



# newsletter | july 2007

network of enterprising women | richmond virginia



## Summer Has Arrived

*I know this because I work for the Hanover County School System and the students are gone and there are no buses on the highways! Summer is really here.*

*We have a lot for you to read in our newsletter this month. Please make note of our slate of officers for 2007-2008 that you will need to vote for at the August luncheon. It looks like a wonderful slate and I know you're going to be really excited about it.*

*The N.E.W. Renewal Letter for the upcoming year is on its way to you, so check out the information from Marsha Preston, our Membership Chair. Make sure you fill out the form correctly so that the information about you and your company in the N.E.W. directory will be accurate.*

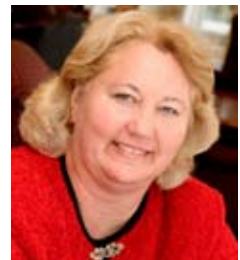
*We're so proud and honored to be able to meet the six young women N.E.W. scholarship recipients and their guests as they join us for our July 12th luncheon. Please join me in giving them a warm N.E.W. welcome! And who knows?? Each one of them just might be a future woman business owner!*

*I hope everyone has a safe and cool (if that's possible!) 4th of July and I look forward to seeing all of you on the 12th.*



*Margaret Hill*

President  
Network of Enterprising Women



***PS. Note the great Auction Item for this month!***

**IN THIS ISSUE: 2008 Women's Symposium Call for Volunteers • Slate of Officers for 2007-8 Member Spotlight • Board Reports • Our Newest Member • Networking Contest • SURVEY**

**JULY 12th**

*Come, ready  
to bid!*

**N.E.W. AUCTION ITEM**

*Donated by Breadwinners*

***Breadwinners*** is the culinary business initiative of New Visions, New Ventures, a non-profit community economic development organization. New Visions, New Ventures helps women achieve economic success through financial education and entrepreneurship.

***This catered lunch for eight*** will be the talk of the town for the winning bidder. Be sure to think of your next business luncheon with eight attendees, and then come bid on this July 12th!



## **N.E.W. Slate of Officers 2007-2008**

**President – Diana Donald**

**Vice-President – Marsha Preston**

**Treasurer – Barbara Nordblom**

**Recording Secretary – Barbara Basl**

**Executive Secretary – Porter Smith-Thayer**

**Membership Chairman – Alice Winters**

**Database Manager – Beth Barnett**

**Projects – Gerri Gallagher & Dot McCool**

**Past-President – Margaret Hill**

***Voting will take place at our August luncheon.***



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## MEMBER SPOTLIGHT **Jennifer Marie Kirby** *The Crossroads Art Center*

**Please tell us the name and nature of your business:** The Crossroads Art Center in Richmond, VA and The Black Rooster Gallery in Marion, VA (Southwestern, VA).

In our 19,000 square foot facility in Richmond, we represent over 220 artists and have their work for sale to the general public. In our 1,000 square foot facility in Marion, we represent about 30 local artists from that area and about 10 of our Richmond Artists.

### **What drew you to this kind of work?**

Necessity.....When the Shockoe Bottom Art Center closed, I was forced to find another place to create, sell and teach my Mosaic classes. Several artists including myself were looking as a group. Out of this group of artists, James Bassfield and I were the only ones who were willing to give personal guarantees to the landlord and builders to create the Crossroads Art Center. So, sometimes you have no choice but to step forward.

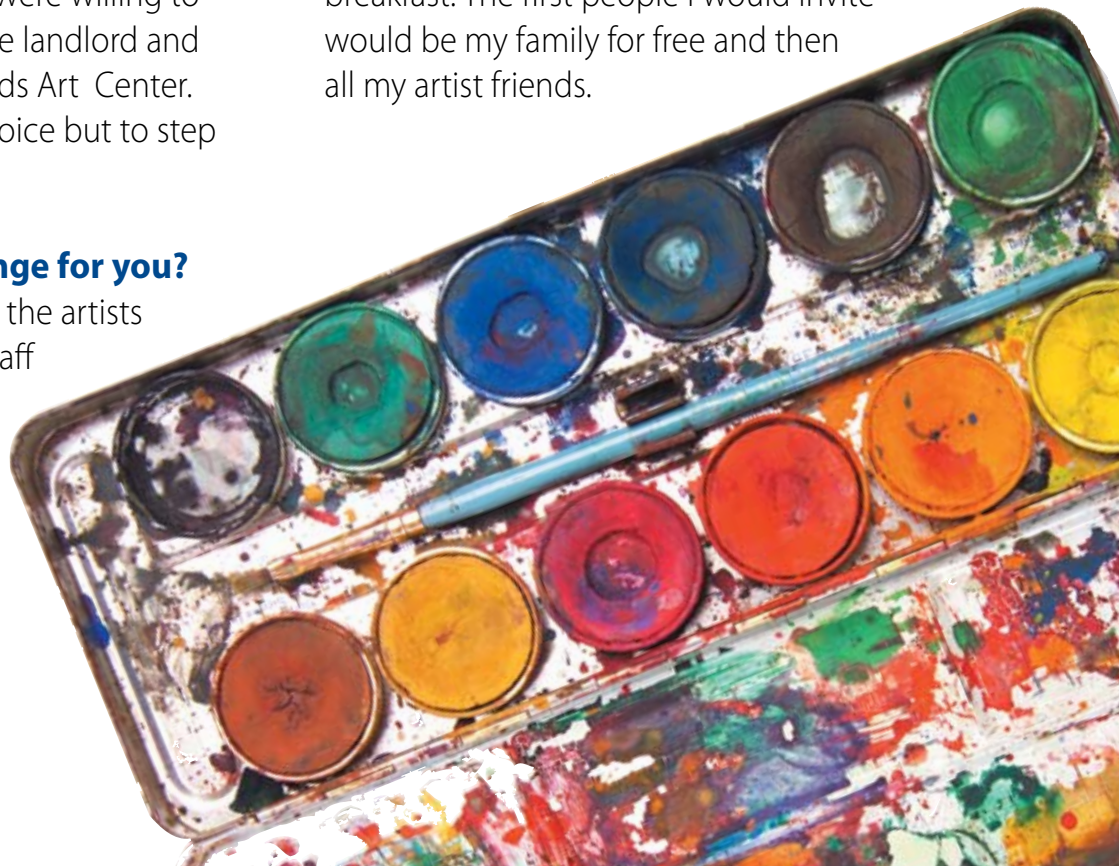
### **What is the biggest challenge for you?**

Herding cats – I mean keeping the artists organized! Plus keeping the staff organized and informed on the events in both Centers.

**Give us a tip or two that has helped you in your work.** Being able to see the artist's side as well as the business side of art. What looks easy to you and is common sense does not hold for everyone. Break it down for people all the way – that way they don't have to feel strange about asking for clarification.

**Let us know a little bit more about you:** I grew up with 5 brothers and 1 sister. That means I can be a tomboy when needed or a frilly girl dressed in a ball gown. Helping people achieve their goals and watching them succeed motivates me.

**Please tell us something that no one else knows about you.** I would be happy to give all this up, move to Italy, and start a bed and breakfast. The first people I would invite would be my family for free and then all my artist friends.



## 2008 WOMEN'S BUSINESS SYMPOSIUM IS COMING!

*Volunteers are needed for the committees listed below. Why not YOU?  
Your creativity, support and enthusiasm is what keeps N.E.W. growing and  
that's what is needed to make this Symposium a success!*

*Remember what Robert Kennedy said,*

*“Some people see things  
as they are and ask why.  
I see things as they could  
be and ask why not?”*

*Please contact the committee chairs  
listed here for more information.  
Everyone's participation will be needed!*

**Barbara Nordblom, Chair**  
*Registration & Facility*  
[bnordblom@symbolmattress.com](mailto:bnordblom@symbolmattress.com)

**Cindy Creasy Woolfolk, Chair**  
*Advertising & Public Relations*  
[cindy@jamesrivertrade.com](mailto:cindy@jamesrivertrade.com)

**Corporate Sponsors**  
*Chair & committee needed*  
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**Graphic Design/Branding**  
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**CALL FOR  
VOLUNTEERS:  
MAKE YOUR  
MARK AT N.E.W.**



**WHY NOT?**



Sign up today.

# RICH'S RIVAH HOUSE

AUGUST 24 -25

More information

will be coming

or you may

call the Rich's

at 262-3477.



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it is won.



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## N.E.W. Mission Statement

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 are respected business organizations enhancing both the community and the quality of life in the Greater Richmond Area.

Welcome!  
to Our Newest Member:

**Susan  
Naokoz**  
of WTVR-TV  
CBS Channel 6

WE'RE SO GLAD YOU'VE JOINED US!

## Beautiful Sterling Silver Jewelry..... by Silpada



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and earn free jewelry for  
hosting a party. What a fun  
excuse for a chic night!*

**\$25 GIFT CERTIFICATE**

*for booking a party in July or August*



## **NETWORK OF ENTERPRISING WOMEN SURVEY**

We are interested in what you think about past and proposed events and activities. Please fill out the survey and return it to Gerri Gallagher, "PROJECTS", on July 12th.

The N.E.W. Board will use your feedback to plan upcoming events. This is your chance to be heard. Thank you for your participation!

<b>N.E.W. EVENTS</b>	<b>PLEASE CIRCLE "YES" OR "NO"</b>	
Race for the Cure (Breast cancer walk-run)	YES	NO
Various Social Gatherings (Add ideas)	YES	NO
Woman 2 Woman (Networking Event once a year)	YES	NO
Attend a theatrical play together (Performance at Barksdale or Swift Creek Playhouse)	YES	NO

Comments and suggestions: \_\_\_\_\_

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Thank you for voicing your opinion in this survey. Please bring it with you to the July 12th luncheon and you'll be entered into a drawing for a chance to win \$25.00!



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**Board of Directors  
2006-2007**

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President  
mhill@hcps.us

Monica Smith  
Vice President  
lilyscloset@earthlink.net

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Treasurer  
barbaranordblom@sehona.com

Diana Donald  
Recording Secretary  
dianadonald1809@comcast.net

Porter Smith Thayer  
Executive Secretary  
porter@graphicpresentations.com

Marsha Preston  
Membership Chair  
comfortzone@mindspring.com

Barbara Satterwhite  
Database Manager  
barb.satterwhite@verizon.net

Gerri Gallagher  
Projects  
info@keepintouch4u.com

Susie Hayman  
Past President  
info@inyourbizness.com

*We invite you to email  
us if you have questions,  
concerns or suggestions  
regarding N.E.W.*

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# Time to Get Crackin' on The Networking Contest!

**How many N.E.W. members services have YOU used? Think about it. If each of us employs a member for even ONE service or purchases ONE item, all of us GAIN!**

**CONTEST GOALS & RULES:** The goal of this contest is to see who can utilize the goods and services of your fellow N.E.W. members the most in the time period listed above. *Contest Dates: February 1 to July 31, 2007*

Each member provides complete information for all members she has employed. The employed **Member's signature** must be on the form. Mail forms to Marsha Preston at P.O. Box 343, Mechanicsville, VA. 23111 or hand in on 8-7-07.

**THE PRIZES:** **First place:** free N.E.W. 2008 membership to the member who has done the most business with other members  
**Second place:** 1/2 price N.E.W. 2008 membership  
**Third place:** one free N.E.W. luncheon

N.E.W. Member's Name: \_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_  
Business service used: \_\_\_\_\_  
\_\_\_\_\_  
Date: \_\_\_\_\_  
Furnished by N.E.W. member: \_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_  
\_\_\_\_\_  
Service provider signature: \_\_\_\_\_  
\_\_\_\_\_

COPY THIS FORM TO CREATE ADDITIONAL LISTINGS.



## N.E.W. BOARD REPORTS JULY 2007

To allow for more networking time during our luncheons, brief Board Reports are now being submitted to you via this newsletter. If you have any questions regarding these reports, or would like more detailed information, please contact one of your Board members.

**TREASURER'S REPORT** (*Barbara Nordblom*)  
N.E.W Bank Balance, ending 6/21/07, was \$9,251.05

**DATABASE MANAGER'S REPORT** (*Barb Satterwhite*)  
N.E.W. Membership is currently at 144

**PROJECTS' REPORT** (*Gerri Gallagher*)  
See the SURVEY in this newsletter and bring to the July 12 luncheon. You'll also have a chance to win \$25 when you return your survey!

**MEMBERSHIP'S REPORT** (*Marsha Preston*)  
You will all be receiving your Membership Renewals and information updates shortly. Please remember to have them filled out and returned with your dues before Sept. 1, 2007.

The Networking Contest is coming to a close soon, too. Please email your entry information to [comfortzone@mindspring.com](mailto:comfortzone@mindspring.com) by August 1, 2007. You can also fax your information to 746-8012.

**RECORDING SECRETARY'S REPORT** (*Diana Donald*)  
See repeated article herein about 2008 Symposium.

See new Slate of Officers for 2007-2008 in this issue, too. Members will be asked to vote at the August luncheon. **Thank you to the Nominating Committee for their hard work!**



LOOK!

## Water Comes from Everywhere...Especially When You're on Vacation!

Take a look at your **washing machine's HOSE**. That's the hose which connects to the faucets in the wall. If you see it is a black rubber hose – you NEED and MUST change it to **stainless steel hose**. The rubber hose is a flood waiting to happen.

**Another thought:** Do you know where the main water shut-off valve to your home is located? You want to know. You need to know. Go find out.

**Be sure to** shut off the water going to your ice maker before leaving for a vacation. Simply open the cabinet next to the refrigerator and **turn off the valve** to the cold water side of the faucet.

**Save money and a mess.** If you want to save money and a BIG mess, **flip off the breaker to the electric water heater**. Why pay to heat and reheat water when no one is home? Then shut off the incoming water valve on top of the water heater. Should you have a rupture, you'll only have the capacity of the water in the tank to leak out. **Be SURE to do both steps.**

*Article submitted by Laura Meade  
laurameade@comcast.net*



## Gift Certificate Opportunity for N.E.W. gift bags!

To welcome our new members and expand our networking opportunities the Membership Chair is beginning an experimental program. Take this opportunity to represent your business in the **gift bags** given to each new member at our luncheons. ONLY your business **COUPONS** or **GIFT CERTIFICATES** will be accepted. No brochures, flyers, or business cards, please. The size may be no larger than 3" x 6". Mail your items to:

**Marsha Preston, Membership Chair P.O. Box 343 Mechanicsville, VA 23111**

You may also give them to Marsha at a luncheon. For more information contact her at **comfortzone@mindspring.com**

*You must be a current member of N.E.W. to participate in this program.*

## Fashion do's and don'ts

Summer is here and the stores are all having their sales to make room for the fall merchandise.

*Some late summer trends to look for are:*

**Dresses.** Buy them now because they won't be around much longer.

**More feminine tops,** more ruffles, bows and details which will carry into fall.

As much as I despise "clunky" shoes, they are here to stay for a while. The rule is not to "chop" off your leg with a closed up shoe, open up your foot and create the illusion of an elongated slimmer leg.



**NO** (above) because the shoe looks heavy and the straps close the foot giving the impression of a heavier leg.



**YES** (above) because the base of the shoe looks more lightweight and the straps create v shapes – giving the impression of an open foot and therefore an elongated slimmer leg

The late summer trends are going to continue into the fall with the buzz words being **ultra femininity**. Look for more ruffles and feminine details to be mixed with structured pants and skirts. Look for interesting and new color combinations. Fall is going to be exciting!

*Here is a sneak peak of the Fall 2007 colors you can expect to see.*



Article submitted by  
Joanne Rae, Younique Image  
(804)550-7411

***"I dress for the image.  
Not for myself, not for the  
public, not for fashion,  
not for men."***

Marlene Dietrich,  
German born American Actress  
1901-1992