



Arizona Women's News

issues, lives and dreams...

Vol. 2, No. 1

APRIL 1999

<http://www.azwomensnews.com>

Women's Studies Programs - The Real Story

by Karyn Riedell

One Woman's Story

Dale Noonkester

by Karyn Riedell



Dale Noonkester's life changed dramatically after she decided to major in women's studies at Arizona State University.

"It's not just women's studies. It's diversity. It's like a fuller account of history. It's just amazing how I get a fuller sense of my history, and I have a better understanding of my culture. I have a greater appreciation of what women have done," Noonkester observes.

Noonkester also credits the program with shaping her into a community leader and helping her achieve her career goal-becoming a naturopathic doctor.

"I want to specialize in women's health issues. Women are often mistreated and misdiagnosed. They're not getting the health care they need. I've found that women have been greatly ignored and that most medicines are not tested on women. (Researchers) don't test on women because they say that women's hormones mess up the test. So, a lot of women are dying because of side effects from medicine," explains Noonkester.

See One Woman, page 12

State Representative Linda Gray says that she has nothing against women's studies. It's truth in advertising that bothers her.

Gray spoke out against women's studies programs at the state's three universities this March after a constituent called regarding a class at the University of Arizona. According to the student, the instructor for the women's literature class was using the class to promote lesbianism.

"If she had known this was a promotion for a lesbian agenda, she would never have signed up for the class," Gray says. "She signed up for the course, thinking she would be reading about women authors."

Gray was further angered when she learned that the student, who withdrew from the class in March, would not be allowed to add another class. Gray says that other students have had similar experiences in which the course description did not match the actual

content. Because of reports such as these, Gray says that she has asked the universities to add another question to the end-of-course survey-one asking students if the course matched the catalog description.

"The way this was handled puts down women more than it builds them up. I'm not sure what this student will learn from this experience, but it wasn't a positive experience," Gray concludes.

Liz Kennedy, head of women's studies at the University of Arizona, says that the instructor's syllabus for the class in question is "a standard women in literature course. Only one (*Oranges are Not the Only Fruit*) is a lesbian text." In addition, Kennedy objects to Gray's attack on women's studies as a whole. "If there's some student who's concerned with one class, we'll respond to that. But to demonize the whole program doesn't make any sense."

Gray's allegations concern her

because of the representative's position-as chair of the house appropriations subcommittee on education.

"Linda Gray is powerful. She's on the budget committee," Kennedy points out. "She has a very narrow view of what women's studies is all about. I want to make sure the taxpayers know what a broad undertaking it is. The real story is all the wonderful things women's studies does."

Kennedy says that the University of Arizona program serves 1,300 students a semester through a wide spectrum of interdisciplinary courses. The program, which started 25 years ago, also offers a master's degree.

In addition, the department works

See Women's Studies, page 12

On the Rise Together

A Regional Conference for
Those Who Care About the Status of Women

Monday, April 19th noon-4pm and
Tuesday, April 20th all day
YWCA of the USA Leadership Center
9440 N. 25th Avenue • Phoenix

This two-day conference will bring together women's organizations, service providers, agencies, women's health care advocates and interested women to look at coordination, sharing of resources, ideas and funding streams.

Guest speakers include Charlene Costanzo, author of *The Twelve Gifts of Birth*, a recent Oprah "must read," Victoria Crawford, Your Best Year Yet facilitator, Jenny Erwin, Regional IX Director, U.S. Department of Labor Women's Bureau, and Terry Williams, Publisher, Arizona Women's News.



Charlene Costanzo

Workshops and table topics include: childcare, women's health care resources, Social Security repercussions for women, mentoring, nontraditional employment, working with domestic violence victims, assisting older workers, dealing with the media, women and philanthropy.

For more information call the Governor's Division for Women (602) 542-1755, (800) 253-0883. Cost \$100.00 includes meals. Limited scholarships available.

Presented by:

The Governor's Division for Women,
The Arizona Women's Council,
Women Work! The National Network for Women's Employment,
The U.S. Department of Labor Women's Bureau,
Today's Arizona Women's Success Magazine, and
Arizona Women's News

WOMEN IN BUSINESS

4TH ANNUAL CONFERENCE AND TRADE FAIR

May 21, 1999

Meet the members of the Phoenix Mercury at the 4th Annual Tempe Chamber of Commerce Women In Business Trade Fair.

Marsha Reynolds will inspire with "Reaching Your Dreams," Sherielyn Curry will motivate toward "Achievement: A matter of personal success," and Cheryl Miller will coach on "Celebrating Your Success."

Women in Business will also name their Woman of the Year. Proceeds to benefit the Tempe Chamber of Commerce "Reach, Achieve & Celebrate Scholarship Program" and recipients from Empower, a local nonprofit agency which assists women in transition from welfare to work force.

8am - 3:30pm (\$69 with breakfast & lunch included) Sheraton phoenix Airport Hotel, 1600 S 52nd St, Tempe. RSVP: Tempe Chamber of Commerce 602-967-7891.

Happy Anniversary Arizona Women's News

Margot Dorfman and
Terry Williams,
publishers of Arizona
Women's News, announce
the first anniversary of
their newspaper.



Margot
Dorfman



Terry
Williams

First published in April 1998, Arizona Women's News has hit many milestones including creating the first inclusive Women's Calendar, expanding distribution to Tucson, and scooping the national story on the Women Elected to the Five Top Government Positions in Arizona.

Thank you all for your support this year. We look forward to many years of making 'women's news' front page material.

In This Edition!

Cosidering a Career in Technology?

See "Career" page 6

Three Key Factors That Effect Investment Decisions

See "Finance" page 13

Personality Profiles - Not Just Another Label

See "Business" page 4

A Small Business Checklist...

See "Human Resources" page 5

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EDITOR'S NOTE

Thanks for
calling, Tony
and other thoughts...

Terry Williams

I received a call last month from Tony Pierson. Tony said, "I read your editorial and decided I should call you." Frankly, Tony, when you first called, I had to think back to remember what my last editorial was about! Nothing personal. But in the newspaper business, one seems to always be focused in getting the next paper done rather than reflecting back on the last paper.

Then I remembered that I had written to encourage our women and minority groups to bridge the gaps between us. I said, "don't wait to be asked. Extend your hand first." But, since I didn't know Tony, I still wasn't completely positive about his intent.

Tony told me that he was with a company that did web pages for professionals - much like having an on-line business card for yourself. He said he had read my editorial and thought that maybe we could get together and talk.

So, after we got off the phone, I went to the web-site address he had given me - <http://www.MeZone.com>. I really loved the web-site. It has a great look and feel to it. As I was wandering around through the site, I found a page all about Tony.

Aha! Now I was sure about Tony's call. Tony is an African American. His page told all about his background and interests. In

just a couple of moments I knew all about him and I understood that he was taking me up on my own idea. Tony was extending a hand. Clearly, the next move is mine.

First - thanks, Tony. One of the frustrations we have had is the lack of integration within our various minority communities. As I said in the editorial, I believe we share many issues in common and that we could do well to work together.

Second - we'll get together very soon to talk about how we can work together or network together to help our businesses grow.

Before I close, I just want to make one comment about our feature story. I believe the study of women ("Women's Studies") is one of the most important elements of the growing women's empowerment. Knowing our history, understanding our differences and similarities, and reading our literature is essential to our movement forward. I wish our legislatures would focus on the real needs of the people, rather than their personal agendas.

One last thing - thanks to all of our readers for a great first year. We enjoyed the ride and look forward to a great future.

Women
on the
RisePatricia
DrainPamela
HallowsKelly
KurtzLaura Lynn
Peckny

ANNIVERSARIES

Margot Dorfman and **Terry Williams**, publishers of Arizona Women's News, announce the first anniversary of their newspaper. First published in April 1998, Arizona Women's News has hit many milestones including creating the first inclusive Women's Calendar, expanding distribution to Tucson, and scooping the national story on the Women Elected to the Five Top Government Positions in Arizona.

Pamela Hallows, President and owner of Arizona Children's Nanny Services, announces her sixth anniversary. ACNS is a unique nanny service providing quality in-home childcare with ongoing educational support and communication with both nanny and family.

APPOINTMENTS

The Arizona Department of Library, Archives and Public Records and Arizona State Museum are pleased to announce that **Alyce Sadongei**, has been appointed Director of the Five State American Indian Grant Project.

Resources For Women, Inc., an international networking business, announces that new leaders have been selected for four RFW Networks. They are: **Rachel Gelbin** and **Shelley Shelton** for the Entrepreneurial Connection Network, **Chris Carlin** and **Maria Truillo** for the Professional Development Network, **Irene Boydiddle** and **Sharon Snyder** for the Living Our Vision Network, and **Jenny Leschak** and **Yolanda Montealegra** for The Technology Network.

Leah Hoffman Langerman, President Eustice & Hoffman, has named Chairman of the Governor's Commission on Violence Against Women Symposium to be held Friday, April 30 from 11:00 to 1:30 at the Marriott Hotel at Grayhawk in N Scottsdale.

Naturally Women Fitness Center has acquired the expertise of accredited T'ai Chi Instructor, **Dyanna Chowka**, who offers classes at the eastside Tucson facility. Contact: Naturally Women Fitness Centers, 6880 E Broadway, Tucson, AZ 85710. (520)722-3700.

Pamela Watkins has joined the CPA firm of Abalos & Associates, PC. Watkins has over 15 years extensive experience in both public and private accounting.

The YWCA of Maricopa County has elected two new board members and five new advisory board members. They new board members are **Karen Ewing**, and **Norma Ory**. The advisory board includes: **Elaine Scrugs**, and **Angela Melczer**.

The Art Institute of Phoenix announces the appointment of **Stacy Sweeny** to the position of President. Sweeny has been serving as Director of Admissions since October 1995.

Valley Bank of Arizona has selected **Susan F. Smith** to serve as its new Vice President for Business Development.

Johnson Bank, Scottsdale named **Jennifer Sultz** Assistant Vice President Branch Manager to their 8700 N Gainey Center Dr. location and **Kim Kaseta** Assistant Vice President Branch Manager to the Pinnacle Peak branch.

AWARDS

Frances Rimza, a sales associate with RE/MAX On Tatum, has been named one of the top residential sales associates by Real Trends, Inc.

The University of Phoenix, Tucson, recognized two women as the top students in their respective programs at the 1999 commencement ceremony. **Laura Lynn Peckny** led all degree candidates in the Master of Science in Computer Information Systems program and **Kelly J. Kurtz** led all degree candidates in the Master of Counseling program. Both had a 4.0 GPA.

Arizona Cactus-pine Girl Scout Council, Inc. announced the 1999 World Award Recipients, honoring six remarkable former Girl Scouts. **Marge Ebeling** received the World of Well Being Award. **Mary McCann** received the World of Arts Award. **Cristine Iijima Hall** received the World of People Award. **Kathy Pedrick** received the World of the Out-of-Doors Award. **Mary Jane Rynd** received the World of Today and Tomorrow Award. **Paula Makowsky** received the World of children Award.

CERTIFICATIONS

Edlyn Vancina, licensed aesthetician and make-up artist, recently became certified for "Advanced Skin Analysis" by completing a training and educational seminar at the Institute for Skin Sciences.

INSIDE

Women on the Rise	pg. 2
In the News	pg. 3
We're In Business	pg. 4
Women Business Enterprise Review	pg. 16
Classifieds/Employment	pg. 6
The Women's Network ...	pg. 7
Women's Calendar ..	pg. 8 & 9
Women's Biz Directory ..	pg. 10
Profiles	pg. 14
Career	pg. 6
Finance	pg. 13
To Your Health!	pg. 14
Visionaries	pg. 15
Gardening	pg. 16

NEW BUSINESSES

Patricia Drain, CEO of Professional Alternatives, was honored by the attendance of Mayor Campana of Scottsdale at her ribbon cutting ceremony. Professional Alternatives, a recruitment firm, has been at their present location for six months. (602)953-6070.

Vaunda Smith and **Lisa Blanton** announce the opening of their business Women Improving Self Harmony (WISH). They have already landed a contract with SouthWest Airlines to provide Motivational Training in an Employee Assistance Crisis Situation. (602)269-0713.

Laura H. Frese PT, Cet. MDT, owner of Ahwatukee-based Empowered Physical Therapy Spine Care, Inc., has personalized her service to com to the customer, bringing physical therapy to the patient's home or office. (602)549-1992.

Debra Sharker, Owner/Founder, announced the grand opening of 'Cause I Love You, Ltd. Scottsdale's first upscale gift boutique for the romantic soul. This unique shop, created for the celebration of romance everyday, includes beautiful gifts and a concierge service to provide you with the perfect mini romantic getaways for the time-challenged. (602)607-0900.

Jewelry designer, **Diane Marie** and Marketing Executive, **Laurie Laurie**, announce their new business venture Tiaga Designs. The two valley residents have designed and manufactured an innovative line of 14kt & 18kt gold jewelry. (602)704-8270.

Grace Lee, in her position of Restaurant Manager, announces the opening of SAMPAN. This traditional Chinese restaurant is located in the Chinese Cultural Center at 668 N 44th St, Suite 115, Phoenix. (602) 286-9888.

PROMOTIONS

Deb Clancy has been promoted to Director of Sales for the Fiesta Inn in Tempe.

The law firm of O'Connor, Cavanaugh has announced the promotion of five members to senior members and nine associates to members. Among them are **Sara Ziskin**, securities group, promoted to Senior Member and **Lisa Tsiolis**, real estate, promoted to member.

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Mission Statement and Policies

Our mission is to inspire, create and express unlimited potential for the women whose lives we touch.

Arizona Women's News focuses on women's issues, lives and dreams - bringing together valuable information in one, convenient location for women who want to be connected to community, to their potential and to the dreams that help them grow.

Arizona Women's News embraces diversity, integrity and respect within the women's community. Each edition contains in depth discussions of the issues facing women today.

IN THE NEWS...

STATE

EDUCATION

■ **UNIVERSITY INTRODUCES CERTIFICATION PROGRAMS FOR ENTREPRENEURS.** The University of Phoenix Center for Professional Education will launch two entrepreneur certificate programs this spring, one for beginning entrepreneurs and one for established entrepreneurs. The Successful Entrepreneur Program takes beginning entrepreneurs through a step-by-step process of investigation, analysis and development of a comprehensive business plan. The Business Growth Strategies Program prepares current entrepreneurs to change, grow or diversify their businesses through analysis and the development of an achievable strategic plan.

An optional class that explores current business technology called the Technology Boot Camp is available for students in both programs. Both programs are designed to focus practical over theoretical. Experienced successful entrepreneurs who know first-hand the initial and daily challenges will function as instructors. Classes will be taught in a seminar format with an interactive focus. For additional information, call 602-966-7400.

GOVERNMENT

■ **CITIZENS CAN USE TAX FORM TO SUPPORT CLEAN ELECTIONS FUND.** Sharlene Bozack, Executive Director of the Clean Elections Institute, Phoenix, today announced that for tax years beginning on or after January 1, 1998, taxpayers may designate a five dollar voluntary contribution to support Arizona's new Clean Elections Fund. The Department of Revenue has a new form available for taxpayer use. For information, call 602-840-6633 or info@azclean.org. Website: www.azclean.org.

ORGANIZATIONS

■ **IMPACT NEW AFFILIATE FOR NAFE.** IMPACT for Enterprising Women has recently merged with Women's Network Exchange of Arizona (WNEA) to become the Phoenix affiliate of National Association of Female Executives (NAFE). IMPACT, founded in 1979, is a non-profit organization dedicated to helping women make a difference in their own lives, community and workplace. For more information, Call IMPACT President Helen Goldman at 602-404-8284.

■ **IMPACT ACCEPTING NOMINATIONS FOR CELEBRATION OF SUCCESS.** IMPACT for Enterprising Women is seeking nominations of

outstanding women to be considered for an award at the 14th Annual Celebration of Success to be held this Fall. Nominees must be a current member of a women's organization, achieve extraordinary success, mentor women within the community or workplace and serve the community above and beyond the norm. For more information, Call IMPACT President Helen Goldman at 602-404-8284.

■ **NEW LEADS GROUP.** The Southeast Women's Network has been created as a new lead-sharing group. It meets weekly on Wednesdays from 7:30 - 8:30 am at COFCO Executive Suites, Chinese Cultural Center, 668 N 44th St, Suite 300, Phoenix. For more information, call Glenda at 602-940-8142.

■ **AHA'S DESERT MOUNTAIN AFFILIATE GOES ON-LINE.** Potentially life-saving information is just a key stroke away on the America Heart Association's new local web-site, www.americanheart.org/az-comm-wy/. The site, created by AHA's Desert Mountain affiliate, will provide heart and stroke information, in addition to upcoming local events, CPR Training sites, volunteer opportunities, current research, advocacy efforts, educational programs and classes.

■ **WOMAN'S CHORALE ANNOUNCES NAME CHANGE.** The only all women choral group in Phoenix has changed its name to Arizona Women in Tune. Formerly Known as TLC, the group has incorporated under the Arizona Women in Tune banner as a 501C and will keep its tax-exempt status. Practices are held every Thursday, 7 pm, Augustana Church, 2604 N 14th St in Phoenix. For more information, call Business Manager Barbara Wodrich at 602-878-5430.

NATIONAL

BUSINESS

■ **900 WOMEN IN MERRILL SUIT.** 900 women are ready to sign on to a class action suit charging sexual discrimination against brokerage giant Merrill Lynch. The suit which was originally filed in early 1997, was settled in September. But under the settlement, the investment firm gave nearly 2,900 of its current and former female brokers the option to file discrimination complaints and seek compensation. Merrill will review the complaints on a case-by-case basis to determine their validity. The suit, initially brought on by eight women brokers, alleged discrimination in wages, promotions and account

distributions. "Women were not given the same leads, walk-ins and help from management (as their male counterparts)," said Mary Stowell, whose Chicago firm Stowell & Friedman represents the plaintiffs. The number of women planning to file has far exceeded her expectations, the lawyer said. "We thought there would be 200 to 300."

■ **FINANCIAL PUBLICATION DEBUTS WOMEN'S WEB SITE.** Jayne Newell-Lanza, publisher of Profit Magazine, announces the debut of the women's only Web site, www.ShesGotItTogether.com. Newell-Lanza went on to state that in addition to delivering information on investments, money management, health & medicine, family matters, and key political women's issues, the Web site will offer live online chatting sessions with experts in various fields. Internet users will be able to log on for one-on-one dialogue with qualified professionals for up-to-date information and advice designed for women.

EDUCATION

■ **WOMEN'S COLLEGE TO LAUNCH PROGRAM.** Hoping to add more women to an overwhelmingly male-dominated profession, Smith College, Northampton, Mass, officials on Saturday voted to open the nation's first engineering program at a women's college. Smith officials said women represent about one in six college engineering students and less than one in 10 professional engineers nationwide. "Clearly, it's a matter of national import that our country not only produce more women engineers, but also develop new, truly effective models for educating them," Smith President Ruth Simmons said. Classes are expected to start this fall, and the first engineering majors would graduate in 2004.

GRANTS

■ **GORE ANNOUNCES \$223 MILLION IN VAW GRANTS.** Vice President Al Gore announced on February 25th that the federal government will provide \$223 million to help states and communities detect and stop violence against women, as well as provide shelter for victims of domestic violence. Funding was announced for two separate grant programs, both of which are intended to help prevent domestic violence and hold abusers accountable.

— The grant programs include S.T.O.P. violence Against Women Formula Grants and Grants to

**More News
on Back Page**

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MARKETING

by Lynette Zang

Every Time A Bell Rings...



An angel gets his wings, a prospect has a need, and a company has the opportunity to fill that need. That company will be yours by always keeping everyone's best interest at heart, including your own.

Embrace benefits driven thinking. Strive to communicate directly to the needs of your prospect/client. Do it all in the most cost-effective manner, but do not scrimp. Utilize benefits driven writing and designing for manufacturability to get your message across frugally. Let's examine how.

Think about the needs.

If you've been participating in this series from the beginning, you know what's in it for you, you know what's in it for your prospect/client, and you know what pieces you will use to get their attention. Now we have to develop the words that speak to the need.

• **List the prospects challenges** - A survey would begin to show you if your assumptions are accurate. Dig for the answers and listen intently.

• **List possible solutions** - What products or services does your company have that would resolve or even dissolve those challenges.

• **Select the words** - What key words embody the challenges and then the solutions. Make each word count. Create powerful imagery with words and paint a compelling picture. Titillate your prospects and they will want to know more about your company, product, and/or service.

From your lips to your prospects ears. You only have eight seconds to get their attention. If successful, you have another eight seconds to show them that you understand their needs. If you do that well, you then have a final eight seconds to exhibit that your company has a viable solution to their challenges and convince them that they need to take action and call you or accept your call.

Frugally by Design.

Industry averages show that it takes seven hits to get a new client. If you've decided on a series, remember that the first piece sets the series tone and the following pieces should build upon what came before and lay the foundation for what will follow. If planned correctly this can save you lots of money.

First of all, work with an expert that knows how to plan design, print, and/or promotional strategies that take advantage of combo or ganged runs. You can save quite a bit in design fees, wash up charges, set up charges, run charges, make ready costs etc. just by thinking about the entire program vs. one piece of the program at a time. In addition, you will have a consistent look and feel throughout the entire program, which reinforces your branding efforts.

If this is a direct mail series, have your designer work with your direct mail house from the beginning to ensure the lowest mailing and postage costs possible. Ask the questions. If they cannot address issues with clear explanations, go elsewhere. It's your money, make it stretch as much as possible.

Touched by a marketing angel.

When you approach business from a total benefits position you have moved that much closer to a win/win circumstance. Your empathy for your prospects and clients will shine through in your marketing materials making them more powerful and compelling. By working with experienced marketers, designers and/or printers and developing your total marketing plan, efficiencies and consistencies run throughout the program and you win too. All involved will feel as if touched by a marketing angel.

Lynette Zang is a creative conduit at Independent Assets, an outsource marketing management firm for small to mid-sized companies. She can be reached by phone at 602-675-8375 or fax 602-675-0113 or E-mail lzang@concentric.net.

Personality Profiles – Not Just Another Label

by Sandy Kolberg, Ph.D.



How would you like to go into a meeting where everyone talks the same language? This is a real possibility when Personality Profiles are used as a part of the overall structure of the business environment.

There are many well-known and reliable assessments. Some of the more recognizable names are: The DiSC, Myers-Briggs Type Indicator and the Enneagram. Each has a specific format, but if one takes enough of them, similar profile results will emerge.

Personality profiles can be used in a screening to hire situation.

Profiles are used to create a picture of the personality type best suited for work in a given position. Usually, the employees working most closely to the position will individually answer a few quick questions. The answers are discussed and a single answer is selected for each question. The finished survey is run through a computer based profiling program and a Personality Position Profile is generated. The company develops its job description and goes about the hiring process. The top candidates are given a similar survey and their answers are matched to the Position Profile. This gives the hiring authority an accurate way to assess the job-candidates' match for the organization.

Personality Profiles identify adaptability to assist Performance Coaching and Career Development.

In some profile assessments, the picture presented is an "adaptive" one. It is a picture of the moment and how the person thought she/he was supposed to act in that environment. Adapting behaviors are the ones most commonly expressed in the work place. Adaptive results are tracked over time. The employee can identify her/his adaptive styles within the work environment, and discern whether the decision-making styles she/he utilizes are productive and whether she/he is meeting goals on a regular basis. Also, the employer has a tool for the performance review besides the traditional gut reaction of how an individual feels about her/his job.

Personality Profiles enhance team building.


When Personality Profiles are used for Team Building, the group learns how each person prefers to communicate. The group examines the combination of styles to determine where the team-members will be strong in development and where they need help. Assessments show characteristics such as who will

naturally want to take control of the group, who will be the visionary, who would assume the role of spokesman and who will follow the details of a project. This process provides the team with better understanding individual communication styles and roles within the work environment.

Personality Profiling is an all around tool for communication and team development. Used within the full structure of an organization, Personality Profiles are powerful tools to help people see themselves as productive members of the work environment.

Sandy Kolberg, Ph.D. is the owner of StrateGEMS, a consulting firm specializing in Communication and Interactive Team Building. An adjunct professor at University of Phoenix, Sandy is available as speaker/workshop facilitator. Call: (602) 987-9024.

N E T W O R K I N G



Connie Kadansky
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"Since attending that Greater Phoenix Chamber meeting, this company has become one of my biggest accounts..."

"The account manager of a large corporation approached me after a Greater Phoenix Chamber event and said, 'I must learn more about what your company does to help sales people overcome their fear of prospecting and self-promotion.' Since attending that meeting, this company has become one of my biggest accounts...I believe in the Chamber, not only for the connections I have made, but for giving me a whole new approach to promoting my business. Participating in various Chamber programs, such as the Ambassador Committee, opened my eyes to the power of networking."

Are you looking for a way to increase your customer base and referral network? Call the Greater Phoenix Chamber of Commerce today and learn how to put the Power of Membership to work for YOU. Join the Chamber before February 26 and receive three free listings in our Membership Directory, which is distributed to more than 5,000 businesses.



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HUMAN RESOURCES

Small Business Checklist

by Anne Caldwell



You've started your own business, found the right niche for your product or service and gotten a tremendous response. You've had to hire more people, and before you know it, you actually have a company. You spend most of your time focusing on marketing and finding new business, as well as meeting your customer's needs.

What else should you be thinking about? You may think that with only six, fourteen or twenty employees, you don't need to be concerned about structure or policies and procedures. But actually, it is advantageous to think through how you want certain aspects of your company managed, even if you are not planning on continued growth. Some strategic planning in these areas will enhance your ability to make decisions without trauma, and avoid the inclination to "shoot from the hip."

If continued growth is anticipated, putting structures in place while you are still small will increase your effectiveness, and eliminate the strain of transitioning to a larger format. It is especially important to define structures to avoid discrimination.

Here are some of the areas you might want to think about.

Benefits administration:

What sort of benefits do you wish to offer? Who is eligible for them, and who pays for them? Do you pay all or a portion; same amount for single and married? Will you combine vacation and sick time into Paid Time Off? How will PTO be defined? Will it accrue or be awarded on a calendar basis? Will it be dumped or can it be carried over, and if so, how much, and will it be tracked by calendar or anniversary year?

Compensation structure

- internal and external equity: How do your wages compare with your competition? Do employees of similar experience and tenure have

equal wages? How do you determine increases? How often, what percentage and with what criteria?

Recruitment, recognition,

retention: How do you attract and retain the best possible staff most cost effectively?

Policies and procedure

handbooks: Do you have policies that define what you expect? How do you address harassment? Hiring? How do you effectively communicate performance expectations, and address when they are not being met in order to maximize the potential of success for your staff? How do you address disciplinary issues in a way that empowers your employees? Do you have ways to resolve employee relation issues efficiently?

Compliance issues: How do you keep current with prevailing legal updates? Are you required to comply with the Fair Labor Standards Act, the Department of Labor, Family Medical Leave Act, American with Disabilities Act? If not, do you want to adopt a modified version of any of the above?

Not all of the above categories will apply to every business, but the question is, do you know which apply to yours? Remember, the more professionally you run your business, the more professional and efficient you appear to your clients and customers.

Anne Caldwell, President/Founder of Outsourcing Solutions, a Human Resource consulting firm, provides innovative human resource approaches to companies in rapid growth or transition. Call 228-9191 for more information.



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Jo Annie Shaw, MBA, Educational Kinesiologist

After establishing herself solidly in the corporate world with an MBA and 20 years in leadership and sales positions, Ms. Shaw trained in Educational Kinesiology (Edu-K) mind/body integration techniques. She is a master of the Edu-K process and has sustained a successful and growing Edu-K business since its inception in 1993.

- Discover, clarify and activate powerful success strategies using the integrative techniques of Edu-K
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6-9 p.m.

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9:30-5:00 p.m.

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..... **Andrea Yardley**

Andrea Yardley is a top network marketer with a background in Corporate America. She brings a vast expertise spanning both traditional and non-traditional ways for women to break the glass ceiling and to have unlimited income potential.

Lee Ann Black



Tired of trading hours for dollars? Lee Ann Black's experience in Corporate America and most recently, small business franchise ownership will show you how to take control of your financial outlook and to secure your future into the next century.

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from a home based business

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This seminar will reveal:

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- * How to choose the right company for you
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- * MLM's Biggest Minefields
- * The \$100,000 Prospecting Idea
- * The Power of Duplication
- * How and Where to Advertise
- * Make your Organization Explode Overnight
- * Develop a story that attracts

Special Q&A forum after the seminar. Get answers to all those questions about the industry, companies and pay plans.

Seminar to be held on
Saturday, April 24, 1999
9 am - 12 pm

At the **Orange Tree Resort**

10601 North 56th Street
(Shea Blvd. & 56th St.)

CALL: 602-735-3052

COST: PRE-REGISTRATION REQUIRED BY 4/20/99

\$49 per person...includes buffet breakfast
(after 4/20/99-Registration: \$69)

BONUS! FREE GIFT FOR PARTICIPANTS

LINE classified ads (see p. 6)

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Write your ad on a separate piece of paper. We boldface and capitalize the first 2-3 words at no extra cost. Word your ad accordingly. **DEADLINE** the 15th of the month prior to publication.

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Signature _____

Send or mail to Arizona Women's News, 4208 N. 19th Street, Phoenix, AZ 85016 • fax (602) 532-7034. For more information call (602) 954-6169 or email info@azwomensnews.com.

Career

by Tammie M. Chestnut

Retraining for a Technology-Focused Work Force

From research and development, computer systems programming, design and implementation to sales and marketing, the technology doors are open in several industries in which you can seek gainful employment and build a career that will take you places for years to come. The entire industry "technology", coupled with various terms such as information, advanced, biological, is still unfolding right before our eyes.

Where do you fit into the picture? Are you ready to jump in yet or are you still trying to save your job which may become obsolete? Here's a solution, retrain yourself. Gain the skills needed to handle the technology that will soon take your place.

Jumping on the Technology Band Wagon

Whether you need additional experience or new skills altogether, there are many resources available to get started in a technology-focused career. You could start right in your own company by exploring which departments have openings and/or training opportunities.

Start now by letting your interest be known, taking courses and signing up for any available company training and development to show your commitment and willingness to learn.

If changing into the technology field is not feasible within your current company, train to take advantage of these opportunities outside of your company.

Attend evening and weekend classes to gain certification in some of the key areas that are hot like Microsoft certification, biotechnology, computer engineering, programming and software development.

Many of the community colleges, and obviously all of the technology institutions in the Valley can assist you with developing a curriculum that best fits your needs and future career goals.

Your company may even reimburse you for this training if approached in advance. The key is to keep your options open and negotiate in a way that will benefit both you and your present or future company.

Another source of technology-focused jobs are with staffing agencies and recruiting firms, who are finding great success in tailoring their candidate searches to the information technology field because the demand is at an all time high.

Launching into a technology field as a career choice obviously is a smart move in this day and age of advancing technology. Retraining or obtaining a new degree can pay off for future career success as the



generation X'ers are preparing to gain the skills needed to fill your shoes.

Studies show that 78% of new graduates are walking away from college with degrees specifically tailored to compete in a technology-focused work force.

Now is the time to join the highly qualified and talented professional women are making a difference in every aspect of business and finding success on their own terms.

Tammie Chestnut, President - The Resume Shop, a full service professional resume preparation and desktop publishing company. For additional self-marketing and career advancement tips, surf to www.resumeshop.com or call 407-6410 or email tammie@resumeshop.com.

employment

SALES

SALES CONSULTANT

Health and Fitness company with multiple clubs in Phoenix seeks outgoing, friendly, ambitious self-starters to sell memberships and provide customer care to existing members. Must love working with people, be able to handle multiple priorities, work well under pressure, and enjoy talking on the phone. Sales, service or fitness industry background required. Please fax resume to Kathi @ (602) 787-0679.

EDUCATION

TEACH ENGLISH

The Phoenix Sister Cities Commission is seeking applicants for positions in two of its sister cities, Chengdu, China and Himeji, Japan, for the school year September 1999 to August 2000. The Himeji City Board of Ed seeks a supervisory teacher of English and assistant English teacher. The City of Chengu seeks a conversational English teacher.

Teaching experience not necessary. Knowledge of either language is not required. Application deadline is Friday, April 23rd. Call 602-534-3754.

EMPLOYMENT advertising

RATES: Open rate \$30/column inch. • Discounts available based on frequency. • Call (602) 954-6169 for details. The next deadline is 5:00 p.m. the 15th of the month prior to publication.

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Restore your breasts naturally! Enhances, shapes, tones, firms & uplifts. As seen on ABC News. Free brochure. Video available. Visa/MC/Checks by phone. Free Consultation. Prices start at \$40.00! Call now! 602-798-9965.

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financial services

Financial Coach for Women Individual & Group Seminars, Jean Dekraker, CPA Masters in Taxation (602)992-2768email: jean@jdk-cpa.com web site: <http://www.jdk-cpa.com>

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Puff No More. A group smoking cessation program using hypnosis. One session. \$50.00. Guaranteed. Saturday and Sunday classes held in Phoenix and Scottsdale each month, 11am-1pm. Facilitated by expert certified hypnotherapists. Pre-registration only. Call (602) 787-1114.

holistic health care

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Integrate Mind/Body/Spirit, workshops, Private Healing Coach call Lynnaea at (602) 962-8238. Email: reverendmom@juno.com.

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massage therapy

The Trager Approach: Gentle bodywork and movement education. Feel lighter, freer & more flexible in mind and body. Celeste Rogers, Certified Trager Practitioner. 602-992-7371. \$10 off first session!

personals

California Anne & Debra - House inspection set for end of July. Prepare yourselves!

California Anne - Very important bug update. There have been sightings of very, very large flying moths in AZ. Fortunately, I know exactly where to find them, catch them and gift them to my mother. She screams with amazement nightly.

sales & marketing

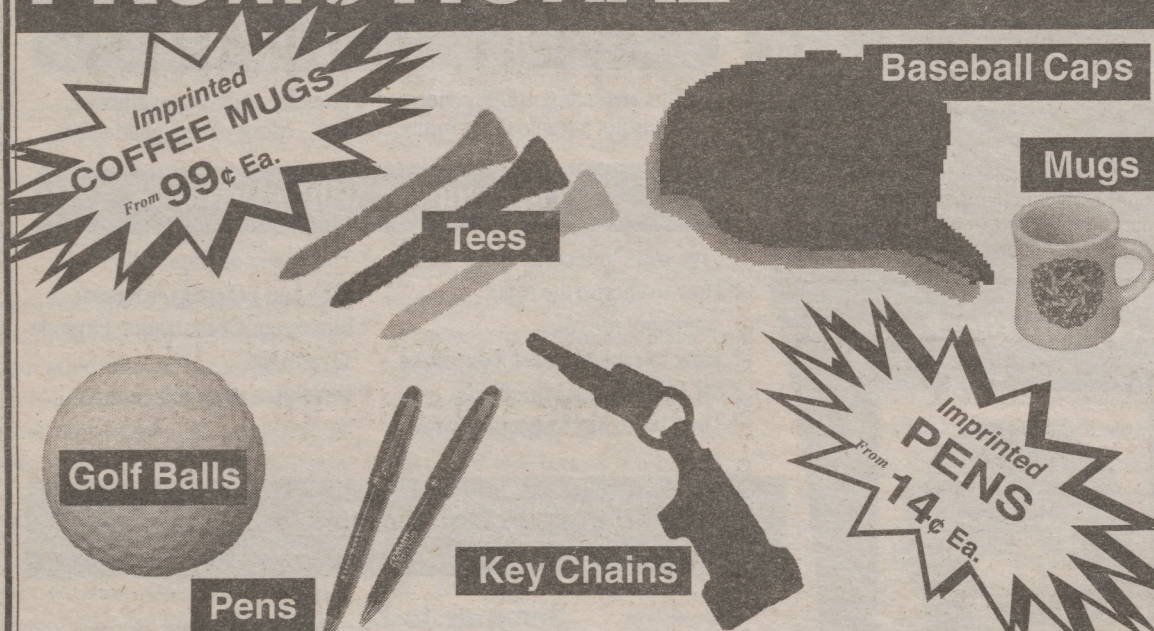
LOVE CLOTHES? "Multiples," the leading name in mix'n'match knits is seeking Consultants to direct sell affordable fashions. PT/FT, work from home. Call 602-972-9008.

travel/retreat

Relax by the Sea of Cortez - Women's Mexico Getaway - Stay 3 to 13 nights in our magnificent casa on the beach, April 23 thru May 6. Call (602)956-7937 for information and reservations.

To place a line classified, see p. 5

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The Women's NETWORK



Camp CEO July 25-31, 1999 Sponsors Needed

Taught exclusively by an outstanding faculty of women business owners and executives, girls learn smart business skills while having fun in a supportive environment.

"Our goal is to inspire young women from diverse backgrounds to create new possibilities for their future," said Maria Ort, who has been involved in Camp CEO since its inception in 1997. "Once you've played a part in the transformation of a girl who hadn't previously considered business ownership within her reach, you want to do it every year."

Sponsorships are needed to operate the camp and assist girls in their camp tuition. Levels range from \$250 - \$5000. Recognition varies for each level but all include name recognition on the Camp CEO Banner, and listings in the Manual and Annual Report.

For more information, Call Janet Kington at the Arizona Cactus-Pine Girl Scout Council: 602-253-6359 ext.215.

May 21 WOMEN IN BUSINESS 4TH ANNUAL CONFERENCE AND TRADE FAIR

Meet the members of the Phoenix Mercury. Marsha Reynolds will inspire us with "Reaching Your Dreams," Sheriolyn Curry will motivate us toward "Achievement: A matter of personal success," and Cheryl Miller will coach us on "Celebrating Your Success."

We will name the Woman of the Year.

Proceeds to benefit the

Tempe Chamber of Commerce

"Reach, Achieve & Celebrate Scholarship Program" and recipients from Empower, a local nonprofit agency which assists women in transition from welfare to work force.

8am - 3:30pm (\$69 with breakfast & lunch included) Sheraton phoenix Airport Hotel, 1600 S 52nd St, Tempe. RSVP: Tempe Chamber of Commerce 602-967-7891.

6th ANNUAL SMALL BUSINESS ENTERPRISE BREAKFAST & TRADE FAIR

May 21, 1999 - 7am to 1:30pm

Phoenix Civic Plaza (Third and Jefferson streets)
Breakfast (7am-9am) - Tucson Room
Trade Show (9am-1:30pm) - Exhibit Hall E

A great opportunity for establishing business leads, learning new and proven business strategies, finding more financing resources and networking with business, government and civic leaders.

150 EXHIBIT BOOTHS

Call 759-9592 for your reservation forms

Sponsored by:



Breakfast Sponsor:



Trade Fair Sponsor:



ARIZONA SMALL BUSINESS ASSOCIATION (ASBA)

announces a new chapter
in the East valley.

ASBA supports and networks small business owners throughout the state.

The EAST VALLEY Business workshops, on a variety of topics, meets weekly Tuesday s, 8-10am (free) Spectrastaff, 3200 N Hayden Rd, Suite 210, Scottsdale.

RSVP: 602-481-0411 X212 or fax 602-481-0525.

Camp CEO

A weeklong resident camp experience (July 26 - August 1) for teen women promoting business ownership, leadership skills, friendship and fun.

Camp CEO developed to inspire young women to dream and achieve personal goals of today and professional goals of tomorrow. It is taught by a faculty of women business owners and executives.

For more information on volunteering as a business professional or camp attendance, contact the Arizona Cactus-Pine Girl Scout Council at 800-352-6133 or 602-253-6359.

Camp CEO is a partnership among the Arizona Cactus-Pine Girl Scout Council, National Association of Women Business Owners (NAWBO), AZ Department of Education, Arizona Public Service (APS), BPW-Midtowners and Arizona Women's News.

IMPACT ACCEPTING NOMINATIONS FOR "CELEBRATION OF SUCCESS"

IMPACT for Enterprising Women is seeking nominations of outstanding women to be considered for an award at the 14th Annual Celebration of Success to be held this Fall.

Nominees must be a current member of a women's organization, achieve extraordinary success, mentor women within the community or workplace and serve the community above and beyond the norm.

For more information, Call IMPACT President Helen Goldman at 602-404-8284.

NEW LEADS GROUP

The Southeast Women's Network has been created as a new lead-sharing group.

It meets weekly on Wednesdays from 7:30 - 8:30 am at COFCO Executive Suites, Chinese Cultural Center, 668 N 44th St, Suite 300, Phoenix.

For more information, call Glenda at 602-940-8142.

"APRIL IN PARIS"

April 11th

11:30am LUNCHEON
1 pm SILENT AUCTION
2 pm FASHION SHOW

The annual Soroptimist International of Phoenix Fashion Show, Luncheon and Silent Auction will be held April 11, 1999 at the Camelback Inn Resort, 5402 E Lincoln Dr.

This annual event supports Valley charities including Homeward Bound, Girls Ranch, Tumbleweed, Unlimited Potential, and other charities providing for the needs of women and children.

Soroptimist International of Phoenix, Inc., is a 501(c)(3) non-profit corporation (\$25 of each event ticket is deductible as a charitable donation, tax ID 86-0851372). Cost \$45. For information contact Terry Parker at 942-7353 or rsfromaz@ix.netcom.com.

4/1 Thursday

E-COMMERCE Greater Phoenix Black Chamber of Commerce, 7 a.m. (\$10 members/\$15 non-members) Phoenix Art Museum, 1625 N Central. RSVP 307-5200 ext. 2.

4/3 Saturday

MAYORS FORUM "Mayors Confront Growth" panel discussion by Phoenix Valley Officials. Come hear and ask questions about growth in your community. 1-4pm (FREE) ASU memorial Union, Ventana Room, Tempe. For information, call League of Women Voters at 602-997-5218.

4/7 Wednesday

HUMAN RESOURCE BASICS FOR SMALL BUSINESS Presented by Anne Caldwell. 8am (FREE) ASBA (1500 E. Bethany Home Rd., Suite 140), 265-4563. Fax reservations: 265-2406.

4/12 Tuesday

EAST VALLEY ABWA OPEN HOUSE Celebrating 50 years of success. 6pm. (?) Marie Callender's, 865 S Dobson Rd, Mesa. RSVP Required. Call Dora McCulla at 602-964-1603.

4/12 Tuesday

DONUTS & DIALOGUE Phoenix Chamber of Commerce. 7:15 a.m. (\$5 guests) Prestige Conference Ctr, Viad Tower, 1850 N Central 8th floor. For more information, call 495-6477.

4/14 Wednesday

N PHOENIX CHAMBER BUSINESS AFTER HOURS 5 pm (\$5 guests) Sammy's California, 10625 N Tatum Blvd, Suite #150. RSVP 482-3344.

4/18 Sunday

SUSAN B. ANTHONY LUMINARY AWARDS TEA 2 pm (\$25) University Club, 39 E Monte Vista. RSVP by check before April 8: Susan B. Anthony Luminary Awards, 5353 E Rockridge Rd, Phoenix, 85018. 602-840-2083.

4/20 Tuesday

STATE OF THE ART 2020 A Quantum Leap in Your Creative Expression. Presented by Marquessia DuBois. 9:30am (FREE) ASBA (1500 E. Bethany Home Rd., Suite 140), 265-4563. Fax reservations: 265-2406.

4/21 Wednesday

N PHOENIX CHAMBER GOOD MORNING 7am (\$6 members/\$10 non-members) Luby's @ Paradise Valley Mall. RSVP 482-3344.

4/21 Wednesday

AFTER 5 BUSINESS EXCHANGE Phoenix Chamber (\$) Don Pablo's, 1935 E Camelback, Camelback Colonade. Call Adrian at 495-6477.

4/27 Tuesday

DONUTS & DIALOGUE Phoenix Chamber of Commerce. 7:15 a.m. (\$5) Foundation for Blind Children, 1235 E Harbort (13th St & Northern). For more information, call 495-6477.

4/27 Tuesday

WOMEN OWNED BUSINESS - FROM SURVIVAL TO SUCCESS ASBA East. 8 a.m. (FREE) Spectrastaff, 3200 N Hayden Rd, Suite 210, Scottsdale. For more information, call Howard Crowe 602-481-0411x212.

4/22 Thursday

TAKE YOUR DAUGHTER TO WORK DAY Take Your Daughter to Work Today, and educate your daughters regarding their choice of professions. For more information, call 1-800-676-7780.

May 17 - 21

CANADA/USA BUSINESSWOMEN'S TRADE SUMMIT 1999 Will provide an opportunity for U.S. and Canadian business owners and managers to develop commercial relationships. (\$415) Toronto, Canada. For more information, contact: NAWBO, 1100 Wayne Ave, Suite 380, Silver Spring MD 20910 or www.businesswomensummit.com or national@nawbo.org.

May 21

SIXTH ANNUAL SMALL BUSINESS ENTERPRISE BREAKFAST & TRADE FAIR 7:30am - 1:30pm (\$10 breakfast tickets) Phoenix Civic Plaza, Exhibit Hall E (3rd & Jefferson) For information, call (602)759-9592.

May 21

WOMEN IN BUSINESS 4TH ANNUAL CONFERENCE AND TRADE FAIR. Meet the members of the Phoenix Mercury. Marsha Reynolds will inspire us with "Reaching Your Dreams," Sherilyn Curry will motivate us toward "Achievement: A matter of personal success," and Cheryl Miller will coach us on "Celebrating Your Success." We will name the Woman of the Year. Proceeds to benefit the Tempe Chamber of Commerce "Reach, Achieve & Celebrate Scholarship Program" and recipients from Empower, a local nonprofit agency which assists women in transition from welfare to work force. 8am - 3:30pm (\$69 with breakfast & lunch included) Sheraton phoenix Airport Hotel, 1600 S 52nd St, Tempe. RSVP: Tempe Chamber of Commerce 602-967-7891.

women's professional groups with regular meetings

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN Open to all college graduates. Phoenix branch: Meets 1st Saturday of the month, 8:30am (\$) Orangewood Retirement Community, 7550 N 16th St. Information: Linda Blackwell 602-971-3004.

AMERICAN BUSINESS WOMEN'S ASSOCIATION Encourages members to unite, build strength through diversity and celebrate both our differences and our similarities while working toward our common goal of achieving better lives for all working women.

There are a number of regional groups in the metro area: East Valley 844-2441, Foothills 730-8628, Kachina 395-1079, Las Reveldes 943-8288, Paradise Valley 971-3849, Phoenix Metropolitan 276-5887, Saguaro Roundtable 813-7630, Sonoran Spirit 947-8769, Turquoise-Camel 957-8277.

Additional chapters: **ME TA KOLA CHAPTER** meets 2nd Monday of the month, 6pm (\$15) Beef Eaters (300 W. Camelback Rd.), Rita Weaver 650-1747.

TEMPE CHAPTER meets 3rd Saturday of the month, noon (\$8) Dobson Ranch House Restaurant (2155 S. Dobson Rd., Mesa), Daisy Snyder 831-3326.

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS To help our members achieve their full potential and to ensure gender equality within the accounting profession. Meets 3rd Thursday of the month, 5:30pm (\$18) Treulichs Restaurant, 5020 N. Black Canyon (Fwy I-17 and Camelback), Charlene Kirtley 516-9295.

ARIZONA COMMERCIAL REAL ESTATE WOMEN (AZCREW) To support educate and promote business opportunities for women who are practicing professionals in the commercial real estate industry. Meets 3rd Tuesday of the month, 11:30am (\$35) University Club (39 E. Monte Vista, Phoenix), Maurine Koerner 468-8539.

ARIZONA WOMEN LAWYERS ASSOCIATION (AWLA) Anyone may attend (reservations required). Meets 4th Wednesday of the month, 11:30 am (\$20) Arizona Club (Bank One Building, 201 N. Central, 38th Floor), Amy Schwartz 956-4438.

BUSINESS AND PROFESSIONAL WOMEN (BPW) Brings together business women of diverse backgrounds; helps them to grow personally and professionally through leadership, networking and national recognition. Advocates of civil rights, health, and economic equity; addresses issues of sexual harassment, violence against women, equal rights, and reproductive choice.

Several valley chapters meet regionally: **CAPITOL** meets 3rd Wednesday of the month, 6-8pm (\$17) Treulichs Restaurant, 5020 N. Black Canyon (Fwy I-17 and Camelback), Francisca Rangel-Fibiger 392-2260, ext. 281 (brifran@goodnet.com).

METROPOLITAN/SCOTTSDALE meets 2nd Wednesday of the month, 11:30am-1pm (\$16) McCormick Ranch Golf Club, 7505 McCormick Pkwy, Scottsdale Elly Johnson 991-9304 (gorrell@primenet.com).

MIDTOWNERS meets 2nd & 4th Thursday of the month, noon (\$20) Phoenix Country Club (7th Street & Thomas), 279-0940 (midtownersbpw.usa.net).

NORTH PHOENIX meets 3rd Monday of the month, location varies, Barbara Cole 973-1197 (brifran@goodnet.com).

PHOENIX meets 4th Tuesday or Saturday of the month, location varies, Carol Monroe 506-8515 (franjan@azstarnet.com).

SUN CITY/NORTHWEST VALLEY meets 3rd Tuesday of the month, 7:30am (\$) Westbrook Village at the Vista Grill, Leslie Fountain 561-8233 (franjan@azstarnet.com).

SUPERSTITION meets 2nd Tuesday of the month, 6:30pm (\$11) Ranch House Restaurant (2155 S. Dobson Rd., Mesa), Jan Lewis 820-2072 (ntross@aol.com).

TUCSON meets 1st Thursday of the month, 6:00pm (\$14) Windmill Restaurant. Reserve by Monday prior 520-751-1513.

TUCSON U of A meets 3rd Wednesday of the month, 12 noon (\$) University of Arizona, phess@rs6.fm.arizona.edu.

WICKENBURG meets 1st Thursday of the month, (\$) location varies, (franjan@azstarnet.com).

CHRISTIAN BUSINESS WOMEN'S ASSOCIATION To encourage and equip Christian business and professional women to reflect Christ in their world. Meets Mondays Noon /12, 19, & 26 (\$18) Phoenix Country Club (7th Street & Thomas) 948-2292, line #1.

EAST VALLEY ENTREPRENEURS Meets 2nd Friday of the month, 9am (Free) DeCarlucci's Ristorante, 1859 W Guadalupe, Mesa. Mary Contreras 967-8749.

ENTREPRENEURIAL MOTHERS ASSOCIATION (EMA) Provides a professional network through which entrepreneurial mothers can meet with peers to share information, trade support, use one another's services, and offer encouragement to other mothers considering entering the entrepreneurial field.

EAST VALLEY CHAPTER meets 1st Monday of the month, 6:30pm (\$) Wyndham Garden Hotel (Chandler Blvd. & I-10), 892-0722.

METRO PHOENIX CHAPTER meets 4th Monday of the month, 11 am (\$) Sheraton Crescent Hotel, Indigo Restaurant (Dunlap & I17), 892-0722.

NORTHEAST VALLEY CHAPTER meets 2nd Tuesday of the month, 11:30am (\$) Orange Tree Resort (10601 N. 56th Street), 892-0722.

IMPACT FOR ENTERPRISING WOMEN Empowers women by fostering an atmosphere of women helping women both in their businesses as well as their personal lives.

PHOENIX CHAPTER meets last Friday of the month, 11:30am (\$17) Beef Eaters (300 W. Camelback) RSVP 602-389-6120.

NORTHEAST VALLEY CHAPTER meets 3rd Wednesday of the month, 11:30am (\$17) Stone Creek Country Club (4435 E. Paradise Valley Parkway) RSVP 602-389-6120.

DOWNTOWN BROWN BAG 2nd Tuesday of the month. 12-1pm (\$2 members/\$5 non-members) Microage Corp, conference room, 2020 N Central, Suite 300. RSVP: 602-389-6120.

NORTHEAST DINNER 3rd Tuesday of the month. 5:30pm (\$14 members/ \$19 guests) Coco's Restaurant, 4515 E Cactus Rd. RSVP 602-389-6110.

INTEGRITY 3000 A stellar private and corporate coaching/training group dedicated to bringing together women from diverse backgrounds in rediscovering one's true self; mastering the life skills needed to live the life you so choose. Luncheon workshops on a variety of personal & professional development topics.

EAST VALLEY meets 1st Tuesday of the month, 11:30am (\$18) Dobson Ranch House Restaurant, 2155 S Dobson Rd, Mesa. Ann Williamson, Ph.D. 892-7756.

PHOENIX meets every Thursday of the month, 11:30am (\$20) Phoenix Corporate Center, 3003 N Central, 2nd Fl. Rm 280. Ann Williamson, Ph.D. 892-7756.

MOON VALLEY BUSINESS & PROFESSIONAL WOMEN'S NETWORK Professional women's networking group with speakers spotlighted monthly. Meets 1st Thursday of the month, 6:00pm (\$18) Moon Valley Country Club (151 W. Moon Valley Drive), Becky Powers 866-8500.

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS (NAWBO) To train leaders for a changing world and to be the continuing voice and vision of women business owners in expanding their personal and business influence politically. Meets 2nd Wednesday of the month, 11:30am (\$25) Phoenix Country Club (7th Street & Thomas), 731-4800.

NORTHWEST WOMEN'S NETWORK To establish an effective referral system through the exchange of leads and networking information. Meets every Wednesday, 7:30am (\$) Mimi's Cafe (75th Ave & Bell), Peggy Bowers 938-5427.

PHOENIX ASSOCIATION OF PROFESSIONAL MORTGAGE WOMEN Meets 3rd Thursday of the month, 11:30am (\$18) Aunt Chilada's (7330 N. Dreamy Draw Drive), Kristen Peterson 708-1989.

SOUTHEAST WOMEN'S NETWORK Leads Group meets weekly Wednesday s. 7:30 a.m. (\$) COFCO Executive Suites, Chinese Cultural Center, 668 N 44th St, Suite 300, Phoenix. For more information, call Glenda at 602-940-8142.

W.I.S.K. Women I Should Know. Meets the 3rd Monday of the month. 11:30 a.m. (\$18.50) University Club, 39 E Monte Vista Rd. PREPAYMENT REQUIRED! Mail check to M.Joyce Geyser, Coppersmith & Gordon, PLC. 2633 E Indian School Rd, Ste 300, Phoenix, AZ 85016-6759. Payment must be received by the Thursday prior the meeting.

WOMEN BUSINESS & DIALOGUE

Phoenix Chamber of Commerce women's business group. Meets 2nd Friday of the month, 7:30am (\$) Arizona Club (Bank One Building, 201 N. Central, 37th Floor), Susan F. Smith 495-6481.

WOMEN BUSINESS BUILDERS

To provide education and networking support to experienced and novice entrepreneurs. Meets 2nd Saturday of the month, 2pm (Free) Glendale Public Library, 5959 W Brown, Diane Neville 930-3554.

WOMEN IN BUSINESS COUNCIL

Tempe Chamber of Commerce women's business group meets for lunch with speakers. Meets 3rd Thursday of the month, 11:30am (\$10 members/\$12 non-members) various locations, 736-4283.

WOMAN'S NETWORKING EXECUTIVES OF ARIZONA

A division of NAFE. Meets 4th Wednesday of the month, 12 noon (\$) 100 W Clarendon, 2nd floor conference room. Beverly Tuthill 248-2773.

ZONTA CLUB

International service organizations of executives in business and the professions working together to advance the status of women.

EAST VALLEY Meets the 2nd Thursday of the month, 12pm (\$) Holiday Inn Tempe, Pat 895-3071.

PHOENIX Meets the 3rd Thursday of the month, 6pm (\$) Executive Park Hotel (1100 N. Central Ave.), Caroline 841-0143.

other professional groups with regular meetings

ARIZONA PROFESSIONAL ORGANIZERS ASSOCIATION

Meets the 2nd Tuesday of the month, 4:30pm (\$) La Madeleine, 3102 E Camelback, Karen Ussery, 248-2884.

ARIZONA SMALL BUSINESS ASSOCIATION (ASBA)

Supports and networks small business owners throughout the state. **PHOENIX** Business workshops on variety of topics meets weekly Wednesdays, 8-10am (free) ASBA (1500 E. Bethany Home Rd., Suite 140), Tom Gunn 265-4563. Fax reservations: 265-3681.

EAST VALLEY Business workshops on variety of topics meets weekly Tuesday s, 8-10am (free) Spectrastaff, 3200 N Hayden Rd, Suite 210, Scottsdale. RSVP: 602-481-0411 x212 or fax 602-481-0525.

TUCSON Business workshops on variety of topics meets weekly Thursdays, 8-10am 8 am (FREE to members/\$10 guests) Various locations. For more information, call 520-886-6588.

ARIZONA ASSOCIATION OF BUSINESS SUPPORT SERVICES

To provide a forum from which members and guests can share experience and knowledge and promote their personal and professional growth. Meets 3rd Wednesday of the month, 6:00 pm (Free) Coco's, 4515 E Cactus (Tatum & Cactus) Contact Jennie Rhodes, 943-1304.

CHATS TOASTMASTERS

A group of professionals and entrepreneurs that are dedicated to improving public speaking and leadership skills. Meets Monday s, noon (?) University of Phoenix, 7001 N Scottsdale Rd (& Indian Bend) For more information, call Wendy Pellegrini 860-6387.

HOME BASED BUSINESS MEETING

Meets 3rd Tuesday of the month. Chaired by Janet Drez. 9:30am (Free) ASBA (1500 E. Bethany Home Rd., Suite 140), 265-4563.

HOME BASED BUSINESS NETWORKING GROUP

Meets 1st Wednesday and 3rd Thursday of the month. 10:30 am (Free) Borders Cafe, 73rd Ave & Bell. 602-572-8201.

GREATER PHOENIX BLACK CHAMBER OF COMMERCE

Meets the first Thursday of each month. Various speakers. 7am (\$10 members/\$15 non-members) Phoenix Art Museum, 1625 N Central (Central & McDowell.) RSVP by prior Friday at 602-307-5200.

PEORIA CHAMBER NETWORK

Meets first & third Tuesday, 7am (\$) Borders, 7320 W Bell. Fourth Tuesday, 7am, Olive Garden, 7889 W Bell. Connie Brown 979-3601.

STRATEGIC LEADERSHIP FORUM

Meetings on leadership, strategic management and organizational change presented by recognized speakers,

authors, academics and senior executives. Meets the 3rd Thursday of the month, 11:30 am (\$25/\$35) Arizona Club, Bank One Bldg, 201 N Central Ave. 37th Floor, Phoenix. RSVP Lynne Gallipo 602-631-4829.

TOASTMASTERS Meets various days, times & locations. For information, call 602-254-3255.

arts & entertainment

April 1 - 3

ELEANOR By Rhoda Lerman. Starring Jean Stapleton. A heartfelt and haunting one-woman performance that reveals how Eleanor Roosevelt transcended the class and gender prejudices of her era to claim her own power and help change the world. 8 pm (\$30/\$34) Scottsdale Center for the Arts, 7380 E 2nd St, Scottsdale. 602-994-2787

April 9 - 25

WHO'S AFRAID OF VIRGINIA WOLF 8pm (\$) Phoenix Theatre, 100 E McDowell. For Tickets & information, call 602-254-2151.

4/17 Saturday

JAQUELINE THOMAS Romance Writer appearing... 12 - 3pm (FREE) Black Venus Elegant Art & Books, 4132 E McDowell Rd, Ste 10. For more information, call 602-225-0972.

4/21 Wednesday

BUILDING A LEGACY OF ART For Scottsdale: the Origins, Growth and Evolution of the City's Fine Art Collection. Presented by Valerie Vadala Homer, Director. noon (FREE) Scottsdale Ctr for the Arts Cinema Theater. 602-994-2787.

4/22 Thursday

GALLERY TALK Presented by Claudia Bernardi, artist in residence. 7pm (FREE) Scottsdale Ctr for the Arts Cinema Theater. 602-994-2787.

Ongoing

GLENDALE COMMUNITY COLLEGE FINE ARTS HOTLINE 435-3855.

benefits

4/3 Saturday

BUNCO PARTY Sponsored by Zonta Club of the East Valley to provide financial support to child crisis and domestic violence organizations. 1 pm (\$10 advance/\$15 at the door) Camelback Inn. For information contact Terry Parker at 942-7353 or Holiday Inn, Apache Blvd & Rural Rd, Tempe. Fortickets & info, call Carol @ 602-838-0794 or Pat @ 602-895-3071.

4/11 Sunday

"APRIL IN PARIS" LUNCHEON, SILENT AUCTION AND FASHION SHOW Sponsored by Soroptimist International of Phoenix, Inc., a 501(c)(3) corporation. 11:30am (\$45) Camelback Inn. For information contact Terry Parker at 942-7353 or rsfromaz@ix.netcom.com.

May 13

FOX 10 ANGEL WALK '99 Home Tour and Progressive Dinner. All proceeds to benefit the Children's Angel Foundation. 5 - 9pm (\$25). For information contact Staci Bishop at 602-942-3523.

body, mind, spirit

Ongoing

LOUISE L. HAY WORKSHOPS & CLASSES Now forming... for most current information call: Lynnaea Brodar, Certified Louise Hay Teacher, at (602/480) 962-8238 or check web: www.louisehayteachers.com/lynnaea.htm.

celebrations

4/10 Saturday

NATIONAL LIBRARY WEEK - KICKOFF Enjoy a variety of activities for the whole family with a special introduction to the new computer lab. 9am - 1 pm (FREE) Main Peoria Public Library, 8463 W Monroe St, Peoria. Call for more information, 602-412-7566.

conferences

4/17 Saturday

CROSSROADS OF CHILDHOOD - PARENTING CONFERENCE 7:30am - 4pm (\$20) ASU West, 4701 W Thunderbird Rd, Phx. Call to register 602-543-5303.

April 19 - 20

ON THE RISE TOGETHER Bringing

WOMEN'S CALENDAR

together women's organizations, service providers, agencies, women's health care advocates and interested women to look at coordination, sharing of resources, ideas and funding streams. 8am (\$) YWCA Leadership Center, 9440 N 25th Ave, Phoenix. For more information, call Gov. Div. For Women 800-253-0883.

May 1

WOMEN'S SYMPOSIUM An empowering all day workshop for women by women in the yogic tradition. 9am - 4pm (\$55 prepaid/\$60 door) 3HO of Arizona, 2302 N 9th St. RSVP 602-271-4480.

education

ARIZONA WOMEN'S EDUCATION & EMPLOYMENT, INC. (AWEE)

Provides training and placement for women - such as displaced homemakers, welfare to work candidates, and women transitioning from incarceration. 223-4333.

BUSINESS & INDUSTRY INSTITUTE

Provides training in a variety of technical areas, including specific computer applications and related technology. Ongoing classes - call 461-6113.

health

4/9 Friday

LET'S TALK ABOUT IT: WOMEN & MENTAL HEALTH

Featured speakers include Dr. Martha Manning. 9am-4pm (\$75) Holiday Inn Select-Airport. For information call 800-MHA-9277.

4/13 & 20 Tuesday

BEATING THE ODDS: BREAST CANCER & YOU

Panel discussion with Valley doctors in the field. (FREE) Arizona Institute for Breast Care, 8994 E Desert Cove Ave, Scottsdale. Call 860-4200 to reserve your space.

4/22 Thursday

EARTH DAY Commit to making a difference in our environment: Turn you car off rather than idling, recycle all that you can, bike or walk to those destinations close to you, save money too and stop using dryer clothes, invite your family to create other ways to protect our environment... For additional tips, call 602-262-7251.

Wednesdays

HEALING CLASS Sat Nam Rasayan, Healing through Sacred Space, the ancient healing system in the tradition of Kundalini Yoga. 7pm (\$8) 3HO Kundalini Yoga Center, 2302 N 9th St, Phoenix. 271-4480.

political

LEAGUE OF WOMEN VOTERS OF METROPOLITAN PHOENIX

A non-partisan organization whose mission is to encourage the informed and active participation of citizens in government and to influence public policy through education and advocacy. Call 602-997-5218 for more information.

MESA/TEMPE February 16, 11:30am (?) Call for location. 602-997-5218.

PHOENIX February 10, 9:30am (?) Orangewood Retirement Community, 7550 N 16th St, (16th St & Northern).

SCOTTSDALE February 9, 10am (?) Scottsdale Civic Center Library, Gold Room, 3839 Civic Center Blvd.

PINNACLE PEAK February 8, 7am (?) 2334 N 85th St Scottsdale.

EVENING UNIT February 8, 7pm (?) Borders Bookstore Cafe, Biltmore Mall, 2402 E Camelback.

NATIONAL ORGANIZATION OF WOMEN (NOW)

Works to promote judicial, social and economic equality for women. arizNOW@aol.com.

PHOENIX/SCOTTSDALE CHAPTER

Meets 1st Thursday of the month, 7:00pm (free), CASA conference room, 2333 N Central Ave, Phoenix. Call for information. Joan Fitz-Randolph 947-7629.

ASU/EAST VALLEY CHAPTER meets 2nd Thursday of the month, 7-9pm (free), ASU Memorial Union (speaker) and 4th Thursday of the month at various members homes for Feminist Film night (free), Lori Stormer 968-2016.

EAST VALLEY CHAPTER meets 2nd or 3rd Monday of the month. 7pm (free) Dobson Ranch Library, 2425 S Dobson, Mesa. Mary LaRusso 602-941-4178.

SUN CITY CHAPTER meets 1st Wednesday of the month except July & August, 1pm (FREE) 10861 Sunland Dr, Sun City. 602-948-5014.

TUCSON meets twice monthly. For more information, contact Tucson NOW, 240 N Court Ave, Tucson, AZ 85701. 520-884-7630.

FLAGSTAFF meets the 4th Saturday of each month. 10:30am (free) Flagstaff Public Library. Pamela Baker, 520-522-8158.

VERDE VALLEY is currently organizing. Call Wendy Eckberg, 520-634-5655.

4/3 Saturday

MAYOR'S FORUM League of Women Voters. 1-4pm (FREE) ASU Memorial Union, Ventana Room. For more information, call 602-997-5218.

May 7- 9

AZ NOW STATE CONFERENCE

Inn Suites Hotel, 475 N Granada Ave, Tucson. Contact: Paula Bachman-Williams at 520-622-6992 or bachman@azstarnet.com.

social

4/10 Saturday

FUN QUEST VENTURES An activities club for singles, will assist Habitat for Humanity. 7am-3pm (\$5) Habitat for Humanity, 1432 E St Catherine Ave, So. Phoenix. Register by 4/7. 602-222-6200.

Sundays

FREE DANCE LESSONS Beginner to intermediate Country Western Dance. 5 - 6pm (FREE) Superstition Skies, 945 E Scenic St, Apache Junction. Call Debbie 985-2228.

spiritual

ARIZONA SUBTLE ENERGY & ENERGY MEDICINE STUDY GROUP (AZSEEM)

Meets 4th Wednesday of the month, 7:30pm (\$) Scottsdale Senior Citizens Center, Rm. 1 (7375 E. 2nd Street, Scottsdale), Barbi Davis 213-0512.

SPIRIT PATH A woman's spiritual support group. Meets 2nd and 4th Fridays of the month, 7pm (\$10) Bodyworks Studio, Center for Arts & Wellness, 1801 S Jen Tilly Ln, Suite B-8, Tempe 894-2090.

MEDITATION AND TOPICAL DISCUSSION

Presented by Rev. Alexandra Starr and various guest facilitators. Meets every Wednesday, 6:30pm (Donation) Higher Vision Center for Spiritual Living, 6829 N 12th St, Suite 106 (12th St & Glendale) 277-7133.

A COURSE IN MIRACLES

With Rev. Julianne Lewis. Meets Tuesdays, 7pm (\$5 Donation) Unity of the Southwest, 536 E Fillmore, Tempe 946-9481. Meets Wednesdays, 10am, Think Faith Miracle Ctr, 4107 N 44th Pl. 954-4014.

support groups

ADULT FEMALE SEXUAL ABUSE SURVIVORS GROUP

Meets Wednesdays, 5:30-7pm (\$10/week) Wholeness Institute (4202 N. 32nd St.), Liz Sikora, M.A. 508-9190.

AZ COALITION AGAINST DOMESTIC VIOLENCE

Will provide information and assistance to victims of domestic violence in Arizona. 1-800-782-6400.

BOSOM BUDDIES

A support group for breast disease.

WEST VALLEY CHAPTER meets 1st Thursday of the month, 4:30-6:30pm (free), Community Room, OSCO-Arrowhead Store (7720 W. Bell), Norma 933-6217.

EAST VALLEY CHAPTER meets last Tuesday of the month, 6:30pm (free), Women's Center at Valley Lutheran Hospital (6644 E. Baywood Ave.), Wanda 789-7044.

MIDTOWN CHAPTER meets 2nd Saturday of the month at various member's homes, Wanda 789-7993.

SINGLE PARENTS ASSOCIATION

Devoted to providing educational opportunities and fun, family activities for single-parent families. Call SPA's activity line for listings of monthly meetings & events. 404-6787 or visit the web site at <http://singleparents.org>.

WOMEN WITH EPILEPSY

A support group for Women with Epilepsy sponsored by the Epilepsy Foundation of Arizona. (FREE) Phoenix Children's Hospital Outpatient Building, 909 E Brill, 3rd Floor Conference Room. 602-406-3581.

teen women

4/10 Saturday

TEEN 'STEPPING UP' Scottsdale Jr. High girls who participated in past meetings will gather for an Alumni Celebration Day. 9am - 1pm (?) Janene Weinhold Education Center, Scottsdale Healthcare Shea, 9003 E Shea Blvd. 602-675-4910.

4/26 Saturday

SENIOR DAY Scottsdale area High School girls are invited to participate in a free event designed to prepare them for graduating into the real world. 3:30 - 8 pm (FREE) Civic Center Library Auditorium, 3839 Civic Center Blvd. RSVP: 602-675-4636.

July 25 - 31

CAMP CEO Residential camp for High School girls dedicated to promoting business ownership, leadership skills, friendship and fun. (\$175/ Scholarships available) Apply through the Arizona Cactus-Pine Girl Scout Council. 800-352-6133 or 602-253-6359.

travel

April 30 - May 5

TOUR & REJUVENATE IN MEXICO

The Miralinda Center for Well-Being and Prime World Travel are offering a vacation to Oaxaca, Mexico that combines the best of sight-seeing with the best of healthy lifestyles workshops and experiences. Oaxaca, a colonial town with European flavor, is known for it's art centers, pyramids - Mitla and Montealban, cathedrals and markets. Daily workshops, tours, massage, yoga-stretch, hikes and meditation classes will be offered as part of the tour. For More information, call Miralinda at (602)952-8737.

tucson

ARIZONA SMALL BUSINESS ASSOCIATION (ASBA)

Supports and networks small business owners throughout the state. Business workshop on variety of topics meets weekly Thursdays. 8am (FREE to members/\$10 guests) Various locations. For more information, call 520-886-6588.

CHAMBER OF NORTHERN PIMA COUNTY NETWORKING LUNCHEON:

Second Thursday of each month. 12 pm (\$10 members/\$12 non-members) El Burrito Patio Restaurant, 10450 N La Canada Dr. RSVP (520)297-219. **BREAKFAST MEETING:** Last Thursday of the month. 7am (\$12 members/\$17 non-members), Oro Valley County Club, 200 W Oro Valle del Oro. RSVP (520)297-219.

FOOTHILLS WOMEN'S CHORUS

An intergenerational group of women who are interested in singing & performing in the community with quality singing and having fun as the main goals. All are welcome. Meets Mondays, 7-9 pm (\$) Dove of Peace Lutheran Church, 665 W Roller Coaster Rd. MaryBeth Englund 520-797-3986.

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS (NAWBO)

To train leaders for a changing world and to be the continuing voice and vision of women business owners in expanding their personal and business influence politically. Meets 2nd Thursday of the month, noon (\$15 members/ \$20 non-members) Presidio Grill, 3352 E Speedway Blvd, Tucson. RSVP: 520-740-9543.

WOMEN BUSINESS OWNERS NETWORK

Meets 3rd Friday of the month, 11:30am (\$10/\$12) Viscount Suites, 4855 E Broadway. 520-881-4506.

WOMEN FOR WOMEN

A monthly meeting for Lesbian Business Women. Meets 1st Wednesday of each month. 7am (\$) Maxwell's Restaurant, 1661 N Swan. 520-327-8586.

4/1 Thursday

VISIONARY MARKETING TOOLS FOR THE NEW MILLENEUM

Presented by MJ Wygocki. ASBA 8am (FREE to members/\$10 guests) Double Tree Hotel, 455 S Alvernon Way. For more information, call 520-886-6588.

4/8 Thursday

LET'S TALK ABOUT IT: WOMEN & MENTAL HEALTH

Featured speakers include Dr. Martha Manning. 5:30 - 7:30pm (\$25) Tucson Doubletree, Reid Park. For information call 800-MHA-9277.

4/15 Thursday

CAMPAIGN FINANCE REFORM, ARIZONA STYLE

AZ Women's Political Caucus. 12 pm (?) Tucson Pima Arts Council, 240 N Stone. For more information, call 520-298-7520.

4/15 Thursday

CHAMBER OF NORTHERN PIMA COUNTY AFTER HOURS

5pm (\$5 members/\$10 non-members) Arizona Gallery & Event Center, 5101 N Oracle Rd, Tucson. For more information, call (520)297-2191.

4/29 Thursday

MARKETING PLANNING

by Nancy Kewin. ASBA 8am (FREE to members/\$10 guests) Double Tree Hotel, 455 S Alvernon Way. For more information, call 520-886-6588.

April 10 & 11

5TH ANNUAL ARTFEST 150 local and national fine artists and craftsmen will show & sell their works. 10am - 6pm (FREE) Rillito Park, River Rd & 1st Ave. 520-296-0919.

Mondays

DESERT VOICES Tucson's Lesbian & Gay Chorus Rehearsals. 6:30 - 9:30pm (?) 220 S 6th (Armory Park Senior Center) call: 520-791-9662.

First Tuesday

WOMEN SINGLES SOCIAL NETWORK

(Lesbian) 7 - 8pm (?) Coffee Etc. on Campbell & Glenn.

womyn with a preference

4/10 Saturday

SEX IS INNOCENT An opportunity for Lesbians to talk about the hidden, and forbidden. This workshop is informative, relaxed and affirming. 9am - 4pm (\$50) INSIGHTS: Exploring Body & Mind Connections. Call 602-257-1964. Meldoy Hicks, MC, CPC & Sandra Leal, CISW, LMT.

4/10 Saturday

BREAKFAST WITH FRIENDS

Womyn 2 Womyn 10 a.m. (\$) The Eggery (Central & Camelback), Phoenix, Cheryl 780-3102.

4/17 Saturday

MILLIONS OF LIVES... 1 VOICE IN PRIDE PRIDE PARADE & FESTIVAL "30th Anniversary of Stonewall." Parade line up begins at 7:30am and steps off at 10 a.m. (\$) Parade begins at Park Central Mall and ends at the Margaret Hance Deck Park. For more information, call 602-279-1711 ext. 2.

Thursdays

ARIZONA WOMEN IN TUNE

REHEARSALS New members welcome for this all women chorale. 7pm. (?) Augustana Lutheran Church, 2604 N 14th St. Barbara 878-5430.

Sundays

SAME TIME/SAME PLACE

BREAKFAST CLUB 10 a.m. (\$) Coffee Talk, 48 N Dobson (N of Main, E of Country Club), Mesa. Robin 848-0083.

First & Third Sundays

FRIEND'S OF ELLEN BREAKFAST

11 a.m. (\$) The Eggery, Camelback & Central. Arlene: 944-9432.

women's issues

4/30 Friday

GOVERNOR'S COMMISSION ON VIOLENCE AGAINST WOMEN SYMPOSIUM

11 am (free) Marriott Hotel at Grayhawk, N Scottsdale. For more info, call (602)542-1773.

workshop/seminar

4/1 Thursday

SELF EMPLOYMENT LOAN FUND ORIENTATION

Caroline Newsome will discuss how this unique program can benefit your small business. 6pm (free) Glendale Public Library, 5959 W Brown St, 930-3554

4/10 Saturday

WOMEN BUSINESS BUILDERS

"Beyond Balancing Your Life." presented by Briana Beveridge. 2pm (free) Glendale Public Library, 5959 W Brown St, 930-3554.

4/12 Tuesday

UPGRADE YOUR PROMOTIONAL MATERIALS

Presented by Lynella Grant & Linda Strauss. 7pm. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

4/21 Wednesday

SEVEN DIRECTIONS: WISDOM OF INDIGENOUS PEOPLES FOR MODERN PROBLEMS

Presented by Kaylynn Two Trees. Sponsored by The Maricopa Community College Honors Forum Lecture Series. 7:30 p.m. (free) Bulpitt Auditorium, Phoenix College, 1202 W Thomas. For more information, call 731-8026.

4/22 Thursday

GENERATING SALES...

Presented by Connie Kadansky. 7 p.m. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

4/24 Saturday

DEVELOPING YOUR INTUITION

Fun and adventurous workshop to help you discover and expand your intuitive abilities and skills. 9am - 4pm (\$50) INSIGHTS: Exploring Body & Mind Connections. Sandra Leal, CISW, LMT. Call 602-257-1964.

4/1 Thursday

SRP BUYER'S OPEN HOUSE

Corporate Services. 8 - 11 am (FREE) SRP PERA Club, 1 E Continental Dr. RSVP Joyce Church, 236-8771.

April 29, May 6 & 11

UNDERSTANDING YOUR DREAMS

Learn to interpret your dreams, resolve unconscious material and appreciate the power of your dreams. 6 - 8:30pm (\$75) INSIGHTS: Exploring Body & Mind Connections. Meldoy Hicks, MC, CPC & Sandra Leal, CISW, LMT. Call 602-257-1964.

Twice Monthly

NUTS & BOLTS OF BUILDING YOUR CHILD CARE BUSINESS

Presented by the Center for Family Child Care Resources, a division of the AZ Assoc. of Family Daycare Providers, Inc. (FREE) For information, call Melissa Stedman, 602-345-9388.

Daily

KUNDALINI YOGA

Classes 7 days a week. Movement, mantra, mudra and meditation to elevate you to a higher sense of self-awareness. 5:30 pm (\$5) 3HO Kundalini Yoga Center, 2302 N 9th St, Phoenix. 271-4480.

Ongoing

SELF-EMPLOYMENT LOAN FUND ORIENTATION

Various times & locations. Call form more information 340-8834.

classes

Ongoing

SMALL BUSINESS MANAGEMENT PROGRAM

Combines practical classroom training and free expert business counseling in an accelerated format. Scottsdale Community College, Call for class schedule 423-6254.

GENTLE

STRENGTH

UNIVERSITY Offers classes in holistic living, sustainability, personal growth and fun! Cal 602-829-4948 for a free catalogue.

CENTER FOR NEW DIRECTIONS

Helps women achieve self-sufficiency through job readiness, training and placement assistance. Call for class schedule: 252-0918 - Phoenix; 507-8619 - Mesa.

How to Get Listed in the Women's Calendar

Mail, fax or email items to: Arizona Women's News at 4208 N. 19th Street, Phoenix, AZ 85016. Fax (602) 532-7034. Email: info@azwomensnews.com.

Final deadline for the Women's Calendar is 5:00pm the 10th of the month prior to issue date. We give preference to notices for non-profits, by and for women that are free or low-cost (\$10 or under).

Women's Business Directory



Accounting

LAURA OPSTAD
LAURA L. OPSTAD, CPA
 1930 S Alma School Rd., Ste. D-105 • Mesa, AZ 85210 • (602)413-0206

With 11 years experience in CPA firms, I offer cash analysis, budgeting, strategic planning, proformas, compiled and reviewed financial statements, and financial and debt reduction programs to small businesses and individuals at reasonable rates. As a QuickBooks® Professional Advisor, I provide installation assistance and training. Tax services include individual, corporate, partnership, nonprofit, and trust returns. Call today for your ½ hour free consultation.



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 85015 •
 (602)433-3731
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Enjoy the same service and savings that was once available only to large fleet accounts. From luxury cars to sports utility vehicles, we handle all makes, models and price ranges. No need to drive the Valley looking for the perfect vehicle; our computerized locator service will search for you. Fleet savings. Special financing. Buy from your home or office. Call Terri today for no-hassle buying.



Auto Service

FRANCINE ALFANO
CLASSIC GOLD AUTO CENTER
 305 S Rockford Dr • Tempe, AZ 85281 • (602) 967-2521

Need your car repaired? You're safe at Classic Gold Auto, where we explain repairs first. We're a full service auto repair shop. Our ASE certified mechanics will help properly maintain your vehicle. Involved in an accident? We are also a complete body shop. We deal with all insurance companies and help you with your claim. Call today for honest, quality service and the best price.



Baby Furniture

LESA CRISMON
CRISMON'S BABY BOUTIQUE
 55 E Main St. • Mesa, AZ 85201
 (602)969-0462 • Fax (602)890-0819

My clients are busy women who make thoughtful choices when they choose to begin their families. I have been in business since 1979. I believe corporate baby store businesses in the Valley have not performed very well for their clients, either personally or professionally. My store has great selection, and I am there to personally serve your needs. You'll like my prices. Please, come compare.



Boutiques

INGRID C. WARD
DRESS TO IMPRESS
 1916 W Baseline Rd, Suite 1 • Mesa, AZ 85202
 (602)752-9600

Come into Ingrid's upscale resale boutique and dress shop featuring designer consignment of the latest couture. Her Dress To Impress salon is a feast for the senses, where you find quality clothing at reasonable prices. Check out cruise wear, business attire or fancy stuff for parties. Ingrid accepts only the finest consignments and consignees receive 50%. Two blocks south of 60 in Basha's shopping center.



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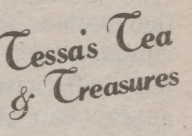


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FEATURE

From Women's Studies, page 1

In addition, the department works closely with the Southwest Institute for Research on Women, a university research center for women scholars in the Southwest. The institute's projects include women's health issues (such as research on uterine cancer and women and AIDS) and a literacy program for English as a Second Language.

"This is the most wonderful women's studies program. I think they've created one of the best in the nation here," Kennedy says.

Women's studies professor Julia Belen couldn't agree more with Kennedy's assessment. "I think it's one of the most exciting places on campus for all kinds of women. This is because we offer 25 classes per semester."

Taught by 14 women's studies faculty and 60 affiliated faculty, these courses provide students with information on a wide range of topics, Belen says. The classes, which address issues of gender, race, ethnicity, class and sexuality, also attract "a good chunk of men," Belen adds.

Students report that the courses have empowered them "in some substantial, life-changing way," such as getting out of an abusive relationship, Belen says. "Women's studies makes it possible for them to critique social dynamics in a way that empowers them."

Although some people imagine that women's studies is "all consciousness-raising, touchy-feely stuff," it isn't like that, Belen notes. "Our classes are more demanding than most other classes because they require students to ask themselves who they are in the world." The program's interdisciplinary approach and emphasis on communication and analytical skills also make graduates excellent candidates for a variety of careers, Belen adds.

Established 14 years ago, the women's studies program at Northern Arizona University also emphasizes an interdisciplinary approach. Women's studies director Joe Boles supervises several part-time instructors and coordinates an interdisciplinary program that includes 75 faculty affiliates. Boles came on board as director 13 years ago, and he has been there ever since. Although the program does not offer a major, 40 students are currently minoring in women's studies.

Mary Rothschild, director of women's studies at ASU, also notes that women's studies promotes interdisciplinary research and analytical skills. "Women's studies prides itself on providing an intensive interdisciplinary liberal arts education that requires students to write well, think critically and analyze problems effectively," Rothschild observes.

Mary Rothschild
Director of Women's Studies ASU



At ASU, the women's studies program began offering certificates in 1977 and bachelor's degrees in 1984. Seven tenure-track professors teach courses with a women's studies prefix, in addition to the interdisciplinary courses taught by affiliated faculty. Since 1995, the number of students taking women's studies courses has ranged from 1,805 to 2,238 per year, and hundreds more take the interdisciplinary courses taught throughout the university.

Since 1992, 100 ASU students have graduated with a major in women's studies in addition to 63 students with a minor in women's studies and 20 with a certificate. Many of these students went on to find employment in public policy, counseling and other women's issues-related jobs, Rothschild reported. Occupations reported by graduates included the following: political and judicial researcher, rape researcher, sexual abuse counselor, hospital staff nurse, high school teacher, college professor, vocational counselor and college counselor. Some students also went on to seek graduate and law degrees.

In addition to its academic program, women's studies has also offered public programming on breast cancer, women scientists, women's sports, Navajo weaving, poetry and fiction readings, readers' theater and art exhibits. The women's studies department has also sponsored programs to encourage girls in math and science.

Women's studies major Dale Noonkester believes that one such program featured this February—*The Vagina Monologues*—is "what really tripped everything" and caused some legislators, including Gray, to attack women's studies. Noonkester worries that legislators such as Gray will attack women's studies by focusing on lesbianism and then go after other disciplines—including studies of Black, Hispanic and Native American cultures.

Noonkester believes that women's studies is needed to tell the truth about women's lives, including the lives of minority women. She is proud of ASU's commitment to addressing the history and concerns of minority women. "Last summer, I took a women's history class. Typical history just looks at what men have done, and women are just a footnote—and women of color are not mentioned at all. Men were coming away saying, 'Wow! I had no idea that women did all this!'"

Noonkester also emphasizes the positive message of women's studies. "We're looking at solutions. We know what institutional white male privilege has done, and now we're looking at solutions."

ONE WOMAN'S STORY

From One Woman, page 1

"Women's studies has certainly brought my attention to these problems. Even if I don't specialize in women's health, over 50 percent of my patients will be women."

Because of her overwhelmingly positive experience as a women's studies major, Noonkester says that a "red flag went up" when she read about Rep. Linda Gray's criticism of the program. Responding to an inquiry from Noonkester, Gray wrote back, "We have growing need for qualified registered nurses in Arizona, and I am convinced programs like these deserve a higher priority than a course in lesbianism feminist propaganda."

truth, says Noonkester. "I don't male bash. And I won't tolerate male bashing jokes. We don't want this done to us, so why should we do this to them?"

"I have run across one or two professors who male bash. But most good professors curtail that kind of thing because it's really not productive, and they know that."

At ASU, a number of men belong to rape organizations, Noonkester points out, and there is even an African-American male serving on the women's coalition.

"As the third generation feminist movement, we're trying to get past the blame and looking for solutions. I see a change, and I'm really happy to be a part of that," Noonkester observes.

No one could be more surprised by her success than Noonkester herself. A high school dropout, Noonkester says that she decided to go to college following a series of unsatisfying jobs and a failed marriage. Seeing a brochure on naturopathic medicine prompted her to enroll in classes at Scottsdale Community College. In fact, she received her GED certificate just two weeks before receiving the associate of arts degree.

When she transferred to ASU, Noonkester says she spoke to an advisor and knew that women's studies was the major for her. "There was something inside me that clicked. It has proven to be an avenue that has opened so many doors for me."

To Learn More About Women's Studies Programs at ASU, UofA or NAU Go To Their Web-Sites —
http://www.asu.edu/clas/womens_studies/
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Noonkester challenges Gray's description of the women's studies program, saying, "(Lesbianism) is certainly not a focus point unless you take a class in lesbian culture, as I did." Noonkester also challenges Gray's statement that women's studies should be a low priority. "We may well need more nurses in Arizona, but we also need nurses who don't treat their lesbian patients with disrespect and harm, which is now being done all too often."

Women's studies not only increased Noonkester's awareness of women's health issues, but also opened her eyes to women's history. "The Montgomery Boycott is a wonderful example of how women were silenced. This story is not well known. The Women's Political Council of Montgomery—six years before the boycott—knew exactly what they were going after. When Rosa Parks came up, they knew she was the perfect person."

Women's studies faculty "have given me a lot of information that has changed my life, and hopefully I'm changing other people," Noonkester reflects.

Some people have the misconception that women's studies is about male bashing, but nothing could be further from the

Noonkester's experience in women's studies has also motivated her to become a campus leader. As the president of Rape Awareness Prevention and Education, Noonkester has organized several campus events such as the Take Back the Night rally held last fall. The participants increased from 50 in 1997 to 200 in 1998. Noonkester was also the only student to serve on the committee that hired ASU's first sexual assault coordinator in December. Recently, she received ASU's Sun Devil Star award for leadership.

This fall, Noonkester—and her two cats, Jake and Elwood—will move to Portland, Oregon, where she will begin her medical training at the National College of Naturopathic Medicine.

Noonkester has a hard time believing that she has come so far in just a few years. She credits women's studies faculty for much of her success. "The support is phenomenal. They gave me a voice; they taught me how to use it. They gave me confidence."



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Search services come in two main types: directories and search engines. Each has its place, depending on your information needs.

Directories use trained professionals to classify useful Web sites into a subject-based structure. Yahoo is the best known and most used of these services. Directories are most useful when looking for information in clear categories, such as makers of ice cream or listings of financial institutions.

Search engines record each word within documents. When you query a search engine, it matches your query words with the records it has to present a listing of possible documents meeting your request. Search engines are best for searches in more difficult topic areas or which fall into the gray areas between the subject classifications used by directories. Search engines can only give you what you ask for. In the worst cases, submitting broad query terms to such engines can result in literally millions of potential documents identified. Clearly too many results can be a greater problem than too few.

Below are some guidelines to keep in mind when searching:

Use the Appropriate Index

If you're researching a common topic, use a directory before you use a general search engine. If there's one available, use a topic-specific index before you use a general one.

Use Nouns and Objects

The most difficult - and fundamental - aspect of a search is the use of keywords. Your ability to find the information you seek on the Internet is a result of how precise your queries are and how effectively you use search services. Poor queries return poor results - good queries return great results.

Almost without exception, the central keywords in your queries will be nouns. Why is this? The most precise terms we have in language are for tangible, concrete "things" or objects, but use no more than 6 or 8 of them. Too broad a keyword specification, and too many results are returned; too narrow a specification, and too few are returned.

Use Phrases

Your most powerful keyword term is the phrase. Phrases are combinations of words that must be found in the search documents in the EXACT order as shown. You denote phrases within closed quotes ("breakfast buns"). Some search services provide specific options for phrases, some do not allow them at all, but almost all will allow you to enter a phrase in quotes, ignoring the quotations if not supported. Look for natural phrases in your query concepts - they are one of the most powerful weapons available.

Mark Your Trail

It's good to mark your trail so you can remember where you went and learn from how you got there. Instead of adding a bookmark every time you find something, write yourself a note, or even a brief e-mail, explaining each unique research problem and how you solved it. Then print it out and keep it. The next time you need to research a problem, you'll have a summary of a problem that you solved before. If the same resource pops up again and again in your problem-solving files, put it in your bookmarks.

With a little practice you'll begin to learn how to choose the best directory or search engine with the right word or phrase to find what you need quickly and efficiently.

Ruth Owens is a graphic and Internet designer in Jerome, AZ. Look for her at <http://www.prontoco.com> email design@prontoco.com

How to do business with the UPS

UPS is committed to ensuring that their Supplier Diversity Program strengthens the small, minority- and women-owned (SMW) business communities they serve. The Supplier Diversity Manager's Office works closely with local councils, corporations, and communities to ensure they reach into the communities they serve.

In addition to setting goals, UPS has developed both internal and external programs to ensure that potential suppliers have access to reliable information about opportunities at UPS. Below is a listing of the dollars spent within their Supplier Diversity Program:

1999 \$55 Million (Goal) - 30% increase
1998 \$42 Million (Actual)

To get your relationship started with UPS, contact their Corporate Supplier Diversity Manager, United Parcel Service, 55 Glenlake Parkway, N.E., Atlanta, GA 30328. For questions call, Glen Mayer (404) 828-4487.

UPS will send you their booklet and application. First, make sure UPS needs your service or product by reading the listing entitled, "What We Purchase." Then, complete the application. To be considered a certified women-owned business, you should have certification from the WBOC, or from a local, state, or federal government agency. UPS does not accept self-certification.

Once UPS receives your application, they will send you a written confirmation of receipt within 45 days. If they determine there is a match their needs and your product/service, they will contact you. Information is maintained for one year. You will need to contact the Supplier Diversity Manager to update your information annually.

FINANCE

by Jean DeKraker, CPA

Three Key Factors That Effect Investment Decisions

There is nothing more heart wrenching than someone losing all or a significant portion of their money through poor investments. Newly divorced or widowed women who are handling their investments for the first time are especially vulnerable. Many people scared of investing turn to a financial advisor for help. Sometimes this pays off. And sometimes it doesn't.

Ultimately, you will live with the investment decisions. Therefore, you need to know how to evaluate whether your advisor's recommendations are right for you. Many people's lack of knowledge keeps them from knowing or asking important questions. Whether the advisor's plan is appropriate to your situation is something you must gauge.

Most people don't have the time or inclination to know as much as someone in the investment field. By knowing three important points, you can help can avert some disasters. First, understand your comfort level with the investment. Second, how the length of time you plan to invest impacts your choice, and, lastly know your tax bracket and plan your investments accordingly.

Do not assume that a recommended investment is right for you because a financial advisor selected it. Decide instead, if you had selected the investment alone, would you be able to sleep at night. If the answer is no, then either you need

more information about the investment or the investment is a poor choice for you. Independent companies rate many investments. Checking a rating is one way to decrease anxiety. Do not invest until you are comfortable with your choice.

How long you will keep the investment.

The longer the time horizon, the more the selling price of an investment can vary from day to day without effecting your financial security. For example, if you know you won't need the investment for 15 years, the fluctuations in selling price do not jeopardize your current financial safety. As long as this investment is returning a reasonable rate of return annually, the volatility in the selling price shouldn't effect your peace of mind. You will be able to plan when to sell, and therefore minimize your risk on the investment. However, if the money is needed in the next 6 months, then the day to day fluctuations would not only destroy your peace of mind, but could destroy all or part of your investment.

Your current tax bracket impacts your investment choices

for those investments that are not held in an IRA, Roth IRA, 401(k) plan, SIMPLE, or some other qualified retirement plan. If you do not know your marginal tax bracket, ask your tax preparer or check the IRS Code. People that are in high-income brackets (31% plus) could benefit from investing in an investment



that does not produce current income, like a tax efficient mutual fund.

Other investors in the low tax bracket of 15% don't need a current tax advantaged investment, like a tax-free municipal bond. Many people incorrectly assume that if an investment is tax-free, it will save them money. This isn't always so, many tax-free investments returns are lower to adjust for the tax savings. If you are in the 15% bracket and the investment is designed to save taxes for those in the 31% bracket or higher, the low-income person is not benefited from this investment.

By remembering these three factors that effect investment decisions some disasters can be prevented.

The direction of this column will be switching this summer. This to be YOUR column, the place where you can get your questions answered. You can e-mail me (jean@jdk-cpa.com) your questions, or write to me in care of this newspaper.

Jean DeKraker is a CPA with a Masters Degree in Taxation and her own CPA firm. Her real passion is educating and nurturing women about money. (602) 992-2768, www.jdk-cpa.com.



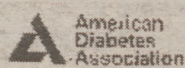
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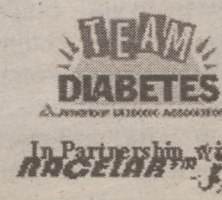
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Years in business: 4 years

1. **Why is your business unique?** Included with your full breakfast, you are served hand harvested prickly pear cactus juice and other homemade food items.
2. **Why should someone do business with you?** My small homestay B&B provides a peaceful environment where single women, especially, feel comfortable & safe.
3. **Why did you start your business or why did you go into the business you are in?** After staying in B&Bs around the world I dreamed of my own B&B. Introducing others to the desert is rewarding.



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Consulting and training in management, human resources, employee and career development.

Years in business: 2 years

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2. **Why should someone do business with you?** MEG has 15 years experience in HR and training, with a breadth of valuable resources, not available in most organizations.
3. **Why did you start your business or why did you go into the business you are in?** I have the ability to help organizations with their daily struggles and wanted the opportunity to share my skills with others.



Lori Shuster • Future Technologies, Inc. • CEO

7258 W Robin Ln • Glendale AZ 85310 • (602)561-5347

Website: www.fttechnologies.com

A research and process development company specializing in help desk consulting.

Years in business: 3 years

1. **Why is your business unique?** We specialize in the intricacies of the desk industry, which is becoming a vital development key to businesses worldwide.
2. **Why should someone do business with you?** My professional leadership is based on performance and reputation, which is reinforced by business relationships within the Phoenix community.
3. **Why did you start your business or why did you go into the business you are in?** I enjoy the challenge of working with growth-oriented companies.



GET YOUR FREE PROFILE...

Each month 6 women are chosen at random to be featured in our "Profile" section. To be included in the drawing, complete the following information and mail, fax or email to Arizona Women's News: 4208 N. 19th Street, Phoenix, AZ 85016, fax: 532-7034, email: profile@azwomensnews.com. You must include a photograph of yourself. Include a SASE if you would like your photo returned.

Company Name, Your Name, Title, Service or Product (10 words), Years in Business, Address (with city, state, zip), Phone, Fax, Email, Web Site Address, Organization Memberships.

1. Why is your business/service unique (15-20 words)?
2. Why should someone do business with you (15-20 words)?
3. Why did you start your business or why did you go into the business you are in (15-20 words)?

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2. **Why should someone do business with you?** I give hope to people who have "given up" on conventional medicine and re-empower them to become their own Dr.
3. **Why did you start your business or why did you go into the business you are in?** My boyfriend died of cancer. I have dedicated my life to educating & helping cancer patients and others through natural medicine.



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Years in business: 3 years

1. **Why is your business unique?** We help women to own their own power and dignity, pride and grace by taking them through an honor experience.
2. **Why should someone do business with you?** Because they want a one-of-a-kind gift that will be remembered for a lifetime.
3. **Why did you start your business or why did you go into the business you are in?** My passion is to empower women, and this is the creative way I chose to do it.



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2. **Why should someone do business with you?** We get to know our customers and take the extra steps to meet their needs and their deadlines.
3. **Why did you start your business or why did you go into the business you are in?** Even with all the new technology that we have implemented, our business still revolves around the customers we serve - that makes it exciting.



TO YOUR HEALTH! By Laura Frese

PT, Cert.MDT

What is Physical Therapy?

Someone you know was in an accident and sustained a closed head injury, had a stroke, a mastectomy, developed MS or Lou Gehrig's disease, has arthritis or chronic lung disease. Maybe they dove into a pool resulting in a spinal cord injury, have TMJ, a rotator cuff tear, or ordinary back pain with sciatica. Now they are receiving physical therapy. What does that mean?

with movement, assessment of reflexes and tension on the nervous system, joint mobility, balance, and tissue mobility.

A list is then formulated from the evaluation. Goals are established to restore the deficits and a treatment plan is developed to achieve the goals with the patient and may include the caregiver if appropriate.

Physical therapy is the evaluation and treatment of a person by physical and mechanical means. The usual purpose is to limit or prevent disability and restore function. Physical therapists evaluate and treat patients with a wide range of diseases and injuries. Some areas include orthopedics, sports medicine, neurology, cardiac, pulmonary, and oncology.

The plan may include the use of modalities such as heat, cold, ultrasound, or electrical stimulation to decrease pain, swelling, regain muscle contraction, and decrease spasms. An exercise program to restore range of motion, strength, flexibility, balance and endurance should also be incorporated. Instructions on using assistive devices such as a walker, crutches, cane, wheelchair may be required.

Physical therapy should be administered by a licensed physical therapist, which previously required a four-year college degree. Currently, all universities offer a Masters degree in physical therapy after a minimum of five years education.

Education is an important aspect of physical therapy. As a result of the evaluation, every patient should have a clear understanding of the problem, how to make it better, and how to prevent recurrence.

The process begins with a comprehensive history to identify the patient's problem, how the problem is affecting daily activities, the presence and location of pain, numbness, tingling, weakness, loss of mobility, balance, etc. For example, the physical therapist needs to learn the person's general health, when the problem began, if and how it has changed, if there are changes in the patient's ability to ambulate, or if bowel or bladder dysfunction or sleep disturbances exist. Is there a previous history of the same problem, any past surgeries or unexplained weight loss? This begins to define the problem.

Motivating the patient is crucial and inherent to the therapist's role. Physical therapy is most effective when the patient is committed to the treatment process; commitment and success are based on understanding! If you or someone you know requires physical therapy, ask questions, understand the problem and the solution.

Next month we will look at physical therapy for neck or back related pain: traditional physical therapy vs. the McKenzie Method.

The second step is the evaluation, which will be tailored to the specific problem. This may include postural assessment, observance of deformities or asymmetries, range of motion of the involved areas, available strength, presence of swelling, heat, cold, redness, bruising, if the pain changes

Laura H. Frese, PT, Cert. MDT is a licensed physical therapist, Certified in Mechanical Diagnosis and Therapy using the McKenzie Method. She specializes in neck and back pain. For information call 549-1992 or visit <http://www.mckenziemdt.org>.



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A Woman With Vision

Camp CEO is a week-long resident camp experience (July 26 - August 1) promoting business ownership, leadership skills, friendship and fun.

Teen women who will attend ninth through twelfth grades in the fall are eligible to apply.

Girls need not be affiliated with the Girl Scouts to apply.

For more information, contact the Arizona Cactus-Pine Girl Scout Council at 800-352-6133 or 602-253-6359.

Last month we interviewed Maria Ort who's vision inspired Camp CEO. This month we are interviewing Laura Sainz, a Camp CEO participant.

Since age 15, Laura Sainz has been in sales, selling lotions at a push cart in the mall and loving it. After graduating high school class of 98, Laura attended Camp CEO before going on to college. Now 18 and a freshman at ASU, Laura is a Business Major exploring marketing and advertising as possible career paths to her final goal of becoming the CEO of her own business.

AZWN: Why did you choose to attend Camp CEO?

LS: When I was a senior, I was in Entrepreneurship. I'm interested in business and had a really good teacher. I heard about Camp CEO over the intercom at school. They announced that my teacher was doing it. I asked her about it and she told me it was through the Girl Scouts. I had formerly been a Girl Scout so I said okay. She paid my fees through a grant she had. I was the only one from my high school who went.

AZWN: What was your experience when you got there?

LS: We learned how to work with a lot of different people. We did a lot of things. It was fun. There



Laura Sainz

were several different speakers. I liked the presentation we did at the end. It was out in the woods. I like nature. I thought it was a really neat experience and it changed my viewpoint on a lot of things.

AZWN: How did it change your viewpoint?

LS: I learned how to work with people that might not be willing to work with you no matter how hard you try to work with them. There was a girl in my group who, for some reason, did not like me. I tried to communicate with her several times. I said I know we don't get along but we need to get this done. She wasn't cooperative. She ended up hurting my feelings but I learned I was a stronger person than she was. I learned no matter how hard you try to work with a person professionally, it might not always work.

AZWN: What part of the program did you like best?

LS: The best thing about Camp CEO was the ropes course - especially at the very end. Throughout the week we did several physical activities where we had to do team work. The very last one, we had to climb a really high tree. It felt like it was a huge obstacle.

Once I was done, I felt like I could overcome anything. It might be really scary or hard to overcome something but you will always overcome it as long as you keep going towards your goal.

AZWN: This past year did you have any challenging situations that your experience on the ropes course helped you?

LS: Yes. High school did not prepare me for college. It was a big change. I cried a lot the first semester, thinking I don't know how to do this, I'm not getting it.

I finally said you're just going to have to figure it out. I'm still working on it but I have a better grip on it this semester. I think it's helped me to believe in myself.

"I think it's helped me to believe in myself."
— Laura Sainz

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VISIONARIES

by Margot Dorfman,
M. Ed., M. Div.

For Every Action...

For every action, there is an equal and opposite reaction, so says the laws of physics. What are the actions and reactions you are experiencing in your business or in your life? Are they what you want? You can effectively work with this law to get the reaction best for you.



Think of yourself in a baseball game. You are up at bat, the ball coming at you. You take action and swing the bat. What's the reaction? The answer to that depends on a number of variables. First, there is timing. When did you swing the bat? Was it too soon so you missed the ball entirely? If so, the result would be a strike. If you hit the ball, the next variable kicks in - where on the bat did you hit the ball? The answer to that decides the direction and distance of the ball. The reaction could be a foul, a home run or something in between.

Next consider what is happening within the context of the game - are the bases loaded? Are you the last one up? Etc. And within this context the variable of choice arises. The ball is coming at you and you decide the best way to respond to win the game. You make a choice based on the information you have - what kind of ball is thrown, what's your goal in the game (to win or lose), and what's your ability and the ability of other players. Maybe you do nothing and walk - the information you receive could be unclear and walking is the best choice. Or maybe it's the perfect time to take a slug and send the ball out of the park. All could be appropriate choices based on the information.

So how do you apply this to your business or life? Here are 6 easy steps to help you effectively work with this law to get the reaction best for you.

• Know your goals!

• **Assess the situation.** What will you gain with each possible reaction/result? Will it take you to your vision or goal? What's your motivation? Do you enjoy winning? Or are you out to show the coach you do it? Maybe you're looking to make some quick money by throwing the game...

• **Evaluate your options.** Look at all the possibilities and the results of each one.

• **Choose the option that will lead you to your goal.** Every time you're in a situation involving a

choice, be aware of your vision. Make sure your choices fit with your values and vision.

• **Fear not** - it is rarely written in stone that once you set into motion you cannot make a change if you find you are going in the wrong direction.

• **Take Action and reap the reward of the reaction.** Remember no choice is a choice. If you do nothing, life will continue as is and you have to accept the hand you dealt.

Make the decision that will lead you to your perfect outcome. Practice following these steps in small situations in your life so that the more challenging come easily. Remember you can affect the outcome to bring you successfully to your vision. Following the laws of physics makes it easier.

Margot Dorfman, M.Ed., M.Div., is a growth change and development counselor. She is considered an experienced guide, teacher, mentor, and energy therapist who works with individuals and groups. Margot can be reached at (602)954-6169 or at paceinternational@yahoo.com.



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MORE – IN THE NEWS...

In The News,
Continued from Page 3

Encourage Arrest Policies. S.T.O.P. (Services, Training, Officers and Prosecutors) grant programs are administered by the Justice Department, giving 56 states and Territories a portion of over \$138 million to develop and strengthen the criminal justice systems' response to violence against women and to support and enhance services for victims.

– In addition, funds were released for a federal grant to help protect victims of domestic violence. The Department of Health and Human Services' Battered Women's Shelter Grants will dispense over \$62 million, which is distributed by States to local domestic violence agencies and service providers, providing shelter for women and children.

HEALTH

■ **NETWORK OF WOMEN LEADERS GIVE VOICE TO HEALTH STATUS.** Adding to the growing chorus of voices advocating for improvements in the health status of women, 49 California women entered the 1999 Women's Health Leadership (WHL) program.

They join a network of more than 200 WHL Alumni whose goal is to improve the health status of low-income women. Now in its fifth year, WHL recruits and supports local women leaders through a yearlong process to enhance their capacity to create positive change in their communities through peer learning, mentoring, structured trainings, conferences, and other leadership development activities. Women's Health Leadership, 1401 - 21st Street, 4th Floor, Sacramento, CA 95814, 916-498-6960.

■ **MEDITERRANEAN DIET SHOWN TO PREVENT 2ND HEART ATTACKS.** Individuals who ate a mediterranean diet were 50 to 70 percent less likely to suffer a repeat heart attack than those on a "Western" diet, according to a study in *Circulation*, Journal of the American Heart Association.

Michel de Lorgeril, M.D., who headed up the research project says, "By making some simple dietary changes that are easy to understand and easy to follow, a person can improve his or her chances of avoiding a second heart attack and having a better quality of life." The diet is rich in fruits, vegetables, cereals, fish and beans.

■ **PHYSICAL ACTIVITY EXERTS MANY HEART-HEALTHY BENEFITS.** Physical activity does more than tone up the heart and reduce the risk of heart attacks. Moderate physical activity - aerobic as well as pumping iron - fortifies segments of the cardiovascular system.

In an article appearing in *Circulation*, Journal of the American Heart Association, researchers said that moderate intensive activity reduces the risk of dying from a heart attack or stroke. An inactive individual has the risk six times of that of someone who is active to get heart disease. Regular physical activity lowers blood pressures and cholesterol, reduces blood clots, and improves natural nitric oxide production.

POLITICS

■ **DOLE ANNOUNCES PRESIDENTIAL EXPLORATORY COMMITTEE.** On March 10th, Elizabeth Dole moved one step closer to running for the Republican presidential nomination in 2000 by announcing the formation of an exploratory committee. Mrs. Dole also announced the launch of her Web site at www.edole2000.org. "I'm not a politician and, frankly, today that may be a plus," Dole said. "If I run, this will be why: I believe our people are looking for leaders that will call America to her better nature."

INTERNATIONAL

BUSINESS

■ **SBA ANNOUNCES RESEARCH RESULTS ON WOMEN BUSINESS OWNERS AND INTERNATIONAL TRADE.**

"The message is clear: 'Exports Equal Earnings.' There are profits to be made in the global marketplace," announced Administrator Alvarez. "And more and more women are making international trade a part of their portfolios. International trade offers wonderful opportunities for women-owned businesses and should be an essential part of any company's growth strategy."

– Of the firms responding, the SBA study found that almost 50% of the American women business owners who export chose Canada as one of the first countries to which they exported. The study also shows that exporting is profitable and is associated with growing and successful women-owned firms. More than 50% of the firms have annual sales of over \$1 million and almost 15% have annual sales over \$5 million.

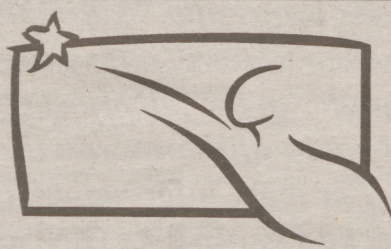
– "When we asked women exporters what they considered the most important ingredient for success, their number one answer was 'contacts'," Administrator Alvarez said.

"That's why I'm excited about the first Canada-USA Businesswomen's Trade Summit, which takes place in Toronto in May 17-21. Through this trade summit, women small business owners can explore all their options, work directly with Canadian women-owned businesses and agencies, and establish those contacts that are crucial to their success."

For more information, contact: Canada-USA Businesswomen's Trade Summit 1999, Natl. Association of Women business Owners (NAWBO), 1100 Wayne Ave, Suite 380, Silver Spring MD 20910 or www.businesswomensummit.com or national@nawbo.org.

"The worst guilt is to accept an unearned guilt."

Ayn Rand ~ Atlas Shrugged, 1957



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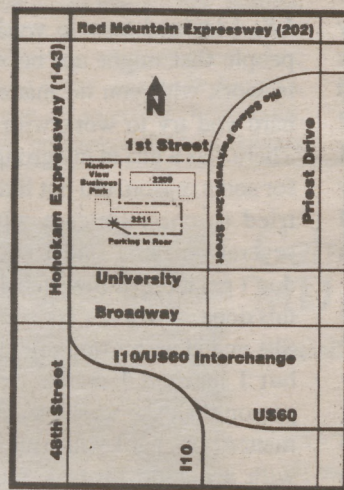
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Perfect Home Cleaning - We Pay Attention to Details!

- All supplies furnished.
- Professionally trained, uniformed, bonded, insured staff.
- Tile & grout cleaning, sealing & recoloring



- We clean under, through & between, **NOT JUST AROUND.**
- One time, weekly, bi-weekly, monthly.
- Free estimates gladly given

Perfect Carpet and

Upholstery Cleaning

RESIDENTIAL • COMMERCIAL

Quality Service by Certified Technicians

Nobody cleans like The Perfectionist

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