



# newsletter | october 2007

network of enterprising women | richmond virginia

*Hello, Ladies,*

*It's Fall, my favorite season of the year. The air is crisp, there's a sense of anticipation in the air, and nature puts on its annual display of color.*

*Anticipation is building at N.E.W. too. Our premier networking event **Woman 2 Woman** is being held at Jefferson Lakeside Country Club on November 1st. This year, please look for our W2W ad in the October issue of VMagazine plus postings on several web site calendars. **The deadline is October 25th.** Don't wait till the last minute, as space is limited. This is your opportunity to present yourself and your business to fellow N.E.W. members and other attendees. Bring plenty of business cards, rent a table in the bazaar area and enjoy!*

*What's new? I'll be updating everyone at the Luncheon about the **Women's Business Symposium**. We'll also be taking **Directory photos** at the October luncheon. Back by popular demand, and in time for the Holidays, we're once again offering the **Networking Contest**. Last but not least, we're planning a special **public relations photo op** at the luncheon. So what are you waiting for? Have you made your reservation?*

*You're the Best!*

*Diana Donald*

*President*



**PARTING THOUGHT:**

*Progress is impossible without change, and those who cannot change their minds cannot change anything". GEORGE BERNARD SHAW*

**This month's auction item: Gift Certificate from McCool's of Bon Air for \$150.00 of merchandise or framing.**

Network of Enterprising Women  
P.O. Box 8584  
Richmond VA 23226

**IN THIS ISSUE:** • October Birthdays • Reserve Your Place Now for Woman2Woman • Board Reports  
N.E.W. 20th Anniversary Past President Spotlight: Teresa Holloway • Member Spotlight & More



IN HER OWN WORDS:

**Teresa Holloway** *President, 2002-2003*

**Significant Accomplishments**

- ❖ Implemented and awarded first N.E.W. scholarships to 3 local high school girls
- ❖ Helped initiate lapel bins and new magnetic name badges
- ❖ Joined the Richmond Women's Business Consortium to expand networking opportunities
- ❖ Added the bazaar to the Woman 2 Woman networking event

*In honor of Network of Enterprising Women's 20th Anniversary this year, our member spotlights will feature our past presidents. These women have led the way to an organization that not only thrives, but gives a tremendous amount back to our community.*

*We thank all of our presidents for their time, energy and vision to help make N.E.W. what it is today.*



**Benefits of belonging to N.E.W.**

- ❖ Great networking opportunities
- ❖ Developing friendships and support system
- ❖ Fun social events
- ❖ Involvement in the community
- ❖ Learn about a variety of professions due to a diverse membership

**Board of Directors  
2007-2008**

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dianadonald1809@comcast.net

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comfortzone@mindspring.com

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Projects Co-Chair  
dmccool@VillageBank.com

Margaret Hill  
Past President  
mhill@hcps.us

Welcome to our  
newest members!

Debi Farley  
Acupuncture Clinic of Richmond

Edlyn Feng  
MetLife

Sally Hirsch  
W. Hirsch Oriental Rugs

Patricia Livernois  
Heartland Payment Systems

Elli Sparks  
Pleasure Revival Meeting

Kristin Rider  
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YOUR CHANCES OF SUCCESS IN ANY UNDERTAKING CAN ALWAYS BE MEASURED BY YOUR BELIEF IN YOURSELF.

ROBERT COLLIER

## OCTOBER BIRTHDAYS

KAREN VIAR 10/4

ANN PARKER MAUST PhD 10/5

BJ JACKSON 10/8

ANNETTE NELMS 10/10

CHRISTEL MILAK-PARKER, M.ED.  
10/12

CYNTHIA PAULEY - 10/13

LINDA LEFTWICH 10/14

KAREN MYERS 10/19

JENNIFER YANE 10/19

RHODA HEWITT 10/22

JOANN C. ROSSI 10/22

SUSAN CAMPBELL 10/23

ROSA JIMENEZ-VAZQUEZ 10/25

ALICE WINTERS 10/29

## BUSINESS, ETC. HAPPENINGS

*(all around Richmond, and beyond!)*

### American Business Women's Association

**October 3 7:30 - 9:00 am Willow Oaks Country Club**

Program: "Reaching the Decision-Maker"

Presented by: Annie Tobey, Editor & Co-Publisher, V Magazine for Women \$15 members \$20 nonmembers

[www.rivercityexpressnetwork.org](http://www.rivercityexpressnetwork.org)

### 3rd Annual Health Cares About Domestic Violence Day

October 10 2007 VCU Medical Center

1250 East Marshall Street, Richmond, Virginia, 23284

Health professionals and community experts will be available to answer questions, distribute resources, provide referral information, and domestic violence screening.

### New Virginians Monthly Luncheon

October 10 2007 Gardens At Sunday Park

4602 Millridge Pkwy, Midlothian, Virginia, 23112

Membership Chairman: Lisa Hatfield 270-2676

### New Visions, New Ventures: Free Orientation Session

Every Tuesday, 12 -1 pm This free Session is designed

to give you an overview of the training classes, business counseling, financing and other services that are offered by the Women's Business Center at New Visions, New Ventures.

Come learn how we can assist you with the start up or expansion of your small business. No registration is required.

Location: 801 E Main St, 11th Fl.

### Newcomers Club of Richmond

October 31 2007 Jewish Community Center

Monument Ave., Richmond, Virginia, 23226

This organization welcomes women new to the Greater Richmond area. The meetings are held on the last Wednesday of each month. V.P. Membership: Brenda Thayer 754-0460

### Procurement Conference Asia 2007

October 16 2007 Holiday Inn, 3207 North Blvd, Richmond, VA

Join Small Business Administration representatives at this

event. Focus is to increase the contracting opportunities awarded to SWaM, veteran, service-disabled veteran, DBE, Hub Zone, & 8(a) certified firms. The show's BUSINESS EXPO offers an unparalleled opportunity to showcase products and services to 300 buyers and suppliers, including officers and prime contractors. [aabac@aabac.org](mailto:aabac@aabac.org) 804-798-3975

Event attendance by pre-registration only.

V Magazine for Women and the Network of Enterprising Women have been partnering this year to give some great opportunities to our members. Both groups share the common goal of promoting the success of local women. This partnership is giving N.E.W. greater visibility. Our logo appears on the V website, and we may give promotional materials to the V staff to share with businesswomen wanting to network and learn more about our groups. A big plus is the **10% discount to all N.E.W. members** when they advertise in V Magazine for Women. V Magazine also will benefit from a reciprocal link on our website and newsletter and from the added visibility of having the 10% off program promoted to our members. It's a win/win for everyone!



## Gift Certificates for N.E.W. gift bags!

To welcome our new members and expand our networking opportunities, you may want to represent your business by preparing a coupon or gift certificate for **gift bags** that are 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 or hand in your items to:

**Alice Winters, Membership Chair**  
**1405 Westridge Road,**  
**Richmond VA 23229**

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

### REGISTER NOW

N.E.W.'s ANNUAL NETWORKING EVENT

# Woman2Woman

DATE: THURSDAY, NOVEMBER 1, 2007  
 TIME: 8 A.M. - APPROXIMATELY 1:30 P.M.  
 PLANTATION BREAKFAST

LOCATION: JEFFERSON LAKESIDE COUNTRY CLUB  
 1700 LAKESIDE AVENUE

COST: \$50.00/MEMBER\*  
 \$65.00/NON-MEMBERS\*  
 \$30.00 FOR BAZAAR TABLE

CONTACT: GERRI GALLAGHER, CO-CHAIR  
 804-794-2138 INFO@KEEPINTOUCH4U.COM

DOT MCCOOL, CO-CHAIR  
 804-897-6000 DMCCOOL@VILLAGEBANK.COM

\* Your payment will include a Full Buffet Breakfast, Bazaar, the now infamous W2W Round Robin Networking Session and Door Prizes. All materials will be supplied.

## AUCTION DONATIONS NEEDED FOR LUNCHEONS:

### NOVEMBER THROUGH JANUARY 2008.

All proceeds go toward scholarship funds for young women in our area. Please contact us today to offer an item or service, or to find out more information.

**Marsha Preston:**  
**comfortzone@mindspring.com**

## MEMBER SPOTLIGHT **Suzanne Davis** I Design Interiors, Inc.

**Please tell us the name and nature of your business:** Company name is **I Design Interiors, Inc** and to a degree it is self-explanatory. Interior design is more than decorating. We can help clients from the initial design of their home or office consulting with architects or builders through the move-in and then decorating. **IDI** also does project management for additions and remodels. Often, we'll do a total design of the addition or remodel to blend with the existing structure, including the exteriors, lighting plan, plumbing, and electrical.

Then we work with our clients through the many decisions needed on a building project and through hundreds more on layout use and decorating of the new spaces. Literally from the blue print to the move-in. A single constant guide throughout the project is a huge help for my clients.

**What drew you to this kind of work?** My family says I have been doing this all my life. I wanted to be an architect. Math theory is very cool, but without a calculator I cannot add or subtract. Handheld calculators didn't exist when I went to college. No architecture ~ so interior design ~ and I love it.

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

There are so many! Okay, first, keeping up with technology and new information and keeping it available in an organized way. Interior design has to deal with any number of things relatively new to our industry. There is Smart wiring; motorization; the meld of computer with all else; "green" products; environmentally responsible practice, not to mention new product and innovations.

And a second challenge for me is communicating what I do in a concise message. Listing all that I can do for clients into a few sentences is so hard.

**Give us a tip or two that has helped you in your work.** My first tip is **do what you love** and do it right from the start. Become an **LLC or S-corp**; get a **business plan** and an **exit strategy** in place. Second tip is to **hire others for what you're not as good at** in your business. Give up a little control to work on the business with others.

**Let us know a little bit more about you:** I've been married for (I think!) 33 years and have two children. Each is married with children so I'm a grandmother 2 1/2 times! My next one is due in February.

I do major gardening, also called yard work, rearranging the yard as often as people move furniture and learning as I go.

I read a wide variety of fiction and non-fiction. And I'm in women for Wine Sense. Learning about wine & food pairings is serious fun. Because my other hobby is cooking, I make it up as I go.

**Please tell us something that no one else knows about you.** I cannot think of a thing someone doesn't already know about me. But the one everyone loves is that I was at Woodstock.

## N.E.W. BOARD REPORTS: OCTOBER 2007

### TREASURER'S REPORT (Barbara Nordblom)

Bank balance for September 2007 is \$11,422.39.

### DATABASE MANAGER'S REPORT (Beth Barnett)

N.E.W. Membership is currently at 112. Please note: Photos of new members and re-takes will be done at upcoming luncheon, Oct. 4. Please arrive early.

### PROJECTS' REPORT (Gerri Gallagher & Dot McCool)

See reminder in this newsletter about Wo man2Woman. Also Save the Date for our Annual Holiday Party, December 14.

### MEMBERSHIP'S REPORT (Alice Winters)

If you have delayed your renewal, act quickly! Contact Alice at [awinters@metlife.com](mailto:awinters@metlife.com) today!

### EXEC. SECY. REPORT (Porter Smith-Thayer)

Just a reminder for the next newsletter: All ads and articles, thank yous and notices are due by the 25th day of each month for the upcoming issue. Send to [Porter@GraphicPresentations.com](mailto:Porter@GraphicPresentations.com)

## The Night Before the First Christmas

By  
Robert T. Fuller



Illustrated by  
Doris Poole Fulton

Written by Shirley Fuller's husband and colorfully illustrated by her mother, this poem about the birth of Jesus is written to the meter of "The Night Before Christmas". It will soon become a family Christmas favorite. Profits from the sale of this book will be donated to help children in need around the world.

This full color 36 page book is available for \$15.00 through Shirley or the web. Email: [sfuller@mac.com](mailto:sfuller@mac.com)  
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with your  
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does not  
preclude  
using your  
head.

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ROONEY



Network of Enterprising Women is working with Habitat for Humanity on WomenBuild, a program that enables women to help build homes and keep children from living in poverty or substandard housing.

## You can **still** help!

**Volunteer!** Good 'ole fashioned labor during the build in November 2007

**Make a Contribution!** Good 'ole cash!

**Muscle Power!** Provide In Kind Skills/ Materials

N.E.W. Past President Margaret Hill is serving as chairman of the Development Committee for WomenBuild. Please contact her at 804-365-4565 to get involved.



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Office: 804-747-7653  
Visit [www.ShirleyWagner.com](http://www.ShirleyWagner.com)

## Network of Enterprising Women 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.

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Alice Winters  
MetDESK<sup>®</sup> Specialist  
6600 W. Broad Street Suite 102  
Richmond, VA 23230  
804-282-7522 Ext. 120  
awinters@metlife.com  
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Courage is saying, "Maybe what I'm doing isn't working; maybe I should try something else."

Anna Lappe



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