

WOW!!! What an amazing journey this has been. It is hard to believe that this is my final letter as President of N.E.W. These two years have truly flown by!

This experience has helped me to grow both personally and professionally. Getting to know so many of you on a deeper level has demonstrated the way relationships are supposed to be. It has reinforced that business organizations should have a responsibility to their community and to those less fortunate. Maintaining this balance between conducting business amongst ourselves and helping those around us makes N.E.W. shine brighter than any diamond ever could!

I want to personally thank each and every one of you for your support over these two years. Because of your passion and commitment to N.E.W.'s mission statement we have excelled. The mission statement reads:

"Our mission is to create and provide a supportive environment for all members, which will foster and enhance their productivity, effectiveness, creativity, self-expression and accomplishment in their respective fields.

"We shall also tap into the talent, knowledge and skill of the membership and through action, will make a difference in the community through group projects and valuable contributions. We strive to build the name and reputation of N.E.W. and its members as respected business organizations enhancing both the community and the quality of life in the Greater Richmond area."

Promise me that you will continue this trend as the incoming board transitions into place. I hear some great ideas being tossed around already! I'm looking forward to seeing what new heights N.E.W. will reach in the years to come.

Please join me in welcoming the new Board of Directors as they are inducted at the August 4th luncheon. I hope to see you there!

Never forget,

"Women who behave rarely make history, Let's make some history together"!

Thanks for your continued support!

President of N.E.W.

René Haines

network / *nétwerk* n. & v.
a group of people who exchange information, contacts, and experience for professional or social purposes.
The Oxford Dictionary



Table of Contents:

N.E.W. Information 1

N.E.W. is now using E-Vites! 1

N.E.W. Board Members 1

PayPal Information 1

Tuna Fish and Peanut Butter 2

August's New Nite Out 3

Member Spotlight: Debbie Garter 4

Member Spotlight: Mindy Flanigan 4

Business Tip of the Month 5

August's Raffle Items 7

Want an Ad in the Newsletter? 7

No Solicitation Notice 8

Wanna Bigger Name tag? 8

A Special Thanks 9

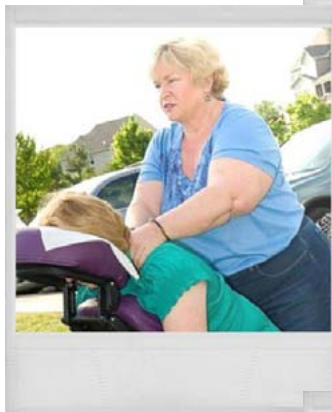
August 2011 Calendar 10

August Birthdays 10

Networking Around Richmond 10

Contact the Board 11

NEW Thought of the Month 11





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N.E.W. Information

Current Member Count: 203 members!

Treasurer's Report: Cash balance as of 07/25/11 is: \$11,484.55

Registration: To streamline the process for registration we've developed a new policy. Members who register early/by the RSVP date, the cost is \$20 for the luncheon. For members who do not register by RSVP date, the cost is \$25.

N.E.W. is now using E-Vites!

We are now sending out e-vites via www.evite.com for N.E.W. parties and gathering instead of R.S.V.P.ing through e-mail. Anyone who logs onto evite.com and is on the guest list for an event will be able to see who else is coming! Linda Cozad is now the RSVP contact for the Evites for lunches. If you would like to RSVP to a luncheon, please e-mail Linda at: Lwcozad@aol.com.

Vote for the N.E.W. Board Members!

Here is the slate for the next meeting to be voted on!

Susan Campbell - President

Nina Whittleton - Vice President

Brandy Dilworth - Executive Secretary

Carolyn Boone - Recording Secretary

Dee Dee VanBuren - Projects

Vickey Duncan - Projects

Samantha Fotovat - Website

Joyce Young - Membership

Rhoda Hewitt - Publicity

Cindy Creasey Woolfolk - Philanthropic Chair

Mita Moody - Reservations

Shari Himmelbloom - Treasurer

René Haines - Past President



N.E.W. allows you to pay for membership fees, auction items, luncheons, everything online with PayPal. Go to our website and click on the "Make PayPal payment" and follow the directions.

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Tuna Fish and Peanut Butter!

It's that time of year to think about the needs of the Central VA Food Bank. The Central Virginia Food Bank helps to feed hundreds of families across our region and summer time is when they need us the most!



With children out of school, the Food Bank will need some extra food to help hungry children get the nutrition they need to keep happy and healthy. The Food Bank asks for donations of non-perishables that are high in protein, like those found in both canned tuna and peanut butter.

Last year, NEW had a food drive for the Food Bank, donating cans of tuna fish and jars of peanut butter at our August meeting. We fed hundreds of hungry people last year.

Again this August Luncheon, N.E.W. is having a PB&T drive! For each donation, we will give you a raffle ticket that you can use to win some great prizes! So bring us your canned tuna and jars of peanut butter and be entered to win a fabulous prize!

Don't have time to stop at the grocery store? No problem! You can purchase raffle tickets for \$2.00 a piece, or 3 for \$5.00! Proceeds go to the Food Bank!





Join Us For:
**August's NEW
Nite Out**
A Celebration of Summer!

*When: Tuesday, Aug. 15, 2011,
5:30 - 7:30PM*

Where: 509 N. Hamilton St., Suite H


*Learn to love entertaining in your own home
and feast on some savory goodies in the
great company of your N.E.W. Sisters.
There's plenty of parking and plenty of fun.
Wear your fanciest flip flops; best flip flops
win a prize!*

This fabulous NEW Nite Out will be hosted by:

*Carolyn Hughes
Gourmet House Calls*

*Smokie Sizemore
Smart Woman's Club*

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Member Spotlight: Debbie Garter

I am Debbie Garter.

I am, first of all, a very spiritual person. My daily goal is to make a positive difference in someone's life. It may only be with a kind word or a smile.

I have been helping people plan financially for over thirty years. I was a bank manager and I became an independent financial professional sixteen years ago. New York Life is the main company I work with. I have an office in Colonial Heights and also in Innsbrook. I work with people in all stages of life, and I am a Certified Senior Advisor and I specialize in retirement needs and long term care.

My business goal is to make sure my clients can live out their retirement years feeling safe and secure. I attribute my business success to always putting my client's best interest first.

I love nature and animals. I enjoy gardening, reading and feeding the birds. I have been married many years to my college sweetheart, who is a farmer. Country life has given me the opportunity to do many things (originally outside of my comfort zone). In my life, I have driven tractors and milked goats. Now I am a hospice volunteer. What a privilege it is to make someone's last days more pleasant.

I also feel very fortunate to be a member of NEW. I look forward to many wonderful relationships in the coming years!

Member Spotlight: Mindy Flanigan

My name is Mindy Flanigan, and I so appreciate this opportunity to be included in the NEW Member spotlight! I moved to Richmond in 2006 and joined NEW in May of 2010. PHR (Professional in Human Resources) certified through the Human Resource Certification Institute since 2002, I am the proud owner of Inspiring HR, LLC; founded in 2007. My over 20 years of Employee Management experience, mostly within the small business community, has given me a unique understanding of how to make HR simple, affordable and valuable for small businesses.

Many ask, "How in the world can HR be inspiring?" It is the job of HR to add value – by helping a business increase profits and grow. Many small business owners have no idea how to hire, or wish they hadn't hired. Hard to grow without hiring! Worries about labor laws and the IRS hold many back. Overwhelming? Yes. Solutions? Absolutely!

A business tip for the NEW Ladies out there: Turnover is expensive, so hire wisely; You only have one chance to make a first impression; When it comes to labor laws and taxes, I didn't know is not a defense; There is a huge difference between managing and leading; Time is money; HR is an art, not a science.

Thanks to my husband, Robert, who encouraged me to incur the costs of a start-up, Inspiring HR allows me to do what I love to do, but still get my daughter – who is my passion – on and off the bus. The 100 plus clients I continue to serve keep me motivated day in and day out with their thanks and gratitude.

Although my husband and daughter inspire me every day, many people may not know that my mother and grandfather, both of whom I share "lighthouse" memories with, were the reason behind my company logo. We all need great mentors in our lives. I have been blessed with many, both personally and professionally – especially in my mother and grandfather.

Fun Money: Why Having Fun Is Great For Business

by Jonathan Fields of jonathanfields.com



Seth Godin has an interesting post up today on lemonade...

In it, he contrasts two kids running lemonade stands. The first one cranks out cups of store bought lemonade for \$1, the other takes a different approach...

The lemonade is free, but there's a big tip jar. When you pull up, the owner of the stand beams as only a proud eleven year old girl can beam. She takes her time and reaches into a pail filled with ice and lemons. She pulls out a lemon. Slices it. Then she squeezes it with a clever little hand juicer.

The whole time that's she's squeezing, she's also talking to you, sharing her insights (and yes, her joy) about the power of lemonade to change your day. It's a beautiful day and she's in no real hurry. Lemonade doesn't hurry, she says. It gets made the right way or not at all. Then she urges you to take a bit less sugar, because it tastes better that way.

While you're talking, a dozen people who might have become customers drive on by because it appears to take too long. You don't mind, though, because you're engaged, almost entranced. A few people pull over and wait in line behind you.

Seth ends the parable with the customer putting \$5 in the second kid's cup and asks which entrepreneur we think has a brighter future.

The simple parable speaks to a lot of issues:

- * The notion of leveraging "free" as a means of drawing potential customers in.
- * The value of taking extraordinary care to create a remarkable product and service.
- * The intangible value of the personal connection and the extra mile
- * The ego and soul gratification of knowing you are helping a kid become an entrepreneur.
- * The notion that the experience beyond the product matters.
- * The fact that people will wait in line for something truly extraordinary.

But, what might not have been so obvious was the fact that running the second lemonade stand will undoubtedly be so much more fun. Sure, the first one might be easier and crank out singles all day long. It may generate a consistent flow of cash, at least in the short term. But, it won't be long until your dollar-buzz begins to get worn

thin by:

- * The boredom of repetition,
- * The lack of genuine engagement with the the people you seek to serve and impact,
- * The inability to to beam with pride at the outrageous product and service you've delivered, and
- * The relatively low level of genuine joy in the process.

It's an odd thing to say, but as a business principle...fun matters.

Not on a superficial "let's have scooter races in the hallways" level (though, that's part of the equation), but on a deeper "this feels really good" level. It keeps us working hard, coming back and pushing through challenge. Because the process we've chosen to serve others is intrinsically rewarding.

It's work. But, it's joyful work. So, you not only don't dread it, you look forward to it.

And, when you have fun at work, when your days are driven by joy, it does four other massively powerful things:

- * It infects the mood of those you work with and serve with a similar sense of energy and joy.

- * It infuses the entire organization with energy, making it easier to recruit and keep talented, upbeat employees and build a "culture" of joy.

- * It elevates the product/service you provide from a blip on the radar to a STORY that MUST be passed on with zest, creating a source of evangelistic, organic and free buzz.

- * It better inoculates you against competition. If someone moves next to the \$1-a-cup store bought lemonade stand and charges 75 cents for the same thing, the first kid is toast. Not so with the second. Because the product is unique and the total experience, which is what's really being bought, is magic. And, people don't so easily walk away from magic.

August's Raffle Items

A Night Out and Over! An overnight stay at the Richmond Marriott West and a \$25.00 Gift Card to Capital Ale House (\$150.00 value).

Healthful Checkup! One free screening at the Allison Breast Center (Priceless!).

Great Grapes! One bottle of Wine and a \$25.00 gift certificate to Once Upon a Vine (\$40.00 value).

Dinner for Two! A \$50.00 gift card to India K'Raja in the West End (\$50.00 value)

Organization! A two hour organizing appointment with Cara, a professional organizer and life coach, from Organized Life (\$140.00 value).

Relaxation Station! A \$50.00 gift card to Salon Envy (\$50.00 value).

Fun Food! \$20.00 Gift Certificate to Virginia BBQ and a \$10.00 off coupon to the Halfway House (\$30.00 Value).

Shopping Spree! A \$50.00 gift card for Costco (\$50.00 Value).

Body Beautiful! Three body polishes from Iberian Inspirations (\$65.00 value).

Yummy! Gift card from Edible Arrangements (\$25.00 value)

Party Time! A gift card for Arbonne Products and an opportunity to host a Arbonne Party!

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No Solicitation Notice

As is stated in the N.E.W. rules, there is to be no unwanted solicitation of other members without their permission. This includes:

- No Snail mail solicitations
- No e-mail solicitations except through the N.E.W. Business Events.
- No copying and pasting of the N.E.W. Contact information from any source to your company's mailing lists, etc.

Please keep your N.E.W. Sisters' privacy in mind before sending any solicitations!

Those members that would like to received or send solicitations through e-mail may do so at:

networkofenterprisingwomen.org/emaillist.asp

Thank you to everyone for respecting our other members!

Wanna Bigger Name tag?

Due to a groundswell of public opinion, N.E.W. has decided to go with larger, easier-to-read name tags. All new members after this point will be given the bigger ones.

If you already have a name tag and would like to upgrade, the cost is \$6.00 and can be paid on PayPal or by check. Please e-mail Linda Cozad at Lwcozad@aol.com and let her know if you would like a new N.E.W. badge!

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Dear N.E.W Ladies:

This is my last newsletter as Executive Secretary. It's hard to believe it has been a whole year already! I have learned so much and gotten to hang out with and make friends with some of the brightest, most wonderful women in Richmond thanks to N.E.W. I'm so honored to have been offered and to have fulfilled such a big task! Thank you all for your trust and your support!

I have learned so much from all of you. This time on the board has been invaluable. Good luck to everyone, and I look forward to a spectacular N.E.W. Board again next year.

And always remember:

"Everyone is unique; each of us a snowflake, a seashell, a rainbow. Everyone is different. The point is not, then, to make yourself different to stand out, but to stand up and make a difference. Those who do are never forgotten."

Thanks again! -Mina



N.E.W. Ladies:

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Thank you for your loyalty. We appreciate you.

August 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 NEW Luncheon Willow Oaks 11:30-1:30	5	6
7	8	9	10	11	12	13
14	15	16 NEW Nite Out	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August Birthdays!

Susie Hayman	08/03	Beth Barnett	08/10	Leslie Saunderlin	08/25
Holly Davis	08/04	Laura Posey	08/12	Carolyn Boone	08/26
Brandy Dilworth	08/06	Patricia Barber	08/14	Teresa Holloway	08/26
Mary Kate Creasey	08/08	Kelly A. Decker	08/17	Deion Coleman	08/28
Jane Harrington Crawford	08/08	Susan B. Sheppard	08/19	Barbara Satterwhite	08/29
Sandy Heinz	08/09	Dee Dee Van Buren	08/19	Leona Martin	08/30
Ilyse Johnson	08/10	Lisa Ritchie	08/21	Pat Daniels	08/30

Networking Around Richmond

August 3rd:

River City Networking's 10th Anniversary Party

7:30 - 9:00 am at Willow Oaks Country Club. Remember how you felt when you turned 10 years old and finally hit double digits? That's the kind of excitement the members of River City Express Network (RCEN) feel!

August 3rd:

Central Virginia Executive Women's Forum – In The Company of Women.

At Monticello: According to a recent McKinsey study women have not made much movement in executive leadership over the past 10 years. At this forum, they will take a look at this emerging trend.

August 17th:

PROpel Team Meeting

Can Can Brasserie, 3120 W Cary St at 8am. Guests are always welcome; share your business, and meet members who are looking for additional business people to develop strategic partnerships with.

Need to contact the Board?

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N.E.W. Thought of the Month:

“Courage is the most important of all the virtues, because without courage you can’t practice any other virtue consistently. You can practice any virtue erratically, but nothing consistently without courage.”

~Maya Angelou~