

Do you realize what you have?

As a member of the Network of Enterprising Women, you have an amazing support network that provides networking opportunities, professional development, unconditional friendship and personal growth. There aren't too many places where you can find this "all in one". Make sure that you are leveraging your membership in NEW!

As I am winding down my 2 years as President, I can't help but reflect back on what has happened during my terms. I continue to be amazed at the level of engagement from our membership. When I've asked for volunteers, you have graciously offered your time. When I've asked for fundraising support, you've given generously. When we've introduced new programs, you've participated beyond belief.

I know I've said it before, but I am truly humbled to have been given the opportunity to lead this amazing organization over the last 2 years. It has been an amazing experience and I wouldn't trade it for anything. You've helped me grow both personally and professionally and for that, I thank you.

I can't go without saying a HUGE "thank you" to those who have served on the board with me. Each of you are so energetic and full of passion and compassion beyond belief. Because of your hard work and dedication, NEW has accomplished some wonderful achievements.

This month, we'll realize one of my favorite achievements. At the July 14th luncheon, we will present our scholarship recipients for this year. We are giving away ten (10) \$1,000 scholarships to some wonderful young women. Be sure to introduce yourself to them and congratulate them on their accomplishments and encourage them to do great things!

Enjoy Independence Day and remember to celebrate the reason for the holiday! Each of us has the opportunity to enjoy a life of freedom because of the sacrifices of those early pioneers. Now that's what I call "making history"!

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



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N.E.W.est members:

Debbie McCaffrey

Marketing Manager for Virginia Lawyers Media

N.E.W. Information

Current Member Count: 200 members!

Treasurer's Report: Cash balance as of 06/25/11 is: \$20,953.91

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.

N.E.W. Board Members!

As of the end of August, N.E.W. will have a new board!

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

Mite Moody - Reservations

Shari Himelbloom - Treasurer

Rene 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.

PayPal is: Fast, Convenient, Easy, and it allows you to print your receipt instantly!

Networking as Your Sole Marketing Vehicle

By Jeff Beals

As people realize we like them and respect their opinions, they share information about themselves that can be helpful in analyzing whether they can use our products or services.

So says Canadian businessman Michael J. Hughes, who is known as “THE Networking Guru.” Hughes runs a highly successful Ottawa, Ontario-based consulting business that works with Fortune 500 companies and international associations across North America.

The most interesting thing about Hughes' business? He built it using networking as his sole marketing vehicle.

Networking is simply one of the most important activities in which professionals engage. As Hughes says, the opportunity to create, nurture and develop relationships is one of the most rewarding processes of human activity. If we capitalize on networking opportunities properly, they can be quite profitable for us while making the world a better place for everyone else.

The problem with networking is that too many professionals don't do it very well. What's worse is that some people are terribly intimidated by the process.

That's where Hughes comes in. He breaks networking encounters into six logical steps. To succeed in networking, you need to master all parts of the process:

1. The first five seconds
2. The next 20 seconds
3. The next two minutes
4. The last five seconds
5. The next 24 hours to seven days
6. The final outcome

At the beginning of the networking encounter, Hughes believes the key is to make your discussion partner comfortable. After all, most people are stressed by networking events. You will make a great impression if you take charge, smile, listen carefully and “pretend you're the host.”

In the next 20 seconds, the key is to build rapport and make your networking partner feel “safe.” Active listening is crucial, because “wanting to know more about a person is one of the biggest compliments we can pay,” Hughes says.

The most important part of the networking process occurs in the next two minutes. Hughes says this is where the real test occurs for both partners. The more you structure the discussion around your partner, the more earnest interest you show in him or her, the more you develop trust.

Once you have trust, your discussion partner is open to your ideas. This is when you present your message, your unique selling point. But don't get preachy, because as Hughes says, "the objective of networking is to create a relationship, not make a presentation." The value comes over time.

Trust is especially important if the purpose of your networking efforts is ultimately to make a sale and land a deal. "Selling is a people business, not a product business," Hughes says. "People don't care how much you know until they know how much you care."

When the networking encounter is coming to an end, Hughes recommends you take control in order to transition out of the conversation and help the person bridge to another conversation. In the last five seconds, try to create an opportunity. An offer to keep in touch or a scheduled appointment makes the conversation much more productive.

Finally, be sure to thank the other person for conversing with you and for giving you their precious time.

Lest you think you are done, remember that networking is a process. Follow up with the person or you will eventually be forgotten. That kind of defeats the purpose, doesn't it? Find a legitimate reason – one that benefits the other person – to stay in contact. Not only does follow-up keep you front-of-mind, it makes an impression in other ways. After all, "following through on commitments and promises goes against the grain of how the world works today," Hughes says. In other words, you will shock people if you're one of those rare professionals who actually returns email and voice mail messages.

When it's all said and done, good networking can lead to career-long relationships. This means you might take care of clients together, create referral opportunities and find complementary products. Gaining exposure to others' networks will increase your opportunities.

Jeff Beals is a networking specialist that writes for his own person blog on: <http://jeffbeals.wordpress.com/>



Member Spotlight: Brenda Miller

My name is Brenda Miller and I am the Food and Fund Drive Manager at the Central Virginia Food Bank. The Central Virginia Food Bank, Meals on Wheels Serving Central Virginia and the Community Kitchen all work under the umbrella organization, FeedMore and share the same mission—to work together to efficiently and effectively fight hunger to enhance lives in our community."

I joined the Food Bank in December 2004 after a twenty-year sales career. It seemed like a logical next career step but I had no idea how much it would change my life. I was new to the non-profit world and knew very little about the Food Bank but I was confident that through the many contacts I had made in the business world, I could make a difference. My thoughts were that no one could say no to a hungry child or senior and I was right. Food & fund drives not only provide much needed food and money—the equivalent of 3.75 million meals in 2010—but they also create an awareness in our community that hunger is an issue that needs to be addressed. I continue to impose on myself "quotas" but these days "quotas" take on an entirely different meaning. When things aren't going so well or I'm feeling stressed, I simply look at the pictures on my wall of the many people we serve.

Last year we distributed nearly 15.5 million pounds of food and grocery products through our network of partner agencies. Our Community Kitchen produced more than 540,000 meals and snacks for our Kids Cafes and Summer Feeding Programs and more than 300,000 meals for our homebound Meals on Wheels recipients. In addition, during this school year we are providing nutritious and easy-to-prepare food on weekends through our BackPack program to 1,600 children each week. The Food Bank's Mobile Pantry provides relief to hungry families in some of the most rural communities of our service area and currently makes 11 visits per month and distributed 245,000 pounds of food last year directly to those in need. We could not do any of this without the help of the community's many businesses, churches, schools and other organizations.

In my spare time, I enjoy gardening and fishing with my husband of seven years, Guy. We have two children between us, both married, and my daughter and her husband are expecting our first grandchild on May 20. Something few people know about Guy and me....we dated for 20 years before getting married!

Member Spotlight: Shari Himelbloom

My name is Shari Himelbloom and I am the owner/president of A CPA4U, Inc. – a full service accounting firm. I started my business in 2001, but started my career in accounting and taxation in 1986 when I graduated from college. We specialize in accounting services for small businesses and preparation of tax returns for businesses and individuals.

We follow the "Golden Rule" – treat people as you would like to be treated. Our clients are more than clients – we treat them like family. Besides performing accounting and tax services, we try to educate our clients on the process of running a business – i.e. understanding a profit and loss statement.

I credit my success to a lot of hard work and the referrals that I receive from my clients. The best compliment that you can receive is a referral for a new client from a current client. I have 1 full-time employee and 1 part-time employee. The best advice that I could give someone wanting to start their own business is get involved. Get involved with a networking group, get involved with a non-profit organization – let people know what you do and how you can help them.

I have been in Richmond since 1979. My parents, my sister and brother-in-law live here in Richmond. My brother and his family live in Kodiak, Alaska. My "child" is Kobi – an 11 year old yellow lab who thinks he is the "king" of the household.

My outside activities include volleyball, walking, working-out and volunteering at the Central Virginia Food Bank. I am on the finance committee for the Richmond Volleyball Club and a committee member of The Richmond Parade Inc (Richmond Christmas Parade).

I look forward to getting to know more members of NEW as a take on the position of Treasurer for the upcoming year.

N.E.W. Nite Out
Presented By:

MERCEDES BRANCH,
OWNER OF
PERCEPTION SALON & SPA



SUE WALKER
RICHMOND FIBROMYALGIA AND
CHRONIC PAIN ASSOCIATION
INDEPENDENT CONSULTANT

Thursday, July 30th
From 5PM to 7PM

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(RIGHT NEXT DOOR TO THE BYRD THEATER)

July's Auction Items

Get your teeth straightened!

And not just for esthetics, but for better oral health! Avoid gum disease, decay and even systemic problems (stroke and heart attack). Dr. Roelof is offering a complete orthodontic case (either Invisalign or 6 Month Smiles) which includes teeth whitening!! A \$4,795.00 value!!!!

&

The Body Polish!

Shari Fowler is offering a collection of body polishes, as well as a year membership to the Farm Table, an alternative produce co-op that delivers fresh locally grown fruits/veggies to your home.



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Glen Allen, VA 23060

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Deadline for a submission to
the NEWSletter is the 25th of
each month. Don't delay!

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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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Attracting Abundance Even If You Don't Know How

by Vickie Griffith

A child tears a sheet of paper out of her spiral notebook folding the corners precisely making a beautiful aero-dynamic paper airplane. Her vivid imagination explores her dream of someday, flying a huge airplane to distant destinations. She does not know how she will become a pilot but she pretends to be the pilot anyway. Panels of blinking lights, black knobs and dozens of switches fill her mental picture of flying a jumbo jet.

At six year old the how's did not matter. Mommy told her she would never be a pilot yet, she longed for the sky. So, she did what she could do, pretending to live her dream.

Twenty years later she is smartly dressed in her pilot uniform sitting in the cockpit of that jumbo jet announcing to the passengers the arrival time of a far away city.

As adults we squash our dreams before they can be born because we don't know how to achieve them. We base future outcomes on our present circumstances. From here it does not look possible.

For a moment allow yourself to time travel into your future. Place yourself in the career, relationship, body and abundant life you want. Push the haunting how's out of your mind, allow your imagination to create - you in the future.

Notice: What is she doing? What does she look like? What is she feeling? See her environment the people around her. Hear what others are saying to her.

She made it. She is successful. Look into her eyes and ask for help.

Ask her to pull you towards her because you don't know how to get there.

Appreciate and accept her help. And let it go.

Watch as the "how's" get answered as you move towards your future dream. Just like the little girl who had no idea how to become a pilot but trusted she would. You too will realize your dream.

Keep your eye on the sky!

A business card for Louise Thayer-Lee, B.S., CMT, CHT, a massage and hypnotherapist. The card features a background image of a bright sun breaking through a cloudy sky. The text on the card includes the business name 'Alternative Health & Healing', the tagline 'AHH...relax & be trance-formed', the practitioner's name and credentials, contact information (phone number 804-358-0111, email ahhrelaxer@ymail.com, website www.rurelaxed.com), and the address: 1805 Monument Ave, Suite 514, Richmond, VA 23220. It also includes the instruction 'make your appointments online'.

July 2011

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

July Birthdays!

Vickie Griffith	07/02	Diana C. Donald	07/11	Mary Schoenfelder	07/22
Judith O'Brien	07/06	Catherine Cooper	07/18	Margaret Hill	07/22
Patricia Avery	07/06	Kristine Gregory	07/20	Janice Logue	07/23
Deborah Garter	07/07	Sarah McCollum	07/21	Rose Roberts	07/29
Cara Kinning	07/10	Shela Dean	07/21	Debbie McCaffrey	07/31
Karen Hudgins	07/10				

Networking Around Richmond

July 6th:

River City Presents: Power Networking

7:30 - 9:00 am - Willow Oaks Country Club - The most powerful networking isn't about meeting as many people as you can in the shortest amount of time. It's about connecting with the people who can truly make a difference in your career or business. Today, that's more important than ever!

July 14th:

Successful Thinkers RVA July Meetup

5:30 PM - 8:00 PM - Heroes Financial School - Successful Thinkers is thrilled to continue our mission of Connect, Share, Learn again this month. This month Todd McCandless, Coffee News, will be providing our educational presentation.

July 28th:

Loving Collective presents: Summer Bash!

5:30-8:30pm - Comfort Suites Innsbrook. They are shaking things up and opening our doors not just to the Richmond business community but to all of Richmond! We want to say "Thank you, Richmond!" for supporting local businesses with a cookout celebrating Richmond businesses and their customers! And it's FREE! Come ready to have some fun.

Need to contact the Board?

President:

René Haines
Rene@rhbusinesssolutions.com

Vice President:

Nina Whittleton
nina@classicpartyrentalsva.com

Membership Chair:

Linda Cozad
Lwcozad@aol.com

Treasurer:

Carolyn Clements
carolyn.r.clements@suntrust.com

Executive Secretary:

Mina Smith
minainblue@gmail.com

Projects Team:

Kirsten Graham
kirsten@creativemortgage.cc
Lisa Kunz
lisa.kunz@comcast.net

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Sheron Nicodemus
sheron.nicodemus@yahoo.com

Publicity Chair:

Donna Buchanan
donna.buchanan@ymail.com

Website Manager:

Beth Barnett
beth@sites2beseen.com

Recording Secretary:

Marsha Preston
comfortzone@mindspring.com



N.E.W. Thought of the Month:

"Humor is mankind's greatest blessing."
~Mark Twain ~