





# News



## STATE

■ **Governor, Attorney General Announce Availability of Funds to Assist Sexual Assault Victims.** Arizona Governor Jane Dee Hull joined Arizona Attorney General Janet Napolitano in announcing the availability of \$1.1 million in Attorney General's Office funds to be used for services for victims of sexual assault. The money, which comes from the Office's share of victims' rights funding, will be used to develop protocols, trainings and other programs to create a more uniform and efficient treatment of sexual assault victims.

## NATIONAL

■ **Women Cutting Back on Work at Prime of Careers.** Hundreds of thousands of American women are choosing to de-emphasize their careers in order to emphasize family. Eighty percent of all women will become mothers by age 44. Two-thirds of mothers are not employed full-time all year. One quarter of these women left the workforce entirely, sometimes at the prime of their careers, and nearly half are working less than forty hours per week. Of the remaining one-third of mothers working full-time, over a quarter work flexible hours.

These statistics, released by Mothers & More, a not-for-profit organization supporting sequencing women, show the widespread practice of "sequencing" - the process of moving in and out of paid employment and choosing a variety of flexible work arrangements in order to

successfully balance work and family.

According to Mothers & More, women move in and out of the workforce as their family and financial needs dictate, and as they create innovative work arrangements that allow them to focus on family life. For more information, call 800-223-9399 or visit the website: [www.mothersandmore.org](http://www.mothersandmore.org).

■ **Women have caught up to men in Internet use, but what they do once they're online differs from men, much as it differs offline.** Overall, women in particular report using the Internet to enrich their important relationships and enlarge their networks. 55% of Internet users say their use of email has improved their connection with their family; 59% of those who email relatives say their level of contact with significant family members has increased; 66% of Internet users say email has improved their connection with their friends; 60% of those who email their friends say they communicate more often with significant friends now because of email. In these areas, women cite the benefits of email more frequently than men do. Users' responses challenge the social relationships and their contact with the wider world.

■ **Special Bulletin from the SBA's Office of Women's Business Ownership.** President Clinton signed an executive order affirming the Administration's commitment to seeing that women-owned businesses receive 5 percent of the federal contracts for goods and services. It is a direct message from the Administration to the heads of government agencies that they must do all they can to meet the 5 percent procurement goal.

Congress established that goal in 1994, by amendment to the Small Business Act. At the time, women owned 6.4 million businesses, a third of all businesses in the U.S., yet received only 1.3 percent of the federal contract dollars. By establishing a goal, Congress hoped to break open the federal market to women-owned firms.

It didn't work. While most of the largest federal departments and agencies signed agreements with the SBA to work to achieve the goal and significant efforts were made, it wasn't enough. Between 1992 and 1999, while the number of women-owned businesses rose to 9.1 million - 38 percent of all businesses - federal contracts to women-owned businesses only increased 1 percent.

Today, the President sent a clear message: Meet the goal. The executive order spells out the responsibilities of the agencies and departments, and establishes an Office of Women's Procurement at the SBA to spearhead this government-wide effort.

■ **Statement of U.S. Labor Secretary Alexis M. Herman Regarding the Bureau Of Labor Statistics' 'Highlights of Women's Earnings in 1999.'** The following is a statement of U.S. Labor Secretary Alexis M. Herman regarding the Bureau of Labor Statistics' "Highlights of Women's Earnings in 1999":

Today's report documents the large earnings gap that still exists between women and men. While women's earnings as a percent of men's earnings have risen substantially - from 62.5 percent in 1979 to 76.5 percent in 1999 - an earnings gap persists.

The pay gap is worse for black and Hispanic women and their earnings have grown very little. Black and Hispanic women receive just 64 and 55 cents, respectively, to every dollar earned by white men.

More women are working in occupations that pay well, but even within those occupations they still make less than men. The pay gaps are as wide as 38 percent for women physicians. In each of the top 10 occupations with the highest earnings for women, there is at least a 9.5 percent pay gap.

Wage discrimination remains an unfortunate reality for many women. The pay gap is not just a women's issue, it's a family issue. When women bring home less money, it affects the family. It's about food on the table and clothing for the kids. Equal pay matters, and we need to do everything we can to close this lingering pay gap.

The Bureau of Labor Statistics' "Highlights of Women's Earnings in 1999" (Report 943) is available by calling (202) 691-5200 or logging on to <http://www.stats.bls.gov/pdf/cpswom99.pdf>.

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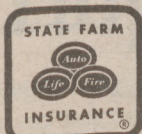


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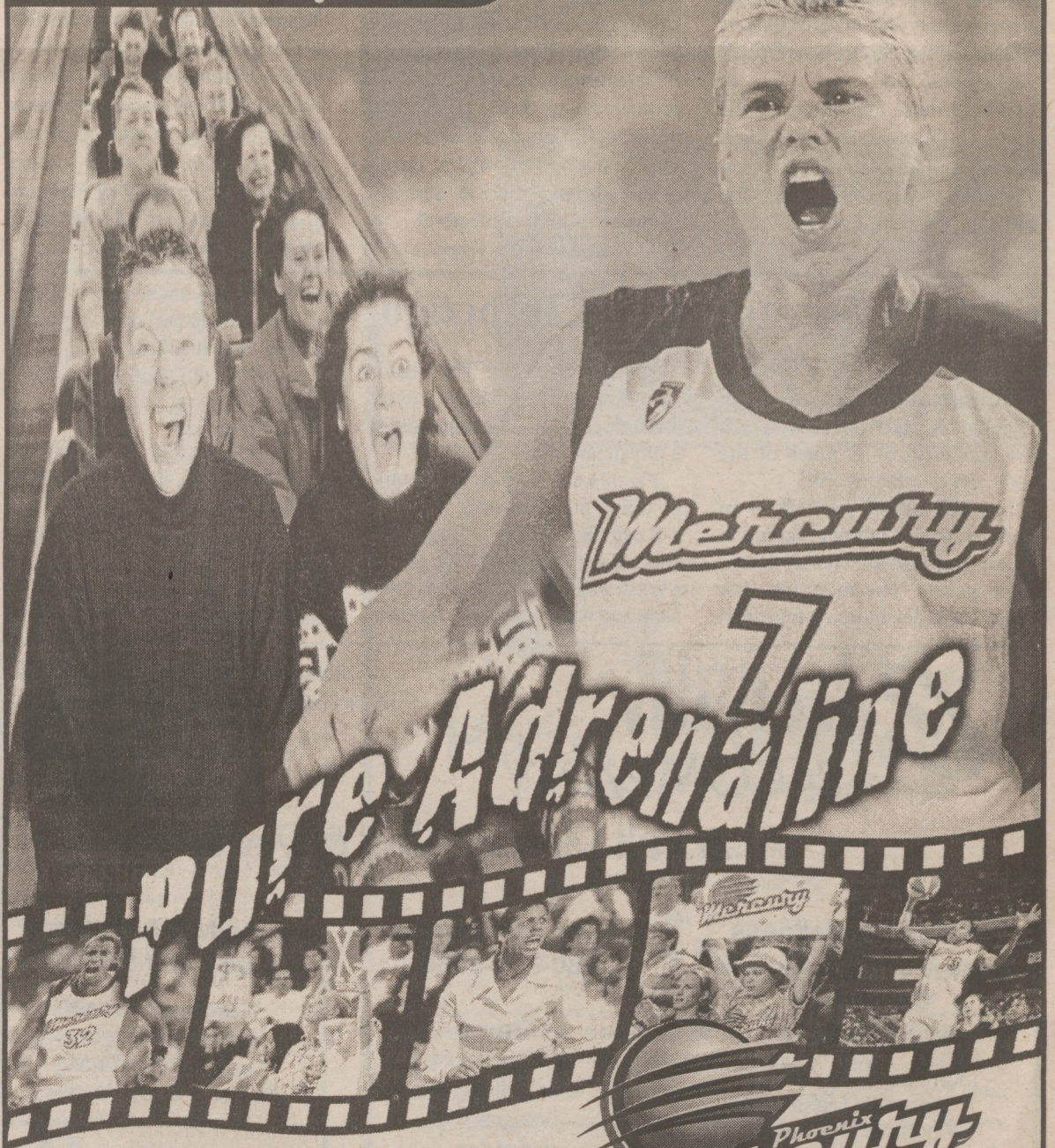


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# Health



Alternative Treatments for Endometriosis

By Dr. Denise Dion

## What is Endometriosis, Exactly?

**E**ndometriosis is a condition created when endometrial cells (the cells that line the uterus) travel outside of the uterus, usually into the abdomen, and implant. These misplaced cells are stimulated by the hormones of the menstrual cycle just as if they were where they should be. Those hormones that influence the cycle are Follicle Stimulating Hormone, Leutinizing Hormone, Estrogen, and Progesterone. And just like properly placed endometrial cells, these misplaced cells grow, secrete blood and regress with each menstrual cycle. However, since the secreted blood does not get shed through the uterus, it must be absorbed by the body each and every month. This abnormal action produces scar tissue and deposits within the abdomen, which causes severe abdominal and low back pain.

Endometriosis is the leading cause of infertility in America accounting for 30% - 40% of fertility problems. The scar tissue formed from these misplaced cells may change the shape and location of the ovaries, fallopian tubes and uterus. In addition, the adhesions may block the fallopian tubes (slowing or blocking the egg from getting from the ovary to the uterus) or may surround the ovaries preventing the egg from getting to the fallopian tubes.

Should these endometrial cells attach to the ovaries, a condition called ovarian endometrioma (ovarian cyst/chocolate cyst) may develop. The symptoms of ovarian



cysts may be the same as endometriosis. A laparoscopy may have to be performed for a proper diagnosis. Some serious but rare complications of ovarian cysts include scar tissue blocking bowels, urine flow or twisting the ovary (ovarian torsion). The ovarian cyst may rupture. Decaying endometrial cells may damage normal tissue. Endometrial cells implanted in lung may cause pneumothorax. Endometrial cells implanted in the brain or spinal cord may stimulate seizure activity.

Gynecological procedures for diagnosis include complete patient history, routine gynecological exam, laparoscopy, ultrasound, computerized tomography (CT) or magnetic resonance imaging (MRI). Traditional treatments include a prescription for oral contraceptives and over the counter painkillers. However, oral contraceptives are contraindicated if a woman has high blood pressure, liver disease, history of phlebitis (inflammation of a vein), family history of stroke, family history of heart disease, diabetes, smoking or high cholesterol.

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### Parents Warned About Impetigo

Reminder - warming weather brings increased cases of impetigo. Impetigo is a skin infection which can spread to other areas of the body and to other people.

The incidence increases in summer as kids are out playing in the dirt and sand which may harbor staph germs. The infection first appears as a discolored pimple and

forms into a blister. The blisters then break and spread the germs. The infection should be treated by a physician immediately.

Parents can help treat impetigo by doing the following:

- Keep their child's fingernails short and clean to prevent spread
- Wash sores three times a day with soap and water and apply ointment

as directed by their doctor

- Wash the tub and rinse well with a mild bleach solution
- Launder child's towels, linen and clothes separate from those of family members
- Watch the sores. If they do not improve within three day. Follow up with your doctor again.

**For more information contact Laura Toussaint-Newkirk, Phoenix Memorial Hospital at 602-824-3360.**

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# Vision



## Stress Management in the Home

**I**n this hectic life we live we all strive for a more organized and less stressed way of life. It doesn't help to come home to a mess and clutter after leaving the office with a desk full of unfinished work.

By simplifying things in your home and changing the things you can change, you can manage stress better in your own environment.

Here are some simple tricks that can make a difference:

**Look carefully at your belongings:** We all collect "things" over the years. It is time to ask yourself three simple questions about accessory items throughout your home: Is it useful? Is it Beautiful? Is it Meaningful? If the answer to each of these questions is "NO" get rid of it!

**Use Color to Simplify:** A consistent base color on major walls and in large pieces of furniture can help achieve a true calm throughout your main living areas. By repeating tints and tones of a

soothing color such as taupe, light yellow, grey or sage you will create "background" that allows you to highlight special items and add accent colors that reflect your personal style. Using a neutral base color will also create flow throughout your home and once accent colors are added your color story will be complete.

**Start in Your Kitchen:** Typically kitchen counters are a gathering place for clutter and transient items. As a general rule, only appliances that are used every day should be left out. To begin uncluttering this area place a large basket in the spot where mail, keys, homework and small toys seem to gather. Use a tray under the coffee maker that will hold the grinder, sugar, spoons and decorative cups.

**Make the Family Room Functional:** This is the place where we spend our true leisure time. It is also an area that seems to become disorganized quickly. To keep this space "company

ready" and clear of clutter use baskets, bowls and chests. These items will not only work into your décor and complement your existing accessories, but they will serve a valuable purpose in helping contain small items. The TV remote, newspapers, magazines and toys should all be contained to keep this area looking its best.

**Master Your Bedrooms:** This important resting spot is where we spend the most hours. Even at sleep we are conscious of our surroundings...make sure that this area is simplified and easy to maintain. Make the bed in the morning regardless of how early you rise - an unmade bed will make the whole room seem messed up. Use bookcase or cabinet units next to the bed to hold more than a standard bedside table.

**Plan a private space for yourself** This could be nothing more than a favorite chair in a corner. Remember to create a comfortable ambiance with good lighting, a conveniently placed table, perhaps a picture hung low over the table, and a throw over the arm or back of the chair.

*The Design Doctors can help you get started in the right direction with a home consultation by a professional designer. Call 480.515.1054 today.*

# Health



## Women Failing to Take Vitamin That Helps Prevent Serious Birth Defects

**D**espite years of public health campaigns advising that taking the B vitamin folic acid helps prevent serious birth defects of the brain and spine, most women of childbearing age are still not taking the vitamin in time, according to a survey released today by the March of Dimes.

Dr. Jennifer L. Howse, president of the March of Dimes, noted that 9 out of 10 women do not know

that folic acid must be consumed before pregnancy to be effective, and that only 1 in 7 know that folic acid prevents birth defects. "We think this shows that very few women truly understand the importance of folic acid," Dr. Howse said.

Neural tube defects (NTDs) are among the most serious and common birth defects in the United States. Each year, an estimated 2,500 babies are born with these

defects, and many additional affected pregnancies result in miscarriage or stillbirth. The most common NTD is spina bifida, a leading cause of childhood paralysis.

To help prevent NTDs, all women capable of having a baby should consume a multivitamin containing 400 micrograms of folic acid every day beginning before pregnancy, as part of a healthy diet containing foods naturally high in folic acid, such as leafy green vegetables, orange juice, beans, and enriched grain products fortified with the vitamin.

Copies of the March of Dimes survey results, "Folic Acid and the Prevention of Birth Defects," item #31-1404-00, can be obtained by calling toll-free 1-800-367-6630.

**B**eing active women we do some pretty crazy things to ourselves without realizing our everyday actions and bad habits are taking a dramatic toll on our bodies. I learned very quickly what being too busy can do to one's health. My story is a frightening one and it can happen to you.

I was the picture of health: Fit and trim, a vegetarian who ran several miles every day - I felt great, was bright and cheery, and knew I'd live to be 100 years old! Right? Wrong!

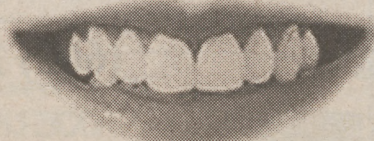
The busier I became at work, the less I began to take care of myself. Sure, I was still running, but exercise is only part of the equation. It was everything else I was leaving out - especially proper nutrition. To top it off, I ignored many important warning signs for months. Finally, my system shut down. I could barely get out of bed and I was seriously ill.

Why am I telling you this? I don't want this to happen to you. In my quest for more knowledge on proper all-around health I stumbled across a seminar that is truly amazing. This seminar covers the gamut of health and lifestyle, everything from diets, heart health, media myths, eating disorders, to the difference between exercise and activity, etc. The best part - it's aimed and designed with women in mind. I learned what happens as I age and how to prevent future problems. I can't think of anything worse than merely surviving rather than enjoying my hard-earned retirement.

The seminar, *Sins of the Heart™ Conference*, will be presented July 20. I highly recommend it. If you can't attend, please find out how you can help yourself. I believe changing my lifestyle is well worth the benefits of how great I'll feel jogging down the road when I'm 100 years old!

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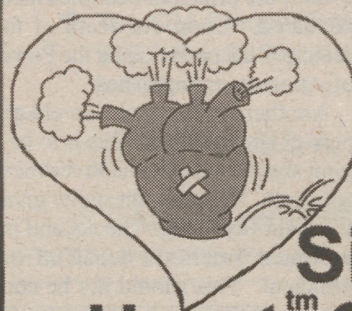
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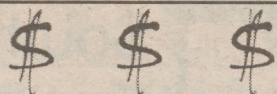
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# Finance



QuickBooks or Peachtree

## Which Accounting Software is Right for Your Business?

QuickBooks, Peachtree, and other accounting software provide smaller companies with the financial tools to sharpen their competitive edge. The challenge for 21st century entrepreneurs will no longer be in gathering important financial information, but utilizing the data.

Accounting software packages offer small-business owners information on what item is selling, profit margin by item, quality job costing, and much more information that was costly to obtain before the widespread use of these accounting packages. These accounting software packages can provide the data instantaneously, allowing business owners to respond quickly to new trends.

The variety of reports and information available from these inexpensive software programs is staggering. The data can be manipulated in a multitude of ways to create reports unheard of just a few years ago. Need to know how much time your employees spend on a specific job for the last month, quarter, or year? No problem. Need to know which customers are 120 days late? Instantaneously available. Need to merge the data with an existing spreadsheet? Click a button and the data will move error-free to an existing or new

spreadsheet. Need to calculate payroll, payroll liabilities, and sales tax liabilities? All this and so much more is now at your fingertips.

Now, with all of that power available are there any drawbacks? The most common drawback is poor initial setup. **Although anyone can read the instruction manual, everyone should consider hiring a professional, as few novices will correctly identify all the setup pitfalls.**

Virginia Curry, professional QuickBooks advisor and owner of Tri-C Consulting, states that the starting point for any set-up process is determining what reports you need in order to operate your business. Virginia has helped numerous companies design or redesign an existing setup around a report specific to their needs.

Many of the costly errors that companies have experienced with accounting software could have been avoided by scheduling a short consultation with an expert in setup. Virginia Curry is no stranger to costly errors: "The cost of a quality setup is only 10% of the cost of a QuickBooks cleanup. I've seen companies spend \$5,000 to get their accounting files cleaned up when problems resulted from a small set-up error."

The two most common set-up errors, according to Virginia, are in

by Jean DeKraker



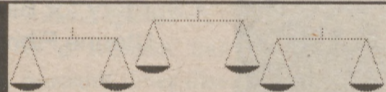
setting up payroll and sales tax. These two areas seem to create the most problems and are potentially the most expensive to correct. Payroll errors can result in costly IRS penalties if you inadvertently underpay.

In addition, many companies using the programs fail to realize the power of the programs. Business owners start using QuickBooks to keep their checkbooks in order and fail to realize that the program can produce so much other information, information that the business owner is tracking somewhere else. With small changes during setup, expensive personnel time spent completing other redundant tasks could be eliminated.

These accounting packages offer smaller businesses a competitive edge in today's marketplace. The challenge of this software is first in using it to get reliable data, second in understanding the data, and third in responding appropriately to the information.

*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](http://www.jdk-cpa.com).*

# Legal



## Easing the Elderley's Everyday Needs

The primary need this article addresses is the elderly's ability to access their funds. Perhaps you are a member of the "sandwich generation" or just helping out an older parent or friend. Many times older clients have a helpmate who writes out their checks and then they simply sign them. However, if even writing checks can be too difficult, the helpmate may need more authority in order to help.

One way to be more active is to have a Durable Power of Attorney. A Power of Attorney allows a person (called a principal) to nominate an agent to handle all current financial and business affairs. The agent has the responsibility to carry out her duties with care and consideration of the best interests of the principal.

If it is possible that the agent will obtain a benefit from carrying on any financial activities for the principal, then the principal must initial those activities, or powers, on the Power of Attorney form. The initials approval for the agent's ability to receive gain in performing the power. For example, if the principal and agent own property together and selling the property would provide cash flow needed by the principal but would also result in a gain from the agent who is a joint owner, that power must be initialed. If the agent could arrange for insurance policies for property such as automobiles, then the agent is protecting the principal's property but may also be receiving a benefit if the agent is the ultimate recipient for the property at the principal's death. Thus, that power must be initialed.

Powers of Attorney are not simple any more and should be executed with care and proper legal advice. The "Durable" portion of the Power of Attorney allows the power of attorney to continue to be effective even if the principal becomes incapacitated. Upon the death of the principal, the power under the Power of Attorney extinguishes.

Another way to assist an elderly person with their finances is to be a joint signer on bank and investment accounts. Being a joint signer gives the authority to sign checks and investment orders on behalf of the principal. This should not be confused with being a joint tenant.

A joint tenant on an account usually means that the tenants have right of survivorship. That is, upon the death of one, the surviving tenant gets everything in the account.

Joint tenant accounts can be a problem if a person has several children and only one is a joint tenant. When the person dies, the entire account goes to that one child who is the joint tenant. This could anger the other children and also prevent them from receiving an inheritance that was intended under the Will.

If a sibling finds herself in a position where she has inadvertently become the recipient of an entire set of bank or investment accounts and wants to equalize things with her other siblings, she can do this with a disclaimer. The disclaimer must be exercised within nine months after the joint tenant's death before any benefit from the account is received. A disclaimer is different than a gift. Legal or tax advice should be sought.

by Sharon E. Ravenscroft, Esq.



In summary, helping an elderly family member or friend with financial matters can be done easily by being an agent named in a Power of Attorney, being a joint signer or being a joint tenant on the account.

*Sharon E. Ravenscroft, Esq., is a director/owner of Goodwin Raup PC, with offices in Phoenix and Tucson. Sharon can be reached at (602) 650-2011 or (520) 623-2100, [SRavenscroft@GoodwinRaupPC](mailto:SRavenscroft@GoodwinRaupPC). Her area of legal practice focuses on simplifying family asset challenges through Wills, trusts, charitable giving, business entities and litigation.*

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- EMPLOYMENT

# The Enterprising Woman.com

## Congratulations to the Tucson City Council for making Lemonade Instead of Lemons!

The mayor and council of Tucson voted unanimously on June 19, 2000 to donate the building at 240 N. Court to the Pima County Tucson Women's Commission! As exciting as this is, this did not occur without a fight.

In 1982 it was women from the commission who saved this building from demolition by the city and women who renovated it. This 110-year old historical monument had become the heart of women's history in this community.

"Originally the City Manager's office "invited" us to move into another building, saying they wanted this building for other city business. This occurred not three weeks before the lease was up, on June 19, 2000," said Neema Caughran, Executive Director of the Pima County Tucson Women's Commission. "We launched a campaign to stay in the building, largely through e-mail and phone calls to the City and Mayor Comment Line."

Because of the hard work of many, the decision was reversed, and the building was donated.

"We are ecstatic and wish to acknowledge the support and leadership by all the Council members," said Caughran. "We want to especially thank Vice Mayor Steve Leal for his leadership. He argued that the commission that often has to deal with the problems of single women and children who are forced out of their homes should not have to face the threat of being homeless itself."

For 25 years the Pima County Tucson Women's Commission's mission has been to promote equality for women in all aspects of life and advocate for women on individual, organizational and policy levels. Visions for the future include: developing a drop in center where community members can access the Internet, and the community events and issues that pertain to women, providing fiscal agent agreements and space for new organizations or projects forming to address issues that are germane to women and minorities, and developing a museum of women's history within the community.

For further information, contact Neema Caughran, Ph.D., Executive Director or Mindy Engel, MPA, Commissioner at (520)624-8318 or [pctwc@azstarnet.com](mailto:pctwc@azstarnet.com). Visit [www.azstarnet.com/~pctwc/index.htm](http://www.azstarnet.com/~pctwc/index.htm).



## NAWBO Notes

National Association of Women Business Owners, Phoenix Chapter

### NAWBO Phoenix President, Charlotte Hodel, Takes the Lead

Charlotte Hodel is the 2000-2001 President of the metropolitan Phoenix Chapter of the National Association of Women Business Owners.

Hodel was elected President of NAWBO following nearly seven active years with the women business owners' organization.

Hodel is President and CEO of a small communications consulting company, entitled, IMPACT Communications, which specializes in strategic marketing and communications for businesses and special event planning and promotion. She is also the Vice President of Communications and Marketing for the Chandler Chamber of Commerce, the Chamber that represents the second fastest growing city in the nation for its size, Chandler, Arizona. The dual roles allow Hodel to strategically grow her business while having the opportunity to assist in business development for her rapidly growing community of Chandler, where she has resided for over 14 years.

Prior to starting IMPACT Communications and joining the Chamber staff, Hodel served seven years in varying management roles with *Today's Arizona Woman* Magazine. Her last position with the magazine was as Vice President of Sales and Marketing and Associate Publisher of the *Today's Arizona Woman Who's Who in Business* Directory, and as an Equity Partner and Vice President of Corporate Communications for the magazine's sister company, *Today's Business Woman Publishing Group, Inc.*

Hodel entered the Phoenix market after being recruited by the Phoenix Chamber of Commerce from another chamber of commerce in Washington State, to manage the Phoenix Chamber's Communications program, a position she held for seven years.

Hodel is a 2000-2001 candidate in the Chandler Leadership program; she serves on the Bishop's Commission on Communications for the Diocese of Phoenix, and holds a CTM from Toastmasters International. She received her Bachelor of Arts degree in Speech Communications, with a Specialization in Vocal Performance, and began her graduate work in both fields through Western Washington University in Bellingham,



**Charlotte R. Hodel**  
President, NAWBO  
Phoenix Chapter

Washington. She is married to former professional baseball Umpire, Chris Hodel, and they have two children, Alexis, 12 and Dylan, eight.

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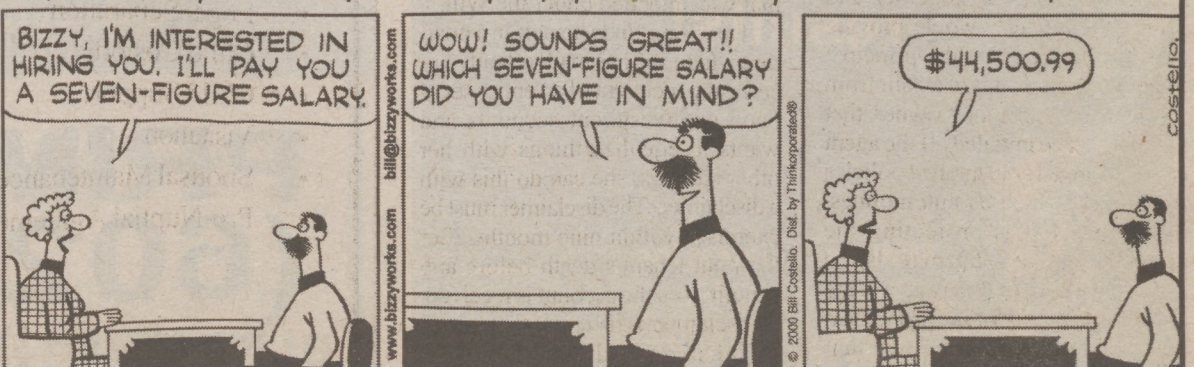
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# Women in Business



## Go With The Flow. . .

by Lynette Zang

Every business has an information flow. All you have to do is harness it. Train it to give you what you need to accomplish your goals. Insure everyone gets the information they need in an efficient, effective and timely manner, through contact and layout process management. Utilize this process to capture and mine the information your organization needs to develop and manage your marketing and sales processes.

### Steady As She Goes...

Every person becomes part of the business cycle and flow. A client needs to be serviced and grown. A prospect needs to be developed into a client. Internal talent needs to be empowered and cloned. An example would be the sales staff that develops your client base. Typically, they are the ones that have the relationship and knowledge of the prospect or client. Ask yourself what would happen to your company's prospects if that sales / service person leaves. Do you have to start all over? Eliminate that issue. The contact management programs available today enable you to capture all information in a permanent file at your fingertips. In addition, this information can be used to service and grow your client base by empowering your employees with information.

First you must determine what information you need and the logical flow of that information throughout your organization. Use

a simple process map to determine the pieces and parts that make up your client base. Design your layout from that. Here is an example of what that flow chart might look like...

**Level 1 - General Client Info** - Ask yourself what anyone first pulling up this contact sheet would need to know about this contact to in the broadest general terms: Name, Company, Phone, Fax, Address, E-mail etc. Then, what else do you want anybody pulling up this contact to know? What was the last thing that happened and what's supposed to happen next and when?

**Level 2 - Client Areas** - Ask yourself which departments need to know about this prospect or client, what do they need to know, and how does what they do for the client or prospect affect other departments in your company. For example, sales might need information about the company but also any jobs currently in process or completed in the past. Production would be more interested in job information only. In addition, a networked system means that client or job status can be available to all of the networked areas in your company, a plus for information flow and customer service.

Delve into each area and ask the question, "What do we need to know in this area?" Write it down. Now you're ready to define your fields. Each contact management package is a bit different, so consult



your user's guide. Keep in mind that this is how you will collect information, discover patterns, and maintain prospect and client history.

### Communication As The Ruder

One of the key benefits of information process management is the ability to create efficiencies. Empower your in house talent with the key to knowledge about your customers and your business operations. Let everyone know how he or she fits into the operations and encourage efficiencies. Take the time to look at your information flow as first an overview, then in great detail. Eliminate duplicated efforts and increase your in house capacity. Clone yourself by instituting information flow processes throughout the organization. This will give you flexible control.

*Lynette Zang is a Creative Conduit at Independent Assets, Inc. an outsource marketing management and execution firm specializing in small to mid sized companies. Call 480-348-9544, fax 480-348-9787, or e-mail lzang@independentassets.com.*

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# The Joys and Challenges of Doing Business Online

By Deidre Larrabee

When I decided to "open" an online art gallery, I knew there would be challenges, but just as any "pioneer," I knew it would also be the beginning of something big.

The truth is online businesses offer a cost-effective way to do business with a global audience, which is why so many entrepreneurs are taking the plunge. The potential to reach more than 40 million people worldwide was irresistible because our art appeals to a wide variety of people, many who would never have access to these works.

The challenge is how to effectively sell products without actual customer contact. The Internet does offer shoppers the ability to browse as long as they want, without interruption, and interactivity is still possible.

In the beginning there were start-up costs to consider. We needed inventory (art!), design services, computer equipment, a shopping cart system, domain registration, licenses, public relations and advertising services and office supplies. Luckily, we were able to get it done for less than \$50,000, however, our competition in the art

arena are often backed by multi-million dollar investments. The good news is that these big-money sites often become bogged down with "bells and whistles," making them difficult to navigate. With a clean site, customers can quickly and easily find what they came for. We can't afford to advertise the way the "big guys" can, but we just have to be more creative.

Another challenge for starting the gallery was finding a domain name. With everyone struggling for a web presence, most domain names you might consider for your business — no matter how unique you think they are — will be taken. We researched more than 300 names, and only 20 were available! The cost to register your domain name is about \$70.00 for the first two years, \$35.00 for each additional year.

Once your site is ready, you need to get registered with search engines. Getting high placement (within the top 20 returns) on these engines can be incredibly complex and time-consuming, but it is critical for getting traffic to your site.

Most online retailers face the challenge of creating "ambiance"

without the luxury of physical space, lighting and music, and, for an art gallery, ambiance is crucial. Another obstacle is making the shopping cart system (usually relatively unattractive templates) fit with the look of your site. Our solution was to go for a clean and classic look, using stark white backgrounds, a distinct font and bright visuals.

While we expect the future of online galleries to be strong, only time will tell, as so much of the future of Internet business is still unknown. Although the ease and security of doing business online has greatly improved, people still have concerns, especially when asked to give their credit card numbers online. However, using the latest Secure Server technology, as we do, has made this less risky than using your card in a restaurant.

The bottom line of online business is the same as any: be visible, have a product that you can stand by, and provide outstanding customer service.

*Deidre Larrabee is the owner of FatHorse.com, an online art gallery featuring Contemporary, Native American and Folk art. The gallery can be visited at www.FatHorse.com. For more information contact the gallery at 520-615-7744.*

## Local CPA Releases White House Conference on Small Business Tax Action Plan

Sandy Abalos, CPA and President of Abalos & Associates, has announced that the White House Conference on Small Business has released the 2000 Tax Action Plan. Thousands of small business people provided input and active assistance to ensure that the tax law reflects sound public policy and fundamental fairness, while imposing as little administrative burden as possible.

Some of the recommendations made to Congress are as follows:

- \*Creating a simpler and fairer tax system that does not increase the tax burden or record keeping burden on small business

- \*100% Health Care Deduction For the Self-Employed

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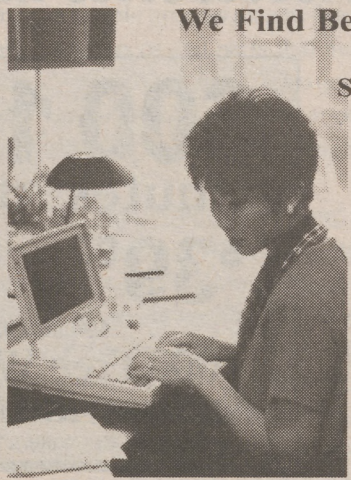
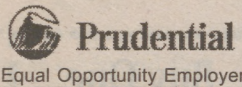
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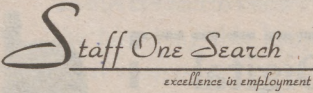
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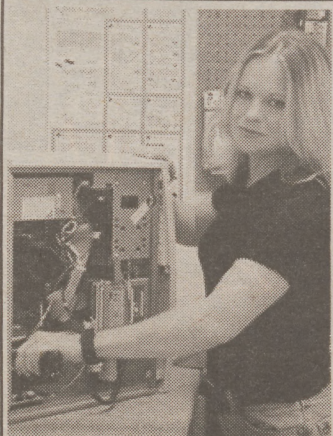
<http://stats.bls.gov/oco/ocos160.htm>

Another great site for general information about working women's issues and nontraditional careers of all types is the U.S. Department of Labor Women's Bureau <http://www.dol.gov/dol/wb/>

*Beverly Bibolet Burns is the central Arizona gender equity specialist for the Center for Educational Development/New Frontiers. She is also an adjunct counselor and teacher at Phoenix College, where she teaches Career Exploration.*



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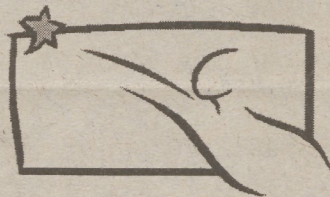
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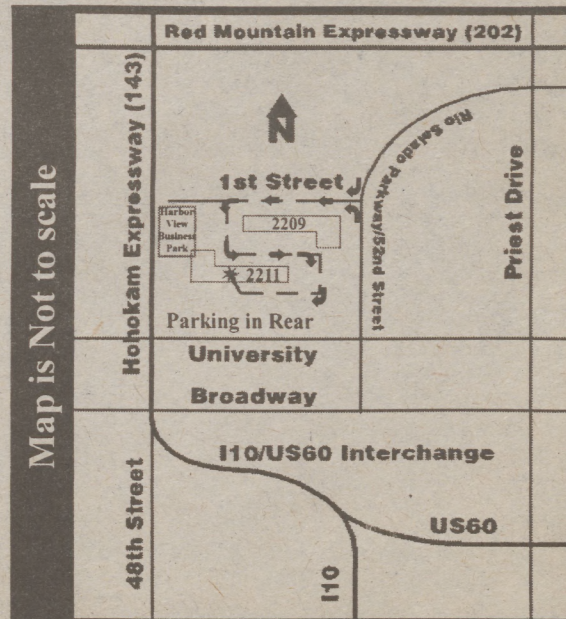
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From "Murder for Hire," Page 1



Staff Members at Soujourner's Child Development Center: (from left) Sandra Jorgensen, Jennifer Rowland, Jodi Darrington

work. The company helped her by giving her time off and providing her with a cell phone, and many people, including senior-level officials, told her to call if she needed help. Before the murder attempt, the company helped to protect her in several ways, Lee says. The corporate attorney helped her to record voice mails of threatening phone calls. When she left town on a temporary assignment, co-workers refused to tell her husband where she was when he called into the office trying to find her. Company officials also alerted the building security to look out for Lee's husband, providing a physical description as well as license plate number.

The company also stood by Lee after the murder attempt.

Company employees took up a collection to help her after the attack and sent cards to raise her spirits. Because company officials were politically involved in the community, they were able to get information from the district attorney's office to keep Lee informed. The company also helped to keep the high-profile case in the media. All three involved in the murder attempt were found guilty. Each was sentenced to 25 years in prison.

Through everything, the company was helpful about time off and eventually moved her out of town to another office, even paying for the move.

In some ways, Lee was one of the lucky survivors of domestic violence. Other women have been less fortunate. In some cases, the workplace turns from a sanctuary, where the woman can escape the abuser, to a place of violence.

Twenty-year-old Alma Hernandez ended her relationship with boyfriend, Manuel Lopez-Hernandez, also 20, on June 5. The next morning, he went to her workplace, Engine Supply Inc. in central Phoenix, where he paged her and asked to speak to her. When she went to the parking lot with him, he allegedly shot her multiple times in the chest and then turned the gun on himself. He survived. Alma Hernandez did not.

In May, two other Arizona women were also killed at their workplace. On May 2, Maria Monteil was abducted from the hotel where she worked. Her husband, Jose Monteil, has since confessed to killing Maria, who was found with her throat slashed and her head and neck covered in stab wounds. On May 10, Tammy Quatacker was killed in the preschool classroom where she worked. Her estranged husband had reportedly been stalking her prior to the murder.

On Sept. 22, 1999, Emma Yazzie, 32, was stabbed to death in Rough Rock, Arizona. She had allegedly suffered nine years of abuse from her husband. She filed for an order of protection on Sept. 13, but the order was never served. Yazzie's husband allegedly stabbed

her multiple times at the school where she worked, then stabbed himself. He survived. She did not. Emma Yazzie left behind three motherless children.

Because of these women and many others, several companies are seeking ways to make the workplace safer for their employees. This year, Arizona was selected as one of 10 states to participate in a national project to get more workplaces to provide educational materials as well as support for victims of domestic violence. The project is sponsored by the Family Violence Prevention Fund, The Hitachi Foundation, Blue Shield of California and Verizon Wireless.

"The project is a collaborative effort of organizations to go out and seek Arizona corporations to help us to end domestic violence," says Harriet "Hank" Barnes, a member of the Arizona team and director of the Governor's Office for Domestic Violence Prevention. "If we could get employers involved, we would be impacting thousands upon thousands of individuals."

Improving security and educating employees will benefit everyone, not just victims, Barnes says. "Some employers might say, 'It's not our problem.' But it does affect the workplace and productivity. One of every four workers is a victim, so every employer has employees who are victims or batterers. Last year, there were 99,000 calls to law-enforcement on domestic violence."

The U.S. Department of Labor reports that, at work, women are more likely than men to be attacked by

will make it easier for companies to help protect their employees at risk. Beginning next January, the new law will make it possible for a company to take out an order of protection against an abuser.

Mary Wambach, a member of the Arizona project and director of the Arizona Coalition Against Domestic Violence, says there are many reasons why companies should support victims of domestic violence. Employers stand to lose otherwise excellent employees, says Wambach. In addition, employers can be held liable for firing an employee or failing to provide adequate security. Companies need to offer employees help with obtaining an order of protection, relocating, taking unpaid leave, changing hours, finding counseling and locating a shelter, Wambach adds.

Businesses can do much more to protect employees, says Sandra Jorgensen, a staff member for the Sojourner Center, a domestic violence shelter. "They can provide time off for an employee to get an order of protection or speak to an attorney. They can provide flexible work schedules. They can offer space for support groups. The most important thing is to let people know what they (the employers) can do to help. Security in the workplace is also important. There are a lot of practical things that can make a difference."

Security at the office is important because the workplace is a predictable place to search for the victim, says Jorgensen. "The women who are killed have often left the situation. Women need to leave in a safe way. It's such a dangerous time. Even if women go to a domestic violence shelter, they can still be tracked down to the workplace. It's not so easy to change employment. It's a set place, a stable place where he knows she'll be."

Physical violence is only one way that abusers control their victims, says Jorgensen. An abuser also controls his victim by threatening her job: he calls 50 times a day, creates a scene or puts hurdles in the way to keep her from getting to the office, says Jorgensen.

"From a shelter standpoint, employment is always an issue," says Jorgensen. "Many victims of domestic violence have been unemployed or underemployed. It's difficult to find employment if you're just trying to survive. So we have an employment program to help them find the work and be financially solvent."

One company that is often cited as a corporate leader in



Harriet "Hank" Barnes Governor's Office for Domestic Violence Prevention

someone they know, whereas men are more likely to be attacked by a stranger. Most women killed at work during the period of 1992-1994 died in the course of a robbery or other crime, but current or former husbands or boyfriends allegedly committed 17 percent of these murders. For Black women, the figure was 28 percent, and, for Hispanic women, 20 percent.

This year, the Arizona Legislature passed a law that

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the fight against domestic violence is American Express. "Our core value statement says we are good citizens in the community in which we live," says spokesperson JoEllen Lynn. "We have over 9,000 employees, so we are very concerned. We are known as one of the leading corporations supporting this issue. We circulate information to other employees and take other preventive action We hope to take a stand and make a difference."

American Express was the first corporate funder for the Domestic Violence Stop program, an 800 number designed for women in imminent danger, says Lynn. Women who call this number are picked up by the Red Cross, taken to a hotel within an hour, at which time a counselor meets with the woman. The program has helped more than 700 women in a little more than a year's time, says Lynn. This year, 60 American Express

employees adopted the Chrysalis Shelter for domestic violence victims and renovated and painted the buildings. American Express has also held fundraising events for domestic violence shelters, provided a \$15,000 grant to Sojourner Center this year and donated 19 Pentium computers for the center's computer lab as well as additional computers for Sojourner's administrators. American Express will also provide a training program for the computer lab. Donations from American Express and others also made it possible for the Sojourner Center to expand from 44 to 120 beds, making it one of the largest shelters in the nation.

Funding is one important way that workplaces can help to fight domestic violence. Education is another. Often, victims themselves are not even aware of what is going on, says Laura Miller, director of community policy for the Arizona Attorney General's office. Victims, even those

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with visible signs of abuse, frequently do not identify themselves as abused, says Miller. Victims and others in the workplace need to look out for the following signs of abuse: harassing phone calls, unwanted visits at work, visible signs of injury, stories that don't make sense

The goal of the Arizona project is to work with both private and public sectors to implement policies and training modules, says Miller. "Train the trainer" programs are necessary for both urban and rural areas. Rural areas are hard hit because they don't have the resources such as shelters. In a smaller area, it's also more difficult to escape your abuser. You tend to be more isolated, and shelters are not there. Help in the workplace is even more critical than ever.

Miller believes that employers will get involved—once they are educated. "Most employers are willing to help. They just don't know what to do."









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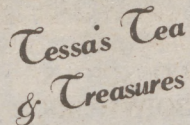
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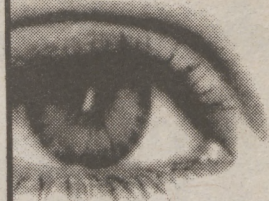
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Networking can be initiated anywhere, including special events, parties, seminars, specified networking events, children's events, and even through local newspapers like the *Arizona Women's News*. Talk to people that will have a positive impact on what you are doing. People who are professional, concerned, active, amiable, and busy (busy people are usually also successful people). First introduce yourself. Ask them what they do, and explain what you do. At this point, any long detailed conversations probably won't work so get their card and let them know you will be calling them soon.

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**Career**



**From Shooting Straight, Page 1**  
Jeri loves the variety of challenges that the Phoenix Police Department has afforded her. In 1993, she obtained her Detective certification, spent a year as a recruitment officer, worked as a background investigator, worked in the domestic violence division, and also in the missing persons detail.

She says, "there are so many different directions you can go with police work...it's never boring." She was promoted to Sergeant in 1996. She has served as both Patrol Sergeant of Central City Precinct and Administrative Sergeant for Central City Precinct. Currently Jeri is Special Projects Sergeant for the Police Employment Services Bureau.

So what about the rest of Jeri's life when she's not in uniform? She is married and the mom of two great boys, Cody and Allen. She's immersed in all of their activities, including being a "basketball mom". In addition to being involved in church activities as a Sunday school teacher, she teaches at Mesa Community College and is completing her doctoral program in Educational Leadership at NAU.

It's hard to believe she has any other moments of time in her day. She somehow manages to give to the community in many other ways. She is actively involved with Anytown, has been a member of the Arizona Foster Care Review Board, and has given hundreds of hours of her time motivating young people in their life and career choices at various teen

conferences. I have personally heard her speak to young people and it is incredible to see her ability to impact teens with her sincerity and straightforwardness! When I asked Jeri for words of advice to women, she didn't hesitate with her response. "Don't be afraid to take risks. You never know what you can do until you try."

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#### The Culture of Women in Business

For additional information, please call Shelly Harris (Greater Phoenix Black Chamber of Commerce) at 602-307-5200 or Margot Dorfman (Arizona Women's News) at 602-954-6169