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E-Newsletter

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Comments or questions?
Interested in sponsoring an issue of the NAFE E-Newsletter? Contact **Paula Damiano**, newsletter editor, at paula.damiano@nafe.com.

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FEATURED BENEFIT

Welcome



"Here's a figure every women should watch: Women fill less than 15 percent of Congressional seats... . The result? We have almost no say in Washington in the thousands of decisions that control our businesses, our families, and our lives."

Betty Spence, President, NAFE



SPECIAL OFFER for NAFE members:
SUBSCRIBE to Working Mother
and **SAVE 75%**



Featured Events

THERE'S A NAFE BREAKFAST CLUB NEAR YOU THIS FALL!

NEW YORK CITY: What's in YOUR Future? AXA and NAFE Want To Help. Planning for life - a vacation, family gathering or your next doctor's appointment - is something we all do. But what would happen in situations that are totally unexpected or unthinkable - are your financial affairs in order? Mary Jo Iacovino from AXA Advisors will share with you a powerful estate-planning tool that will guide you through everything you need to know to "get your house in order." Topics include preparing a will, inventorying investments, disposition of property, creating an ethical will and other critical information. And our expert Mary Jo makes it fun! So please join us on **October 10th at the Yale Club** (New York City) from 8:00 - 10:00 AM, where, like at all NAFE Breakfast Clubs, there will be time for networking, fellowship and breakfast, too. Don't miss this important members-only event: check the NAFE website for! registration details!



Complement your autumn meals and parties with the perfect selection from Wine.com. NAFE Members receive a 12% discount on purchases.

WINE.COM brings the best of the wine world to enthusiasts throughout the nation, offering doorstep delivery¹ of a vast selection of premium wines and gourmet products from around the world, as well as lifestyle wine clubs and distinctive individual and corporate wine gifts.

With more than 10,000 unique domestic and imported premium wines on our shelves, WINE.COM has a flavor for every palate. Our selection of hard to find collectors wines and affordable everyday wines offers that special something for every wine lover. And, our expansive gourmet food products and wine related accessories prove the perfect compliments to the wine enthusiasts' world.

To place an order visit WINE.COM on the NAFE Member Benefits web site, or order by phone at 1-800-592-5870, and give the agent promo code

ST. LOUIS, HOUSTON, CHICAGO, MONCLAIR (CA), WASHINGTON D.C. AND SEATTLE - Six NAFE Breakfast Clubs/Receptions This Fall! Discover how to improve your chances for landing new business, getting a promotion, or finding the perfect spot as a leader in your community - by "showing up big" clad in your clout and your talent. Step into your power - and your power suit - and create a winning image with Gail Blanke, motivational speaker, founder of LifeDesigns, author of *Between Trapezes: Flying into a New Life with the Greatest of Ease* and *In My Wildest Dreams*, and columnist for *Real Simple* magazine. NAFE brings its inspiring Breakfast Clubs (one is an evening reception) to six cities this fall, sponsored by ALFANI, a contemporary women's fashion line available exclusively at Macy's. **Online registration is now available through the NAFE website.**

- **9/29 - Macy's Galleria, St Louis, MO (8:00-10:00 AM breakfast)**
- **10/13 - Macy's Memorial City, Houston, TX (8:00-10:00 AM breakfast)**
- **10/20 - Macy's State Street, Chicago, IL (8:00-10:00 AM breakfast)**
- **10/23 - Macy's West, Montclair, CA (6:30-8:00 PM evening reception)**
- **10/27 - Macy's Metro Center, Washington, DC (8:00-10:00 AM breakfast)**
- **11/3 - Macy's Downtown Seattle, Seattle, WA (8:00-10:00 AM breakfast)**

Bonus: Attendees will have a chance to win an Alfani wardrobe!

NAFE National Conference January 24-26, 2007. Mark your calendars - and check your supply of sunscreen. The 2007 NAFE National Conference will take place at the gorgeous Ritz Carlton Hotel in Laguna Beach, CA. The theme: *Executive Women Leading the Way*. Major keynote speakers, intensive skill-building sessions, nonstop networking and a terrific goodie bag - more details as they're available!

NEW YORK METRO AREA MEMBERS: MEET YOUR WOMEN LEADERS. NAFE's partner **Women Impacting Public Policy (WIPP)** and **EQUAL VOICE** (founded by NAFE President Betty Spence) will launch an exciting and important new initiative for businesswomen - the *Women for Women Forum: Where the Public and Private Sectors Intersect - in New York City, September 27, 11:30 AM - 2:00 PM*. A nonpartisan panel brings together local women leaders-two from the private sector and two from the public sector-to discuss issues of importance to you as women and as business owners and executives. Join WIPP and EQUAL VOICE to raise awareness of the value of women's leadership and the importance of women's voices to our businesses, as well as the health, safety, and prosperity of our country. To register, **click here**. For more information, contact Andrea at acianfrani@wipp.org or 888-488-WIPP.

Correction

"Beneplace".

¹ Please be sure you have chosen your Ship To state correctly, as regulations in certain areas of the U.S. prohibit their residents from receiving wine shipments directly: Alabama, Arkansas, Arizona, Colorado, Delaware, Georgia, Hawaii, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Minnesota, Mississippi, Montana, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Vermont, Wisconsin



In the last issue, we ran this photo from the 2006 NAFE Top 30 Awards Luncheon - but failed to identify the person in the middle. Left: Betty Spence, President of NAFE; middle: **Dr. Sharon Nunes**, Vice President, Business Development - Strategic Growth Initiatives with IBM Systems & Technology Group and NAFE Women of Excellence Mentorship Award Winner; right: Carol Evans, Working Mother Media CEO. Sorry, Sharon!

Announcements & Opportunities

NAFE WEB TIP

Visit our ever-expanding [Calendar of Events](#) for opportunities around the country. The new Search function makes the Calendar even more useful and accessible. Use the Event Submission Form online to let us know about events in your area.

WORDS TO WORK BY

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be

California Governors Conference for Women. Keynote speaker will be His Holiness **The Dalai Lama!** Over 11,000 women are expected to attend this event on September 26th in Long Beach, CA. The local NAFE affiliate For You Network will have a booth at the event. NAFE Regional Coordinator **Robbie Motter** invites you to stop by and say hello!

WLE Speed Coaching Event in Atlanta. The Women's Leadership Exchange (WLE), a NAFE partner, invites you to discover the secrets to growing your business from 14 top experts - ALL IN JUST ONE DAY. It's a full-day (7:30 AM-7:00 PM) event at the Cobb Galleria in Atlanta on September 19th. Members receive a \$25 discount by selecting NAFE from the list of Supporting Organizations when they register online. (Use your American Express card, and you save an additional \$50.)

MANHATTAN CHAMBER OF COMMERCE - DISCOUNT. NAFE is excited to be partnering with the Manhattan Chamber of Commerce, which represents the voice of over 100,000 companies in Manhattan and supports the business community through advocating for positive business legislation, hosting 3-4 monthly networking events and seminars, marketing and international outreach. Their mission is to create a positive business environment to foster job development and promote business growth... their motto: WE MEAN BUSINESS. Join MCC now - **NAFE members get 15% discount off published membership rates!**

*strengthened,
ambition inspired,
and success
achieved."*

Helen Keller (1880
- 1968)

ESSENTIALS

To JOIN NAFE [click here](#).

To RENEW YOUR MEMBERSHIP today [click here](#).

Not affiliated with a NAFE network? [Click here](#) to find the NAFE network closest to you.

Are you taking full advantage of your NAFE member benefits? [Click here](#) to see a full list of great discounts and special offers.

Let us know what you want from NAFE. [Click here](#) to send us your comments and suggestions.

As a NAFE member, you are also a member of Women Impacting Public Policy, a bipartisan advocacy group. To learn more, visit www.wipp.org.

To SUBSCRIBE, [click here](#).

To UNSUBSCRIBE, [click here](#).

The NAFE E-Newsletter is produced by:
National Association for Female Executives
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New York, NY 10165
www.nafe.com

Auction Donations Sought. Donate items to a worthy cause - and get media recognition for you and your business. One of the best-loved features of Working Mother's annual WorkLife Congress is the Silent Auction, which offers attendees a chance to bid on high-end designer goodies at bargain prices. **Nicole Wild**, NAFE Regional Coordinator, always runs the auction - it benefits Nicole's organization, **The Women's Alliance**, a national organization of independent community-based members who provide professional attire, career skills training and related services to low-income women seeking employment.. Nicole is seeking items for this year's auction at the 2006 WorkLife Congress to be held in New York on October 16-18. Contact Nicole (nicole@thewomensalliance.org, 305-762-6400) to find out more.

Free Business Start-Up Guide & Tools. The website of the Texas State University's Small Business Development Center offers an extensive (and free) series of articles, legal forms, and other information on business start-ups, including how to name your enterprise, how to write a business plan, an Entrepreneur Risk Assessment Quiz, and much more.

America's Walk for Diabetes. **Juanita Thompson** is a NAFE member and the Associate Director of the American Diabetes Association. She asks NAFE members and friends to participate in America's premier walking event to benefit the American Diabetes Association-and the 20.8 million American adults and children who cope with type 1 and type 2 diabetes. Someone is diagnosed with diabetes every 21 seconds - donate your time, money or both to this important cause.

Toolbox for Education Grants. Home improvement giant Lowe's makes grants up to \$5,000 for grassroots community projects and school improvement projects initiated by parents in the communities where Lowe's does business. Deadline: October 15, 2006.

Free Tools for Grant Seekers. The Foundation Center is the nation's leading authority on philanthropy, connecting grantmakers and grantseekers. Their website offers two free **Prospect Worksheets** - one for institutions and one for individuals - that will help you focus your search on funders whose priorities match those of your project.

Grants for Tourism-Related Organizations. Nonprofit organizations involved in tourism can apply for grants for capital improvement and education relating to "conservation and preservation of sites of exceptional cultural, historical, or natural significance." Deadline: November 1, 2006.

Share your NAFE Stories! NAFE Turns 35. The National Association for Female Executives will be 35 years old next year. For the 2007 issues of the *NAFE Magazine* and *NAFE E-Newsletter*, we're seeking NAFE tales about the early days from people who "remember when." Send your NAFE experiences and remembrances to **Paula Damiano**, *NAFE E-Newsletter* Editor. Please include information on when you first joined and how many years you've been with NAFE.

Breast Cancer and You. The American Cancer Society reminds us

that October is **National Breast Cancer Awareness Month (NBCAM)**. The bad news: the percentage of women having mammograms every year is going down. Reacquaint yourself with this important health issue - and check out what programs are offered through the NBCAM initiative.

More Announcements & Opportunities

Private Sector Investment Workshops for Women. For more than three decades, the Overseas Private Investment Corporation (OPIC) has been the primary U.S. government agency supporting private sector investment in new and emerging markets. As part of OPIC's outreach efforts to the minority- and women-owned business community, OPIC is hosting three workshops: Atlanta, September 28th; Chicago, October 12th; Los Angeles, November 16th. All workshops are being held in cooperation with the U.S. Department of Commerce Minority Business Development Agency and the National Women's Business Council. Registration fee: \$50. Contact Judyth Kay Gilbert (202-336-8641, jgilbert@opic.gov) for more details.

Make Mine a \$Million Business Competition. When just 3% of women-owned businesses generate more than \$1 million per year, it's clear that new growth opportunities are needed. Twenty applicants with the most promising growth plans can win one-on-one mentoring, marketing assistance, a line of credit from OPEN (American Express), a loan from Count Me In, technology support from Cisco Systems and the opportunity to take part in QVC's product search and sell their products on the network. **Applicants have until September 29th to apply online.**

UPS Small Business Contest - Win \$10,000! UPS announces its 2006 Best Out-Of-The-Box Small Business Contest, with a first prize of \$10,000, a new HP computer, and lots of other nifty loot. Last year's winner was NAFE member Lucinda Yates (she's a judge for this year's competition) - this year, it could be you. Enter by writing an essay describing how your business is original, through products and services or overall business concept. UPS also wants to hear about all the creative ways you use your resources (people and money) for best results. Contest runs until Sept. 15, 2006.

Career Development

NAFE Discount for Simmons Executive Education Programs! Simmons Executive Education programs (Boston, MA) provide women with the tools they need to navigate their careers and become influential leaders within their organizations. **NAFE members receive a 15% tuition discount on any of Simmons Executive Education programs** - just identify yourself as a NAFE member on your program application to receive the discount. (You can write "NAFE member" anywhere in the payment section and you'll receive 15% off.) Upcoming programs include:

- **Strategic Leadership for Women - September 25-29, 2006 (\$4,400 minus a 15% NAFE discount)**
- **The Negotiation Edge: Effective Strategies for Women - November 13-15, 2006 (\$1,500 minus a 15% NAFE discount)**
- **Managing Your Leadership Brand - October 13, 2006 (\$750 minus a**

- **15% NAFE discount)**
- **Leading High Performing Teams - October 16-18, 2006 (\$1,800 minus a 15% NAFE discount)**

Working Mother WebSeminars - NAFE Discount! Working Mother Media's WebSeminars provide a national forum for a wide range of topics. Talented panelists from remote sites hold a virtual, 90-minute forum to share knowledge and provide practical tips. You can participate from any location around the globe - all you need is Internet access and a phone. Upcoming seminars include **Latina Trailblazers: Leveraging Cultural Values for Corporate Success** on October 12th. Regular price: \$225 per site location (unlimited number of participants). To receive a \$50 special NAFE discount, register for the WebSeminars by phoning 800-775-7654.

Women Executive Leadership Learning (WELL) - NAFE Discount. NAFE members **Dr. Sylvia Lafair Kaufman** and **Mary Jane Saras** of Creative Energy Options, Inc. invite you to a program titled *Inspired to Lead: How Women Change the World of Work* for women executives, entrepreneurs, and business owners. Location: The Country-Place and Conference Center, White Haven, PA. Dates: October 25-27, 2006. Identify yourself as a NAFE member when you sign up for the retreat and receive a 15% discount. **Please note new contact information:** Shirley@womenexecutiveleaders.com, 570-636-3858.

The Art of Negotiating for Women. SRI announces a series of seminars - **NegotiationPlus For Women: The Art of Getting What You Want** - this October across the USA. Event cities are Iselin, NJ; Chicago, IL; Houston, TX; Dallas, TX; San Diego, CA; Los Angeles, CA; San Francisco, CA; Seattle, WA; Boston, MA; New York, NY; Philadelphia, PA; and Washington, DC. See website for dates. This hands-on program, designed to teach women to think about negotiating differently and to improve their negotiating skills using the NegotiationPlus™ method, includes exercises and simulations specifically designed to address situations that you face in your business and personal lives. To receive a **15% discount**, please mention priority code NAFE15 when calling to register: 1-800-599-4950.

Consumer Health World Inaugural Conference. NAFE is an association sponsor for this conference: a groundbreaking event that will explore the issues defining the consumer demands on the health care delivery system. CHW also provides special programming around healthcare marketing including information on the New Healthcare Consumer, Consumer Direct Access to Healthcare & Retailization, and the Boomers Business - a phenomenon that has sparked a national movement and ushered in the age of consumerism in health care. This premier, multi-conference event brings together all of the stakeholders of the consumer-driven health care industry; the employer, provider, health plan, pharmaceutical, leading technology products, and technology solution providers. Dates: December 11th - December 13th. Location: Omni Shoreham Hotel, Washington, D.C. Discounts! for NAFE members: Register using code **NAFE20PCT06.**

Five Tips

5 Tips for Mastering Your Domain... on the Web

Whether you are starting your business or thinking about growing it, you need a web site that can be easily found by your customers and by potential new business, and one that will turn up quickly during Web search. NAFE member **Jo Belanger**, the website designer for NAFE, offers five tips for establishing an effective domain name for your business.

1. Register your domain name now. Even if you don't plan to develop a website for a while, get your name registered as soon as you can while it is still available.
2. Try for the .com. We do live in a dot com world and although other top level domains (the letters after the dot) are available such as .biz or .info, people still think .com when it comes to the web.
3. Don't despair if your first choice for a .com name is already taken. There are alternatives. If your company name is ABC Rentals you may find that even though abcrentals.com may already be taken, abc-rentals.com may still be available.
4. Try for keywords in your domain name. In the above example ABC Rentals is a natural because rentals is a good keyword. But if your company name is Smith and Smith LLP., using smithandsmith.com may lessen your chances of coming up on a keyword search. smithandsmithlaw.com may be a better choice.
5. Use a reputable domain name registrar. You can get a domain name on the cheap, but you want to be sure that you will get good service from your registrar.

Go Daddy is cheap, and offers a lot of online tools for managing your domain-- although phone support is not their strong suit.

Network Solutions is the original registrar and is pricey but supportive.

Register.com is a well-established registrar, but very pricey. You can save money by registering your domain for a number of years at a time - some registrars go up to 10 years.

Once you've taken care of the domain name business, you can then find a web designer and hosting service to make your website live and serve as a good ambassador for your company.

NAFE member Jo Belanger has been in graphic design for over 25 years and has been designing websites for over 10 years. Her company, **J&F Design and Web Creation**, was started in 1988 offering both graphic design as well as website creation.

Member News

The Rancho Cucamonga For You Network/NAFE affiliate is happy to announce the appointment of a new director. Heading the network will be **Denise Chilson**. Denise is a resident of Upland, CA, and owns Chilson Business and Tax Service. She has a real passion for helping women to achieve their dreams. Denise will be introduced into her new roll at the network's September 18th dinner meeting.



NAFE member **Deborah Busser** and her co-author Lynne Healy from the UK recently published new **easy women: Unleash Your Creational Power**. The book is "a vibrant, energizing perspective on how women can create lives of ease, power and grace." Using simple yet inspiring and motivating quotes, and stunning full-color illustrations, it redefines personal development and empowerment.

On August 13, 2006, **Heidi Richards**, Florida NAFE member and director of the NAFE affiliate WeChamber Network, celebrated her 25th anniversary in business (Eden

Florist). It all started in July 1981 when Heidi went to work for the former owner. Every day was an adventure. She got very excited about making people smile when she created a floral masterpiece. Then one day her husband came home and said "Honey, I bought you a flower shop." It was the one she was working in - and the rest is history.

New York NAFE member **Sana Shabazz** announces her new book, *Why Women Cry...A Compilation of Stories, Poem & Positive Responses for the Cleansing of the Eyes & the Soul* - what one reader termed "1 pound, 2 ounces of joyful communication." The book was born after Sana and a friend discussed "the trials & tribulations, the wonders and strains of menopause, and along with that, the wonders and beauty of being a woman."

Leanne Sabo, Director of the Long Beach For You Network, will be featured in the November issue of *Empowering Women* magazine in a story on Weekenders USA. The issue has over 130 pages of articles featuring photos and stories of Weekenders women and "the abundance they are creating in their lives."

A new book titled ***Seal the Deal: The Essential Mindsets for Growing Your Professional Services Business*** (due out in October) demystifies how successful coaches, consultants and others in the professional services make money while making a difference. The book was written by **Suzi Pomerantz**, a NAFE member and Master Certified Coach who has been coaching executives for 13 years in over 110 organizations worldwide. For more information, contact orders@hrdpress.com.



Songstress and composer **Juanita Johnson** is a NAFE member in the New York City area. She's just released a new CD sampler **Juanita!** - a selection of her own tunes that incorporates an eclectic mix of soul, R&B, and jazz.

Joan Ryan is a NAFE member and author in New Jersey. Her book, *Using Emotional Intelligence to Become Your Ideal Self* will help anyone in creating better relationships, both professionally and personally. The easy to read tips will have you on the road to a stress-free, happy and fulfilling live.



Computer Tip

Send a Message but Have the Replies Go to Someone Else: Create your message as you normally would, then click the Options toolbar button and type the email address of the person you want the replies to go to (under the Delivery options).

This tip comes from NAFE member **Peggy Duncan**, personal productivity expert, trainer, and author of several books, including ***Conquer Email Overload with Better Habits, Etiquette, and Outlook 2003***

Upcoming Events

Rancho Cucamonga, CA September 18, 2006

The local Rancho Cucamonga For You network director **Denise Chilson** invites members and guests for an evening of networking and fun. Hear marketing expert Joan Rudder-Ward speak on *How to market to your target consumer without spending a lot of money*. Joan was recently recognized with the NAFE 2006 Women of Excellence Award for Community Service for her photography enrichment program for girls and teens. She also appeared on the cover of the Summer Issue of *NAFE Magazine*. To RSVP (required) or for additional information: denisechilson@aol.com, 909-920-9200.

Las Vegas, NV September 19, 2006

Las Vegas' Largest Mixer: The local NAFE affiliate joins a collaboration of Las Vegas area business organizations and professionals representing hundreds of industries for a mega-networking event at the Plaza Hotel and Casino from 5:30-9:00 PM. The NAFE network will have a booth at the event - stop by and say hello! Contact **Catie Fitzgerald** (702-949-0826) or **Amy Frost** (702-362-7239) for more information.

Boston, MA September 25-29, 2006

Strategic Leadership for Women: This five-day flagship residential program is designed to develop an understanding of participants' own leadership style, enhance their leadership skills, and enable them to position themselves strategically within their organization for success. This program has been called "transformative" and "life-changing" by past participants. Simmons Executive Education programs provide women with the tools they need to navigate their careers and become influential leaders within their organizations.

Harrisburg, PA September 26, 2006

NAFE member **Casey Sheehe** is a workshop leader and owner of Red Daisy Training and Development. She invites you to a seminar titled *The 5 Steps to Sensational Selling*. The all-day event includes breakfast, four great sessions, materials, handouts - and a follow-up consultation. Contact info: 717-533-7226, 717-579-7871, reddaisy@lmf.net.

Etiwanda, CA September 27, 2006

The 2006 Inland Empire Women's Conference will address the topic *The Power of Being a Woman*, with keynote speaker Jewel Diamond Taylor, a.k.a. "The Self Esteem Doctor." There will be a NAFE and For You network table.

Summerdale, PA October 3, 2006

The **Central Pennsylvania Association for Female Executives**, a local NAFE affiliate, announces its October program -- When I Listen, Why Don't I Hear - to be held at the Central Penn Conference Center. Event begins at 5:30 PM. For more details, contact: **Deb Sheppard**, DebKohr@pcntv.com.

Naples, FL October 10, 2006

The Premiere Business Women's Expo 2006 will be presented by the Women's Network of Collier County, a NAFE affiliate in Florida. This is the network's first tradeshow. Member businesses will highlight their areas of expertise at every booth. The event is

made possible by the contributing partnerships of Wachovia Bank, International College and several other local media partners. It will be held at Saint John the Evangelist in Naples, FL on October 10, 2006. For more information, contact Rosie Johnson at 239-821-6855.

- Log onto the **NAFE website** (use your last name and NAFE member number) to view our ever-expanding **Calendar of Events** for opportunities around the country. The new Search function makes the Calendar even more useful and