

April, 2004

www.nashvillenawbo.com

This month's luncheon topic:

WOB
Certification
Means
A Better
Bottom Line



Nashville Chapter Newsletter

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS

NAWBO Luncheon
(last Thursday of Month)

Thurs., April 29, 2004

Doors Open @ 11 a.m.
Program @ 11:30 a.m.
Nashville City Club
SunTrust Building,
20th Floor
201 Fourth Avenue, N

FREE Valet parking
at the Marriott Courtyard
Corner of 4th and Church
Tell them you're with
NAWBO.

You'll receive a ticket at the
luncheon to get your **FREE**
valet parking.

RSVP - It's a MUST!

By Monday, April 26th
e-mail:
Info@NashvilleNAWBO.
com
Or.....
WRC: 248-3474

AGENDA

11:00 a.m. Networking
11:30 a.m. Lunch
12:00 p.m.

WOB Certification
Means
A Better
Bottom Line

"Racing to Honor Extraordinary Women"



A Fundraiser for the Women's
Resource Center

www.BridgesOfSupport.com

NAWBO-Nashville Chapter

presents

"Bridges of Support 10k Run/Walk

SATURDAY, MAY 29, 2004

Come Men, Women and Children!

**First "Get Ready" Walk Saturday, April 17
at Shelby Bottoms**

Sign Up: 7:30 a.m. Start Walking: 8:00 a.m.

EVENT CHAIRS: Jill Flatt, Gloria Jenkins

**Kickoff at HILTON PARK across from
the Country Music Hall of Fame**

Race Registration: \$20 EARLY BIRD AND \$25 AFTER 5/23

Register NOW at www.BridgesOfSupport.com

Special Group Registration Rate for 10 persons or more...Details to Come

RACE SPONSORSHIPS are STILL AVAILABLE:

CONNECTING: \$1,000 SUPPORTING: \$2,500 EMPOWERING: \$5,000

FOR MORE INFORMATION OR TO GET INVOLVED CONTACT:

Info@BridgesOfSupport.com or 248-3474

What's new from the Women's Resource Center, Inc.
1112 8th Avenue South, Nashville, TN 37203 (615) 248-3474
Info@womensresourcecenter.biz

This Month's Luncheon Topic:

Women Owned Business Certification – Means a Better Bottom Line

First, let's define it. Women Owned Business (or sometimes known as WBO or WBE) Certification means that a company has been certified by an independent agency or entity to be a company that is owned and controlled by a woman. Usually they have completed an extensive application and have received a thorough site visit of their facility, including interviews with employees. Home based businesses are eligible for certification. There is usually an application fee.

'So What?' you may ask – WHY is this necessary? Many people have asked that question. It is necessary because the playing field for women is not level. We've come a long way baby, but we're not there yet. Women owned companies STILL are not getting the government (totalling \$250,000,000,000) and corporate contracts that they should.

The federal government is trying to rectify this, and the Bush Administration has strongly encouraged ALL federal agencies to award a minimum of five percent of their contracts to women owned companies, but there is no federal law or regulation and there is no executive order or mandate to this effect. The same is true on the state, county and local levels as well.

Certification is necessary because it keeps everyone honest. Even though it's only five percent – five percent of \$250 Billion is still a LOT of money and there are lots of companies who would love to have just a tiny piece of that very large pie and unfortunately some would cheat to get a chance at it.

On the corporate side, most large corporations realize it is good business to do business with women owned companies and they are trying hard to make their procurement policies as diverse as possible – but again, they want to know that they are really doing business with a woman owned company, and not a company that just SAYS they're women owned. Certification takes care of that.

Several years ago, NAWBO saw the need for a company that could certify women owned business. So they created the National Womens Business Owners Corporation – NWBOC (www.nwboc.org). The Women's Resource became a certifying agent for the NWBOC about a year ago and has certified a few Middle Tennessee companies since then.

So the Bottom Line is just that – It is ALL about the Bottom Line. Certification OPENS new markets for your company – it makes you more competitive and it can bring you new business – if you use it. To find out more about WBO Certification – please join us at the April 29 NAWBO Luncheon. See you there !

And Speaking of Certification...

Congratulations to two Middle Tennessee companies on their NWBOC Certification:

Deb Warner, GLS, Inc.,
Columbia, TN

and

Susan Huggins,
Direct Link, Inc.,
Nashville, TN

In our prayers...

Karen Hall's sister, Diane, is recuperating nicely at McKendree Village and is loving all the attention.

You can send her a card at :

Diane Hall
Room #254E
4343-47 Lebanon Road
Hermitage, TN 37076

(615) 871-8177

President's Message

Most of our days are spent building our business, responding to the needs of our clients, and taking care of our family. Some times we are given the opportunity to become involved with something for the greater good.

That's what I want to challenge you to do in this note.

The Women's Resource Center (WRC) helps women like you and me realize a dream. They have helped me. They have helped most of us.

A few years back there was a burglary in my office building. We had computers stolen. The WRC called to loan us computers until we could replace ours. When I wasn't sure which direction to take in my business, I met with Janice. She gave me lots of great ideas, shared a wealth of resources, and provided insights based on her wisdom from having done it.

Now as president of NAWBO, there is not a week that goes by that I don't ask Catherine to help me with something. Just about once a week I have a call from someone needing a resource, idea, or referral. I have them call Catherine.

Let's keep the WRC going.

Because of federal funding issues, things aren't certain at the WRC. Let's make this **BRIDGES OF SUPPORT 10K** the best thing that ever happened for the WRC!

Plan to be at the kick off Get Ready training April 17th...and each Saturday morning until the race. Plan to walk with us. Plan to bring someone with you. Plan to do something for the EXTRAORDINARY WOMEN in your life. This will also help raise money.

May the dream of owning a business come true for every woman who seeks that dream.

Susan DePue

Bridges of Support: Calling All Volunteers!

Not interested in walking or running in the Bridges of Support 10K But still want to help? GREAT! There are LOTS of Volunteer opportunities.

If you would like to volunteer, contact Beth Ayers at 883-7811 or email her at beth@tailoredbusiness.com



*Susan DePue
Nashville Chapter
President*

Very Special *Thanks* to Our Volunteers

Another Southern Women's Show has come and gone. We had fun promoting our Bridges of Support 10K and met a lot of new folks. We'd like to thank EVERY-ONE who came and helped out at the WRC Booth.

And...

Income of Her Own with the Middle TN Girl Scouts was a great success – the girls learned a lot about owning a small business and we learned a lot about them. The future is bright!

Special thanks to ALL the volunteers who helped us, you all made a positive impact on our city's youth – and their future.

Event Calendar

April 23 - Understanding Chinese Business - Wed., from 8:00 AM - 12:30 PM at BellSouth TEDC Theater, 333 Commerce Street, Nashville. **Cost:** \$65.00 per person. Contact Erin Hinton - 743-3040 - ehinton@nashvillechamber.com

April 23 - Whiplash "5 easy steps to ensure that you'll heal with minimum injury and maximum health." 11 a. m. Presented by Dr. Sharon Roth, owner of Hillwood Family Chiropractic, 600 Old Hickory Blvd. Ste 104. Seating is limited, so please RSVP 352-9379. Free

April 24 – Country Music Marathon – Fleet Feet Sports needs water stop volunteers – see story inside this newsletter.

April 27 - Taking Control: Financial Management Class for Women. Tues. 8:30am – noon at the Rutherford County Chamber of Commerce. Cost \$25. Presented by Deena Turner, Women M-powered. To register: www.m-poweredtraining.com or call 423-7536.

April 28 - The Entrepreneurial Spotlight: A business leadership strategy forum presented by Belmont University Center for Entrepreneurship Women's Programs Wed. 8 – 10:30 a.m. at Caterpillar Financial Services. This business leadership strategy forum features successful businesswomen (several former NAWBO members and honorees) who are growing their businesses through expected and unexpected strategies and insights. Speakers include Anne Best – Founder, Dry Dreams; Beth Franklin – CEO, Star Transportation, Inc.; Marcela Gomez – President and Founder, Hispanic Marketing Group & Latin Casting; Paula Lovell – President and Founder, Lovell Communications, Inc. Shirley Zeitlin – President and Founder, Shirley Zeitlin & Co Realtor and Timely Solutions. Cost: \$35. Deadline : April 23

April 29 –

May 1 - The International Marketplace & Home-Based Business Fair and Seminar for Immigrants and Refugees in the Massey Business Center at Belmont University. Saturday 11:30 am – 5:00 pm Marketplace open 11:30 – 1:00 and 4:15 pm - 5:00 pm. Booth Reservation \$25.00 Please call 833-7735, ext. 211 to reserve your booth today! Sponsored by World Relief, the American Association of Refugee and Immigrant Women, Conexion Americas, National Bank of Commerce, Women's Resource Center, Belmont University, ProLingua, and Opportunity Development Center.

May 11 – Transparency Leadership – Tues., 8-10:30 a.m. presented by Belmont University's Center for Entrepreneurship Women's Programs. Held at Caterpillar Financial Services auditorium, 2120 West End Ave. Speaker Barbara Pagano, Ed.S, co-author, *The Transparency Edge: How Credibility Can Make or Break You in Business*. Cost: \$75. To register, <http://womensprograms.belmont.edu>.

May 13 - LAW's Networking cocktail party, Thursday, 5-7 p.m. at Nashville City Club, SunTrust Bank Bldg. Fourth & Church. Susan DePue is the speaker.

May 20 – Nashville Business Journal's Small Business Awards Dinner. Details in May newsletter.

May 27 - Nashville NAWBO Monthly Luncheon 11-1 at Nashville City Club – Come hear Congressman Jim Cooper address NAWBO's public policy issues. Members \$20 and guest \$25. Reservations required. info@nashvillenawbo.com or 248-3474.

June 3-5 NAWBO Annual Conference – Let's ALL go to Dallas ! Watch your mail for registration form or go to www.nawbo.org to register – TODAY!

June 24 – Nashville NAWBO Monthly Luncheon – 11-1 at Nashville City Club. Bridges of Support Celebration & Installation of new officers. Members \$20 and guests \$25. Reservations required. info@nashvillenawbo.com or 248-3474.

June 29 – Thelma Kidd speaks at Clarksville Women's Forum Tuesday, noon, at Morgan University Center at APSU. Presented by Clarksville Chamber of Commerce. Thelma Kidd has combined her first career in social work with the experience she gained as co-founder and owner of Davis-Kidd Booksellers. Thelma is now a Life Coach, working with individuals and groups on issues of life balance and successfully navigating transitions. Her topic will be *Balancing Your Life: Knowing What is Important at This Stage of Your Life*. \$15 for Chamber members and \$20 guests. Call Melinda Shepard at 931-551-4313 ext 222 to register.

May I Have the Envelope Please!

One of the many great benefits of NAWBO is the national awards program. Our chapter is so fortunate to have Mickee Carter as chair of our awards committee. Mickee's been working very hard to make sure that our chapter members are nominated for the many awards presented by national. She is also scanning the horizon for any and all other business or industry related awards offered by other organizations, like Nashville Business Journal and Athena, and has encouraged our members to apply. Congratulations to the following members on their NAWBO awards nominations:

Women Business Owner of the Year	Letha Edwards
Gillian Rudd Vanguard Award	Janice Thomas
NAWBO Member of the Year	Karen Hall
Team Builder:	Gloria Jenkins
Bridge Builder:	Amy Bunton
Rookie of the Year:	Beth Ayers
Unsung Hero:	Lynn Dorris
Pioneer:	Susan DePue

A Workshop on Caregiving: The Power of Planning

Several of Nashville NAWBO's members are involved in this workshop and would like to invite anyone who is facing the issues of caring for aging loved ones -an issue that has or will affect many of us in the next few years to attend this important workshop.

Presented by Women M-Powered Workshop Center, this consortium of caregivers has developed a comprehensive workshop addressing the issues of taking care of an aging loved one. They discuss both the emotional circumstances as well as the practical and financial aspects of caregiving.

Featured Presenters Include Farrar Moore & Sheryl Cook *Caring Resources*; Elizabeth Moss & Margaret Dye *Of WholeCare Connections, Inc.*; Deena Turner & Terry Snyder *of Women M-Powered, Inc.* For more information or to register for an upcoming workshop, visit www.womenm-powered.net or call 425-2049.

Successful Show!

NAWBO member, Christina Getachew, owner of **Fashion Conscious People, LLC**, did very well at the recent Southern Women's Show!

She had a great corner booth and stayed busy ringing her cash register all four days! Good Job Christina.



Nominations for other industry awards include:

Nashville Business Journal: Jill Flatt & Lynn Taylor

NAWIC Crystal Vision Award:
Tonya Jones,
Lynn Taylor, Jami Wilson
& Roxianne Bethune

(NAWIC is the National Association of Women in Construction)

Going Global!

Editor's Note: As you know from past issues, we've presented news from NAWBO's International Committee. One of our newest members, Carol Webster, has volunteered to do a regular piece each month on issues of importance to companies wanting to expand overseas, as well as a listing of local, national and international events of interest. We are so glad to have Carol join the newsletter team and I am sure we'll all benefit from her many years of experience and as well as her expertise in international business.

Did you know that Tennessee ranks 17th in exports of all U.S. states, with total exports of about \$12.5 billion in 2003? The top 5 trading partners for Tennessee are Canada, Mexico, UK, China and Japan, with China one of the fastest growing. Transportation equipment, computers, electronics, chemicals and machinery are the top exports. Get your piece of the export pie and help the U.S. trade deficit by considering a move into new geographic markets, or expanding your current overseas sales.

International Events See the "Calendar of Events" for times, dates and cost

Understanding Chinese Business

A half-day luncheon workshop that will provide: 1. Overview of China: will provide background context necessary for understanding current Chinese business practices 2. Chinese Business Structure: will highlight working knowledge of Chinese business structures, decision-making styles and labor-management relations 3. Chinese Business Systems: will provide an overview of the tax structure for various types of entities. 4. Managing and Protecting Intellectual Property in China 5. Managing Sourcing and Manufacturing Operations in China 6. Building and Maintaining Business Relationships in China

Check out Project Tsunami!

Project Tsunami, Inc. was founded as a non-profit corporation in October 2002, with a seed grant from the Ewing Marion Kauffman Foundation, the preeminent foundation in the world supporting entrepreneurship. Headquartered in Atlanta, Project Tsunami is a global accelerator for women's entrepreneurship and uses a three-pronged strategy to create a worldwide wave of change to advance the women's small and medium enterprises (WSME) sector. They will be hosting a forum entitled "Accelerating Women's Entrepreneurship" 5-7 June, 2004 in Istanbul, Turkey. For more information: <http://www.projecttsunami.org> or their March 2004 newsletter <http://www.projecttsunami.org/vol2num3.html>.



Be part of a Happening !

Help out at the CMM

Fleet Feet Sports, owned by NAWBO member Jill Flatt, needs volunteers for their water stop at mile 24.8

At the Country Music Marathon, Saturday, April 24th. The times are from 5am to 2pm. To sign up visit www.cmmarathon.com and click on volunteers and then select water stop and Fleet Feet. Each volunteer receives a goodie bag, t-shirt and concert ticket to see Brad Paisley on April 24th. For more info call 615 373 1123. Thanks !

Continued on Page 8

Obtaining A Loan: Advice for Business Owners

By: Kathryn Reed Edge, Partner, Financial Institutions Group, Miller & Martin LLP
(Editor's note – this is the second part of financial series, continued from March issue – this article has been edited for space considerations. The complete article can be found at www.womensresourcecenter.biz)



Once you have selected a bank with which to do business, you will probably have occasion to borrow money for your business. If your business is a start-up company, you may find that lenders are reluctant to take a chance that you will be successful. Your task is to make approval of your loan request less scary for the banker.

The Business Plan: The best tool at your disposal is a comprehensive and realistic business plan. It is not enough that the banker has known your father for thirty years. A well-considered business plan, on the other hand, is impressive.

There are a number of resources available to help you develop a good business plan. Many colleges and universities have business resource centers, and the Women's Resource Center has helped hundreds of prospective small business owners write their business plan.

In general, bankers want to see a business plan that has, at a minimum, the following elements:

Executive summary. Write this last and keep it brief. Include your company's objectives, mission, and what you think your keys to success will be. Remember that this is the page that will go to the banker's loan committee.

Company description. Describe the corporate structure (corporation, partnership, LLC, etc.). History. Location. Plan for growth.

Product or service. Describe what you are selling. Focus on the customer. Describe the competition. Include copies of sales literature. Discuss how the product/service will be delivered and whether there are plan for additional future products/services.

Market analysis. You have to know your market, customer needs, where your customers are and how to reach them. Do not minimize competition – talk about how you will be able to compete.

Strategy and implementation. Be specific. Include management responsibilities. Include budgets and how you will track your results. Discuss pricing strategies, promotion, distribution, and marketing.

Web plan summary. If your business includes any element of e-commerce, include a discussion of website, development costs, operations, sales and marketing strategies. A copy of your home page should be included.

Management. Describe the organization and the key management team members. Include resumes. Include a copy of your personnel plan and/or employee handbook. If there are gaps in your management team, talk about how those gaps will be filled and when.

Financial analysis. For the banker, this is the most essential part. If you need help with projections of profit and loss and cash flow, consult an accountant. Include important assumptions, key financial indicators, a break-even analysis, and a projected balance sheet. Include your long-term financial plan.



Continued in May

Going Global! continued...

SME Summit in Santiago, Chile – Are you a NAWBO member successfully doing business in Latin America?

The SBA's Office of International Trade is collaborating with the US Chamber of Commerce on an "SME Summit" that is going to be held this fall in Santiago, Chile in conjunction with an APEC meeting (APEC is Asia Pacific Economic Cooperation, a multi-lateral economic policy group similar to the OECD). As a part of that collaboration, they are looking for success stories of small businesses that are doing business in Latin America and the Caribbean. Of course, we would like to make sure that some of those success stories feature women-owned businesses! If you'd like more information, please contact Carol Webster.



Global Summit of Women (GSW) in Seoul, South Korea

The Global Summit for Women is holding their annual meeting in Seoul, South Korea from 27-29 May, 2004. Over 30 government ministries and 400 participants have signed up to date. For more information, contact Global Women's Business Network, the website address is www.globewomen.com.

Carol Webster, one of Nashville NAWBO's newest members, is the founder of Cassel International, a company specializing in international marketing services and cross-cultural communications training. Contact Carol at 615.826.9432 or e-mail: cwebster@casselinternational.com

Franklin Interiors & Davishire to Decorate Junior League's Show House

Two NAWBO members will be among the list of distinguished decorators at Historic Mountview as the Junior League of Nashville presents their 19th Annual Decorators' Show April 18 to May 2. Placed on the National Register of Historic Places in 1986, this 1861 estate located at 913 Franklin Road has seen both Confederate & Union armies march across it's lawn in both the Battle of Franklin and Battle of Nashville.

Each room will be decorated & furnished by twenty Middle Tennessee companies, including NAWBO Members, Amy Bunton of Franklin Interiors and Shirley Horowitz of Davishire. This annual event is a fundraiser for the Junior League and proceeds will benefit many Middle TN non-profit organizations who help women and children.

www.jlnashville.org/dsh.htm



Franklin Interiors

The logo for Franklin Interiors features the company name in a cursive script. Above the text is a horizontal bar with a light blue gradient, and below it is a solid dark blue bar.

Davishire
INTERIORS

The logo for Davishire Interiors features the company name in a cursive script. Below the text is a horizontal bar with a light blue gradient, and below that is a solid dark blue bar.

www.nashvillenawbo.com

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