



Arizona Women's News

issues, lives and dreams...

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October 1998

Arizona Women Make Political Impact

by Karyn Riedell

For the first time ever in Arizona, women could hold all four of the state's top political positions.

No one is exactly sure which way the wind is blowing yet, but 1998 could be a bad year nationwide for women's issues and for women seeking political office. There is already talk that the fallout from the Clinton scandal will hurt Democrats in both state and national elections. But it's not yet clear whether this fallout will harm women running for office or whether it will affect voter turnout among women.

Arizona voters, however, have never been known to follow the trends, so it could be a whole other story here. In fact, women running for state offices in Arizona could even win big this year.

For the first time ever in Arizona, women could hold all four of the state's top political positions—governor, secretary of state, attorney general and superintendent of public instruction. Three incumbent Republican women hold three of these positions, and Democrat Janet Napolitano (former U.S. Attorney for the State of Arizona) is running for attorney general. If elected, Napolitano would become the state's first woman attorney general.

See Politics, page 12



Clockwise from top left: Governor Jane Hull, Attorney General Candidate Janet Napolitano, Secretary of State Betsey Bayless, Superintendent of Public Instruction Lisa Graham Keegan.

ONE WOMAN'S STORY

by Karyn Riedell

What motivates someone to run for political office?



In the case of Christine Weason, Democratic State Representative for District 25 in Phoenix, it was a matter of reading the local newspaper.

"I was reading the paper, and I said, 'I can do a better job than these guys.'"

With that thought in mind, she ran for office in 1996 and defeated the male incumbent for her district. "I

think a lot of it was the woman's vote," Weason recalls. "I was pro-choice, and my opponent was not. I really owe a lot of where I am today to the women in my district."

Since her election, Weason has made her presence known while serving as a member of several key committees including rules, appropriations and the environment.

For a freshman representative, Weason says she has been decidedly outspoken. "They always say freshmen should be seen, not heard. But with term limits, we don't have that luxury anymore. People just want to sweep issues under the table. I, at least, want to get the issue on the table and get some debate going."

See One Woman, page 13

Elections are November 3rd

Look Inside for a Complete List of Arizona Women's Political Caucus Endorsed Candidates

Turn to Page 11

The Spirit of Seneca Falls: Everywoman's Celebration



Elizabeth Stanton
A Prominent Leader of the Women's Rights Movement who never lived to see women get the vote.

Turn to page 12 for details

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OCTOBER INSIDE

Finance

Living Free of Credit Card Debt

Page 3

In the News

Issues Effecting Women

Page 3

We're In Business

Computer Training

The Creating Your Mark

Search Engines

Page 4

Cover Letter

Page 11

Ad Agency

Page 13

Life/Expressions

The Beginning Gardner

Book Reviews

Page 4

Profiles

Meet Women in Business

Page 6

Women's Network

Special Events

Page 7

Calendar

Page 8

Women's Business

Directory

Page 10

Employment

Page 10

Women on the Rise

Page 11

To Your Health!

Treatment for Abnormal

Pap Smears

Page 14

Visionaries

A Woman With Vision

Energy Matters

Page 14

Success on the Internet -

From Sign-on to Sales!

Page 16

EDITOR'S NOTE

Marguerite, Thanks for the Ice Cream



Terry Williams

I met Marguerite this month and knew I would have to write to you about her. When we met on Thomas near 52nd Street, she was beautifully dressed in blue slacks and pink blouse with a shining necklace and earrings. Her shock of white hair glowed in our blazing Arizona sun.

It was so hot, all I could think about was getting home to my pool. But as I drove along, I spotted Marguerite along the side of the road. So, I turned around and pulled over to say hello.

I had never met her before. Actually, I had never even seen her before. Marguerite looked confused. Her incredible face was bright red from the heat. As she looked up and down the street, I could tell she wasn't where she had intended to be.

As I walked up to her, she was stepping out onto Thomas as cars were rushing by. I said, "Hello. Where are you going?" Marguerite came back off the street. Our eyes met and I saw how incredibly blue and loving her eyes were. Marguerite had gotten off her bus at the wrong location and was just trying to find a store to pick up some food to take home.

As we shopped, I heard about Marguerite's life – her family and friends, her god. As we ate our ice cream I learned that she was 92 and had lost her husband some 5 years ago. Her family, while loving, lived out of state.

As I drove Marguerite home to her lovely trailer, she pointed out the number of widows who lived along her street – 7 by my count. That's when it struck me.

I was feeling good. I had been enjoying this chance meeting and interesting conversation. I felt only a touch of sadness peaking into this wonderful, enduring life.

But then I realized how many Marguerite's there are. I realized how many vulnerable people there are in need of care and protection. Suddenly, my thoughts turned serious.

I realized there is so little I can personally do to help the Marguerite's of our world. Frankly, my life is too busy. And yet, I care about those in need – the aging, the children and those living with violence in their life.

It was at that moment that I knew that I would have to share with you my thoughts about Marguerite and our upcoming elections. Like many Americans, I have felt helpless to effect our government. But, in this election, I believe there is a chance to create real change for those in need of care and protection by electing Janet Napolitano as Attorney General.

I have interviewed Janet, read about her life and accomplishments, and seen the quality mind, caring manner and clear mission she has brought to the people. Janet Napolitano is a visionary. She cares passionately

about seniors who are targeted by scam artists, children in need of protection and women spiraling through a life dominated by domestic violence.

Janet Napolitano cares about Marguerite. And in a very personal way, casting my vote for Janet will help me know someone is there. If I cannot spend the time to notice all those around me in need, at least I can help elect someone who will.

And yes, Marguerite. I will mail you a copy of the paper every month. Thanks for the ice cream.

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Mission Statement and Policies

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

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

Arizona Women's News is a monthly publication and web site. 20,000 free copies are distributed monthly at over 150 locations including over 5,000 copies mailed directly to women business owners and professionals. **Subscriptions are \$20 for 12 issues.**

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

The Arizona Women's News Web Site (<http://www.azwomensnews.com>) is the valley's most comprehensive listing of women's calendar information, community organizations and connections. In addition, it contains a complete listing of our monthly advertisers. **This is the place to be to stay informed about what is happening with women in the valley!**

FINANCE

Living Free of Credit Card Debt - Part 2

by Jean DeKraker, CPA

Tired of playing your financial life with rules designed to keep you poor and credit card companies rich? Each time you charge the credit card companies win and you lose. This is the second in a series of articles on getting a handle on credit card debt and part of a continuing series to educate women about their money.

Some of us have exercised our plastic too vigorously. We can manage our debt but the interest is draining us of our dreams. Commit to changing your habits now.

Do you have a plan for living abundantly within your means? If not, why not. Too time consuming or is math too difficult? Start simple! You can always make it complex.

On a sheet of paper write down all your monthly expenses that you can think of, the rent or mortgage, utilities, car payments, minimum credit card payments. Next to each of these expenses write the due date of the bill. Now add up the yearly cost of your non-monthly expenses like subscriptions, fitness membership, car insurance, and holiday gifts. Divide this sum by 12. This is the amount you must set aside each month for those periodic expenses. Decide how much you need for gas, groceries and other incidental expenses each pay period.

Get a notebook and on the top of the first page write the date of your next paycheck, half way down the page write the date of the following payday. Put the approximate amount of the check next to each date.

Now using the list of your expenses, divide them between these 2 pay periods based on the due date of the bill. Write the expenses under the pay period **preceding** the bill's due date. For each pay period, include as an expense the amount you calculated for non-monthly expenses. *Do not spend this money - this is to be saved for the non-monthly expense.*

Now add up the expenses and subtract from your projected paycheck. If your income is less than your expenses, you need to cut back on your expenses or get another job. If your expenses are less than your income, commit to living affluently within your means for the next two months.

Don't try to speed up your credit card payments until you have successfully lived on this budget for 2 to 3 months. As your checking account balance grows - do not spend the money.



*Keep track of every penny you spend. Each time you spend - write it down. Remember your goals as you make each purchase. (See August AZ Women's News article on defining your goals) Ask yourself if the money you are spending supports your dreams. If not, ask yourself why you are buying. Many times your answers will surprise you. You may notice you are bored or tired. Don't give in to emotional buying. **Keep your money for your dreams.***

At the end of each week you should have an accounting of all the money you've spent. Pick a time and place to go over the spending. Did you spend within what you budgeted in every category? Do you see some habits that you could change?

The first step to getting control of your debt is to understand how much you can spend and then not

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spending more than the allotted amounts. Over the next month, work with this budget. *Don't aim for perfection.*

The first step towards getting out of debt is to eliminate the need for credit card spending. This starts with living within your means.

Next month's column will continue this series on living free of credit card debt.

Jean 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

IN THE NEWS...

AWARDS

10 FINALISTS NAMED FOR 1998 ATHENA AWARD

The Greater Phoenix Chamber of Commerce announces the 10 finalists for the ATHENA Business Woman of the Year Award: Donna Carpitano, Sandy Cowen-Miller, Bettye Jackson, Tammy Linn, Kathy Munro, Barbara Ralston, Eileen Rogers, Cheryl Walsh, Christine Wilkinson, Marlyn Zupicich. The winner will be announced at The 1998 ATHENA Luncheon on October 15. Call Bridget at 465-2182.

CHILDREN

CHILDREN'S ACTION ALLIANCE RECEIVES WEB GRANT

CAA has been chosen as the Arizona State Reporter to work with KidsCampaigns (www.kidscampaigns.org), a pioneering communications project of the Benton Foundation in Washington, D.C. Beginning this month, visitors to the KidsCampaigns Web site will be able to link to dozens of resources for families in Arizona.

HEALTH

PRESCRIPTION DELIVERY PROGRAM HELPS HOMEBOUND SENIORS GET MEDICATIONS

PCS Health Systems and the Scottsdale Senior Centers are launching a community service program aimed at improving the health of senior citizens and homebound persons by making it easier for them to get their prescription medications filled. Call 391-5810 or 994-7702 for information.

NEW INFORMATION ON HEART ATTACK RISK

Women taking low-dose estrogen oral contraceptives may not face an increased heart attack risk, scientists say in the *Journal of the American Health Association*. The study indicates that this type of oral contraceptive is basically safe for healthy women.

IRREGULAR HEARTBEAT SHOWN TO INCREASE RISK OF DEATH AND DISABILITY

Atrial fibrillation - a condition in which the heart beats irregularly - significantly increases the risk of dying, particularly for women, according to the *Journal of the American Heart Association*. For women, the risk of death is 1.9 times greater in women with AF when compared to women without AF.

EACH ONE, REACH ONE!

The American Heart Association is proud to present Each One, Reach One! Sponsored by the St. Luke's Charitable Health Trust, this powerful half-hour television documentary will focus on women of all ages and their needs to understand their health risks for heart disease and stroke.

NATIONAL INFERTILITY AWARENESS WEEK

More than six million couples in the U.S. experience infertility each year. In an effort to provide helpful information about fertility to the public, RESOLVE, the national nonprofit association, sponsors National Infertility Awareness Week October 18-24. RESOLVE offers a free local information Helpline at 602-995-3933.

M/WBE PROGRAM

US WEST SUPPORTS M/WBE

Supporting minority and women owned business is a business initiative that US West takes seriously. "Our strategy is to utilize M/WBE's as either primary suppliers or subcontractors." US West needs qualified M/WBEs with expertise in providing telecommunications, information or entertainment products and services, particularly those with mid to high level technical expertise. If you want more

information about the initiative, contact: Deborah Mendoza Hinegardner, US West M/WBE Relations, 6350 S Maple Ave, Ste 100, Tempe, AZ 85283 or call 800-274-9194.

POLITICS

GUBERNATORIAL FORUM FOR ARIZONA'S CHILDREN

Sponsored by Children's Action Alliance and Arizona Cactus-Pine Girl Scout Council. Speaker, Ellen Galinsky, President of Families and Work Institute. Jane Hull and Paul Johnson to discuss their positions on issues affecting children and families. 5:30pm (\$15) Orpheum Theatre, 203 W Adams, Phoenix. Children's Action Alliance 266-0707.

ARIZONA VOTERS EXPECT BETTER CAMPAIGNS

Arizona candidates for statewide office today committed to run issue-oriented campaigns that are honest, fair, respectful and responsible. Gubernatorial candidates Jane Dee Hull and Paul Johnson; Janet Napolitano, Democrat candidate for Attorney General; and Betsy Bayless, Republican candidate for Secretary of State all supported a 1998 Arizona Code of Elections Ethics unveiled by the Arizona Alliance for Better Campaigns.

THE SUPREME COURT NEEDS AFFIRMATIVE ACTION

The Supreme Court Justices have hired mostly white male lawyers to fill prestigious law clerk positions. Of the 394 law clerks hired by the current judges, less than 25% have been women. Other minorities have even less representation. For more information, link to: http://www.naacp.org/the_bureau/demand_justice.htm.

RELIGION

NEW MINISTER

On August 16th, Reverend Shari Franklin begins as the new minister of Unity of the Southwest, 536 E Fillmore, Tempe. Services are at 8:30 AM and 10:00 AM on Sunday morning. For more information, call 946-9481.

NONPROFIT

ARIZONA WOMEN'S COUNCIL

A new women's group has formed to coordinate the efforts of women's nonprofit groups in Arizona. The Arizona Women's Council kicks off its efforts with the Everyone Celebration on October 18th. For more information call Jennie Gorrell (837-9401) or Deborah Linzer (952-2436).

We're In Business

MARKETING

by Lynette Zang

What secrets lurk behind the mark of your company? The Shadow knows...

...and so should you and your clients! In your ongoing quest to become a recognizable brand in your niche market, it is now time to define yourself to the world and write your mission statement.

No groans please, remember, the more clearly you understand and define your corporate identity the more effectively you can communicate to your prospects and clients. They will know exactly who you are and why they should be doing business with you. Let's begin to integrate the work you've done so far with the work you're about to do.

Writing your mission statement in 5 words or less.

In order to get the business results you want, you have to ensure that all of your communications send the right message to the right people. The definitions you created from working with article #1 (see September issue) are now ready to be utilized. Highlight the key words, summarize the questions in each of the three categories. Use as few words as possible and make each word count.

■ You and your company - In the first paragraph, define your core values and goals. Use clear definitions for nebulous words like "service" and "integrity." What do those words really mean to you?

■ Your target market - In the second paragraph, clarify how you relate to your clients. What are you prepared to do above and beyond the normal requirements.

■ Your competition - In the third paragraph, address your position in the market place. What position do you aspire to in your niche market? Are you a new breed?

Highlight the key words you used in the above three paragraphs. They are your core goals and aspirations. How do these words relate to each other? Answer that question, write it down and pat yourself on the back. You have completed your mission statement.

Take your time.

When done precisely, your mission statement is a powerful verbal tool. It tells you, your employees and the world, why your company exists and why they should do business with you. Now it's time to convert your verbal message into a visual one.



Creating Your Mark (Logo)

What is your visual message worth? This is not the time to scrimp. If you are not a graphic artist, now is not the time to learn. Keep in mind that your mark is the visible sign by which you are known. It is the visual definition of your company that you will use for years to come.

Interview several creative or graphic artists.

Look at their work, talk to them about their approach...find one that fits. Give them the defining work you've done, give them your mission statement. Show them samples of what you love and hate in other logos. Guide them to your personality and needs.

Your reward will be a powerful visual tool that can be easily translated into many different applications and yet consistently sends the same core message about the substance of the company that it represents.

This represents your fixed standard. This is your mark.

Your corporate identity is now complete.

The third article in this series will address communicating your message to your clients and prospects. Here we will begin to build the critical steps to a sale.

Lynette Zang is a creative at Independent Assets, a marketing outsource tool for small to mid-sized companies. Worksheets to assist you in defining your corporate identity are available free of charge. Call 602-675-8375, fax 602-675-0113 or e-mail lzang@concentric.net.

INTERNET SITE-SISTER

by Ruth Owens

The Road to Recognition: Search Engines

What is a search engine?

These are sites that record the information on the Internet in their databases using indexing software, often called robots or spiders. The programs constantly "crawl" the Web in search of new or updated pages. They will essentially go from URL to URL until they have visited every Web site on the Internet. Robots will revisit your site periodically to refresh the recorded information. When someone searches for a specific keyword, and that keyword is found on your page, your page will be displayed in the search results.

Have Relevant Content

Some search engines search the first 250 words of your HTML page so it is a good idea to put in keywords and a description of your site high on the page. To be safe, a straight HTML description is recommended. If a page lacks descriptive text, there is little chance that page will come up in the results of a search engine query. Some search engines will catalog ALT text and text in comment and meta tags. Giving each page a descriptive title also helps.

The Meta Tag

These tags are part of the HTML code. A meta tag gives a spider specific information, such as

keywords or site summaries. Think of them as "information about information." They stay behind the scenes — the end user never sees them. Meta tags help you control your site's description in engines that use them. Adding some meta description code will not guarantee that your site comes up first in a search, but is useful.

Use HTML links

If you use image maps, add some HTML hyperlinks to the page, at the bottom if you like. Also consider making a site map page with text links to everything in your web site.

Search Engine Stumbling Blocks

Keep in mind that tables can "push" your text further down the page, making keywords less relevant because they appear lower on the page. This is because search engines read tables in columns. There's no easy way around this, except to use meta tags. JavaScript can also have this affect. The search engine reads this information first, which causes the normal HTML text to appear lower on the page.

Place your script further down on the page, if possible. As with tables, the use of meta tags can also help. Sites using frames also present problems, since most of the major search engines cannot

follow their links. You should have an alternative non-frames version of your site if you use frames.

Register with the Big Ones

Once you have done all the right things with text, keywords, meta tags, etc. submit yourself to the following search engines.

1. [Yahoo](http://add.yahoo.com/fast/add?) <http://add.yahoo.com/fast/add?>
2. [Excite](http://www.excite.com/Info/add_url.html) http://www.excite.com/Info/add_url.html
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6. [HotBot](http://www.hotbot.com/addurl.html) <http://www.hotbot.com/addurl.html>

Give your full URL like this: <http://www.yourdomain.com/>. Check back after a couple of weeks to make sure your site has been listed. If not, repeat the add URL process. This will get you started on the road to recognition, but there's much more than this to publicizing your site, which I'll discuss in future issues.

Ruth Owens is a graphic and Internet designer in Jerome, AZ. Look for Ruth Owens at http://www.azjerome.com/webdesign/email_design@azjerome.com

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COMPUTER TRAINING

by Larissa Spraker

Tips for Choosing a Computer Training Company

By mere association with today's job market, the need for computer training is obvious. Many have taken the initiative to educate themselves on computer applications that will make them more valuable as an employee. If that's the road down which you're headed, and want to get the most bang for your buck, consider the following before committing to a training company.

■ **Class size** - The smaller the better. A class with more than fifteen students is too large for an effective learning environment. Too many students create problems, such as different learning and aptitude levels, and not enough teacher-to-student interaction. Some computer training companies will even cancel classes if the maximum number of students isn't enrolled, leaving those students who are scheduled in the class without training. **TIP:** Get a guarantee from the training company that they won't cancel a class due to low attendance.

■ **Cost** - Shop around. Chances are there is always a company who can offer you training for less. Make phone calls. Compare prices. A class in Microsoft Word from Company A is still Microsoft Word if taken from Company B. **TIP:** Inquire about special discounts. If you don't ask, you'll probably end up paying the full class rate even if special rates would apply.

■ **Classroom environment and location** - It's important to be comfortable with your surroundings and the classroom should be in a convenient location. Visit the classrooms. Decide if it is an atmosphere in which you will be comfortable and if it is conducive to learning? **TIP:** If planning on taking several classes, visit the training facilities to be sure you can work with the setup and in the atmosphere.

■ **Qualification of Trainers** - Inquire into the teaching style and experience of the instructor teaching your class. Ask detailed questions on what to expect. As the student, you should be comfortable with not only your surroundings, but with the instructor as well. **TIP:** Ask to meet with the instructor or audit



a class to get a feel for the instructor's style.

■ **Guarantees** - You are paying money to learn an application, and you want to be certain that you're going to learn what you were promised, but what if you don't? To assuage this concern, get a guarantee from the training company prior to registering that gives you the option of retaking a class if you deemed the initial class to be unsatisfactory. **TIP:** Ask about post-class support for help on minor questions and concerns related to the class taken.

Cathy Peters, Chief Operations Officer of Computer One Training has been in the computer training business for over five years and knows the market well. "The bottom line is," she says, "you need to be comfortable with the training you are receiving, guaranteed that you will understand the application once training is completed, and that you don't have to break your budget to improve upon your computer knowledge. Call around. Talk to people. Not every computer training company offers the courses you want at a price you can afford, but I guarantee you that someone does."

The computer training industry is a consumer driven industry with all the faculties to get you exactly what you need at a price you can afford. Don't be sold by name or reputation alone, check it out for yourself—your future could depend on it.

Larissa Spraker is an employee of Computer One Training and works in the sales/marketing division. She earned her undergraduate degree in English, and is currently working toward an MBA in Marketing.



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LIFE

GARDENING

by Jayme Canaday

The Beginning Gardener

Fall in the low desert garden

"Thank goodness it gets dark earlier! How else would we know it's fall?" - Unknown (Referring to the 100 degree temperatures that still sear in October.)

Winter veggie gardening

It's time for fall vegetables! Fall and winter are delightful in the garden. Cool weather crops include those from which we harvest the roots, leaves, flowers and stems. Lettuce, peas, broccoli, asparagus, carrots, radishes, spinach, swiss chard, potatoes, onions, garlic, and cauliflower all thrive in a low desert winter garden. These crops can withstand the evening chill and germinate best when the temperature is milder.

It's time now to plant from seed and transplant. Consult a good garden catalog for seed, like Burpee or Park (both are on-line), or visit your local nursery for transplants.

Take time to enrich your soil with up to 1/3 organic matter (like compost), and remember to water evenly, deeply and as infrequently as possible to maintain healthy plants, but not starve them. Fertilizing often, once plants are established is also important. Mulching will help decrease

weeds and reduce water evaporation.

Adjust watering of landscape plants

As the weather cools, gradually decrease watering to landscape plants, until, by mid-winter, watering is 1/3 to 1/4 that of summer schedules. Instead of decreasing the amount of watering time per day in a cycle, decrease the total number of days in a cycle. For example, if you water your desert shrubs twice per week for 1 hour per day in summer, decrease to twice every 10 days for one hour, then twice every 12 days, then once per week, etc... It is critical that plants be deeply watered to leach salts out of the root zone. Altering watering schedules to decrease the amount of time, keeping constant the number of watering days in a cycle, does not accomplish this.

Prune natives

Mesquites and other desert trees and shrubs should be pruned when their growth slows down. Pruning active growing mesquites in summer, promotes burgeoning growth at pruning points, and increases the need for even more pruning. Stake the tree properly if it needs help surviving our summer storms, then wait till



growth slows to prune. Do not prune lower branches of desert trees until they are mature enough to thrive without staking, and the trunk has built adequate girth; it is the lower branches which help the tree build this critical storm-withstanding girth. Unstake trees as soon as feasible.

Plant wildflower seeds

For a fantastic spring color show, plant Mexican poppies, lupine and other wildflowers seeds. Distribute them evenly in desired areas, then lightly scratch them into the soil surface, and water.

The U of A Cooperative Extension office, 4341 E. Broadway Rd., Phoenix provides a wealth of knowledge on gardening and southwestern plant care. Call 470-8086 to speak to a Master Gardener, or request free publications.

Jayme Canaday (248-7056) is a Master Gardener and Landscape Designer. She has her own company, GROW UP Gardening School, where she teaches gardening to school children.

EXPRESSIONS

TONGUE FIRST: ADVENTURES IN PHYSICAL CULTURE by Emily Jenkins (Owl Books, \$14.95)

As the world becomes more and more a vicarious experience, writers like Emily Jenkins become increasingly valuable. Whether she's describing the art of tattoo, go-go dancing or the thrill of a steam bath, Jenkins offers us a front row seat as she wanders around New York City searching for unusual experiences. Jenkins treats everything like a potentially sensual experience, whether she's shaving all the hair off her head, experiencing acupuncture for the first time, or getting rolled.

PROZAC DIARY by Lauren Slater (Random House, \$21.95)

Author Lauren Slater was introduced to Prozac ten years ago, when the medication was brand new. She came to her doctor with a long history of chronic depression and scars from cutting herself—a skill she picked up from other patients during her frequent hospitalizations. Prozac Diary is a decade-long chronicle of her experience with the drug, including her chemical induced stability, her joy at rediscovering herself, the much discussed "Prozac poop out" common among longtime users, and the drug's many side effects (including an entire chapter devoted to how Prozac affected her sex life). Slater has advanced degrees in psychology, so she is able to speak both clinically and emotionally about her Prozac use.

HANDS OF LIFE by Julie Motz (Bantam, \$24.95)

Julie Motz is neither a doctor nor an actress who plays one on television. She is, however, an alternative healer who, after five months of helping surgical patients in recovery, began treating patients during their surgical procedures. Using the energy that flows through her hands, Motz treated a heart transplant patient named George during his operation. By sensing any trauma or unresolved emotions in patients, Motz is able to reduce their anger and anxiety and aid their spiritual and physical healing. Motz spent years studying Ayurvedic and Chinese medicine, realizing that strong emotions affect our bodies, create energy imbalances and can cause illness if unresolved. A compassionate healer, Motz wants to teach everyone how to detoxify anger and fear through a sensible mix of ancient healing wisdom and modern medical practices.

Changing Hands Book Reviews

EMOTIONAL INTELLIGENCE AT WORK by Hendrie Weisinger, Ph.D. (Jossey-Bass, \$25)

Emotional intelligence is the ability to make your emotions work for you in order to get results. Much as been written about emotional intelligence in the last few years, but this is one of the first books to examine practical applications for the workplace. Essentially, EI requires an individual to perceive and express emotion, generate feelings on demand, understand emotions and regulate them in order to promote emotional and intellectual growth. Dr. Weisinger is a highly sought after consultant and a leading authority on applying emotional intelligence in the workplace. The book is full of useful information about how to increase your emotional intelligence and strengthen relationships that are important to you and your career.

UNDER A WING by Reeve Lindbergh (Simon & Schuster, \$23)

Lindbergh is the youngest daughter of aviator Charles Lindbergh and author Anne Morrow Lindbergh (Gift from the Sea). After the death of their first son in an infamous kidnapping case that rocked the nation, the Lindberghs proceeded to raise their five children in privacy. Reeve, who was born in 1945, gives us portraits of her parents like no one else can. Her father was a meticulous man, a stickler for details, stern and conservative. Her mother, by contrast, was a much more demonstrative parent who balanced her husband's strict rules with strong maternal instincts. Reeve Lindbergh is such an engaging author that the book would be an enjoyable read even if her parents were not famous.

Reviews provided by
Changing Hands Bookstore
 414 Mill Avenue in Downtown Tempe and at
McClintock & Guadalupe in Tempe
 New, Used, & Sale Books, Cards,
 Aromatherapy Supplies...
 Add your name to the
 mailing list at 966-0203.

PROFILES

Dawn Considine Rainbow Couriers

Owner
6658 W. Carol Ann Way
Phoenix, AZ
(602) 412-2027/phone
(602) 412-3731/fax



Service or Product: Courier/Delivery Service
Years in business: 2.

1. **Why is your business unique?** We provide a customized customer needs approach.
2. **Why should someone do business with you?** Our honest. Our ability to do what we say we can do.
3. **Why did you start your business or why did you go into the business you are in?** To provide a more economical way to deliver packages. Just because you are a big company, doesn't mean you need to pay a lot.

Jo-Anne Davis Home Instead Senior Care

Owner
1600 W. Camelback, Ste. 1M
Phoenix, AZ 85015
(602) 265-8228/phone
(602) 265-1231
joadavis@compuserve.com



Service or Product: Non-medical care for seniors in their own homes. **Years in business:** 10 mos.

1. **Why is your business unique?** We return all service inquiries within 30 min and provide free home evaluation within 24 hours.
2. **Why should someone do business with you?** We are reliable and dependable. We hire quality care givers.
3. **Why did you start your business or why did you go into the business you are in?** My mother needed care and I had first hand experience finding a quality caregiver for her.

Audrey Hickman Hickman's Egg Ranch

Owner
7403 N. 91st Avenue
Glendale, AZ 85305
(602) 872-1120/phone
(602) 872-9220/fax
http://www.hickmanseggs.com



Service or Product: Selling Eggs Years in business: 55 years.

1. **Why is your business unique?** We are the only egg producer in the State of Arizona.
2. **Why should someone do business with you?** They want fresh, quality eggs.
3. **Why did you start your business or why did you go into the business you are in?** Bill & Bertie Hickman (the founders) wanted fresh eggs.

Michelle Cubas Positive Potentials

Business Coach
9629 N. 83rd Way
Scottsdale, AZ 85258
(602) 922-9699/phone
(602) 922-9588/fax
pozbiz@infinet-is.com



Service or Product: Business development and Coaching Practice. **Years in business:**

1. **Why is your business unique?** Our mentoring delivery uses a global visionary model then tactically direct the process in manageable module layers from "behind the owner's eyes."
2. **Why should someone do business with you?** Dedicated focus on your business development issues - within budget.
3. **Why did you start your business or why did you go into the business you are in?** A response to the growing entrepreneurial business segment requiring fair-priced expert marketing business services usually only available to larger companies.

Sue Castaldo Candy in Bloom

Owner
6522 N. 16th Street
Phoenix, AZ 85016
(602) 266-6869/phone



Service or Product: Candy Arrangements **Years in business:** 5 years.

1. **Why is your business unique?** We combine gourmet candies, snacks and coffees in attractive floral arrangements.
2. **Why should someone do business with you?** We pride ourselves on our customer service. We will go the extra mile for our customers.
3. **Why did you start your business or why did you go into the business you are in?** I was laid off my job with a major bank and saw this as an opportunity to have the flower shop I always wanted.

Carrie A. Klod MONY AZ Associates

Financial Professional
2415 E. Camelback, Ste. 940
Phoenix, AZ 85016
(602) 912-6040/phone
(602) 808-9639/fax



Service or Product: Financial Professional: NASD Registered Representative, MONY Securities, Inc., Life & Health Agent, Mutual of New York. **Years in business:** 3 mos.

1. **Why is your business unique?** I educate and inform. I serve my clients by customizing financial plans to help achieve their financial goals and dreams.
2. **Why should someone do business with you?** I treat people the way I want to be treated. I enjoy what I do and believe in it.
3. **Why did you start your business or why did you go into the business you are in?** I grew up being afraid of money. I found freedom through knowledge. I want to give that freedom to others.

PROMOTIONAL Products

Imprinted COFFEE MUGS
From 99¢ Ea.

Baseball Caps

Tees

Mugs

Golf Balls

Pens

Key Chains

Imprinted PENS
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Hundreds of Items! • FREE CATALOG

INCREASE SALES • BUILD AWARENESS • MOTIVATE

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404-8284

Your "One-Stop-Shop" To Build Your Business

ABOUT PROFILES...

Each month 6 women are chosen at random to be featured in our "Profile" section. To be included in the drawing, complete the following information and mail, fax or email to Arizona Women's News: 4208 N. 19th Street, Phoenix, AZ 85016, fax: 532-7034, email: profile@azwomensnews.com.

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

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

Scottsdale Community College Small Business Management Program

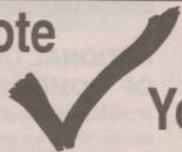
Scottsdale Community College's Small Business Management Program will continue in October with two, two-week sessions. Evaluating Advertising Options and Small Business Computer Applications will be this month's featured courses.

Each course is \$38 and is offered three hours per week in either a morning or evening session. Call Dr. Tony Muscia at 423-6254 for more information or enroll directly by calling 423-6100.

- EVENTS
- WOMEN'S CALENDAR
- BUSINESS DIRECTORY
- EMPLOYMENT

The Women's NETWORK

Your Vote



Your Voice

Elections are coming up November 3rd. Being able to vote by mail gives us no excuses. Call (602) 542-8683 or (520) 623-2649 for vote-by-mail information. **Your right to vote is too important to allow decisions to be made for you.**

the Phoenix Chamber of Commerce

announces the

ATHENA AWARD

HONORING THE BUSINESS/PROFESSIONAL WOMAN OF THE YEAR

The ATHENA Award is dedicated to promoting awareness of the valuable contributions being made by women in the Greater Phoenix area and honors an individual business/professional woman in our community who exemplifies the highest level of excellence.

The ATHENA Awards will be held on **October 15, 1998** from **11:30 am - 1:30 pm** at the **Hyatt Regency Phoenix.**

Tickets are \$45 for Chamber Members, \$55 for Non-Members.

To make reservations, call Bridget at the Greater Phoenix Chamber of Commerce at 495-2182 before October 7th, 1998.



Leadership Development Opportunity

Arizona Leadership 2000 & Beyond, a non-profit leadership/career development program for women, invites applications for the 1999 class through December 15, 1998.

Middle and upper level professional and managerial women and women business owners will enhance their peer network, leadership skills, and self understanding by participating. The program costs \$1950, runs from January - June 1999, and includes two retreats and four day-long sessions. This fee, usually paid by the company or organization which sponsors applicant attendance, covers all program materials and all expenses for two retreats and the four additional meetings. Scholarship information is available upon request.

ARIZONA LEADERSHIP 2000 & BEYOND
PO Box 27477, Tempe, AZ 85285-7477
(602) 838-6949

*The Spirit of Seneca Falls
Everywoman's Celebration*
*Honoring our past,
energizing our future...*

OCTOBER 18th

10 am to 4 pm
Arizona Hall of Fame - Carnegie Library
1101 W. Washington, Phoenix

For information call
the Governor's Division for Women

542-1755

National Business Women's Week October 19 - 23

This week's observance was established by Business Professional Women/USA in 1928. It serves to dramatize the many contributions of women to business and professional life in the U.S.

Local BPW chapters observe the week with special events. Superstition BPW will be having their annual banquet on October 20th at 6:30 pm. "Women of Achievement" will be recognized. Call Rose Pachura at (602) 802-0775 for reservations.

WOMEN'S CALENDAR

professional groups

10/7 Wednesday WOMEN'S BUSINESS FINANCIAL FITNESS

Presented by Bonnie Gentry. 8am (Free) ASBA, 1500 E Bethany Home Rd, Ste 140, Phoenix. RSVP 265-4563.

10/8 Thursday 4TH ANNUAL ASIAN/ASIAN-AMERICAN BUSINESS EXPO

Japan-America Society of Phoenix, (\$) Civic Center, 915-0000.

10/13 Tuesday DONUTS & DIALOGUE

Phoenix Chamber of Commerce. 7:15 a.m. (\$) The Phoenix Art Museum, 1625 N Central Ave. 495-6477.

10/13 Tuesday IS IT RIGHT? IS IT WRONG? IS IT LEGAL?

Presented by Karen Liepmann of O'Connor, Cavanagh. 11:30 a.m. (\$22) Orangetree Golf & Conference Resort, 10601 N 56th St, Scottsdale. Entrepreneurial Mothers Association 563-9922.

10/14 Wednesday WOMEN'S NETWORK EXCHANGE OF AZ

A local affiliate of NAFE. Women and Wills presented by Sharon Ravencroft, Esq. 6pm (\$10) Marie Calendars, 4573 E Cactus, Paradise Valley. RSVP 440-3070.

10/14 Wednesday MAKING (AND KEEPING) SUCCESSFUL BUSINESS RELATIONSHIPS

Presented by Sylvia and Larry Singer. 8am (Free) ASBA, 1500 E Bethany Home Rd, Ste 140, Phoenix. RSVP 265-4563.

10/14 Wednesday GOING GLOBAL FOR BUSINESS AND PLEASURE

Presented by Carolyn Bennett Patterson and Krista Yia. 11am (\$35) NAWBO/AWIT, Phoenix Country Club, 7th St & Thomas, RSVP 731-4800.

10/15 Thursday THE ATHENA AWARD

Phoenix Chamber of Commerce, 11:30am (\$55) Hyatt Regency, 2nd St and Monroe (downtown Phoenix) 495-2182.

10/16 Friday NATIONAL ASSOCIATION OF HOME-BASED CPAS ANNUAL CONFERENCE

992-2768 or website <http://www.jdk-cpa.com/NAHBCPA/index.html>.

10/16, 17 Friday, Saturday 13TH NATIONAL HISPANIC WOMEN'S CONFERENCE

(S) Phoenix Civic Plaza, 954-7665.

10/21 Wednesday WOMEN CERTIFIED ACCOUNTANTS OF AZ

11:30 a.m. (\$25) Gabriels Fine Dining, Viad Tower, 1850 N Central, Cathy Reiswig 946-0751.

10/22 Thursday METROPOLITAN BPW 5TH ANNUAL CHINESE AUCTION

Proceeds to fund scholarships for women returning to school, BPW's outreach projects, and domestic violence service organizations. 6:30pm (\$25 by 10/15; \$32) China Doll Restaurant, 3336 N 7th Ave (SW corner of 7th Ave & Osborn) Elly Johnson 991-9304.

10/27 Tuesday DONUTS & DIALOGUE

Phoenix Chamber of Commerce. 7:15 a.m. (\$) Turf Paradise, 1501 W Bell Rd. 495-6477.

10/29 Wednesday W.I.S.K.

Women I Should Know. 11:30 a.m. (\$18) University Club, 39 E Monte Vista Rd. Mail check to M.Joyce Geyser, Coppersmith & Gordon, PLC. 2633 E Indian School Rd, Ste 300, Phoenix, AZ 85016-6759.

10/29 Thursday AFTER BUSINESS EXCHANGE

Phoenix Chamber (\$) Orbit Restaurant & Jazz Club, 40 E Camelback Rd. Call Kelsea at 495-6477.

10/30 Friday AZ FAMILY PLANNING COUNCIL COMMUNITY AWARDS LUNCHEON

11:30am (\$30) Hyatt Regency Phoenix, 258-5777.

professional groups with regular meetings

AMERICAN BUSINESS WOMEN'S ASSOCIATION

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

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

Additional chapters:

PHOENIX CHAPTER meets 2nd Monday of the month, 6pm (\$15) Beef Eaters (300 W. Camelback Rd.), Rita Weaver 650-1747.

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

Calendar continued, page 8

WOMEN'S CALENDAR

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS

To help our members achieve their full potential and to ensure gender equality within the accounting profession. Meets 3rd Thursday of the month, 5:30pm (\$18) Treulichs Restaurant (5020 N. Black Canyon Fwy - I-17 and Camelback), Betty Charlier 492-0363.

ARIZONA ASSOCIATION OF BUSINESS SUPPORT SERVICES

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

ARIZONA COMMERCIAL REAL ESTATE WOMEN (AZCREW)

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

ARIZONA PROFESSIONAL ORGANIZERS ASSOCIATION

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

ARIZONA SMALL BUSINESS ASSOCIATION (ASBA)

Supports and networks small business owners throughout the state. Business workshop on variety of topics meets weekly Wednesdays, 8-10am (free) ASBA (1500 E. Bethany Home Rd., Suite 140), Tom Gunn 265-4563. Fax reservations: 265-2406.

ARIZONA WOMEN LAWYERS ASSOCIATION (AWLA)

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

BUSINESS AND PROFESSIONAL WOMEN (BPW)

Brings together business women of diverse backgrounds; helps them to grow personally and professionally through leadership, networking and national recognition. Advocates of civil rights, health, and economic equity; addresses issues of sexual harassment, violence against women, equal rights, and reproductive choice. Several valley chapters meet regionally:

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

METROPOLITAN/SCOTTSDALE meets 2nd Wednesday of the month, 11:30am-1:00pm (\$16) McCormick Ranch Golf Club, 7505 McCormick Pkwy, Scottsdale Eilly Johnson 991-9304 (gorrell@primenet.com).

MIDTOWNERS meets 2nd & 4th Thursday of the month, noon (\$15) Phoenix Country Club (7th Street & Thomas), 279-0940 (planning@samaritan.edu).

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

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

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

SUPERSTITION meets 2nd Tuesday of the

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

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

CHRISTIAN BUSINESS WOMEN'S ASSOCIATION

To encourage and equip Christian business and professional women to reflect Christ in their world. Meets Mondays Noon 10/12, 19, & 26 (\$18) Phoenix Country Club (7th Street & Thomas) 948-2292, line #1.

EAST VALLEY ENTREPRENEURS

Meets 2nd Friday of the month, 7:30am (Free) DeCarlucci's Ristorante, 1859 W Guadalupe, Mesa. Mary Contreras 967-8749.

ENTREPRENEURIAL MOTHERS ASSOCIATION (EMA)

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

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

METRO PHOENIX CHAPTER meets 1st Monday of the month, 8:15am (\$) Coco's Restaurant (Peoria Ave. & I-17), 892-0722.

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

HOME BASED BUSINESS MEETING

Meets 4th Thursday of the month. Chaired by Janet Drez. 9:30 (Free) ASBA (1500 E. Bethany Home Rd., Suite 140), 265-4563.

IMPACT FOR ENTERPRISING WOMEN

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

PHOENIX CHAPTER meets last Friday of the month, 11:30am (\$17) Beef Eaters (300 W. Camelback), Dr. Dawn Tames-Roeck, President, 954-3314.

NORTHEAST VALLEY CHAPTER meets 3rd Wednesday of the month, 11:30am (\$17) Stone Creek Country Club (4435 E. Paradise Valley Parkway), Dr. Dawn Tames-Roeck, President, 954-3314.

MOON VALLEY BUSINESS & PROFESSIONAL WOMEN'S NETWORK

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

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS (NAWBO)

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

NORTHWEST WOMEN'S NETWORK

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

PHOENIX ASSOCIATION OF PROFESSIONAL MORTGAGE WOMEN

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

PEORIA CHAMBER NETWORK

Meets first & third Tuesday, 7am (\$) Borders, 7320 W Bell. Fourth Tuesday, 7am, Olive Garden, 7889 W Bell. Connie Brown 878-0014.

WOMEN BUSINESS & DIALOGUE

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

WOMEN BUSINESS BUILDERS

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

WOMEN IN BUSINESS COUNCIL

Tempe Chamber of Commerce women's business group. Meets 1st Thursday of the month, 7:30am (\$) various locations, 736-4283.

WOMAN'S NETWORKING EXECUTIVES OF ARIZONA

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

ZONTA CLUB

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

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

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

arts & entertainment

October 2-4, 7-11

MOTHER HICKS
By Suzan Zeder. Presented by ASU Theatre. (\$) Call 965-6447 for tickets.

October 2-4, 7-11

THE BOY FRIEND
Music, lyrics and book by Sandy Wilson. Presented by ASU Lyric Opera Theatre. (\$) Call 965-6447 for tickets

October 4, 5, 30, 31

PATTI WILLIAMS & DELIRIOUS
Jazz, Blues, Motown and R&B. 8pm (\$) Orbit Restaurant & Jazz Club, 40 E Camelback Rd. 265-2354.

October 5-16

THE FIGURE IN ART
Artist Susan Holefelder uses the human figure as the subject of her paintings exhibiting personalities and character. Opening . 6pm October 5, hours 7am - 10 pm (Free) Glendale Community College, 6000 W Olive Ave, Glendale. Phone ahead 435-3535.

October 9 - 25

TEN MINUTES OF FAME
Short plays by PlayWright's Theatre's resident playwrights. 8pm (\$) PlayWright's Theatre, 1121 N 1st St, Phoenix, 253-5151.

October 16

FACULTY RECITAL
Performance by Dr. Lynne Haeseler, Piano . 7:30 pm (Free) Glendale Community College, Performing Arts Center, 6000 W Olive Ave, Glendale. Cherie Watkins 435-3535.

October 16, 17

CARMELLA & ALGO MASS
Latin Jazz and Salsa. 8pm (\$) Orbit Restaurant & Jazz Club, 40 E Camelback Rd. 265-2354.

October 30 - Nov. 1

DIAS DE MUERTOS
Ballet Arizona. (\$) Orpheum Theatre, 200 W Washington, 534-5600.

Tuesdays

PHOENIX SHOWCASE CHORUS

A diverse group of women who find joy in learning to sing and perform 4 part a capella harmony, barber shop style. A chapter of Sweet Adelines International. Rehearsals 7 pm Mt of Olives Lutheran Church, 3546 E Thomas Rd, Phoenix. Open to women of all ages and experience. Call 945-0289 for information.

Ongoing GLENDALE COMMUNITY COLLEGE FINE ARTS HOTLINE
435-3855.

book readings/ signings

9/26 Saturday

THE TWELVE GIFTS OF BIRTH
By Charlene Costanzo. 11am, Barnes & Noble, 4847 E Ray Rd, Awatuke. 940-7136.

10/3 Saturday

THE TWELVE GIFTS OF BIRTH
By Charlene Costanzo. 10am-2pm, Angel Wings & Other Fine Things, 7121 E 5th Ave, Kiva Center Courtyard, Scottsdale, 990-3136.

10/19 Saturday

THE TWELVE GIFTS OF BIRTH
By Charlene Costanzo. 7pm, (free) Glendale Public Library, 5959 W Brown St, 930-3554.

celebrations

10/3 Saturday

ANGEL WINGS 4TH ANNIVERSARY CELEBRATION
Includes silent auction to benefit Free Arts for Abused Children, Arizona Angel Dancers, & book signing with author Charlene Costanzo. 10am -3pm, Angel Wings & Other Fine Things, 7121 E 5th Ave, Kiva Center Courtyard, Scottsdale, Call 990-3136 for schedule of events.

education

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

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

BUSINESS & INDUSTRY INSTITUTE

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

10/3 Saturday NETWORK NIGHTS

Hosted by the Business & Industry Institute of Mesa Community College. 6:30pm (Free) MCC, 145 N Centennial Way, Mesa. 461-6100.

10/26 Monday

NETWORK NIGHTS
Hosted by the Business & Industry Institute of Mesa Community College. 6:30pm (Free) MCC, 145 N Centennial Way, Mesa. 461-6100.

10/28 Wednesday

MARICOPA COMMUNITY COLLEGE DISTRICT LECTURE SERIES: THE PURSUIT OF HAPPINESS - CONFLICTING VISIONS AND VALUES

Forming Families presented by Stephanie Coontz. 7:30pm (Free) Bulpitt Auditorium, Phoenix College, 1202 W Thomas Rd.

feminist

NATIONAL ORGANIZATION OF WOMEN (NOW)

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

PHOENIX/SCOTTSDALE CHAPTER

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

ASU/EAST VALLEY CHAPTER

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

SUN CITY CHAPTER

meets 1st Wednesday of the month, bettyroberts@juno.com, Janet Andress 395-0853.

10/18 Sunday

SENECA FALLS EVERYWOMEN CELEBRATION

Spirit of Seneca Falls Council 10 am - 4 pm (Free) AZ Hall of Fame Museum (Carnegie Library) 1101 W Washington, Phoenix, For Information call 837-9401. To display, call 542-1755.

health

9/30 Wednesday

LEARN HOW YOU CAN STOP YOUR AGING CLOCK!

Presented by Susan Hutchins, lecturer-author and Rosemary Duma. 7-9pm (\$5) Mustang Public Library Auditorium, 10101 N 90th St, Scottsdale. 607-3981.

October 2 - 4

ALTERNATIVE HEALTH FAIR

Presented by Green Door Health Alternatives. (Free) 9794 W Peoria Ave, Suite 2, Arrowhead Mall, Peoria . 583-0202.

October 9 - 10

SOUTHWEST COLLEGE OF NATROPATHIC MEDICINE OPEN HOUSE

Activities include lectures on health issues and tours of the facility. (Free) Friday 8am - 5pm, Saturday 10am-2pm. Register at 2140 E Broadway Rd, Tempe. For information, call 858-9100 ext. 212 or 305.

10/8 Thursday

LAUGHTER: A NEW TWIST TO THE OLD ILLNESS OF CANCER

Presented by Christine Clifford. Sponsored by the paradise Valley Hospital. 7pm (Free) Scottsdale Princess, 7575 E Princess Dr, Scottsdale. 800-265-8624.

10/8 Thursday

CANCER: DOOR TO AWAKENING

Healing Circle and workshop presented Rose Starr. 1pm (Free) Good Samaritan, Phoenix. 486-7559.

outdoors

October 10 - 11

CANOE THE COLORADO RIVER

WOMEN'S CALENDAR

Leisurely paddle, hot springs, sauna cave, campfire stories, songs, companionship and meals. Unforgettable weekend! (\$300) GSU 829-4948.

October 24 - 25
HORSE TREKKING
MOTHER-DAUGHTER
OVERNIGHT

Ride from stables to Superstition Mountains campsite. Fun, homemade meals, quality time. (\$425/pair) GSU 829-4948.

political

10/15 Thursday
GUBERNATORIAL FORUM
FOR ARIZONA'S CHILDREN

Sponsored by Children's Action Alliance and Arizona Cactus-Pine Girl Scout Council. Speaker, Ellen Galinsky, President of Families and Work Institute. Jane Hull and Paul Johnson to discuss their positions on issues affecting children and families. 5:30pm (\$15) Orpheum Theatre, 203 W Adams, Phoenix. Children's Action Alliance 266-0707.

sports

10/11 Saturday
RACE FOR THE CURE

Kay Thompson 943-5555.

10/16 Friday
ASBA'S 25TH ANNIVERSARY
SCHOLARSHIP GOLF
TOURNAMENT

Benefit for the Arizona Small Business Association Scholarship Fund. 11:00am (\$95) ASU's Karstens Golf Course, Rio Salado Pkwy, East of Rural Rd, Tempe. For more information, call Tom Gunn at the ASBA 265-4563.

10/17 Saturday
BATHTUB RACES

Benefit for local children's Christmas fund. Sponsored by JJ's Cantina, Rocky Point, Mexico. (\$) Call John Fowler 840-1528 for more information. WWW.jjscantina.com.

November 5
ARIZONA EMPLOYMENT
ASSOCIATIONS GOLF
TOURNAMENT

To benefit the Job - Readiness Training Program. 6:30 am (\$75-individual/\$300-four some before Sept. 10) 954-8028

Ongoing
GLENDALE COMMUNITY
COLLEGE ATHLETICS

Women's Cross Country 435-6236
Women's Soccer 412-7500
Volleyball 435-3048

spiritual

ARIZONA SUBTLE ENERGY
& ENERGY MEDICINE
STUDY GROUP (AZSEEM)

Meets 4th Wednesday of the month, 7:30pm (\$) Scottsdale Senior Citizens Center, Rm. 1 (7375 E. 2nd Street, Scottsdale), Barbi Davis 265-6546.

SPIRIT PATH

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

MEDITATION AND TOPICAL
DISCUSSION

Presented by Rev. Alexandra Starr and various guest facilitators. Meets every Wednesday, 6:30 pm (Donation) Higher Vision Center for Spiritual Living, 6829 N 12th St, Suite 106 (12th St & Glendale) 277-9057.

A COURSE IN MIRACLES

With Rev. Julianne Lewis. Meets Tuesdays, 7 pm (\$5 Donation) Unity of the Southwest, 536 E Fillmore, Tempe 946-9481.

10/4 Sunday

WOMEN WITH VISION

Men with Vision. Changing Your Mind - Changing Your Body presented by Dr. Elaine Willis. 6pm (\$10) Franciscan Renewal Center, 5802 E Lincoln Dr, Paradise Valley. RSVP Hilda Villaverde 314-9389.

10/7 Wednesday
MEDITATION AND ENERGY
AWARENESS

Presented by Rev. Margot Dorfman. 6:30 pm (Donation) Higher Vision Center for Spiritual Living, 6829 N 12th St, Suite 106 (12th St & Glendale) 277-9057.

10/11 Sunday

VYKTORIA PRATT KEATING

6:30pm (\$5-10 Donation) Unity of the Southwest, 536 E Fillmore, Tempe 946-9481.

10/18 Sunday

WOMEN WITH VISION

Transformational Breathwork presented by Sabena Butler-Uhler. (\$) Franciscan Renewal Center, 5802 E Lincoln Dr, Paradise Valley. RSVP Hilda Villaverde 314-9389.

November 1

WOMEN WITH VISION

Health Goals for the Holidays presented by Marie Dalloway, PhD. (\$) Franciscan Renewal Center, 5802 E Lincoln Dr, Paradise Valley. RSVP Hilda Villaverde 314-9389.

support groups

ADULT FEMALE SEXUAL
ABUSE SURVIVORS GROUP

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

BOSOM BUDDIES

A support group for breast disease.

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

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

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

SINGLE PARENTS
ASSOCIATION

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

tucson

10/15 Thursday
ARIZONA WOMEN'S
POLITICAL CAUCUS

Monthly meeting, Women Candidates for School Boards. Noon. (Free) Woods Public Library. 520-625-4579.

10/17 Saturday
TUCSON WOMEN TAKE
BACK THE NIGHT RALLY

For more information, call 520-722-1159 or 520-626-2051.

10/21 Wednesday
CONFRONTING VIOLENCE
AGAINST WOMEN

Pima County/Tucson Women's Commission in cooperation with the YWCA. Demonstrations, speakers, refreshments and more. (Free) Pima College Downtown campus CC-209. 520-624-8318.

10/21 Wednesday

TAKE BACK YOUR SENSE
OF SAFETY

Workshop presented by Pima County/Tucson Women's Commission. 3:00 p.m. (Free) Pima College Downtown campus CC-209. 520-624-8318.

10/28 Wednesday
SOUTHERN AZ WOMEN'S
FUND 6TH ANNUAL
LUNCHEON

Tucson Community Center, Tucson Community Foundation, 520-795-5008.

women with a preference

10/3 Saturday

W2W FALL FOLIAGE HIKE

Easy to Moderate hike. 8:45 a.m. (Free) Meet outside Trader Joe's at the Town & Country Plaza on the SE Corner of 20th St & Camelback. Bring water, picnic lunch. Wear comfortable hiking shoes and layers appropriate to the weather. Dogs welcome. Call Sara 244-8307 to confirm attendance or show up early at TJ's.

10/10 Saturday

BREAKFAST WITH FRIENDS
Womyn 2 Womyn

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

10/25 Sunday
2ND ANNUAL LESBIAN PUTT-
PUTT GOLF TOURNAMENT

1:00pm (\$6) Castles & Coasters. Call 225-0940 for more information.

Sundays

SAME TIME/SAME PLACE
BREAKFAST CLUB

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

workshop/ seminar

9/30 Wednesday
GOVERNOR'S COMMISSIO
ON VIOLENCE AGAINST
WOMEN

Invites you to attend an educational event in recognition of National Domestic Violence Awareness Month. 9 am - noon. (\$20) Phoenix Museum of History, Public Hall, 105 N 5th St, Phoenix. 542-1773.

10/1 Thursday
COACH OR MENTOR? THAT
IS THE QUESTION.

Presented by Virginia Correa Creager, PhD. 7 pm (free) Glendale Public Library, 5959 W Brown St, 930-3554.

10/3 Saturday
INVESTMENT FOR THE
NOVICE, "RETIREMENT
PLANNING"

Presented by Laurie Moore. 10 am (free) Glendale Public Library, 5959 W Brown St, 930-3554.

10/3 Saturday
WHAT YOU NEED TO KNOW
BEFORE PURCHASING A HOME!

Let this panel of six professionals help you understand the benefits and the process of home ownership. There will be 3 one-hour sessions: 10 am, 11:30am and 1:30 pm (free) Palomino Library, 12575 E Via Linda, Scottsdale. RSVP Irene Schnitzer, Russ Lyon Realty, 991-2929, ext. 318.

10/6 Tuesday
ADULT ASTHMA I

6:30 p.m. (Free) Southwest Naturopathic Medical Center, 8010 E McDowell Rd. #205, Scottsdale, 970-0000.

10/6 Tuesday

AZ DEPT. OF REVENUE
EXPLAINS...

6 pm (free) Glendale Public Library, 5959 W Brown St, RSVP 930-3554.

10/10 Saturday

WOMEN BUSINESS BUILDERS

Wise Women Unplugged - Living the Passionate Life. 2 p.m. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

10/13 Tuesday

ADULT ASTHMA II

6:30 p.m. (Free) Southwest Naturopathic Medical Center, 8010 E McDowell Rd. #205, Scottsdale, 970-0000.

10/15 Thursday
DIVERSITY BASED
CONFLICT RESOLUTION

Presented by Mishel Powell, President, Performance & Training Resources. 7 pm (free) Glendale Public Library, 5959 W Brown St, RSVP 930-3554.

10/17 Saturday
CELEBRATE YOUR GOODNESS
AND GIFTEDNESS

Presented by Charlene Costanzo, author of The Twelve Gifts of Birth. 9am-noon, (\$) Franciscan Renewal Center, 5802 E Lincoln Dr., Scottsdale. Pre-registration required. 948-7460.

10/17 Saturday
WHAT YOU NEED TO KNOW
BEFORE PURCHASING A
HOME!

Let this panel of six professionals help you understand the benefits and the process of home ownership. There will be 3 one-hour sessions: 10 am, 11:30am and 1:30 pm (free) Civic Center Library, 3839 Civic Center Blvd, Scottsdale. RSVP Irene Schnitzer, Russ Lyon Realty, 991-2929, ext. 318.

10/17 Saturday
NO-LOAD MUTUAL FUNDS:
THE WINNERS GUIDE TO
PORTFOLIO DESIGN

Presented by Shirley Binder, 10am (free) Glendale Public Library, 5959 W Brown St, 930-3554.

10/17 Saturday
OPEN HOUSE AT 3HO
ARIZONA

Come meet people, have fun, relax and learn about the center and classes. (Free) 3Ho Arizona, 2302 N 9th St, Phoenix. Call 258-2580 M/W/F for additional information.

10/20 Tuesday
YOURS, MINE & OURS,
FINANCIALLY SURVIVING
DIVORCE

Presented by Marie Sychowski. 7:30 am (free) Glendale Public Library, 5959 W Brown St, 930-3554.

10/20 Tuesday
CANCER I 6:30 p.m. (Free) Southwest Naturopathic Medical Center, 8010 E McDowell Rd. #205, Scottsdale, 970-0000.

10/20 Tuesday
BUSINESS BREAKFAST
Provides resources, information and programs to the business community, 7:30 p.m. (Free) Burton Barr Central Library, Business Dept. 1211 N Central. Call to Register 262-6157.

10/22 Thursday
BRAINWRITING FOR SALES
- AND MORE

Presented by Irene Levitt, 7 pm (free) Glendale Public Library, 5959 W Brown St, 930-3554.

10/24 Saturday

ENERGY MATTERS - THE
LAWS OF PHYSICS AT WORK

Presented by Margot Dorfman, M. Ed., M. Div., 8:45am - 4 pm (\$55/65) Call (602) 954-6169.

10/27 Tuesday

CANCER II 6:30 p.m. (Free) Southwest Naturopathic Medical Center, 8010 E McDowell Rd. #205, Scottsdale, 970-0000.

October 29-30

GIRL POWER: BUILDING
BRIGHT FUTURES *Girl Power is a multi-issue, national public education campaign sponsored by the Dept. of Health & Human Services to help encourage and empower 9-14 year old girls to make the most of their lives. For more information, call 266-0064.*

November 14

WOMEN'S SYMPOSIUM

A day covering the special needs and interests of women. A fantastic learning experience in a great setting. (\$) 3Ho Arizona, 2302 N 9th St, Phoenix. Call 258-2580 M/W/F for additional information.

classes beginning

September

SMALL BUSINESS
MANAGEMENT PROGRAM

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

September 28

HEALTH RECOVERY
EXERCISE CLASS

To help those grappling with cancer and other chronic health problems become more mobile and improve their sense of well being. Presented by Cindy Shoenair. Paradise Valley Community College, 18401 N 32nd St at Union Hills, 787-7284.

September 27 &
October 8

RAISING WOMEN'S MONEY
CONSCIOUSNESS

Free introductory classes. Jean DeKraker, CPA 992-2768.

October 3 - 24

BASIC AUTO MECHANICS

Beginner's hands on class. Empower yourself as an auto owner. Prevent costly repairs by knowing the basics. 8:30 am (\$30) GSU 829-4948.

10/7 Wednesday
ON BEING SUCCULENT
WILD WOMEN

Dare to be bold, eccentric, happy and outrageous. Shy, succulent women welcome. Presented by Dr. Magnolia Lee. 4 pm (\$35) GSU 829-4948.

November 4

OSTEOPOROSIS

Estrogen-free, natural reversal and prevention using most recent scientific advances. Presented by Dr. Gregg Libby. 6:30 pm (\$6) GSU 829-4948.

Ongoing

BUSINESS & INDUSTRY
INSTITUTE - MCC

Provides training in key areas of Business, People, and Technology with emphasis on developing skill sets for advancement in the work place. 461-6100.

AROMATHERAPY

Expand your knowledge. Discover how to help reduce stress, imbalances & fatigue. Take charge of your life aromatically. Equipose P.G.C. 230-2000.

WOMEN'S BUSINESS DIRECTORY

accounting

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beauty

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business opportunities

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counseling

Gestalt Therapy works! Abuse recovery, chemical dependency, depression, and support for caregivers. Free 1/2 hour assessment. Diane E. D'Angelo, M.C., C.P.C. at Southwestern Gestalt Center. Call 997-8199 for an appointment.

financial services

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

health

Home Brewed Cancer Book Offer

Do you know what's in your toothpaste, soap, shampoo, and other personal care products? Send \$5 to:
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Glendale, AZ 85032

Herbs for Women. High Quality - low cost. Call 816-1564. Ask for "herbs for women." Free information or visit www.greenbush.net.

holistic health care

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PHYSICIAN ASSISTED HEALING: Cost effective, Individualized, Natural Medicine; Cheryl Harter, M.D., M.D.(H.) Phoenix (602) 241-1441; Sedona (520) 284-9777.

legal services

Attorney-Wills, Trusts & Probate:
Sharon E. Ravenscroft, Esq.
Goodwin Raup PC
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Phoenix, AZ 85012
650-2011

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mental health

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Astrologer and Hypnotherapist
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Sedona and Phoenix

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personal

Hi A.D. ---- Great to hear from you! All is well here...will write soon.

IT'S A GIRL!!!!!!!
Welcome to the world Isabel Cleo Williams. And congrats to all the new relatives....too many to name with too many brand new titles!

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Discounts for Frequency

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Discounts for Frequency

3 INCH DISPLAY CLASSIFIED \$84

Discounts for Frequency

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Line Classified ads are sold at .75 cents per word/\$15 minimum. Discounts available on six month contracts - .65 cents per word/\$12 minimum (payment for six months required). Prepayment is required. We accept cash, check money orders, Visa and MasterCard. Mail or deliver the text and payment. Line Classified ads also accepted by phone (602) 274-8473 or fax (602) 532-7034 with Visa/MasterCard information.

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Write your ad on a separate piece of paper. We boldface and capitalize the first 2-3 words at no extra cost. Word your ad accordingly.

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To place an ad using Visa MasterCard (check one), please fill out the following:
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Send or mail to Arizona Women's News, 4208 N. 19th Street, Phoenix, AZ 85016 • fax (602) 532-7034. For more information call (602) 274-8473 or email info@azwomensnews.com.

NEXT DEADLINE 5:00 p.m. the 15th of the month prior

EMPLOYMENT advertisement

RATES: Open rate \$30/column inch. Discounts available based on frequency. Call for details. (602) 274-8473

employment

Commissioned Advertising Sales Rep Wanted for Tucson Area
Contact Arizona Women's News
(602) 274-8473

Women on the Rise



ADOPTION

Congratulations to the family of **Anne and Kaylee Caldwell**! You read about this adoption process in our May edition. As of September 10, 1998, the adoption was finalized; this family is now, in the words of a 5 year old, "for reals."



GIFTS

Christa Lawcock, President and Owner of Extraordinary Basket Company, announces her company's first anniversary in business. This Certified Minority and Woman Owned Business has seen 600% growth in the first year. Christa has recently been nominated for the 1998 Minority Enterprise Development Week Individual Minority Business Advocate Award.



Jean DeCarlucci, owner of DeCarlucci's Ristorante, announces Appetite of Giving. "We want to give back to the community that has helped us to grow." DeCarlucci's will give your church, school or charitable organization 20% of all the food and beverages your group purchased between 5 and 8 pm Sunday through Wednesday. DeCarlucci's Ristorante is located at 1859 W Guadalupe Rd, Mesa. Call Jean at 345-7900 to reserve your night.



NEW BUSINESSES

Kathy E. Shimpock, Esq. proudly announces the establishment of Juris Research providing professional services in the areas of internet and information technology training; legal, factual, and business research; and consulting in law practice technology and management. 602-897-1227, kathy.shimpock@azbar.org.



STAFFING

Damian Santonastaso was appointed to the position of Director of Sales, Desert Region for Corestaff Services. Damian's background includes 10 years of staffing industry experience, including sales management. She holds a B.S. in Business and is certified in Human Resource Management.



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Arizona Women's Political Caucus 1998 General Election Endorsements

Statewide Race

Attorney General Janet Napolitano (D)

Arizona Legislative Races

Dist. 7	House	Rebecca Rios* (D)
Dist. 10	House	Sally Gonzales* (D)
Dist. 11	Senate	Elaine Richardson* (D)
	House	Debora Norris* (D)
Dist. 12	Senate	Ann Day* (R)
Dist. 13	House	Kathleen Dunbar (R)
Dist. 14	Senate	Ruth Solomon* (D)
	House	Herschella Horton* (D)
	House	Marion Pickens* (D)
Dist. 15	House	Bunny Goldfarb (D)
Dist. 16	House	Robin Schneider (D)
	House	Dorothy Schultz (D)
Dist. 18	House	Sue Gerard* (R)
Dist. 19	House	Roberta Voss* (R)
Dist. 24	House	Barbara Leff* (R)
	House	Jackie Gasser (D)
Dist. 25	House	Christine Weason* (D)
Dist. 28	House	Carolyn Allen* (R)

The following candidates have received AWPC support:

Dist. 22	Senate	Mary Raseley (R)
Dist. 23	House	Leah Landrum (D)

Pima County Race

Clerk of Superior Court Penny Bradford (D)
Patti Noland (R)

* Incumbent

Career

by Tammie M. Chestnut

Cover Letter vs. The Resume: Are they compatible?

The goal with the cover letter is to "present" or introduce the employer to your resume which will further describe your many skills. A cover letter should highlight those qualifications that best suit the position for which you are applying. It should never oversell your skills or repeat what one could find in your resume.

You should never create a "generic" cover letter to use for every position that you apply for. "Generic" cover letters are easy to recognize and will end up in a pile with everyone else's.

Keep in mind that you have to send a cover letter with every resume you mail out. Like your resume, your cover letter should be tailored for the position. Make it brief, a few paragraphs again highlighting only the skills that are directly related to either your career field or the position that you are seeking.

Researching the company and positions will help you in writing your cover letter. Find out as much as you can about the position and tailor your cover letter to the

position requirement. There is no need to restate every job requirement from the ad or position listing. Simply rephrase the most important duties when appropriate indicating your qualifications, accomplishments or ability to excel in that particular area.

Summarize Your Qualifications Right Up Front

As the document that summarizes significant facts about you, your resume should clearly provide the additional information that your cover letter merely highlights. The resume further serves to present you as the candidate worthy of an interview. It should be written specifically to highlight your skills, accomplishments and a few personal attributes that are in line with your career field.

Your resume should be designed to sell and market your most impressive skills on paper.

Finally, remember that the resume is a statement of facts, intended to



provide information or market your skills. Your cover letter, however, should grab the employer's attention and point out why you, above all other applicants, should be contacted for a personal interview.

A resume accompanied by a cover letter that addresses a company's particular requirements will substantially increase your chances of getting your foot in the door and an interview. It's an easy to read synopsis that details exactly how you can contribute to the company.

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

FEATURE

From Politics, page 1

Napolitano says of her race with Tom McGovern, "I think there's a real difference in the depth and breadth of experience we have. I'm the one people come to when we have difficult decisions to make. He's basically a trial lawyer." She doesn't think the problems in Washington will impact her race. "I tend to think it won't matter. It's such a Washington thing and this is an Arizona race."

Lorraine Weiss Frank, who has served as Democratic National Committee Woman since 1980, works as a volunteer for Napolitano's campaign and is confident that her candidate can win.



Janet Napolitano

"We've had a funny kind of trend in this state for many years. Women have always run ahead of the ticket. They get more votes than other Democrats on the ballot.

"Nothing is a shoe-in for anyone this year, and we take nothing for granted," Frank stated. "But she's very appealing to the different groups she speaks to. Her gender is a positive to a lot of women. And both men and women are crossing party lines to vote for her."

To those people who believe a woman can't be tough on crime, Frank stated that Napolitano usually has this response: "There are 6,000 people in the federal penitentiaries who are there because of me, and they will tell you I am tough on crime."

Frank stated that Napolitano is the only woman Democrat running for statewide office. Typically, women vote Democratic more than men do. "More women than men think the Democratic Party is better than the Republicans at solving problems," Frank explains. "The Democrats are more in tune with issues women are concerned about, such as education and health."

Voter turnout is the key to the election, Frank said, warning that a low turnout—as predicted by the polls—could hurt Napolitano and other Democratic candidates. According to the polls, a low voter turnout is expected because people are even more disenchanted with politics than they were before, Frank observed. "The percentage who say they are voting is lower than it's ever been, and it's lower for women than for men—because

of Clinton. If these figures are correct, there is no way Democrats can win.

"In my mind, it doesn't make sense because we're electing a Congress, not a president. The state race has even less to do with the president."

This year, for the first time in many years, women may have a lower percentage turnout than men, Frank said. According to the Center for the American Woman and Politics, the proportion of female voters has exceeded that of males in every presidential election since 1980 and in every nonpresidential election since 1986.

For example, in the 1996 presidential election, the percentage of women who voted was 55.5 percent compared to 52.8 percent for men. With women being 51 percent of the population, those percentages equate to 56.1 million women and 48.9 million men. The 1996 election was also marked by an 11-point gender gap, the largest difference ever recorded, with women voting more for Bill Clinton and men for Bob Dole.

"The fact remains that we've got to get women to the polls," Frank said.

Getting women to vote is one issue facing the Arizona Women's Political Caucus (AWPC). Another is getting women to run for office. Women in Arizona tend to run for state rather than federal office, according to former AWPC President Linda Hale Barter. As a state, Arizona has consistently had one of the highest percentages of women serving in the state legislature, a pattern among most Western states, Barter said.

"We've got to get women to the polls."

However, women are far less likely to serve in national positions. Arizonans have never elected a woman to the U.S. Senate, and only two women have been elected to the U.S. House of Representatives—Democrat Isabella Selmes Greenway (1933-1936) and Democrat Karan English (1992-1994).

The low percentage of women holding national office is not unique to Arizona. Thirty states, including Arizona, have no women representatives in the House. Only 9—or 9 percent—of 100 U.S. senators are women. Of 435 House seats, only 54—or 12 percent—are held by women.

"When women run, they win, but the problem is getting them to run," Barter observed.

One black woman who ran successfully in this year's primary race for state representative was Democrat Leah Landrum, a third-generation Arizonan and South Phoenix resident. With 2,121

votes, Landrum received more votes than anyone else on the ballot for her district. Despite her strong showing in the primary, Landrum said she is prepared to run a hard race. "I don't take anything for granted," Landrum said. "I do a lot of canvassing, a lot of walking."



Leah Landrum

One of the challenges of representing District 23 is the diversity of the population, Landrum said. The district encompasses South Mountain to Oak Street and 43rd Avenue to 48th Street and includes every economic level. After hours of canvassing, sending out 15,000 surveys and sitting down talking to people in their living rooms, Landrum said she has a solid idea of her community's top issues—education, job opportunities, safety and neighborhood improvement.

People in her district don't care about a candidate's gender or race, Landrum said. "The thing that matters in our district is 'are you going to get the job done?' It had nothing to do with my being a woman. There was nothing negative."

Landrum, who ran for the same position in 1996 and lost by only 200 votes, said she has always been community-minded. She and her mother operate The Landrum Foundation, a nonprofit organization that provides tutoring and financial assistance to help youth graduate from high school and go on to college. Landrum also works as a fundraiser for the American Diabetes Foundation. And she serves as vice chair for District 23 and as the Sierra Vista precinct committee chairperson.

Those women who seek political involvement need to research the needs of their community and get involved with people, Landrum said. "They need to get involved in civic groups. They could get involved with their party committee. They should get involved in neighborhood associations. There are many needs."

Sen. Elaine Richardson, (a Tucson Democrat) said that serving in the state senate is not easy work. "It's not a glamorous job. It discourages a lot of people because of the grunge work. And these days, politicians don't get much respect. My constituents are very respectful. But many people say, 'Politicians are all the same.' It's very discouraging to hear when you're working for the betterment of people."

But there are rewards, Richardson said. This year, the legislature passed domestic violence legislation that would require mandatory jail time for a third conviction and also enhanced stalking laws. Still, much remains to be done, Richardson said. These needs include women's and children's health care, rural health and prenatal care for both documented and undocumented women. Whether the parents are citizens or not, a child born in this country becomes an automatic citizen at birth and needs to receive adequate health care, Richardson said. It takes only \$500 to provide prenatal care, but \$20,000 to \$30,000 to care for those children who have not received adequate prenatal care.

For her efforts in support of women's issues, the Arizona chapter of the National Organization for Women honored Richardson with its eighth annual Woman of Courage award.

Whether it's running for office, joining organizations, donating money or simply voting, women have many options when it comes to getting politically involved.

Donating to Emily's List is one way of contributing to women's causes, according to Lorraine Weiss Frank. This organization refers not to a person, but to an acronym (Early Money Is Like Yeast). Its purpose is to raise money to help Democratic women running for national political office and for state governor. The organization has been so successful that Republican women have now started their own equivalent group.

"Emily's List used to support only women running for national office. Now, they've included governor's races. They have a great effect because they make money available to women that was never there before. It's really made it possible for women to run."

"When women run, they win."

"Money is an advantage that Republicans have always had," Frank said. "I've read that money going to the Republican Party has increased significantly in the last few weeks because of Clinton. Republicans are feeling more confident and giving more money."

This election, it's very important for women to vote, Frank said, especially since voting is easier now that everyone has the option of voting by mail.

"Women can vote. But they can't stop there. Each woman needs to get 10 others to vote. You could turn it into an army."

The Spirit of Seneca Falls: Everywoman's Celebration



"Help Us Win the Vote" Suffragist, 1914

Join with all Arizona Women to commemorate the 150th Anniversary of the first Women's Rights Convention in Seneca Falls, NY. The Spirit of Seneca Falls: Everywoman's Celebration will take place Sunday, October 18, 1998, from 10:00am to 4:00pm on the grounds of the Arizona Hall of Fame Museum (Carnegie Library), 1101 West Washington Street, Phoenix.

The day's free activities will include women's history exhibits, performances by Sun City NOW and the Metropolitan BPW players about women's history, children's entertainment and activities, displays by women artists, and informational and educational booths by women's organizations.

Wise Women Unplugged provides the featured entertainment prior to formal presentations of the Francis Lillian Willard Munds Award to Representative Polly Rosenbaum and awards to winners of the student essay contest. Awards will be presented by Governor Jane Dee Hull.

Reservations are required for lunch and special presentation of *Failure is Impossible - The Women Who Make It Happen*. This one time only presentation will feature representatives of participating women's organizations sharing information about historical and current women. The cost for the lunch program is \$25.00, which includes a guaranteed seat for the presentation.

For further information call (602) 542-1755 or (602) 837-9401 or email gorrell@primenet.com.

ONE WOMAN'S STORY

From One Woman, page 1

Weason also uses humor to get her point across. When a bill to restrict hours of operation for adult businesses came up for debate, Weason viewed the bill as unnecessary because it was a local zoning issue, not a state matter. "I would make fun of the language," she laughs. "I'd ask questions like, 'What is meant by a 'discernibly turgid state?'"

Weason credits such bills to a small, but growing, number of moralistic conservatives. "We do have the moralistic minority in the legislature, although it's getting to be a larger minority," she observes. This moral minority also includes some women representatives. "Sometimes, women can be our own worst enemy. Women are uniting more closely together, but there are still some gaps. There are women, who because of their religious and moral beliefs, are not accepting of other women in politics."



Weason says she tries to bridge these gaps through her mediation ability, what she considers to be her strong suit as a politician. "I'm always trying to find the middle ground. I'm able to do that in the legislature as well, where today's enemy is tomorrow's ally. I may not see eye-to-eye with someone on abortion, but maybe I do on educational funding."

Weason, who received her law degree in 1993 from Whittier Law School in Los Angeles, says that seeing the pollution problem in Los Angeles made an impact on her and she doesn't want Phoenix to become another LA. "We need to do something about vacant lots; we need to get more cars off the street, cleaner-burning gas and more emissions control," she says.

During her first year, she tried to get a bill passed to ban leaf blowers in Maricopa County because of the



Christine Weason
State Representative
District 25, Phoenix

photo provided by
Nick Maydanis
STREAMLINE Media Productions
(602) 287-9739

air and noise pollution they cause. "Everyone laughed at me the first year, but this year it made it to the hopper, and at least next year, it will be heard." She calls the effort "one of those baby steps" that is important in the fight to protect the environment.

During the next legislative session, she plans to introduce measures that would increase penalties for burglarizing homes and for graffiti. She also wants to pass a bill that would involve rescuing dogs from the pound and training them to be service animals for the disabled. Female inmates imprisoned for nonviolent crimes would be trained by professionals to help train the dogs for service. Five other states already have such a program. "It's a win-win situation. You're saving animals' lives. And you're offering an opportunity to women who all their lives have been told they're worthless. And you're proving help to the disabled."

Weason, who has three schnauzers and describes herself as an animal advocate, says she also wants to pass a law that would increase penalties for veterinarians charged with malpractice.

Weason would also like to pass bills to make government more fiscally responsible. One of her ideas is to save money on spending for Department of Public Safety vehicles. It would be financially prudent, she says, to buy the more expensive cars for police officers and purchase cheaper cars such as Neons for administrators.

Unlike many men, who apply a "band aid" approach to problems, Weason says she, like most women, prefers to take preventive measures and look at the long-term effect. "We spend \$23,000 a year for a prisoner and under \$5,000 a year on a child's

education. If we would invest more wisely in our children, then they're less likely to become criminals."

Weason, 34, says her mother was a big influence on her decision to go into politics. "My mom always said, 'Christine, you're going to be the first woman president.'"

Weason, who grew up in Effingham, Ill., attended college at Eastern Illinois University, where she served on the student senate. Her father died in 1985, and in 1989, Weason and her mother moved to Mesa. In 1990, Weason moved to Los Angeles for law school, but decided to return to the Valley after graduation. After working for a personal injury law firm, she found employment at Jaburg and Wilk, a pre-paid legal firm that Weason describes as a "kind of legal HMO."

Weason says she is optimistic that she will be reelected in November. "I've been working hard, so I believe I'll be reelected. But you can't take anything for granted." Her plan is to serve in the House for the next three terms and then move over to the Senate. "I'm enjoying being at the state level," she says. "I just want to be committed to my constituents and do my job."

For other women seeking political involvement, Weason has this advice. "Contact your main party, and get involved stuffing envelopes. Or, if you're not interested in that kind of volunteering, call up representatives and schedule a coffee. From there, you'll get more and more names. Also, get involved in women's political groups. Or get involved with an issue you're interested in, such as helping animals. I'm also really big on networking. It's all a matter of taking that first step and making that first phone call."

BUSINESS

by Leslie Nichols

How to Identify a Progress Ad Agency



When most companies are looking for an agency, they review the agency's track record, look at the agency's work, inquire about the agency's familiarity with a particular industry, and look at the agency's proposal of how they recommend positioning the company and its products or services.

At this point a hiring decision is usually made.

It is important that potential clients consider the above actions as just the beginning. Connecting with the right advertising agency is like getting married - it's harder to get out of the relationship gracefully than to get into it. Making the right choice is important for everyone.

The questions listed below can help you determine how friendly, cooperative and progressive an agency is and what partnerships mean to them:

We have an in-house ad department. How do you feel about using art files that we've created? How do you feel about passing onto us the art files that you've created? (This gives a good idea about the level of collaboration to expect between the agency and in-house staff. These dynamics are important. It's the agency's job to integrate themselves into the client's programs, and support their staff.)

How do you begin a typical creative process? (This tells who is involved in the "brainstorming" sessions to capture the best thinking for a project. If they don't mention working with the client until the presentation point...a red flag should go up.)

I've always wanted to know how an ad gets from a rough sketch to a newspaper or magazine. Can you explain the step-by-step process to me? (This reveals how much they are willing to share production information, and how they work with their vendors.)

I'm especially interested in having stories printed in newspapers.

What guarantee do I have that you can get information about our company printed? (No agency can guarantee media coverage that is not paid advertising. Guarantees should be suspect.)

I would appreciate references from your other clients, and I would like to speak to some of your vendors. Can you provide me with names and numbers? (The agency should not hesitate to encourage clients to talk to anyone. Vendor references can be more telling than client relationships.)

I may have to make choices in the services I use from your agency. Can you give me a breakdown of the billing? (This should be easy to understand, free of industry jargon and confusion of any kind. In-house creative people can help analyze the costs.)

I work best with consistent relationships. Who will be my account representative, and who will be responsible for my work? (Sometimes agencies bring in an impressive team for the formal proposal, and then assign a junior account person to the account.)

Be prepared to turn away an agency if it seems like it's a poor fit. Better to keep looking than to have to change agencies in the middle of a project, or worse, completing a project that doesn't meet goals or satisfaction levels. You should feel good about partnering with the agency, because the right agency is going to relieve you of certain responsibilities and stress and help you do your job better.

Leslie Nichols is the President of LNA Advertising Inc. whose firm develops ideas and materials for both Fortune 500 clients and small firms, and is taking a proactive approach and meeting client's changing needs head on.



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TO YOUR HEALTH!

by Debi Smolinski, N. M. D.

VISIONARIES

Naturopathic Treatment of Abnormal Pap Smears

Last month's article discussed what it meant to have an abnormal Pap smear and the nomenclature used to report the findings.

In summary, abnormal findings include Atypical Cells of Undetermined Significance (ASCUS), Low-grade Squamous Intraepithelial Lesion (LSIL), and High-grade Squamous Intraepithelial Lesion (HSIL).

Each of these abnormal findings warrant further investigation which typically begins with a colposcopic evaluation and when appropriate a biopsy of the tissue in question. Abnormal pap smears have been identified as significant risk factors for cervical cancer.

RISK FACTORS ASSOCIATED WITH CERVICAL CANCER

- Early age at first intercourse—the tissue around the cervix at this time is more vulnerable to trauma and pathogens.
- Multiple sex partners—increases possibility of exposure to sexually transmitted diseases.
- Low socioeconomic status—may prevent annual gynecological exams.
- Early age at childbearing—exposes vulnerable tissue to trauma.
- Intrauterine diethylstilbestrol (DES) exposure—associated with neoplasm's of the vagina.
- Human papillomavirus infection (HPV)—affects local immune function.
- Herpes simplex virus (HSV II)—affects local immune function.
- Deficiency in vitamins A and C—necessary for healthy cells.
- Cigarette smoking—depletes the body of essential nutrients.

WHAT IS THE CURRENT NATUROPATHIC TREATMENT FOR ABNORMAL PAP SMEARS?

Treatment of abnormal Pap smears requires definitive diagnosis. This will determine how aggressive to be with treatment.



In general a vegan diet is recommended, which implies that no animal products are to be consumed for the duration of treatment, and until the follow up Pap smear results are obtained. Even when the Pap results return to normal it is recommended that the diet be tailored to provide the nourishment necessary for optimum health of the individual.

Localized treatment consists of a series of suppositories and/or a series of escharotic treatments. The suppositories are made up of a blend of herbs and vitamins that create a hostile environment for the dysplastic cells and others that provide the necessary nutrients for healthy cell return.

The word "escharotic" literally means an agent used to cause sloughing - in this case, of cervical tissue. Escharotic treatments are performed biweekly using a protocol including enzymes, herbs and vitamins to slough off the dysplastic cells followed by a vag pak (a tampon-like pack of herbs) to support regeneration of cervical tissue.

Depending on the severity of the condition, the women's initial health status, and her compliance

with the indicated life style changes will determine the length of treatment. In general, the topical localized treatment regimen is for five weeks.

Oral supplementation includes immune supporting herbs and vitamins. Vitamins are also used to provide the building blocks necessary to re-establish healthy cells. These supplements include but are not limited to zinc, selenium, vitamin E, and C, beta-carotene, folic acid, and a botanical formula.

The doses will vary depending the health status of the women. The botanical formula is individualized to the woman depending on whether or not the cause of the abnormal Pap smear is viral related.

If you have an abnormal Pap smear you can find out if you are a candidate for this treatment by visiting with your local Naturopathic physician.

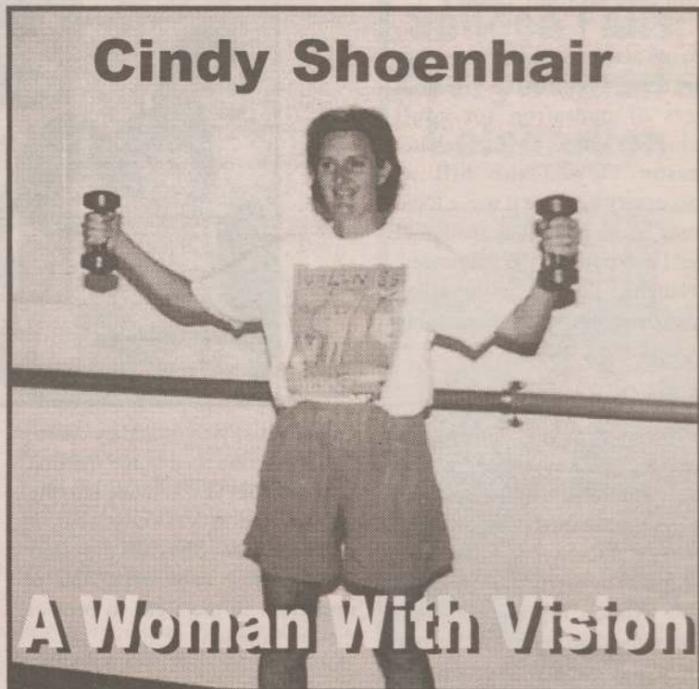
Debi Smolinski is a Naturopathic Physician currently in private practice at the Center for Natural Healing in Scottsdale. Trained as a general practitioner, Debi focuses on women's health issues, chronic disease and optimizing health through lifestyle changes.

Need Reliable Medical Data and Credible Answers to Your Health Questions?

Try the National Women's Health Resource Center (NWHRC).

<http://www.healthywomen.org>
5255 Loughboro Road, N.W.
Washington, D.C. 20016
(202) 537-4015

The NWHRC is a national clearinghouse for information and resources about women's health who's primary goal is to educate healthcare consumers and empower them to make intelligent decisions.



The picture of health, Cindy Shoenhair always took good care of herself, eating nutritiously and exercising regularly. "My whole life, I've tried to live as healthfully as I could," she says.

Transferring these strong convictions into a career, Cindy is a health and exercise science faculty member at Paradise Valley Community College. She also has the impressive credentials of Certified Aerobics Instructor and Certified Strength and Conditioning Specialist.

In the midst of such dedication to wellness, Cindy received an unlikely blow three years ago.

Diagnosed with breast cancer, doctors delivered the grim prognosis that the cancer had spread to her lymph nodes. "The outlook wasn't very good in terms of survival," she admits.

Determined to survive the disease, Cindy enrolled in a pilot bone marrow transplant study at the University Medical Center in Tucson. "Researchers were trying to find out if bone marrow transplants kill people or leave them so disabled it wouldn't pay to take the transplant risk," she explains. Researchers learned that associated deaths were low and side effects were fairly controllable.

Meanwhile, as scientists continue to investigate cancer, Cindy continues to gain new appreciation for her life. "I've been really fortunate that God has kept me healthy for the past two years. My goal today is to try and live until my kids are grown up," says the married 38-year-old mother of four.

Cindy has another goal which is to help those grappling with cancer and other chronic health problems. She has created the innovative Health Recovery Exercise Class at PVCC, offering participants an avenue to feel better, become more mobile and improve their sense of well being.

She conceived the idea for the class when she couldn't shake her fatigue after leaving the hospital.

"I was so tired I couldn't even lift a gallon of milk out of the refrigerator. Having been into fitness all of my life, I never realized how people's fitness levels could be affected by health problems. As tired and fatigued as people are, I truly believe that doing some kind of exercise can help them feel better. This differs from traditional exercises, where certain levels of fitness are required to begin."

Cindy's class promises to be a non-threatening environment for her students and a starting point for those recovering from chronic problems including cancer, diabetes, arthritis, osteoporosis and muscular disorders. The class includes stretching and muscle warm ups as a group, individual aerobics using appropriate equipment, and then back to the group setting for strengthening exercises.

Relaxation techniques and education will also help students to "weed their way through things they hear about vitamins, herbs and nutrition."

From my experience, it really helps to be in a group where people can understand what you're going through," Cindy adds. Because she has experienced health crisis, this teacher and exercise scientist is a role model and expert for others who want to regain their strength. "I know how it feels not to be able to move your body... and how it feels to have drugs going through your body. I can talk about the power of the mind and the power of prayer if it's appropriate to the class."

Classes start September 28, 1998. For more information, call Cindy Shoenhair at 493-2894. Paradise Valley Community College is located at 18401 N 32nd St at Union Hills.

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VISIONARIES

Energy Matters – The Laws of Physics at Work

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

You have a vision. You have your goals. And you have your list of things to get done. But where can you get the energy to do it all?

Understanding and working with the Laws of Physics will make your life flow easier and give you the energy you need.



If I throw a ball, the ball will move forward; the cause is my hand moving forward, the effect is the ball moving forward. What actions are you taking (or not taking) and what effects are they having on your life? It is important here to make sure your actions are in alignment with your words, vision, goals and values.

Physics isn't just for physicists! Observing the laws of physics will make your life easier. You will feel in the flow of life and have the energy you need to accomplish your vision and goals.

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

Law of Conservation:
The amount of energy in the universe is always the same.

Energy cannot be created nor destroyed; it only alters it's state.

For example, when you burn wood, you get heat. In this case you either have heat or a log. Take a look at your life. Where is your energy going? Where do you want your energy to go? What can you eliminate from your first answer to give to your second?

Law of Inertia:
All matter has inertia. Every object has a tendency to stay as it is, stationary or moving, unless it is acted upon by an outside force. It resists any change in its condition of rest or motion.

This includes people. What things are stationary in your life? What things are in full motion? What changes do you want to make? To make a change, you need an outside force. In this instance, the outside force is conscious choice to take different actions.

Law of Attraction:
Atoms of similar structure or vibration are gathered to vibrate in unison.

Women ending up with the same menstrual cycle is a prime example. Another example is that some people seem to always have bad luck while others have only good. This law is a reflection of the self-fulfilling prophecy that what you think and say attracts exactly that to you. "Ask and ye shall receive."

Take a look at your thoughts and intentions. What are you drawing to yourself in your life? What would you like in your life instead? Change your words and thoughts, choosing them carefully, to reflect only what you want in your life.

Law of Cause and Effect:
For every action, there is an equal and opposite reaction.

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For reservations or additional information, please contact:
Hilda Villaverde @ 314-9389 or Vickie Stripp @ 996-8682

October 4th

Women with Vision and
Men with Vision
6:00 – 8:30 p.m. (reservations req.)
Featuring: Dr. Elaine Willis
"Changing Your Mind –
Changing Your Body"
Closing Meditation by:
Dr. Kathy Kamin

October 18th

Women with Vision Small Group
6:30 – 8:30 p.m. (reservations req.)
Featuring: Sabena Butler-Uhler
"Transformational Breathwork"

November 1st

Women with Vision
6:00 – 8:00 p.m.
Featuring: Marie Dalloway, Ph.D.
"Health Goals for the Holidays"
Closing presentation by:
Kathleen Hosner
"The Energy of Food"

November 10th

Women with Vision Small Group
6:30 – 8:30 p.m. (reservations req.)
Featuring: Dr. Kathleen Hosner
"The Body – A Spiritual Vessel"

November 15th

Men with Vision
6:00 – 8:00 p.m.
Featuring: Stewart Esposito
"Tantric Loving"

December 6th

Women with Vision
6:00 – 8:00 p.m.
Featuring: Rev. Michelle Medrano
"Embracing Your Life
With Power and Vision"
Closing presentation by:
Betty McMuran & Dena Wilder
"Millie's Mother's Red Dress"

December 20th

Men with Vision
6:00 – 8:00 p.m.
Featuring: To be announced.



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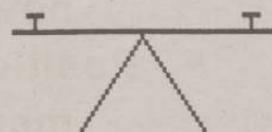
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11:15 - 12:30pm Trade Show

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