



newsletter | jan 2007

network of enterprising women | richmond virginia

Happy 2007!

The New Year has arrived. YEA!!!! Your Board of the Network of Enterprising Women is charged up and moving forward to make sure that this year brings lots of new opportunities for all of us when it comes to networking our businesses and ourselves.

We are going to be looking for members to serve on a variety of committees, *so get ready for our calls!* We'll be looking for women who want to step up to the plate and serve on the N.E.W. board.

Please remember when you are out and about in the community, getting to know someone who just moved to the area, or if you know someone in a dead-end job who is looking for a change, tell them about N.E.W. and bring them to lunch. After meeting all of us who wouldn't want to join such a wonderful, fun group of women?

Remember your charge for the year: [Call three members and get to know them and learn about their businesses.](#) You'll soon receive your new N.E.W. directory so it will be *oh, so easy!* to make that happen!

They say
that time
changes
things, but
you actually
have to
change
them
yourself.

ANDY WARHOL

Margaret Hill

Network of Enterprising Women



MEMBER SPOTLIGHT

BJ Jackson, Remax Commonwealth

bj@bjjackson.com 804.938.2422

Please tell us the name and nature of your business:

Remax Commonwealth, a Residential Real Estate Sales and Service company.

What drew you to this business/work?

The desire to purchase investment property. We found that it was hard to be the first one to a property to purchase using an agent, so I became one. We were then able to purchase, renovate and rent the property out. I found that I liked the work and gave up my repair/renovation business and became a full time agent. That was 6 years ago.

What is the biggest challenge for you in your business/work?

Commission Sales. You're not paid unless you sell a house. In a slow market this can be worrisome. Long unpredictable hours, too.

Give us a tip or two that has helped you in your work.

Answer the phone and do what you say you're going to do. It also helped to have some plumbing

experience. Homeowners love that. Other agents have asked how I keep people referring me as their agent, and I have to tell them it's my *handyman* capabilities!

Let us know a little bit more about you:

I golf on a regular basis, and spend a lot of time with friends. Two step dancing and line dancing are great fun for me. I stay active with our (*very old!!*) home renovation which is really enjoyable to me.

I also volunteer for Elderhomes Corp. of Richmond. We repair and fit homes with grab bars and wheel chair ramps to help the seniors stay safe in their homes.

If you are willing to share, please tell us something that no one else knows about you.

I was a welder in the Navy from 1985-1989, stationed at a Submarine Base in Pearl Harbor, Hawaii.

On another note entirely: touching, using or eating off of a wooden spoon makes me cringe like nails on a chalk board!

Simple Solutions to Your New Year's Resolutions!



Downsize your thighs with the TimeWise Cellu-Shape Contouring System that works around the clock to give you firmer, toned skin in 12 weeks!

- Create a Signature Look for 2007 with Color 101 from Mary Kay Cosmetics. Simply Beautiful!
- Become skin care savvy with the Mary Kay TimeWise Skin Care System.
- 2007 New Year's Special! Purchase \$150 of Mary Kay products for \$100. Ask me how!



Monica T. Smith, Independent Beauty Consultant (804) 303-7772

WORK!

WHEN I STARTED WORKING 18 YEARS AGO, PRETTY

much the only advice I received was this, from a friend's mom: "Buy black pumps." So I strode into the working world with good shoes...and no clue about anything else. Here, in honor of this work-themed issue (see page 218), I offer a few additional work survival truths I had to figure out on my own:

1. YES, PAY MATTERS...BUT NOT AS MUCH AS PEOPLE. I'm not one of those Pollyannas who tell people that salary is irrelevant; earn every penny you're worth! But I always advise recent college grads to take the job where they can learn the most. If you're surrounded by bosses and colleagues who are too distracted or hostile to teach you anything, how are you going to get your *next* great position?

2. YOUR BODY KNOWS BEST. When it comes to confronting life's important work decisions, there will be no writing on the wall—but there *will* be a knot in your stomach, a lump in your throat or a skip in your step. When I first started working in magazines, I fully intended to quit after a year to attend graduate school. Every time I stood up to walk into my boss's office to resign, I felt literally nauseous. It took me months to accept what my body clearly knew: I didn't want to leave. Staying at that job was a decision I've never once regretted.

3. STOP UNDERMINING YOURSELF. In my experience, when men have a good idea, they say, "Hey, I've got a good idea!" And when women have a good idea, they say, "I'm sure someone has already thought of this, but..." We have a rule in *Glamour* meetings: No putting down your own pitches! Own 'em, sell 'em, reap the credit.

4. MISTAKES AREN'T DISASTERS. "Don't spend a lot of time worrying about your failures. I've learned a whole lot more from my mistakes than from all of my successes," said Ann Richards, the fabulous, feminist former governor of Texas who passed away this fall. So you screwed up. Figure out why, then go home, order Chinese and move on.

5. FINALLY... Don't expect every day to be a high-five, pay-raise, make-a-difference kind of day. There should be plenty of those—but sometimes work is just work. As the old saying goes: If work were *that* great, the rich would keep it for themselves!

from Glamour Magazine NOV 2006



Cindi Leive, EDITOR-IN-CHIEF



Diana Donald and Pam Scrima of

TWO SISTERS PAINTING

would like to thank everyone for their business this last year! We wish you a healthy, happy, and prosperous New Year.

Top 10 List For Improving Your Health

- 
- 1** Water (drink, drink, drink!)
 - 2** Ingest the 91 essential nutrients every day(*either food or supplements*); these are called essential because our body doesn't make them
 - 3** Avoid "cartoon supplements" (poorly manufactured); buy from a reputable company
 - 4** AVOID the "4 horseman of the nutritional apocalypse" white sugar, white flour, carbonated beverages & trans fats
 - 5** Periodic liver & colon cleansing
 - 6** Get proper sleep
 - 7** Use natural products as much as possible
 - 8** Exercise with supplementation (sweat out liters of mineral rich liquid)
 - 9** Maintain proper PH balance
 - 10** Have a positive mental attitude

*List submitted by Barb Satterwhite
email: barb.satterwhite@verizon.net*

How
we spend our
days is,
of course,
how we spend
our lives.

~ANNIE DILLARD

STYLE TIPS from Younique Image Consulting

Making the most of what you have



- Look in the mirror—don't look for the things that are wrong but the things that are great. Accentuate these!
- If you can't change the things you don't like—learn to accept them.
- No one is perfect. Self confidence comes with wearing the right styles.
- Try on all your favorite things and think about why you love them and why you get compliments. These are the types of things to look for in the future.
- The greatest gift you can give yourself is FIT! Nothing makes your clothes look smarter!
- If it doesn't fit right and you love it think "Tailoring".

More style tips next month. Have a great day and a great week! JOANNE RAE, AICI

NEWSLETTER DETAILS and HOW TO SEND YOUR FILES

Special Notice: FOR ADS ONLY, there will now be a minimal fee of \$10 to place your ad, per month. No charge for articles or tips or thank you's that you send in for publication. These monies will go to N.E. W's funds for the charities that we support each year.

Your Newsletter Articles, Advertisements (40 words or less, please), Business Tips, Messages and Thank You's are welcome for publication in each month's e-newsletter. Send your PDF, JPEG or Text to editor, Porter Smith-Thayer at porter@graphicpresentations.com. Send files no larger than 3 MB. When possible, send any photos in a separate email, NOT embedded into a Word Document, and not part of your text. Include "NEW" in the subject of your email, please. ***Due to the great number of advertisers, Ad sizes should be 1/4 page or less, to make space for as many entries as possible. 4" wide by 5" tall MAX (qtr. page)

The deadline for each issue is the 29th day of each month. We look forward to hearing from you, and if you have an idea/story/tip for the newsletter, please do email it to Porter. Thanks! -pst

Congratulations is due!

Jo Ann Rossi, President of Zoom Printing, entered 16 printed pieces into the **"Best In Print"** annual competition, held by Printing Industries of Virginia (PIVA). Printers from all across the state enter hundreds of pieces in this tough printing competition. Zoom Printing won **Best In Show** for the printing of a pocket folder that was designed by Porter Smith-Thayer of Graphic Presentations! (Way to go, N.E.W. members!!) Zoom also took home seven First Place awards and six Awards of Excellence! The awards dinner will be held at the Kingsmill Resort in Williamsburg, VA at the end of January.

Executives & Professionals \$40K to \$250K

Ready to move forward?
Underpaid? Unemployed? Wrong career?

Demand always exists for people with superior skills. But today the market for highly-paid technical, professional and management positions is fiercely competitive. If you have come to the realization that it is the people with an edge that win, we can help you. If you're ready for a better position and have a minimum of five years' experience contact us today. Our firm has been effective in helping the following:

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**CAREER MANAGEMENT
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Get out of the winter doldrums & come to a Garden Party!

Gardener's Workshop offering gardening tips & solutions to *"Turn All Thumbs Green"*
Gardening tools, Seeds, Bulbs, Garden Ornaments and more.

Friday, Jan 26th 6:00 p.m.

Jeanne Walls 3630 Wakefield Rd Richmond, VA 23235

Call for complete information.....272-3427





A Painting Tip:

When painting outside, the surface temperature of what your painting should fall between 50 and 80 degrees for the paint to cure properly.

*Tip Submitted by
Diana Donald
Two Sisters Painting*

Dear Small Business Owner:

Did you know that changes have been made to the Commonwealth's purchasing policies that mandate **purchases up to \$50,000 be set aside for certified Small businesses?**

As Virginia's state agencies continue to work toward a goal of spending 40 percent of their discretionary purchases with Small businesses, the Virginia Department of Business Assistance has launched a monthly series of webinar training sessions on various aspects of state procurement.

New Online Training Sessions!

The Virginia Department of Business Assistance (VDBA) is now offering a new monthly series of FREE 60-minute "WEBINAR" training sessions on Selling to the Commonwealth!

Upcoming topics include:

- Registering on eVA, the Commonwealth's e-Procurement Tool
- Understanding Dual SWaM certification
- Useful tips to increase your business with State Agencies
- Generate strategic marketing reports for your product or service

Mark your Calendars now: January 17, 2007 12 noon to 1 pm

In this session, you will learn to:

- Upgrade your eVA user account from Basic to Premium at no additional cost
- Develop comprehensive commodity code lists
- Execute basic supplier opportunity queries
- *And much more!*

To join, simply go to www.vdba.virginia.gov and click the Webinar link for dial-in and log-on instructions. Sign on early, capacity is limited.

**This announcement was submitted by Shirley T. Burke
email: STBUNLTD@aol.com**

AUCTION ITEMS WANTED!

All members are welcome to donate an item to be auctioned off at each N.E.W. luncheon. These donations may be anything that you choose. All proceeds go toward a scholarship fund for young women in the metro Richmond area. Please call or email Monica Smith to offer an item or service, or to find out more information.

Contact Monica:
lilyscloset@earthlink.net
or 303-7772



virtual impact
small business • virtual
A publication from the network of 2007
UNITED STATES POSTAL SERVICE

From Business Beast to Beauty

When Susie Galvez wanted her own business, she decided to take over an existing business and give it a personal makeover. The result: A well-branded, successful establishment. That gave her the confidence to start up another business — this time from the ground up. The keys to her success: being positive, having a business plan while staying flexible, knowing all of her resources and using direct mail to connect with customers.

Challenge:
Differentiating the new Beautiful name from the sea of competition.

USPS Solution:
Targeted direct mail pieces that are distinct.

Results:
More and more people are recognizing the new Beautiful name. "And that recognition is worth its weight in gold," Galvez says.

I know that you guys are just about *over me*, as I am shameless self promoter -- but I wanted to share with you the e-mail blast that went out last month to small businesses across the country. The magazine, a paper copy, will come out in February 2007.

Here is the link, if you'd like to take a peek:
http://72.3.175.248/2006_Emails/112006_virtualimpact/email.html

Surround yourself with beauty!

Susie Galvez, Author, Speaker &
Beauty Industry Expert
Susie@SusieGalvez.com

*Love the
moment.*

Flowers grow out of dark moments.

Therefore, each moment is vital.

*It affects the whole. Life is a
succession of such moments and*

to live each, is to succeed.