

**We  
Mean  
Business™**



**NAWBO®**  
Nashville

National Association of Women Business Owners

**July 2007  
Newsletter**

**Visit us at  
NashvilleNAWBO.com**

## **Monthly Luncheon**

**Thursday  
July 26, 2007**

Doors open 11:00 am  
(Networking)  
Program begins 11:30 am

### **SUNSET GRILL**

2001 Belcourt Ave.  
Nashville, TN 37212

**Valet Parking Available**

**Please reserve online  
by 5:00 pm**

**July 24th, 2007**

***www.nashvilleNAWBO.com***

### **Program:**

**Elizabeth Pace**

**St. Thomas Health Services**

**will speak on**

***“Gender Matters:***

***The X and Y of Buy”***

## **President's Memo**



Letha Edwards  
Chapter President

Having been on the Nashville Chapter Board for more than four years, I've been honored to serve with some outstanding women. I've watched as each defined her year and often handled those more than difficult problems as they arose. So I've learned from the best and hopefully can emulate their leadership...both in style and practice. I will help your Board of Directors make all decisions effecting our organization out of the following **NAWBO Mission Statement.**

NAWBO is an organization which works to:

- **STRENGTHEN** the wealth-creating capacity of our members and promote economic development
- **CREATE** innovative and effective changes in the business culture

- **BUILD** strategic alliances, coalitions, and affiliations
- **TRANSFORM** public policy and influence opinion

I pledge to be available to you, as your 07-08 President, to listen, to help in an effective way where possible with both organizational and business questions, and to seek wisdom for you from the many unparalleled minds in our organization, or at the very least, point you to those women who might also serve you.

Your new board will retreat to Mary Neil Price's beautiful farm in Only, TN on the evening of July 20<sup>th</sup> and work all day on the 21<sup>st</sup> to plan our year. We'll be considering the input you have given us and will come back with a program for the year that will inform you, educate you and support us all. Stay tuned for many great luncheon programs! I'll update you here in August on the results of our retreat.

Thank you so much for this opportunity to serve.

***Letha Edwards***

Cell: 973-2522

## Elizabeth Pace Speaking at July Luncheon



Elizabeth Pace, Oncology Service Line Executive for St. Thomas Health Services, will speak at the NAWBO July luncheon on “*Gender Matters: The X and Y of Buy*”. Marketers have zeroed in on Gen X and Y. But the real power of X and Y target marketing lies in understanding the differences of perception, motivation and emotions attached to the X and Y chromosome. Packed with original ideas, our luncheon attendees will learn how to sell more products and services by:

- Understanding gender motivations
- Creating gender specific messages
- Shortening the buying cycle
- Using GenderConnector language
- Couple Selling- Making them *both* love you

Her last book, *Buyoscience: Decoding the Brain’s Secrets of Why We Buy* was published in 2006.

Elizabeth Pace is the founder and CEO of FLOREAT (Latin for Let It Flourish) where she helps companies launch new products and services that customers love.

Elizabeth graduated from Ohio State University where she studied accounting because it was the only business major that did not require a public speaking course! She attended the Graduate Program of Health Services Administration at Xavier University.

Elizabeth spent 12 years as VP of Sales and Marketing in three successful venture capital startups. During her tenure at FOCUS Healthcare she was responsible for growth of 4,500% over a three year period in which Inc. Magazine ranked FOCUS the 41st fastest growing company in the U.S. While heading up business development for a biotech firm, Elizabeth successfully lobbied for thousands of patients to receive emerging therapies for breast cancer and multiple myeloma.

As a passionate lifelong student of humanity, Elizabeth has combined her curiosity of what makes people do what they do with the last decade of brain research to help companies capture consumer attention, ignite customer emotion, and create client devotion. Her book *Buyoscience: A Salesperson’s Guide to Your Customer’s Mind* will be published by Thomas Nelson in September 2008, and uses cutting edge brain science to debunk conventional marketing wisdom and provides revolutionary tools to increase sales.

Elizabeth lives in Franklin, Tennessee with her husband Philhl and their two daughters, Ally and Caroline. She founded and serves on the Board of Montessori School of Franklin, a not-for-profit, bilingual school serving children ages 2 1/2 through 3rd grade. She also chairs the Principal’s Leadership Team at Poplar Grove School, a K-8 public school with over 900 students, and one of the premier programs in the country for children with autism.

# Going Global

Submitted by Carol Webster, Cassel International

## Customizing Your Product Offering for the Global Market

Once you've decided on a target market for exporting your product, you need to think about what changes you may need to make to your product for it to be successful in an international market.



- ◆ **What's Your Product Strategy?** — Can you sell the same product everywhere with the same promotional message? Will you sell the same product with a different promotional strategy? Can you sell an adapted product with the same or a different promotional strategy? Or do you need to develop a completely new product for your export market?
- ◆ **Cultural Influences** — Social structure, language, religion, education and tradition in your selected country or region will all have an effect on your product customization. Food tastes and preferences vary tremendously from region to region—when it comes to foods, beverages and scents, there really is no “global culture”!
- ◆ **Economic Influences** — Less developed countries tend not to demand high performance attributes. For example, in the U.S. we want our cars to have CD players, air conditioning and power steering; in other countries, just getting from Point A to Point B the most efficient and inexpensive way may be the number one consideration.
- ◆ **Technical Influences**—Testing standards may vary from country to country, as may electrical power and other characteristics.

*Next month—Branding Your Product for the Overseas Market*

*When Braniff translated a slogan touting its upholstery, "Fly in Leather," it came out in Spanish as "Fly Naked."*

## International Forum Update



*From the June 2007 International Forum Conference Call....*

- Luncheon and education programs available for NAWBO Chapters. Contact Kelly Watkins at [Kelly@keepcustomers.com](mailto:Kelly@keepcustomers.com) for more information or assistance in choosing an international speaker or program.
- If you would like to mentor to international women business owners (or be a mentee), contact Regina Mead at [rmead@paragonslate.com](mailto:rmead@paragonslate.com). We currently have women from Kenya waiting to be matched!
- Upcoming international conferences include:  
September 2007—Trade Mission and Conference to China  
October 27-29, 2007—AMMJE (sister organization to NAWBO in Mexico) annual conference in VeraCruz, Mexico. Write Lisa Koss at [lisa-koss@intladvantage.com](mailto:lisa-koss@intladvantage.com) for more information.  
Spring 2008—NEWW (Network of Entrepreneurial Women) Conference in Istanbul, Turkey

Contact Carol Webster (615-826-9432) for more information on any of the above.

## Upcoming CABLE Leadership Series

Mark your calendar now for an exciting three-part series designed to help you sharpen your leadership skills, presented in October and December 2007 by CABLE, the premier organization connecting women and opportunity.

On Wednesday, October 10, spellbinding orator Patricia Russell-McCloud, author of “A Is For Attitude” and “Never Give Up,” shares her secrets for successful leadership at the CABLE membership luncheon. She has received numerous awards during her career, including being named as one of the top five business motivators in the country in 1998 by *Black Enterprise* Magazine, and one of the most influential people in the United States by *Ebony* Magazine. She received a standing ovation when she spoke at the recent NAWBO national conference in Atlanta.

Shinae Chun, director of the Women’s Bureau for the federal Department of Labor, speaks at breakfast Tuesday, October 30 on leadership skills crucial in advancing the status of working women. She heads the only federal agency charged with advocating on behalf of women in the workforce, and during her tenure has transformed the business operation of the Bureau and enhanced its visibility.

At breakfast on December 6, Bettye Sue Flowers shares her insights into what she considers the most essential leadership issue of our time: how we can collectively shape our future. She is coeditor of “Synchronicity,” which explores the inner dimensions of leadership, and “The Last Word on Power,” addressed to leaders “who must make the impossible happen.” She has shared her expertise on visioning for the Navy, General Motors, and the National Endowment for the Humanities.

The cost of all three sessions is \$150 for CABLE members, \$175 for non-members. The fee includes October 10 luncheon, breakfasts on October 30 and December 6, and signed copies of Russell-McCloud’s and Flowers’ books. Space is limited at breakfast sessions, so save your seat early. For more information, email [sadra.vance@att.com](mailto:sadra.vance@att.com) or visit [www.nashvillecable.org](http://www.nashvillecable.org).

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### Nashville NAWBO 2007-2008 Board of Directors

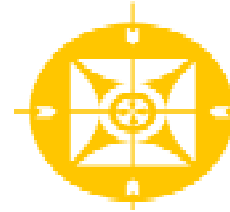
Congratulations to all the members of our new Board of Directors, who were installed at the June 2007 meeting and luncheon.

Name	Title	E-Mail
<b>Letha Edwards</b>	President	<a href="mailto:letha@bigmeankitty.com">letha@bigmeankitty.com</a>
<b>April Vance</b>	President-Elect	<a href="mailto:avance6@aol.com">avance6@aol.com</a>
<b>Cindy Harper</b>	Treasurer	<a href="mailto:charper@lbmc.com">charper@lbmc.com</a>
<b>Jill Spry</b>	Secretary	<a href="mailto:jill.spry.cgrr@statefarm.com">jill.spry.cgrr@statefarm.com</a>
<b>Pat Baugus</b>	Attendance & Arrangements	<a href="mailto:limoluxury@comcast.net">limoluxury@comcast.net</a>
<b>Becky McConnell</b>	Awards	<a href="mailto:bmccconnell@ymcamidtn.org">bmccconnell@ymcamidtn.org</a>
<b>Kristin Hooper</b>	Communications	<a href="mailto:jeff-kristin@comcast.net">jeff-kristin@comcast.net</a>
<b>Pat Riester</b>	Community Partnerships	<a href="mailto:Patriester@aol.com">Patriester@aol.com</a>
<b>Mary Neil Price</b>	Education/Immediate Past Pres.	<a href="mailto:mprice@millermartin.com">mprice@millermartin.com</a>
<b>Deb Welsh</b>	Membership	<a href="mailto:dwelsh@newwaycfo.com">dwelsh@newwaycfo.com</a>
<b>Jan Stinson</b>	Natl. Representative	<a href="mailto:jan@armour-armour.com">jan@armour-armour.com</a>
<b>Cindy Martin</b>	Public Relations	<a href="mailto:cfmartin@comcast.net">cfmartin@comcast.net</a>

# Nuggets of Knowledge

## 7 Selling Truths

- ◆ Nobody likes to be sold, but everybody likes to buy.
- ◆ Selling is a natural extension of rapport building.
- ◆ Find out what customers, like, want and need and then show them how to get it.
- ◆ Gather information before proposing a solution, or you're shooting in the dark.
- ◆ Information gathering is supposed to be a conversation, not an inquisition.
- ◆ Rapport building thrives on mutual trust and credibility.
- ◆ When it comes to rapport building, attitude is everything!



Susan DePue

On Target Marketing Coach



Do you need help building your business? Give Susan a call at 615-312-7238 or visit [www.AimFireGrow.com](http://www.AimFireGrow.com).

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## Get Involved in NAWBO's Community: Participate in a Monthly Conference Call

All NAWBO members are encouraged to participate in national forums, to help them get the most from their membership. You are welcome to visit several, if you like, to see which best suits your interests. All new members are urged to call in for the Welcome Call.

Don't know where to start? Consider the Economic Development Forum. Its purpose is to help women business owners grow their businesses financially -- something we all can benefit from! For the conference call phone number and passcode, contact Samantha Rice at [srice@nawbo.org](mailto:srice@nawbo.org).

- New Member Welcome Call: July 18, 2007, 2 p.m. Eastern time
- International Forum: July 16, 2007, 5 p.m. Eastern time
- Education and Leadership Forum: July 26, 2007, 2 p.m. Eastern time
- Diversity/Market Development Forum: July 26, 2007, 2 p.m. Eastern time
- Economic Development Forum: July 26, 2007, 1 p.m. Eastern time
- Public Policy Forum: August 2, 2007, 2 p.m. Eastern time

**National Association  
of Women Business Owners**

P. O. Box 292283  
Nashville, TN 37229

615.664.6884 voice mail

**We're on the web:  
www.NashvilleNawbo.com**



**Women Mean Business™**

**Nationally at  
www.NAWBO.org**

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**Where are all the MWOs?**

According to a recent article in the June/July 2007 issue of *Pink* magazine, the No. 1 state in the U.S. for Majority Women-Owned (MWO) firms is California. 1,052,249 MWOs in that state constitute 31.5% of all privately held firms, account for \$152 billion in annual sales, and employ more than 960,000 people! Other states in the Top 10 are (in order): New York, Texas, Florida, Illinois, Pennsylvania, Ohio, New Jersey, Michigan and Georgia.

Susan Sobott, President of Open from American Express, states "Over the past 10 years, the number of majority women-owned firms within the top 10 states grew by 64 percent". The states showing the fastest growth rates from 1996 to 2007 are: Florida, Arizona, Hawaii, Georgia, New York, Virginia, New Hampshire, New Jersey, Rhode Island and Nevada.

*Here's hoping to see Tennessee on next year's list!*