



NAWBO
CHICAGO
National Association of Women Business Owners



The National Association of Women Business Owners, Chicago Area Chapter, propels women entrepreneurs into economic, social, and political spheres of power.

September 2011 Bulletin

President's Message

This is an exciting time for our members, as the comprehensive programming planned for this year swings into full gear. NAWBO's mission is to deliver meaningful opportunities that empower members in educational, social and political spheres, and our chapter's 2011/2012 programs will pack a powerful punch. You spoke and we listened!

This year there is something for everyone throughout the Chicago area, including:

- **Monthly, no-charge membership events** will meet near O'Hare, starting in January.
- **Signature networking and development opportunities**, such as NAWBO Day in the fall and the Achievement Luncheon in the spring, will be held in Chicago.
- **Strategic Forums** will meet regularly each month, to address your special interests, focus on business development and share resources, in different locations in the north, west, south and east areas of Chicagoland.

We believe that Solidarity = \$uccess

At NAWBO Chicago, Solidarity means we provide opportunities to reach out and partner with:

- **New allies** in the form of diverse organizations, such as the South African consulate and the Asian-American Business community;
- **Proven partners**, including our valued corporate sponsors, the Women's Business Development Center, the media and
- **Community partners** such as the Girl Scouts, Small Business Administration and various funding organizations.

I hope you participated in the successful Business Accelerator program sponsored by American Family Insurance this summer, and the Women's Leadership Exchange in August.

NAWBO Chicago also means business, and that translates into opportunities for you to:

- **Do business** with each other,
- **Expand your knowledge** in procurement and certification,
- **Work together** for the Success of all.

None of this works without you! Watch the Calendar of Events as the months unfold and decide that NAWBO is where you want to be. Sign up early and often! Plan your calendars so that NAWBO is an important piece of your growth strategy this year.

Did I mention how thrilled I am to be working with this Board of Directors? I hope you get to know each and every one of them as the year unfolds. Check out the [leadership page](#), soon to be new and enhanced like the rest of the website. I know they will be delighted to hear from you.

So, until next month, and as I meet you at the various events, remember we want the Success to be yours. Reach out to us, call us, email us. Solidarity is only achieved by working together.

Yours for Strategic Growth,
Gail

Apply for Prestigious New Venture Award by September 12

If you're a NAWBO member who has launched a new product or new company within the last two years, don't miss your chance to be recognized! Apply for the Cynthia Bland O'Toole Memorial New Venture Award. The award will be presented to one or more business owners with new venture(s) that demonstrate:

- Creativity,
- willingness to take risks,
- marketing strategy and
- business acumen

The award winner(s) will be honored at the NAWBO Day luncheon on October 6. Click [here](#) for details and the award application.

If You Are a True-Blue Entrepreneur, Nothing Stops You

By Francine Manilow, Founder and President of Manilow Suites

Watching the installation of the new 2011/2012 NAWBO officers on July 13 brought back so many memories of my first NAWBO meeting well over 20 years ago. I laughed at the thought of the expression commonly used on installation day: "Bumps in the road." Ours were not bumps, they were road blocks! And you know what? No matter how small or large those blocks were, we fought them all.

You see, no matter what our backgrounds, we were all women business owners, large and small. We knew we had that one common denominator that brought us together in the first place. We were and we are far more powerful as a group than as one. And look what we have accomplished in these ensuing years!

I formed my first company in 1965. As a woman trying to get into the world of business, it was a joke. No one took me seriously, and there weren't any organizations for assistance.

If you are a true-blue entrepreneur, nothing stops you. You just press on with vigor and optimism. Ever so slowly, doors began to open, and more women started businesses. Today, the largest groups of women opening up their own businesses are women of color. Fabulous! We all stand together to open the doors wider for the women of today and for future generations.

NAWBO has been there through it all, and we should step back at times and think about what once was and how fortunate we all are to build and develop our respective businesses. And lastly, we should continue uniting as women business owners to make good things happen!

Quick Poll: Is Social Media Marketing Worth the Work?

Starting this month, each monthly NAWBO Chicago newsletter will include a quick poll. These will be brief surveys – five questions or less – focusing on how you grow and run your business or what you think about issues important to all women business owners. We'll publish the results each month on nawbochicago.org and in future newsletters.

So go ahead: Tell us what you think!

Quick Poll #1: [Is Social Media Marketing Worth the Work?](#)

Cha-Ching: “Connecting Corner”

Shopping NAWBO first really pays off for you and your fellow entrepreneurs. Just ask these members:

Alexandra Eidenberg President, The Insurance People

Alexandra is a member of the Lincoln Park Business Development Group (BDG). At her BDG she has been able to connect with Sharon Egan and Judy Mannerter on their insurance needs. Susan Soble referred a terrific small business that is soon to be a client. The Lincoln Park BDG has been a great addition for generating business for Eidenberg.

In addition, Alexandra has used the NAWBO Google listserv email for assistance with her home. She requested connections for a plumber and heating/cooling person. “Members of NAWBO quickly and gladly helped create connections by responding on the listserv email,” Alexandra said. “Terry Thompson, Mary Lynch, Shannon Nyhan, Edie Jerome, Vicki Writer, Sue Chesler and Jennifer Strezo replied within an hour with different recommendations for both plumbers and heating/cooling people.” Eidenberg spoke to several companies in each category and has done business with the recommended people. “Both service people did a great job,” she added.

Gayle Newcomb Managing Member, Newcomb Consulting

Since joining NAWBO Chicago, Gayle has connected with fellow NAWBO members Laurie Lee of Swift Passport Services, Laura Soncrant of Sweet Attila's, Rachel Cherny of Rachel Street Printing, Jennifer Masi of Flutter Design, Bobbye Cochran of Bobbye Cochran & Associates, Nick Farina of Voltage Digital Media, Kelly Bell of Forrest Construction Group and EDDR. Most recently, Goldie McDuffie, President of EDDR and Gayle worked together to submit a training workshop RFP for the Water Reclamation District of Chicago. “NAWBO has connected me with owners of companies with whom I want to do business,” Gayle said. “It's a great vehicle to make connections to grow your businesses as well as help other members do the same.”

Take advantage of this free PR and share your connections! To submit your Connecting Corner story, send an email to NAWBO Member Benefits Chair Michele Katz at michele.katz@huschblackwell.com.

Spotlight on: NAWBO Chicago Connecting Points BRG

The Connecting Points Business Resource Group (BRG) consists of serious women business owners who seek betterment and enrichment in all facets of business. The members speak in front of the group both to cross sell and to gain public speaking experience. To help improve the members of the group, Connecting Points BRG invites outside speakers to discuss such topics as banking, accounting, taxes, improving salesmanship and personal self improvement.

“Connecting Points gives individuals an opportunity to improve their business skills with the help and direction of other business women. My co-chairs -- Julie Yusim of Duxler Complete Auto Care and Lenore Baigelman of Full Circle Architects – and I want this group to be educational and an excellent use of all participants’ time,” says group co-chair Anna Maria Viti-Welch of The Viti Companies, an insurance agency.

Anna Maria adds that she remembers when there were 15 Connecting Points meetings held quarterly throughout Chicagoland to talk about business. Anna Maria wanted to start a BRG that was *not* a leads group that any women business owner could join without occupational parameters or a set limit of participants from each field. Anna Maria felt that the knowledge and experience of each business owner was powerful and all could contribute to the group.

Connecting Points BRG meets the third Thursday of the month from 7:30 am to 9 am at The Viti Companies, 445 Sheridan Rd, Highwood, IL.

Spotlight on: NAWBO Chicago Next Generation Outreach Committee

The dynamic and far-reaching Next Generation Outreach committee is looking for women who would like to participate in job shadow days at their place of business. We are also looking for speakers that would like to show off their business prowess to a captive audience of young high school and college students. You can make a difference in a young person's life by sharing your personal and professional stories. “We are looking to create a database for dynamic women,” said committee chairperson Jennifer Wolfe. “Will you please sign up?”

If your answer is “yes,” send an email to jennifer@wolfephoto.com or call 312-733-5227.

NAWBO Day 2011: Connect. Learn. Grow.

Mark your calendar: October 6, 2011 is NAWBO Day. Don't miss this empowering, inspiring and jam-packed day that is entirely for, by and about women business owners.

- **Connect** with successful, high profile civic and business leaders.
- **Learn** more about financing, marketing and growing your business.
- **Grow** your network, your knowledge and your potential.

NAWBO Day ◆ October 6, 2011, 8am-4pm ◆ Mid-America Club – Chicago

Space is limited -- Register now at <http://www.nawbochicago.org>

Here's How to Make NAWBO Really Work For You

Want to get more out of your NAWBO membership? Consider participating in a chapter committee. By doing so, you can:

- Expand your network and cultivate deeper relationships, working alongside peer business owners who may become referral sources, collaborators or advisors;

- Enhance your skills as a business owner and leader, by trying your hand at project management, public speaking, social media, public speaking, writing, business development, etc.; and
- Have more of a say in what our chapter stands for, and where we're headed.

As you can see, committee membership can pay big dividends. Even better: You can scale your involvement as your needs, interests and workload permit. A few hours a week or month is all it takes to get in the game.

Here are your committee options:

- Affiliates
- Charitable and Social Outreach
- Corporate Affairs
- Diversity
- Education and Events
- Marketing
- Membership
- Next Generation Outreach
- Political and External Affairs
- Public Relations
- Strategic Forums

Complete this [form](#) to learn more about how you can get involved in a NAWBO committee, and get more out of your membership.

Exclusive Symposium Just Released for Small Business Owners

Do you ever wonder why you are so successful at closing sales with some people, but with others it's so difficult? We'd like to show you how you can accelerate your business and improve your sales skills when you understand how your personality—and the prospect's personality—play such a large role in the sales process.



That's why NAWBO Chicago has teamed up with the Business Accelerator Program to extend our members an invitation to the exclusive symposium, **Sell More-Adapting Your Style for Better Results**, featuring internationally-recognized educator, professional speaker and author Sheila Glazov.

This *no-cost* event will be held on Wednesday, October 5th from 10am – 2:30pm at the European Crystal Conference Center in Arlington Heights. You'll learn how to:

- Discover and understand your own strengths and idiosyncrasies while adapting to other individuals
- Improve your listening, communications and rapport skills so you can connect better with customers to sell more
- Communicate more effectively and motivate the people you work with on a daily basis

The symposium even includes a hands-on workshop for practicing your new skills!

Seats to this educational, no cost event are limited so [register](#) beginning on September 1st. Can't be there in person? No problem, the symposium will also be offered via webcast.