
8:00 am to 1:30 pm  
Pathways To Success  
Key Note Speaker  
Janet Mason  
WZZM TV 13  
General Manager  
“Adapting to the  
Changing Face  
of Business”**

## President’s Corner

I am proud to be greeting you as the nominated President for 2007 and am looking forward to a fantastic year. We have many exciting things coming up:

The **January conference** has many wonderful speakers lined up which means opportunities for learning and connecting.

The board has focused on supporting women in business by providing opportunities for education, connections and leadership. The programs this year will revolve around these themes.

We are proposing two changes to the bylaws, making the board a bit smaller and changing the board terms from a December year end to June. Changing the board composition does not eliminate any positions, it merely makes some positions a committee position instead. This will allow us to do less committee work at the board

meetings and allow us to focus on visioning and planning how to make a better AWE. Changing the board terms to end in June allows us to have smoother transitions.

Our vision for 2007 is to have at least 100 people at our dinner meetings and to increase member benefits. To achieve these goals we need your support and input. We need you to volunteer on our committees. This will not only benefit AWE, but helps you to build stronger connections with your fellow members. We need your ideas. What other benefits should we consider providing? How can we make it easier for you to get maximum benefit from AWE? Please e-mail or call me anytime at [julie@juliegr.com](mailto:julie@juliegr.com) or 363-7788 .

## 3rd Monday Meeting                      4th Monday Lunches

**February 19 - Focus on Leadership—Magic of Selling to Large Companies, Mansfield Matthewson, Director of Purchasing for GRCC, Karen Scarpino, Owner, Promotional Impact**  
Join us for roundtable discussions on important business topics to help grow your business, increase your sales, and your personal potential.

**March 19 Focus on Connections**  
*A Wine Tasting Event*

- AWE Dinner Meetings:
- Cost: \$24 for members - \$30 for guests
  - Register at 5:30 p.m. Dinner at 6:15 p.m.
  - Bring your business cards and brochures!
  - Members display tables \$15 , 2– 3 minute commercial
  - Bring a door prize to promote your business

Monthly Sponsors needed—\$80. Contact Doris Drain

**February 26**  
**“Doing Business in a Multi-Cultural World”**  
Selene Lacayo, Executive Director, West Michigan Hispanic Chamber of Commerce

**March 26**  
Connections—Speednetworking

- AWE 4th Monday lunches:
- Free for members, \$10 for guests. Bring a lunch or pay \$5 for First Park’s delicious soup and salar 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!



January Conference  
Thursday, January 25  
Eberhard Center,  
Grand Valley  
State University

Pathways  
to  
Success

save  
the date

Women Business Owners, Aligned for Success

Annual  
Membership  
Meeting

Thursday  
January 25th  
At the  
Luncheon

Please Attend  
Your  
Voice  
Matters

Session I: 9:00—9:50 am

Promoting Your Business

*Darlene Regula, Dale Carnegie*  
*Jeanine Bryant, CoMerica Bank*  
*Jennie Naffie, Women's Lifestyle,*  
*Lakeshore*

Profitable Decision Making

*Sharon Allen, VanderLoegt*

Identifying and Developing Leaders

*Nancy Ayres, Clipper Belt Lacer*

Session II: 10:00 – 10:50 am

Building a Better Brand

*Susan Burke, Burke Marketing + Strategy*

Negotiations that Win/Win

*Dale Iverson, JustMediation*

Panel Discussion: Unwritten Rules for Success

*Nancy Boese, SBTDC*  
*Amy Ruis, Art of the Table*  
*Julie Lough, MicroVisions*

Session III: 11:00 to 11: 50 am

Converting Contacts into Clients

*Bonnie Nawara, American Cancer Society*

Leading the Way

*Renae Hesselink, Senior VP, Nichols Paper*

Panel discussion: "Hello, Ms. CEO"

*Kay Stazel, Snelling Personnel*  
*Jill Childs, PrintTech*  
*Carol Helsel, Porter Hills Retirement Community*

Display Tables Available \$90 / members

Sponsorships Available—contact Rhoda Kruezer

Conference and Lunch: \$50 / members \$60/guests

Lunch only: \$30 / members \$40 / guests

Register online at [awe-westmichigan.org](http://awe-westmichigan.org)

8:00—8:30 Registration and networking

Proposed ByLaw Changes

1) Article VII Section 1 *Meeting of Members.*

Currently: The Annual Meeting of the Alliance shall be on the third Monday or November of each year or at any other time designated by the Board of Directors. Other meetings shall be held at times designated by the Board of Directors.

Proposed change: The Annual Meeting of the Alliance shall be on the third Monday or May of each year or at any other time designated by the Board of Directors. Other meetings shall be held at times designated by the Board of Directors.

2) Article VIII Section 2 *Board of Directors: Composition*

Currently: The Board of Directors shall be comprised of the President, Vice President, Treasurer, Secretary, and the Chairpersons of the following committees: Leadership Development, Communications, Technology, Membership, Programs, Member at Large, and Public Relations.

Proposed change: The Board of Directors shall be comprised of the President, Vice President, Treasurer, Secretary, and the Chairpersons of the following committees: Membership, Programs, and Marketing & Communications.

3) Article X Section Section 5 *Elections and terms: Term of Office*

Currently: Each officer shall assume her duties January 1 and serve one (1) Calendar year. An officer may serve up to four (4) one year terms in the same office.

Proposed change: Each officer shall assume her duties July 1 and serve one (1) Calendar year. An officer may serve up to four(4) one year terms in the same office.

4) Article XI Section 1 *Committees: Standing Committees*  
There shall be three Standing Committees: Membership, Publicity & Communications, and Programs. The Chairpersons of the Standing Committees shall be

appointed by the President, and have full voting rights as board members. Membership committee: The Membership Committee shall build and retain membership. This shall be accomplished through maintaining an accurate membership and mailing list, representing the concerns of the membership to the board, volunteer coordination and as historian. Marketing & Communications Committee: The Marketing Committee shall coordinate all publicity for the Alliance and promotions of its programs. They shall also compile and distribute the newsletter and coordinate any other member communications. Program Committee: The Program Committee shall plan quality programs for the Alliance.