

We  
Mean  
Business<sup>7</sup>



**NAWBO**<sup>®</sup>  
Nashville

National Association of Women Business Owners

March, 2007  
Newsletter

Visit us at  
[NashvilleNAWBO.com](http://NashvilleNAWBO.com)

## Monthly Luncheon

• **Thursday  
March 29th**

Doors open 11 a.m.  
Program 11:30

**SUNSET GRILL**  
2001 Belcourt Ave.,  
Nashville 37212  
**Valet PARKING**

**Please reserve online  
by 5pm  
March 28th  
[nashvilleNAWBO.com](http://nashvilleNAWBO.com)**

### Our Program:

Discover Tips and Strategies of  
Successful Women Business  
Owners in Order to Help You  
Achieve Success  
in Your Business

#### Panelists:

**Jennifer Brinkman, Jan Stinson  
April Vance and Letha Edwards**

## President's Memo

### MARCH Membership Madness

Why would a woman business owner choose to join NAWBO? There are a number of other networking associations, some of which are much larger than our Nashville chapter. In most industries there are also trade associations. As a female lawyer practicing in Nashville, there are numerous choices, including various breakfast and book clubs, CABLE, the Lawyers Association for Women, the American, Tennessee and Nashville bar associations and the Association for Conflict Resolution.

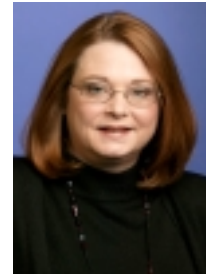
So why choose NAWBO? Why devote precious time and personal resources to this group instead of another? To me, there are three very important reasons.

(1) It is important to be a part of a *national organization*. There is strength in numbers, and strength is what this organization is all about. With 10.6 million women business owners in this country, we are a much more powerful force united than standing alone.

(2) It is important to *help other women*. Building a business is not for the weak of heart. It's tough work, and the obstacles to success are many. In many traditionally male-dominated professions, including my own, successful women have often failed to help bring others along. The thought seemed to be if they could do it on their own, so could everyone else. But this is a negative mind-set, and ultimately counterproductive. It is only through helping others that we can truly help ourselves.

(3) Finally, and most importantly, it is the *quality* of the people that you find in NAWBO that ultimately distinguishes us from other organizations. Isn't it better to have one true friend who you can call at 3:00 a.m. than a thousand acquaintances?

I have found that at NAWBO, there is a reliability factor that can't be duplicated anywhere else, and it's easy to become an old friend very quickly.



**Mary Neil Price**  
Chapter President

As my favorite songwriter,  
Guy Clark put it,

*"Old friends, they  
shine like diamonds;*

*Old friends, you can  
always call;*

*Old friends, Lord,  
you can't buy 'em;*

*You know it's old  
friends, after all."*

Come find some old friends at  
NAWBO.

I know I have.

**Mary Neil**

**Join online at [NAWBO.org](http://NAWBO.org) and  
get \$25 off this month only.  
When the Nashville chapter  
receives notification that you've  
joined we'll rebate another \$25.  
That's a \$50 savings for your  
membership if you join in  
March!**

## Going Global

Submitted by Carol Webster, Intl. Consultant, Cassel International  
Specializing in international marketing services and cross-cultural  
communications training  
Casselinterntional.com



### Women in Business Trade Mission to Europe

NAWBO recently partnered with the U.S. Commercial Service to offer a women-only trade mission to the Netherlands and Belgium. Ten women-owned businesses participated in this February 2007 mission, and took advantage of the matchmaking and networking opportunities available. Receptions with government officials and local women's organizations were also held. The results were excellent! The average number of matchmaking sessions for each company was seven in the Netherlands and four in Belgium, and on average, each business is following up on seven pending deals.

Be on the lookout for the next trade mission offered, and think about expanding your horizons!

### New Mentoring Program

NAWBO's International Forum has developed a new mentoring program which may be of interest to anyone, even those not currently doing business overseas. You may elect to either serve as a mentor to another woman business owner located in a different country, or as to have a mentor from another country assigned to you. The Mentoring Form is available on our Nashville NAWBO website. Feel free to take a look at it, and if you would like to complete it, please submit to me and I will pass it on to the International group. This would be a great way to get a new perspective on your business, and get to know a business-woman from another country!

### Featured Country: India

Everyone's talking about the fast-paced economy in China, but India is growing rapidly as well. With an average growth rate of more than 7% each year since 1994, and a continued reduction in poverty levels, India is poised to become a leader in world trade.

Check out the National Portal of India (<http://www.india.gov.in>) to find out more about the country. There are pictures, maps, weather reports, news headlines, links to Indian government agencies, a kids' corner, Webcasts, travel & tourism info, business advice, tax information, and much more. Click on "Commerce" under "Sectors" and you'll find lots of information and statistics about trade with India.

Xport India (<http://www.xportindia.com>) is another great site for importers and exporters. You can search for trade leads here, as well as register to sell your products. *Source: FITA*

***The longest journey is the journey inward.***

***Dag Hammarskjold***

## For our March Luncheon...

### Discover the Tips and Strategies of Successful Women Business Owners in Order to Help You Achieve Success in Your Business

Make sure to attend this month's meeting, as we grill our four panelists to discover how they achieved success in their businesses.

If you're starting a business, or you're struggling with growing your business, discover what these women have done to overcome the same obstacles. They will reveal tips and strategies that can help you with your own business.

Do you have challenges in your business? Discover what challenges these business owners faced, and what they did to overcome them.

Don't make costly mistakes with your business! You won't want to miss this meeting! Find out from people who've been there what it takes to get to the next level.

***SEE YOU THERE!!***



## JOIN Us March 29th at 6 pm in Centennial Park for the ATHENA 2007 Awards. Our NAWBO Nashville Nominee is Genma Holmes

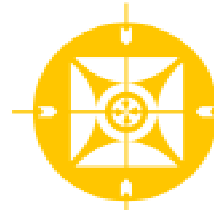
Genma is a member of NAWBO Nashville chapter and owner of Holmes Pest Control. She is featured on the Winter 2006 issue of NAFE magazine, which is circulated to the membership of the National Association of Female Executives.

The ATHENA Award is considered Nashville's highest award of recognition for the achievements of professional women. Over thirty women's organizations from throughout the community, including NAWBO Nashville, work together organizing the ATHENA Award, an annual event held each year since 1991 at the foot of Athena's statue in Nashville's Centennial Park.

*Tickets \$40 including hors' d'uvres.*



## 4 Disciplines for a Healthy Life



Susan DePue

On Target Marketing Coach

How disciplined are you? In my coaching work, the more disciplined clients are the ones that achieve success the fastest. Most people act like they either have discipline or they don't. Either they were born with it or they weren't.

However, discipline is something we develop. The more you work on being disciplined the more disciplined you become. Seems obvious, doesn't it? You can develop discipline. M. Scott Peck in his book, The Road Less Traveled, defines four disciplines that enable our lives to be healthy and our spirits to grow. These four are:

### Delaying Gratification

- Can you wait until you can pay cash for something?
- Will you work until the job is finished before you reward yourself?

### Accepting Responsibility

- Do you realize that you are in charge of your life?
- You are the only one that can make necessary changes.
- You are responsible for your happiness.

### Appropriating Truth

- Are you honest with yourself?
- Are you honest with others?
- Do you withhold the truth in order to be liked?
- Do you tell partial truths?
- Never underestimate the capacity of others to handle the truth. It is the lie that proves much more dangerous, and much more intolerable, in the end.

### Balancing Demands

- You already balance the demands in your life.
- You choose what you will do and when you do it.
- Discipline is necessary in order to prioritize and balance the demands as related to your goals, your dreams, and your wishes.
- It takes discipline to say no.

Start today to develop the necessary discipline needed to reach your goals, your dreams, and your wishes. As a coach, I can help. If you are ready to start living the life of your dreams, then I am the coach for you. This Nugget is part of Susan's ©2007 Aim-Fire-Grow Program and book by the same title. The Aim-Fire-Grow Program is available in a variety of formats ranging from a keynote address to an all day program. Individual Coaching opportunities are also available. Go to [AimFireGrow.com](http://AimFireGrow.com)

**National Association  
of Women Business Owners**

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**We're on the web:  
[www.NashvilleNawbo.com](http://www.NashvilleNawbo.com)**



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[www.NAWBO.org](http://www.NAWBO.org)**

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