



Arizona Women's News

issues, lives and dreams...

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September 1998

Women Increase Earnings With Education

by Lori Rohlk

One Woman's Story

Graduate Once Lived in Junk Yard



by Lori Rohlk

Her first "home" in the United States may have been a junk yard, but no obstacles could keep Iran Rayon from pursuing her dream of obtaining an education.

The 21-year-old Phoenix woman graduated with distinction from Paradise Valley Community College in May. She earned a scholarship to help cover expenses at Arizona State University this fall, where she will study to become a teacher. She is soft-spoken but articulate about her experiences and dreams.

"I think the struggle in between your goals and where you are at is what makes you want to do things," she says. "At least that's what makes me want to finish my degree."

Rayon's journey of determination began in 1988, when her family moved from Mexico City in search of a better life. With only

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The job market in the Valley may be hopping, but a good education is still the key to women's financial independence.

A lot of the areas that are growing up are entry-level positions or service positions, which tend to be not very lucrative," says Tom Hutchinson, director of community services for Prehab of Arizona's WOW (World of Work) Program.

His agency, which is a Job Training Partnership Act contractor for Maricopa County Human Resources, works with about 200 people a year—mostly women—training them for suitable employment that matches their interest. "You can get a job fairly readily, at the same time it may not be a very well-paying job."

Since recent Department of Labor statistics indicate that the majority of families living in poverty are headed by a single woman, this is an important concern for women interested in getting a financial leg up.

"A single mom with five kids isn't going to get off welfare with a minimum-wage job," says Paula Goodson, Director of the Governor's Division for Women. "It's just not enough to support a family."

Getting more schooling is sound advice for all women, regardless of which end of the economic spectrum they fall. In 1995, the annual earnings of someone with a bachelor's degree was almost \$17,000 more than someone with a high school degree, male or female, according to the U.S. Bureau of Census. And the higher your educational attainment, the lower your likelihood for unemployment, according to the same study.

In 1997, women with bachelor's degrees earned an average of \$26,843 per year, compared to women with only some college, who

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PROFILE

Meet Tessa Martinez Pollack



Dr. Tessa Martinez Pollack is President of Glendale Community College in the Maricopa Community College District. She is recognized as one of the earliest voices promoting a deeper level of involvement by community colleges in our neighborhoods. Dr. Pollack began her education in the community college system and understands the need to provide education for all women. We asked her to spend some time with us to discuss her own education and her observations about the system.

AZWN: What were your first experiences with education?

TMP: Academically I don't think I woke up until I was a junior in high school. I was a fairly average student. And then something happened in my junior year. Actually, a good teacher happened to me in my junior year. I started to really perform, and feel

good about what I was doing academically. Then my family circumstances were such that I couldn't afford to go away to college. So I went to the local community college. I obtained a Bachelor's Degree in Journalism. That was how I started in higher education, and my own academic training started.

AZWN: Did you work and go to school at the same time?

TMP: Yes. I was working; I had a

small child. I was in the middle of a rocky marriage, had just gotten an appointment at the college as a dean, and didn't have the luxury of going full time while I was doing my doctoral work. I went to the University of Texas at Austin. I had received a fellowship for a doctoral program. I was up at four o'clock in the morning so I could get to the university for class by 7:30. Get back on the road at noon, and back to my job by 1:00 in the afternoon.

This was a 210-mile round-trip ride. Sometimes I would work until 1:30 in the morning, and be back on the road at 5:30. It was awful. That was the nightmare of my life. I did it like a lot of women do it today. There are those moments when you think this is insane. And it was. But you know, a lot of women survive it. I think that's kind of the stamina that we have.

I was already in the presidency in

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EDITOR'S NOTE

Latina Hispanica comes to Phoenix

Anna Maria Arias came to town – and it's about time.

Anna Maria is the founder of the first 100% latina owned national magazine. **LATINA Style** focuses on the needs of latina professionals, college students, business owners and Hispanic influentials.

Even more important, Anna Maria cares passionately about her people. In 1994, Arias, a former managing editor of Hispanic Magazine, founded **LATINA Style**. "There was nothing on the newsstand that addressed my concerns." Her magazine contains positive articles about Hispanic women, their families, work, businesses and herstory. Her July/August edition contains a "Special Report: The 50 Best Companies for Latinas to Work for in the U.S."

It is wonderful to look through **LATINA Style** to see the faces of so many growing, prospering and dynamic Hispanic women. These are the faces that all Hispanic women should see and see in themselves. Positive role models and shared experiences are critical.

Anna Maria has taken to the road this summer, partnering with the U.S. Small Business Association, U.S. Hispanic Chamber of Commerce and the Principal Financial Group to foster the growth of latina owned



Terry Williams

businesses. I have attended a number of these types of joint ventures - cosponsored by various government, professional groups and large corporations. But this was the first time I have ever seen "real" discussions of business women's needs and issues.

Typically, each entity puts up a spokesperson to talk about what they are doing to help the small

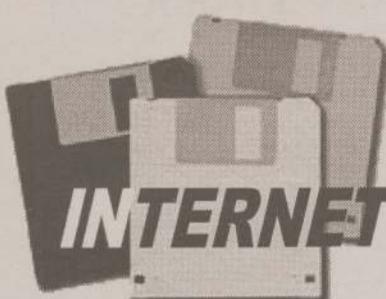


Anna Maria Arias

business person and field light questions. That wasn't enough for Anna Maria. She voiced her own experiences and shared her frustrations when dealing with business financial concerns. And she gave practical answers to problems.

I only wish we had Anna Maria in town more often. Her honesty, passion and unwavering commitment to success would be a valuable asset for all women.

Subscriptions to **LATINA Style** are only \$20 for two years (10 issues). Call 800-651-8083. Or check out their web site: <http://www.latinastyle.com>.



INTERNET SITE-ings

AZ Women's News
<http://www.azwomensnews.com>

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. 25,000 free copies are distributed monthly at over 300 locations including over 2,500 copies delivered 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!**

OPINION and COMMENTARY

by Michele Michaels
 Copyright August 1998

On Being an Adult Student

If you have knowledge, let others light their candles at it." Margaret Fuller, early 1800's writer and social critic.

"Go back to school? What? Are you kidding? I'm 25, or 39, or 53, or 67 and I have kids, or my kids are grown, or my husband would get bored in the evenings without me around..."

Yep, a thousand excuses, and all of them, each and every last one of them, are just the reason why colleges and universities across the nation created re-entry programs for women. At the Re-entry Center at the school of your choice, the women and men working there are there for one reason, and that's to help you transition from having been out of high school for 7 or 27 or 47 years, and get you back into the classroom and back into learning.

Most of us have it - a thirst for knowledge. It is human to be curious, to wonder, to question, to create. Our human ability to learn is one of the characteristics that sets us apart from other primates and non-primates. So why dehydrate yourself? It's a desert out there, but there are plenty of perennial springs of knowledge from which to drink.

I myself began attending

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community college after the age of 30. I went to Phoenix College, then on to Mesa Community College, and am now at ASU. Before I got into college I was afraid. Afraid the kids would be smarter than me. Wrong. Afraid the kids would look at me as an old lady. Wrong again. What I found were students of all ages, not just young ones. Some were confused, some were bright, and none of them ever said anything insulting to me about my intelligence or my gray hair!

Yet first, I had to get past the fear. Fear has been the biggest monster in my life. I didn't grow up with a lot of self-confidence, and self-esteem wasn't a behavior practiced in my family. Both parents left high school before graduation, and only one of my five brothers graduated from college.

Being 30+, I'd had years to practice my avoidance of things that caused me fear — and also years and years of a pent-up thirst - TO KNOW. I wanted to know all kinds of things, and I knew that the keepers of knowledge were stationed in higher education. So I talked to my counselor and I talked to my mom and I talked to my friends and I talked to my God and finally one day I had talked myself into gingerly approaching the admissions counter at Phoenix

College. Yea! I'd made it!

Of course, just like anyone else returning to school, I had to take a few tests in order to determine my skill level in Math, Reading, and English. The tests really weren't that hard...even if I couldn't remember fractions!

I found that by asking questions of all the college workers I came into contact with, the better I got at navigating the academic system. Financial Aid workers clued me in on the Honors Program, and once I started attending class, other students and instructors told me which professors to take, which classes were boring, when to buy books and, not least of all, where to sell my textbooks at the end of the semester to make money!

Now I'm firmly entrenched in higher learning. I've learned that I'm intelligent, and that I provide an empowering example for the younger students. I've learned that my ideas, questions, theories and self are all valuable aspects of myself to share. Mother Teresa once said that, "To keep a lamp burning we have to keep putting oil in it." My thirst for knowledge is great, and thankfully in this desert, the oil-keepers are plentiful!

Your views are welcome!

Word limit: 400. Please provide your view either via letter, fax, or email.

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FINANCE

Living Free of Credit Card Debt

"Go directly to jail, do not pass GO, do not collect \$200."

These are unforgettable words from a Monopoly board game most of us played as children. Many play this game, this way, daily with credit card bills.

Envision the monopoly board... B & O Railroad, Marvin's Garden, the Utility Companies. Didn't we each covet Park Place and Boardwalk? Let's consider a rule change. One player is selected to pay \$200 each time they pass GO, while the other players received \$200. Who will win? This rule change drastically reduces that one player's chances of winning. Yet, most play our life's game exactly that way.

Some of us pass GO on payday and give the credit card companies partial payments - a portion of which is interest. People with savings and investments receive interest and dividends. Who's going to see their dreams come true - those who pay interest or those who receive interest?

How much did you pay last month for credit card interest?

Add it up. Now imagine a stack of money equal to your credit card interest, building one with Monopoly money. How long did you work for that stack of money? Take your hourly rate and multiply it by .7 (assume 30% is taxes). If you make \$10/hour, then \$10 x .7



by Jean DeKraker, CPA

=\$7/hour. Now divide the interest payment by 7. Assume \$350 in interest divided by 7 = 50 hours. That is how long you worked to pay the interest last month. And you will probably pay this each month.

Look at the stack of money again. Now tear it up - each time you tear up a \$1 think about it as real money. Because - that is what we do each month we pay credit card interest. We tear up our dreams, our desires...our future.

Humans aren't time travelers — we can't go back to when our credit cards balances were at zero. So how do we get out of debt?

First, break your dependency on credit cards. Stop using your cards. Do not keep them with you. If you need a gimmick - place your cards in an empty plastic one-gallon container, one like ice creams comes in. Fill the container with water - now freeze. Do not defrost.

Next, start a rainy day emergency savings program. Many people worry that if they give up the credit

cards entirely - they won't be able to pay for an emergency; they be able to finance a visit to a relative in another part of the country who gets sick or dies. Set aside some money each month for this type of emergency. This amount will be decided next month. But for now start - start to break the dependency. Don't ever touch these savings unless you have a true rainy day emergency. Then is the time to use the money - and not your credit card.

Many people feel if they don't have \$100 or \$1000 they shouldn't bother to save. This is what keeps people trapped and dependent on credit. It doesn't matter if you have a dollar or \$100 to save - JUST SAVE. Energetically you will notice an entire change in your relationship to money. You will, as if by magic, have more money. When this happens don't start spending more - start saving more.

All of you want a quick fix to credit card bills. In October and November's articles we'll discuss how to design a repayment program that is right for you and how to keep on track with the program. There is only one quick fix — CONSISTANT DISCIPLINE. If you want to live your dreams this is the only ticket you need.

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.jd-cpa.com

IN THE NEWS...

■ ARIZONA HUMAN RESOURCES

ASSOCIATIONS FIGHT PC ILLITERACY AND ASSIST WORKERS IN TRANSITION: If jobs are the first step up the ladder of economic opportunity, for many, PC literacy is a step towards higher pay and career development choices. The ATRA and EMA organizations are co-sponsoring a golf tournament to provide access to computers as part of the Center for New Directions' Job Re-Entry Program which empowers women seeking assistance with personal development and career planning. This includes vocational guidance and continuing education counseling for both traditional and non-traditional careers for women. The emphasis is on regaining self-esteem, goal setting, decision making, and financial survival skills. Women learn to apply their skills from the home to the workplace. For more information, call: 681-9181.

■ VIOLENCE AGAINST WOMEN:

Several provisions of the 1998 Violence Against Women Act (H.R. 3514) were included in a re-

authorization of the Higher Education Act which has now passed in congress. Amendments require that a National Baseline Study documents the effectiveness of campus safety procedures. Also included: grants to improve campus security, a prohibition against hate crimes and fines on schools which are delinquent in reporting campus crime statistics.

■ CHILD SUPPORT LOSES TO CREDIT CARDS: The House of Representatives passed, in June, the so-called Bankruptcy Reform Act of 1998 (H.R. 3150) which would revise bankruptcy law in a number of ways that could be harmful to women. Although the bill's backers claim to have addressed problems with regard to child support and alimony past due payments competing with payment for credit card bills, the problem was not resolved in the final version. Essentially those same problems and others still exist in the Senate version, S. 1301. A floor vote on the Senate bill is anticipated in late July. When the measure comes to the floor, Sen. Ted Kennedy (D-MA) may attempt to attach his minimum wage hike bill.

■ SOCIAL SECURITY 'PRIVATIZATION': Rep. Jerrold Nadler (D-NY) introduced a

resolution (H. Res. 483) in June which reminds people that the Social Security fund is not in crisis, that increased contributions to the Social Security Trust Fund would not be necessary until well into the 21st century and that any effort to change the Social Security system should be undertaken with the greatest of care. Republican leadership is scheduling a bevy of hearings on this issue — one that they hope to push in the next Congress. Recent studies show that recipients will likely end up with less income under any of the major privatization schemes. Huge investment and banking firms are mounting a multi-million campaign to support privatization. Women and people of color are being targeted in this campaign.

■ ROLBACK EFFORTS DIE DOWN: Efforts by Republicans to repeal Affirmative Action programs have all but stopped, with such successes as safeguarding the Disadvantaged Business Enterprise program (DBE) in federal transportation spending. DBE helps small businesses owned by women and people of color be more competitive in federal contracting. Opponents are pouring more effort into state and local initiatives to repeal or scale back Affirmative Action programs. There will be an oversight hearing in Washington on activities of the Civil

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Rights division of the Department of Justice in July, mainly to allow Republican critics to question President Clinton's interim appointee, Bill Lann Lee.

■ A BREAK FOR TEEN WELFARE

MOMS: An amendment to the Higher Education Act, pushed by Sen. Paul Wellstone (D-MN), would extend time limits on vocational education from 12 to 24 months for teen parents on welfare who are pursuing postsecondary education. The provision would allow teenagers receiving Temporary Assistance to Needy Families (TANF) to continue their education as defined as a "work activity" for a longer period of time. Activists are encouraged to call White House aide Bruce Reid who is reportedly a hold-out on supporting this important amendment and urge him to work for its passage. Calls should be made ASAP; the White House main number is 202-456-1414.

■ TITLE IV, WEEA FUNDS LIMITED:

As was done last fiscal year, funding to states under Title IV of the Civil Rights Act was eliminated in the Health and Human Services/Education Appropriations bill by the House, but funding for the regional centers was kept level at a little over \$7 million. The Women's Educational Equity Act (WEEA)

funds were authorized at last year's level of \$3 million. These programs discourage discriminatory practices in educational institutions and assure that girls, women, and people of color are offered programs which promote equality of opportunity. Both face an imminent threat, though, with a pending House floor vote on a bill, sponsored by Rep. Joseph R. Pitts (R-PA) that would block-grant many elementary and secondary education programs assisted by federal funds.

■ THE PAYCHECK FAIRNESS ACT

MAY FACE A SENATE VOTE: S.71, HR 2023 have been offered as an amendment to S.1031 (Bankruptcy Reform Legislation). The Paycheck Fairness Act tightens enforcement by strengthening provisions of the Equal Pay Act which requires equal pay for equal work. **ACTION NEEDED:** Call Senators McCain and Kyl and urge them to support Senator Boxer's "Paycheck Fairness" amendment to the Consumer Bankruptcy Reform Act of 1998 (S.1031). The Capitol Hill Switchboard number is: 202-224-3121.

PROFILES

Christine M. Mensel, D.C.
Chiro Back-Up Services
 Director, Technical Support
 & Productivity
 4438 W. Calle Lejos
 Glendale, AZ 85310
 587-7169/phone & fax



Service or Product: Statewide chiropractic office coverage. **Years in business:** 2.

1. Why is your business unique? We offer affordable and reliable coverage by professional doctors.

2. Why should someone do business with you? Same as above.

3. Why did you start your business or why did you go into the business you are in? I left a private practice and saw the need for chiropractors to have their offices covered in time of absences.

Susan Ratiff
Exhibit Experts

Owner
 4012 E. Broadway, Suite 307
 Phoenix, AZ 85040
 437-3634/phone
 437-0955/fax



Service or Product: We specialize in dynamic tradeshow displays, graphics and accessories. **Years in business:** 10.

1. Why is your business unique? We're a one-stop shop with everything you need to help make an impact and stand out from the competition.

2. Why should someone do business with you? We offer the highest quality products, superior service, and attention to details for maximum results.

3. Why did you start your business or why did you go into the business you are in? It was a way to cash in on the exploding exhibit marketing industry using my sales and marketing background.

Kay Fulkerson
Martin Howe Assoc., Inc.
 Owner
 4220 N. 25th St., #2
 Phoenix, AZ 85016
 954-9147/phone
 954-6348/fax



Service or Product: Investments; retirement; small company plans; credit card terminal. **Years in business:** 10.

1. Why is your business unique? I can advise you how to save tax before Oct. 1st and same in credit card processing.

2. Why should someone do business with you? I am a problem solver for your business problems.

3. Why did you start your business or why did you go into the business you are in? To assist people to be successful - especially financial controls.

Connie Kadansky
E*SP Exceptional Sales
 President
 8724 N. 6th Drive
 Phoenix, AZ 85021
 997-1101/phone
 678-0754/fax
 esp@neta.com



Service or Product: Consultant, speaker, trainer, assessment tools for salespeople. **Years in business:** 1.

1. Why is your business unique? Only seminar in the world scientifically proven. Fear free prospecting and self promotion workshops.

2. Why should someone do business with you? I care deeply about my clients success. I lend unique insight that no one else can lend.

3. Why did you start your business or why did you go into the business you are in? Because people can learn to self promote comfortably and dramatically increase their income. I can transform people and companies.

Brenda Green
Corporate Art West
 Art Consultant

243-4300/phone
 243-4325/fax



Service or Product: Provide artwork to corporate offices. Anything from posters to originals. **Years in business:** 6 months.

1. Why is your business unique? We can assist companies in locating hard to find art pieces.

2. Why should someone do business with you? To save money and time.

3. Why did you start your business or why did you go into the business you are in? I started Corporate Art West to assist companies in providing a motivating work environment for their employees and clients.

Kendahl Singletary
Serenity Bodyworks

Owner
 582-9595/phone



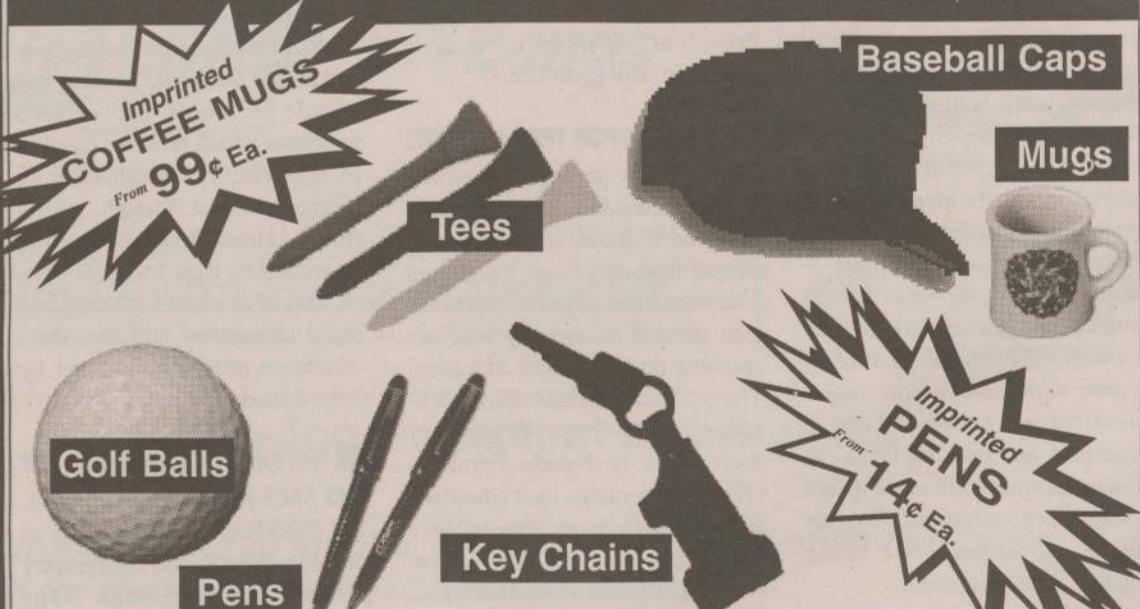
Service or Product: Licensed Massage Therapist. **Years in business:** 5.

1. Why is your business unique? I tailor each massage to each client's needs

2. Why should someone do business with you? I provide a high quality massage at a very reasonable cost.

3. Why did you start your business or why did you go into the business you are in? I have a great belief and love of massage therapy and what it can do for people.

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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.

- 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)?**

from Branding, page 5

or responsibilities? How can your product or service address these issues?

■ Your competition-Who else does what you do? What do they do best? What message do they send? Who do they send it to? How do they send it? How is your company different?

Take your time and be as specific as possible. The answers to these questions will form the basis of your entire marketing strategy. In addition, this exercise will guide a good graphic artist and/or creative toward what your underlying message should be, what your logo

should look like, what paper and which colors to use, etc. This is the most important step you will take in positioning your company to compete in your marketplace. This is the foundation of how you become a brand and receive recognition in the marketplace.

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

CULTURES

Sticks and stones may break my bones but words will never hurt me.

This rhyme is often chanted by children or told to them by their parents. However, words can and do hurt especially those dealing with race, ethnicity or skin color.

For generations, people have been passing along lessons in bigotry the same way that they pass along a family recipe. Most people don't think of the implications of these traditional biases in a world where "ethnic cleansing" and "hate crimes" are familiar concepts. Children are not born wanting to learn these lessons; they must be taught prejudice. Children are not concerned about people's skin color, religion, culture or native language as adults are—until we teach them to be concerned. As a new school year begins, here are a few suggestions for educators and parents.

BE HONEST

Parents: Talk to your children about what they may face at school especially if they are the minority. Share with them the stereotypes,

discrimination and hateful words they may hear.

Educators: Have honest communication with your students. Share your life with them. Tell students about yourself and how the issues of race and culture affected you throughout your school years. Let them know you may not have all of the answers but you're willing to find out. Allow your students to teach you the intricacies of their culture (language, family traditions, etc.).

DON'T IGNORE

Parents: Watch your child for changes in his or her behavior. Signs such as: extreme withdrawal, frequent physical discomforts resulting in not attending school, an outgoing child becoming shy and quiet or, vice versa, numerous fights and angry outburst. These warning signs can signal that your child is facing a stressful situation. Daily encounters of racial harassment can be the culprit.



Educators: When a student comes to you with a situation involving discrimination, racial/ethnic slurs or nonverbal putdowns, LISTEN AND TAKE ACTION to eliminate racist behavior. It is important that you do something, since some groups of people will interpret this harassment as valid grounds for violence (often allowed by their parents). If you teach in a multiethnic school, there is a potential for problems based on race and ethnicity. Don't assume that there is no racial tension just because you don't see any visible signs. If your school doesn't have a zero tolerance policy on racial harassment, then it's up to you to take action.

DON'T EXCUSE

Parents: Don't allow or excuse racist or prejudiced behavior, EVER. A comment or behavior from a child, knowingly or unknowingly, is a perfect time for correction and

See Sticks, page 12

INTERNET

by Ruth Owens

Do you want to dance?

Improving the visibility of your website is a popularity contest you want to win. If your website has good content combined with good design, you have laid the foundation for a popular Internet destination. Your website's success depends on your efforts to insure that your audience sees what you have to offer.

How do you get people to visit your site?

1. Search Engines
2. Friends
3. Meta Tags
4. Print Media
5. Word of Mouth
6. Statistics Analysis

Roll up your sleeves, fire up the Internet and look for places where you can list your site. The first place to start is with the search engines, since it's estimated that more than two-thirds of the people looking for information on the Internet find it using these sites.

Search Engines — Start by registering your site on the major search engines like Excite, Altavista, Lycos, Yahoo, etc. Wait a couple of weeks, then check to see if your site has been added everywhere you listed it. If you can't find yourself after a couple of weeks, list it again. Occasionally check all of the search engines to make sure that you're still coming up on a search.

Friends — Next, trade links with friends you make with similar

interests or information and who also have a website. Visitors to those sites are likely looking for information relevant to what you have to offer.

Meta Tags — Use Meta Tags for descriptive keywords, titles, and any other information you want to be picked up by the search engines.

Print Media — Give out your URL just as you give your phone or fax number. It should appear on your letterhead, business card, fax header, advertisements, press releases and on your email. My URL is at the bottom of this article.

Word of Mouth — Don't overlook the fact that if people find your site useful, informative and entertaining they will tell their friends about it.

Statistics Analysis — Check your statistics for traffic, if you have referer logs you can find out who's linking to you and how many hits you get from each link.

That's the basic overview. I'll discuss in detail some of these subjects in upcoming issues.

Ruth Owens is a graphic and Internet designer in Jerome, AZ. If you have comments or suggestions about SiteSister, send them to sitesister@azwomensnews.com. Look for Ruth Owens at <http://www.azjerome.com/webdesign/>

by Kimberly Allen

MARKETING

by Lynette Zang

Branding... It's Not Just For Cowboys Anymore!

...and it's not just for large companies either. In order to thrive in today's market, companies of all shapes and sizes must consistently bring in new prospects, convert current prospects into clients, and grow the number of products or services used by current clients. You must let all of these people know who you are and how you fit into their businesses. In other words, you must become a recognizable brand in your target marketplace.

get the business results you want, you have to ensure that all of your communications send the right message to the right people. And the more clearly you see who you are and what you have to offer, the more clearly you can communicate that to the people who count.

Write It Down

You need to define, define, define. Take some time to create definitions that explain your business in the simplest terms possible. This will help eliminate confusion and foster understanding. Your definitions should cover at least the following three areas:

■ You and your company—What are your goals? What do you do best? What need(s) does that satisfy? What are the underlying benefits of what you have to offer? Who needs what you have to offer? Why do they need you?

What do you want prospects to know about you and your company?

■ Your target market—Which industries are likely to give you most of your business? Which departments in those industries? Which positions in those departments? Who really makes the decision to purchase the product or service you sell? What are the most tedious parts of their jobs

see Branding, page 4

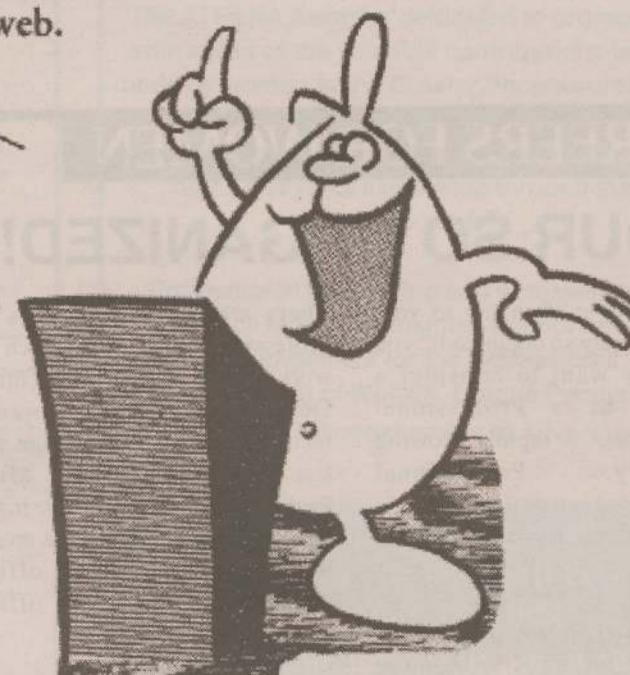
Do you have an idea?

If you have an idea, I can put it on the web.
I do pages for the web.

*Internet
Hosting
Your Own Domain
\$50 set-up fee
\$50/month*

*Website
Design*

*Starting at
\$75/page*



Ruth Owens Design

520.639.3414

ruth@azjerome.com

www.azjerome.com/webdesign/

CAREER

Using the internet to find a job

Your next job is right inside your computer!

There are millions of jobs and resumes posted on the internet monthly so, with great ease, you can now search several web sites for jobs around the world. Resume-posting has become a very popular choice for job seekers and is often the requested format by employers, large and small. But the question still remains, can you really find your next job using the Internet? The answer may depend on how well you balance your use of the Internet with more traditional job-search strategies.

Whether you are looking for a local or out of state job, you will still need to work hard at your electronic job hunt. There are many career-related web sites being created almost daily with competition growing fast. More companies are going online due to its convenience and cost effectiveness.

Many resume banks offer free resume posting.

Advanced sites post new jobs and update their listings daily, provide job notification to candidates, and provide company profile information. Which site is best for you depends on your needs and experiences.

If you plan to compete for the many on-line jobs, you must have

access to a computer. As in any regular job search, the jobs may go quickly. Whether you log onto the internet using a computer at the library or at a friend's house, you should plan to search the internet frequently for the position that peaks your interest as well as post your resume to several appropriate employment sites.

To begin, create a short list of possible job search sites.

Start with a random search by keying in "employment" on your favorite search engine. If you want to look for jobs in specific career fields or in different cities, these options are also available.

Each career site provides instructions on how to use its services. For instance, you may have the option of sending your application to only one company or listing it in a general pool of candidates.

To become proficient, orient yourself on the Web, then practice. The formats for search engines and job-search sites aren't standardized, so you must adjust to each site.

Post your resume to sites that are interactive -

meaning they have staff that you can ask questions and e-mail you directly when a job comes in that



by Tammie Chestnut

fits your profile. Sites with resume banks should tell you how long resumes are retained, how to update or delete your resume and how they handle confidentiality issues.

Before you submit your resume or application, print or record the site information to keep track of your job search and for follow up purposes. Although job hunting on the Web is new and high-tech, old-fashioned courtesy still applies. Always follow up with employers to make sure they received your information.

You don't have to be a computer whiz or spend huge fees to be a successful cybersearcher.

Surf the internet and you'll be on your way to a electronic job search in no time. Happy job-hunting in cyberspace!

Tammie Chestnut, President/Owner, The Resume Shop, a full service professional resume and desktop publishing company. Call 407-6410 or surf to www.resumeshop.com for additional career advancement and self-marketing tips.

ENVIRONMENTAL CONNECTIONS

by 'Ren Northup'

Water we doing with it?

The monsoons turn my thoughts to water. Life's most basic need makes up so little of our desert environment. Survival in desert ecosystem requires uncompromising conservation.

Desert life is delicately balanced around this vital and scarce fulcrum. When water is more available, water-intensive activities are more common. Oleanders bloom, exposing more tissue to desiccating wind and sun. Insects are active, using more water to cool their bodies. In the soil, bacteria flourish.

Monsoon season is ideal for explaining the idea of carrying capacity. Imagine water as a pie. There is a finite amount to support all the activity in an area. When the pie is bigger, more activities take place. Water scarcity means less activity is supported. This is the concept of carrying capacity.

When humans come to a dry climate, they must do one of two things: squeeze out other pie users, or borrow from another pie. Phoenicians do both.

Here in the Valley, we've squeezed out native water users, drying the Salt River and accelerating desertification. By using SRP water and groundwater, we've increased the size of our water pie, but decreased someone else's water pie. Future water users are denied the groundwater we use, and the remote ecosystems from which we pump water can support less life.

Knowing we are changing the fulcrum upon which life balances, we should be conscious of our decisions and priorities. Just knowing we have an impact provides us with choices.

When a woman stops reading this column to wash her car or run a load of clothes, she increases the demand on water resources and carrying capacity. So each of us, by the actions we take, can reduce our impact on water-dependent carrying capacity. Here are some things we can do today, ranked from easy to life-changing:

1. Only wash full loads of laundry (1 point).
2. Empty your water-glass into your houseplants instead of down the drain (1 point).
3. Put a plastic bottle filled with water and rocks in your toilet tank to reduce the flush volume (2 point).
4. Use rags instead of paper towels. Throwing away paper means throwing away the water used to make it (2 points).
5. Plant plants in your yard in clumps, so the pooled shade and wind screen will reduce water needs (4 points).
6. Wash your car half as often, so the next time someone comments on the dust, you will have an environmentally responsible excuse (3 points).
7. Fix leaking faucets or toilets right away (3 points).
8. Eat locally grown produce. Less transportation means less water used to get it to you and fresher food (3 points).
9. Plant edible plants in your yard. Since they are there, they may as well feed you and the songbirds (4 points).
10. Install gutters on your house and guide the runoff to help water the clumps you planted. (5 points).

To play the environmental game, add up your points and divide by 10. A score from 0-1, is an "environmental sprout," 1-2 is a "concerned sapling," and a score higher than 2 means you're a hard-core "tree-hugger."

'Ren Northup, freelance writer and creative consultant (602)266-0939.

CAREERS FOR WOMEN

YOUR SO ORGANIZED!

If people often say to you, "You are so organized!" you may want to consider a career as a Professional Organizer. A rapidly growing industry, Professional Organizing is a profession that's easy to start, easy to sell, and lots of fun.

More and more, people are looking for ways to be more efficient and to simplify their lives so they can focus on what's important to them: quality time for themselves and their families. Often, hiring a Professional Organizer is the key to achieving that efficiency.

What does a Professional Organizer do?

There are many specialties of Professional Organizing, such as working with folks with Attention Deficit Disorder, organizing memorabilia, wardrobe design, the list goes on and on. Most Professional Organizers here in the Valley focus on these three areas: home organizing, office organizing, and home office organizing.

Although approaches differ, most Professional Organizers meet with their clients first to determine that client's needs and styles. Then, they roll up their sleeves and dig in! If the Professional Organizer does her job right, the client will be left with a system of organizing (which includes good supplies and good habits) that allows the client to stay organized over time.

by Karen Ussery



The client is usually involved in the process, so they can learn the techniques and be responsible for staying organized after the Professional Organizer has left.

Most Professional Organizers bill by the hour, anywhere from \$30 to \$100. Starting a service business in the State of Arizona is easy, simply file for a Trade Name and you're ready!

As with any professional office, you should get a business phone line (so you get listed in the phone book), a business checking

account, an effective home office, and professional letterhead, envelopes and business cards. There are many groups ready to help you start up your small business, such as the Small Business Development Center and S.C.O.R.E.

Once you decide to become a Professional Organizer, join NAPO, the National Association of Professional Organizers. NAPO is over 1000 members strong nationwide and keeps you current on the latest trends and techniques of Professional Organizing, as well as running your own business. NAPO can be reached at (512) 206-0151 or at www.napo.net.

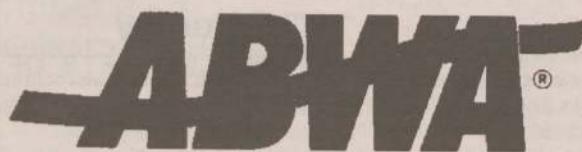
Locally, there is the Arizona Professional Organizers Association, which meets on the second Tuesday of each month from 4:30 to 6:00 pm at La Madeleine, on the northwest corner of 32nd Street and Camelback.

The Professional Organizers in this group are supportive and willing to share information and referrals. Please call me for more information.

Once you're ready to go, get the word out! Many people don't even realize they can hire a Professional Organizer, so tell everyone you know. Joining a networking group is a great way to tell people about what you do. Good luck!

Karen Ussery, Professional Organizer/Speaker, is the founder of Organized for Success. She is the president of the Arizona Professional Organizers Association and a member of the National Association of Professional Organizers. 248-2884; ussery@primenet.com.

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



AMERICAN BUSINESS WOMEN'S ASSOCIATION

City Lights... Desert Nights
National Convention
September 16 - 20, 1998
Phoenix, Arizona
Phoenix Convention Center

**JOIN 4,000 WOMEN FOR ONE OF THE
 BIGGEST WOMEN'S EVENTS
 OF THE YEAR!**

An incredible line up of
 renowned speakers including
 Elaine St. John, author of the best seller
 "Simplify Your Life" and Glenna Salsbury,
 "Keep the Magic in Your Life."

Trade Show • Business Skills • Life Skills
 Money Matters • Entrepreneurial Skills
 Career Development

OPEN TO ALL WOMEN
 Call Norma at (602) 563-7970 for Tickets

SMALL BUSINESS TRADE FAIR



**Mastering the Purchasing Maze:
 Corporate, Government
 and Education**
FRIDAY, SEPTEMBER 18TH
Glendale Public Library

*Admission is free to both the
 procurement representatives
 and to the small business attendees.*

*Small business attendees will be able to meet
 and network with purchasing and contracting
 representatives from across the Valley.*

**CALL THE
 GLENDALE CHAMBER OF COMMERCE
 AT 937-4754
 FOR YOUR ENTRY FORM.**

The Women's NETWORK

Living in Sync



RECHARGE '98

An interactive workshop for professional women

TUESDAY, SEPTEMBER 22, 1998

FIESTA INN

8:00 A.M. - 12 NOON

CALL 967-7891 FOR MORE DETAILS



FEATURING

Julie Copenhaver, "Living in Sync"
 Nancy Kiernan, "Chocolates for a Woman's Heart"
 Bobbie Cassano, Tempe Chamber of
 Commerce 1998 Business Woman of the Year

Saturday,
 September 26th
 11:00 am
 Radisson Resort
 Scottsdale
 call 265-0458
 for
 reservations

To honor select Arizona Women
 who have made significant contributions to the
 community and accomplished success in the
 face of obstacles.

The Spirit of Seneca Falls Everywoman's Celebration

*Honoring our past,
 energizing our future...*

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

NAWBO®

Celebrates the SHINING STARS of BUSINESS

September 9, 1998 • Arizona Biltmore - Pavilion
 24th Street and Missouri

You Are Invited to Take Your Place Among the Stars at
 NAWBO'S Annual Awards and Corporate Recognition
 Luncheon and Business Seminar
 11:15 am - 4:00 pm



Hattie Bryant is the dynamic
 creator and host of Small Business 2000,
 a weekly half-hour "how-to" program about
 starting, running and growing a business,
 shown on more than 200 public television
 stations across the country.

The New American Heroes

Small business is big business! Ms.
 Bryant explains why business owners
 are the risk takers, the miracle makers,
 the innovators, all different yet so much
 alike, "The New American Heroes."

The Speech

The Seminar

Growing Your Business into the 21st Century

Ms. Bryant will guide seminar
 participants through a process
 to help facilitate thinking the
 thinking needed today for growth
 to take place tomorrow.

731-4800

Luncheon only NAWBO member - \$45
 Luncheon & seminar, NAWBO member - \$49
 Luncheon, non-member - \$50
 Luncheon & seminar, non-member - \$55
 Seminar only - \$30

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 through the
 exhibition of:

Professional Leadership and Achievement,
 Service to the Community, Support and
 Encouragement for the Professional
 Development of Women, Unique Personal
 Qualities, Responsiveness to Adversity.

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 Phoenix Chamber of
 Commerce at 495-2182
 before October 7th, 1998.

WOMEN'S CALENDAR

professional groups

9/8 Tuesday

DONUTS & DIALOGUE

Phoenix Chamber of Commerce. 7:15 a.m. (\$5) AMC Theaters, Arizona Center, 568 N 3rd St. 465-6477.

9/9 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.

9/9 Wednesday

BEHIND THE BALLOT BOX

Presented by Karen Osborn. Also, attending is Attorney General candidate Janet Napolitano. 11:30 a.m. (\$16) McCormick Ranch Golf Club, 7505 McCormick Pkwy, Scottsdale. Elly Johnson 991-9304.

9/9 Wednesday

NAWBO ANNUAL AWARDS

& Corporate Partner Recognition 11:15 a.m. (\$45) Arizona Biltmore - Pavilion, 24 St & Missouri. 731-4800.

9/10 Thursday

AFTER BUSINESS EXCHANGE

Phoenix Chamber of Commerce. 5pm (\$) Jackson's on Third, 245 E Jackson St. 465-6477.

September 16 - 20

ABWA 49TH ANNUAL NATIONAL CONVENTION

(\$) Civic Center, Norma 585-2320.

9/22 Tuesday

DONUTS & DIALOGUE

Phoenix Chamber of Commerce. 7:15 a.m. (\$5) Sponsored by Chamness Relocation Services, Naples Restorante, 888 W Warner Rd. 465-6477.

9/22 Tuesday

RECHARGE '98

Living in Sync: Strategies for living in harmony with your inner temporal order. Presented by Julie Copenhaver & Nancy Kiernan, Ph.D. 7:30am-12 noon (\$59), Tempe Chamber Women in Business, Fiesta Inn, Tempe, 736-4283.

9/23 Wednesday

WOMEN LAWYERS IN THE NEWS MEDIA

Featuring Katrina Dewey, Attorney & Editor. 11:30 a.m. (\$20) Arizona Club, Bank One Bldg, 201 N Central, 38th floor. RSVP 572-2292.

9/24 - 26

THE ANNUAL ARIZONA-SONORA PROFESSIONAL WOMEN'S CONFERENCE

To network and develop future relationships, business and friendship, learn cultural and economic aspects of both sides of the border. (\$90) Holiday Inn, Old Town Scottsdale, 7353 E Indian School, Sharon Tiffany 542-1377.

9/26 Saturday

IMPACT CELEBRATION OF SUCCESS

To honor select Arizona women who have made significant contributions to the community and accomplished success in the face of obstacles. 11:00am (\$) Radisson Resort Scottsdale, 265-0458.

October 8

5TH ANNUAL ASIAN/ASIAN-AMERICAN BUSINESS EXPO

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

October 15

THE ATHENA AWARD

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

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.

The are a number of regional groups in the metro area: East Valley 844-2441, Foothills 730-8628, Kachina 395-1079, Las Reveles 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.

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 Elly Johnson 991-9304 (gorrell@primenet.com).

MIDTOWNS 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).

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.

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. 1-3pm, Angel Wings & Other Fine Things, 7121 E 5th Ave, Kiva Center Courtyard, Scottsdale, 532-7034.

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. 11:30am -3:30pm, Angel Wings & Other Fine Things, 7121 E 5th Ave, Kiva Center Courtyard, Scottsdale, Call 532-7034 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. Classes are every three weeks through June 98, 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.

feminist

WOMEN'S CALENDAR

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.

support groups

ADULT FEMALE SEXUAL ABUSE SURVIVOR'S 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

Call SPA's activity line for listings of monthly meetings & events. 404-6787 or visit the web site at <http://singleparents.org>.

sports

9/18 Friday

REVLON GOLF TOURNAMENT

Benefit for the American Cancer Society. 6:30am (\$175) Wigwam Golf Resort, Litchfield 553-7129.

9/19 Saturday

ONE CLUB GOLF TOURNAMENT

Benefit for local children's Christmas fund. Sponsored by JJ's Cantina, Rocky Point, Mexico. (\$10) Held at the beautiful Cholla Bay Country Club... when the tide is out, 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- foursome before Sept. 10) 954-8028

spiritual

ARIZONA SUBTLE ENERGY & ENERGY MEDICINE STUDY GROUP (AZSEEM)

Meets 4th Wednesday of the month, 7:30pm (\$5) Scottsdale Senior Citizens Center, Rm. 1 (7375 E. 2nd Street, Scottsdale), Barbi Davis 265-6546.

WOMEN WITH VISION

Will reconvene in October (donation) For more information, call Hilda Villaverde 314-9389.

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.

Ongoing Tuesdays

A COURSE IN MIRACLES

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

women with a preference

9/12 Saturday

BREAKFAST WITH FRIENDS

Womyn 2 Womyn

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

Sundays

SAME TIME/SAME PLACE

BREAKFAST CLUB

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

workshop/ seminar

8/29 Saturday

WOMEN'S BRAIN TRUST

Targeting Markets, facilitated by Shirley Binder, 7 pm (free) Glendale Public Library, 5959 W Brown St, 930-3554.

9/1 Tuesday

HOME, MILEAGE & DEPRECIATION

Presented by AZ Dept. of Revenue 6 pm (free) Glendale Public Library, 5959 W Brown St, 930-3554.

9/8 Tuesday

FIBROMYALGIA & MYOFASCIAL PAIN SYNDROME - NATURAL APPROACH TO PAIN-FREE LIVING

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

9/10 Thursday

USE YOUR BUSINESS CARD

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

9/12 Saturday

WOMEN BUSINESS BUILDERS

Success Is Not Trivial Pursuit presented by Nola Karel. 2 p.m. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

9/14 Monday

CERTIFY & MARKET YOUR MINORITY OR WOMEN OWNED BUSINESS

3-5 pm (free) Glendale Public Library, 5959 W Brown St, RSVP 930-3554.

9/15 Tuesday

SELF-EMPLOYMENT LOAN FUND ORIENTATION

Presented by Caroline Newsome, 6 pm (free) Glendale Public Library, 5959 W Brown St, 930-3554.

9/16 & 23 in Scottsdale

9/17 & 24 in Phoenix

TOTAL IMAGE SEMINAR

Presented by About Face 6:30 - 8:30 p.m. (\$45) Seminar will cover: identifying your body type, skin analysis, individual make-up lesson and a hairstyle consultation working with your face shape, hair texture and lifestyle. Part I is pre-requisite for Part II. Part II can be arranged individually. Call Devy today for registration and location at 254-5091 or 224-8248.

9/18 Friday

MASTERING THE PURCHASING MAZE

Presented by the Glendale Chamber of Commerce. 7:30 am (free) Glendale Public Library, 5959 W Brown St, 937-4754. Reservations required.

9/19 Saturday

EMPOWERING WOMEN

Speakers include Louise Hay, Dr. Christine Northrup, Terah Kathryn Collins, and Dr. Mona Lisa Schulze. Sponsored by Unity of Phoenix. 9am - 5pm (\$69) Union Hall, 600 E Van Buren, 944-3391 ext 180.

9/22 Tuesday

CHILDHOOD ASTHMA I

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

9/24 Thursday

BUSINESS SUCCESSION

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

9/29 Tuesday

SIMPLE SOLUTIONS TO A MORE BALANCED LIFE

Presented by briana joy beveridge & dj throgmorton, 7 pm (free), Glendale Public Library, 5959 W Brown St, 930-3554.

9/29 Tuesday

CHILDHOOD ASTHMA II

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

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.

Ongoing

BUSINESS & INDUSTRY

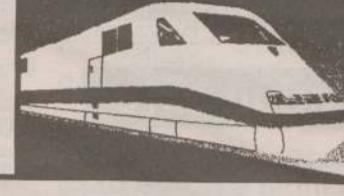
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How to get listed in the Women's Calendar

Mail, fax or email items to: Arizona Women's News at 4208 N. 19th Street, Phoenix, AZ 85016. Fax (602) 532-7034. Email: info@azwomensnews.com.

We do not take information by phone. Final deadline for the Women's Calendar is 5:00pm the 15th of the month prior to issue date. We give preference to notices by and for women that are free or low-cost (\$10 or under). Items selected for inclusion at no charge are listed chronologically and limited to the following information: date, time, group, title, location, contact and fee.

To GUARANTEE that your item is included, you may reserve a listing for \$15 for 1-4 lines, \$28 for 5-8 lines (assume approximately 40 characters per line). Entries must be prepaid; we do not bill or send receipts. See these listings and more at our web-site: www.azwomensnews.com.

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Salary is dependent on experience and a liberal benefit package is provided. Resumes will be accepted until December 28, 1998. The starting date for this position is January 11, 1999. Send resume to: CITY OF PHOENIX LAW DEPARTMENT, Michael D. House, Chief Counsel, 200 West Washington Street, Suite 1300, Phoenix, Arizona 85003-1611.

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FEATURE

from Education, page 1

earned just \$15,552 per year, according to a study by New Strategist Publications. Women with a master's degree earned \$33,509 per year while those with a doctorate earned an average of \$39,821 per year.

Because of the disparity that still exists between men and women's wages, the more education women get, the better off they are. A male high school dropout earns more in a lifetime than a female with a four-year degree, and women's wages have hovered at about 75 cents to the dollar for decades.

"Most women are shocked to find out that, with a four-year degree, they are competing with male high school dropouts,"

says Kit Prestwood, program coordinator of the Women's Resource Center at Arizona State University West.

Others agree. "If you look at these statistics on educational attainment and life-long earnings, you will see that women have always lagged behind and they are still behind somewhat," says RaNae Healy, PhD, a certified marriage and family therapist and counseling faculty at GateWay Community College in Phoenix.

These facts have sent savvy women back to school in droves. Dana Campbellsaylor, a program specialist for the Governor's Division for Women, recalls an eye-opening observation made by international visitors at a recent Sonoran Conference.

"They were amazed that American women continue their education throughout their lifetime. It may seem isolated, but when I started looking at it, they really do," says Campbellsaylor. "My mother is 78 years old and she is taking a computer class, my in-laws are also doing it. And the universities are full of women returning — there are a lot of us taking full-core curriculum or taking two classes at night."

The resulting financial advantage isn't the only reason women pursue education, says Healy. Younger women who originally decided to go to school but interrupted their plans for marriage and children often return.

She notes that crisis precipitates many women's desire to go back to school. "Many times for the mid-lifer or older, there is a crisis in their life, and crisis is a powerful motivator for change" says Healy. "They come back to try and reestablish themselves with a career, a job and personal growth."

Returning to school after an absence can be intimidating for women, but it is also an "empowering" experience, says Healy. Many colleges and universities offer women assistance in gearing up to go to class. ASU West offers a variety of programs to support female students, such as a mentoring program. They also offer a "Career Clothing Closet" that supplies clothes to students who need them for work or internships.

Another success story is GateWay's POWER Program, which was started 10 years ago by Madge Valladares, then-dean of students. POWER stands for "People Open and Willing to Experience Growth and Renewal" and helps both men and women who have been traditionally underserved, says Healy, who took over the program in 1995. It is a semester-long class that focuses on personal growth, life-skills training, career exploration, college survival skills, relationships and multiculturalism.

Students work as part of a "learning community" doing group work and gaining hands-on mentoring from counselors. The program is also unique because it is linked with an academic preparatory class, such as computers.

"When women do return to school they think they are dumb or they think they don't know anything," said Healy. "But the reality is that they have lots of experience and wisdom that younger people don't have."

Many of the students Healy works with at GateWay are still struggling to gain their GED or high school equivalency diploma. This is a population that is often overlooked in discussions of women in education, points out Goodson. Hutchinson also says that many of the people his program serves have an educational deficit.

Goodson's office is particularly concerned about the recent welfare reform, because the emphasis from the Federal government is on workforce reentry, which she says often comes at the expense of proper training.

"Unless women get that GED or high school diploma, they are never able to progress beyond entry-level jobs and support a family," says Goodson. She notes that many of the programs that concentrated on helping women obtain their GED during the day, such as displaced homemaker programs, are now trying to do it at night. This puts an extra burden on women already working a second shift taking care of their families.

"You can go to school 20 hours a week but you have to work 20 hours a week under these guidelines," she says. "I don't think many people are doing that. Plus, they are finding full-time jobs, but when the market changes, then what?"

Another obstacle to an education women have faced is lack of day care. Many of the colleges and universities in the area have solved that problem by offering day care for its students right on campus. For example, GateWay just finished a new residential-style day care center to expand its capacity and it is open at night to serve evening students. And ASU West's childcare center is a one-of-a-kind partnership with support from the university, government and Head Start.

Community colleges and universities are quick to respond to the needs of female students, because that gender is swelling its ranks.

Of the students attending one of the 10 colleges and two skill Centers in the Maricopa Community College District, one in three is a woman over 25. At ASU West, the percentage of female students who attended in 1996 was almost 65%.

Enrollment in Arizona schools mirrors national trends, where, according to Strategic Publications, women already earn more than half of all bachelor's and master's degrees. That trend is expected to continue, with women earning half of all doctorates awarded by the year 2006.

While many women are still going into traditionally female jobs, such as teaching, secretarial work or nursing, many are also gaining entry into nontraditional jobs.

Hutchinson says that any job that employs less than 25% female is considered nontraditional. In addition to computer jobs, engineering and truck driving, that statistic holds true for managerial jobs, he adds.

Some of the trades, such as being an electrician or truck driver, offer "good dollars" for women, says Hutchinson. At the Maricopa Skill Center in Phoenix, women can enter one of the open-entry, open-exit welding and machine trade classes and be trained for a good-paying job at their own pace.

Industry is courting community colleges because they have a need for people in high-tech jobs.

GateWay's educational partnerships with Johnson Controls, SRP and Intel are examples of this trend, as is Estrella Mountain Community College's recent partnership with Cisco Systems Inc., an Internet networking company.

Mesa Community College's Business & Industry Institute has partnerships and alliances with Microsoft (AATP), Sun Microsystems, Lotus LEAP, Novell NEAP, ESRI, IBM, M/UX,

American Management Association, Zenger Miller, INFORMIX and the Consortium for Supplier Training. These types of strategic partnerships bring world-class programs to the community at affordable prices.

Some traditionally female areas also offer good pay, such as the health industry.

Kathy Kunath, chair of the Business and Information Technologies Division at GateWay, says she can't get enough students in her court reporting classes to fill employer needs.

Even the curriculum has changed in liberal arts to address the growing number of women in education.

In the 1970s, women studies was formed to "write women back into education," says Prestwood. Women's experiences are now addressed in history, psychology, religion and other areas. A growing awareness of multiculturalism and women's lives in other countries is also apparent in the new college and university curriculum.

Because of the variety of options available, many women have entered education just to explore fields that were previously unavailable and to "get out of the box," says Healy. "Education is probably a luxury, but education provides women opportunities and choices they might not have. Nowadays, women can do anything."

Even if women don't have the opportunity to go back to the college, they should treat every job they have as a potential stepping stone to bigger and better opportunities, says Evy Hartley, Vocational Counselor for Prehab's WOW Program.

"One of the things we are teaching people here is that any job you are in doesn't have to be a dead-end job," says Hartley. "Learn how to do a good job and you take your knowledge with you and improve yourself all the time. That's really the essence of life-long learning."

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Morning and evening classes are offered at the SCC main campus on Chaparral Rd. and at Sonoran Sky Elementary School in the Airpark area starting in September. You can register today by calling 423-6100 or you can obtain more information about your program by calling Dr. Tony Muscia at 423-6254.

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All participants in the Small Business Management Program receive FREE ONE-ON-ONE BUSINESS CONSULTING from professionals from the Small Business Development Center.

from Sticks, page 5

conversation. Talk about how certain comments and actions hurt others and the consequences of such behavior.

Educators: It should be made clear on the first day of school by every staff member that racial or ethnic harassment of any kind will not be tolerated. This should also be explained clearly to parents upon enrollment, at your school's open house or curriculum night. When this policy is established, practiced and enforced at your school, disciplinary problems drop dramatically, the campus becomes a safer place and students learn to treat others with basic respect.

DON'T BE IMMOBILIZED BY FEAR

Parents: Don't be afraid to raise the issue of ethnicity and race with your child's teacher. Find out if and how cultural diversity is incorporated into the classroom and throughout the school.

Educators: Several students accuse you of selecting a certain ethnic group to answer all the questions in class. Don't freeze with fear. Use this and other opportunities as a reality based teachable moment. Stop teaching subject, sit down among your students and talk about the situation. Set some ground rules, a time limit and listen to their responses.

AMERICA'S FUTURE

In 10 or 15 years, America will look very different than it does now. We will all be minorities. Our real hope lies in our children. It comes down to two choices. We can teach children to harm and even kill one another in the name of race, religion or ethnicity.

Or we can teach them to overcome differences and live in peace with each other, respecting and celebrating diversity.

Which choice will you make?

Kimberly Allen is owner of Cultural Perspectives, a diversity training and consulting company. She is also a wife, mother and educator in the Alhambra School District. Call (602) 846-1499 or email: k_allen@earthlink.net.

ONE WOMAN'S STORY

from One Woman, page 1

meager resources, the only home they could afford was in a junk yard.

She, her parents and her two little sisters slept on the same small mattress together. They had boxes for furniture. It was so hot without air conditioning that her mother wet their clothes in the morning to keep them cool. Her mother was also fearful, Rayon reports, of her children getting sick.

"The money my father was making was only enough to buy our food, so we were living in a really small shed," says Rayon.



Iran Rayon

"We didn't have any warm water or anything. We didn't have a refrigerator. If we bought milk, we would finish it that day, otherwise it would spoil."

Rayon laughs, and adds: "We have been camping lately and it is a lot better than it was back then."

Her family's abject living conditions — despite her parent's hard work — made her realize that she needed an education in order to end the cycle of poverty.

"For me to even think of ever being able to do something on my own, it had to be through school," says Rayon. "I had to go to school and learn the way of the American people. I needed to learn the language and learn the style, learn the culture and I needed to talk to people. Otherwise we would have been stuck."

A month after her family arrived in the States, Rayon enrolled in school. Two teachers decided to help the family. One of the teacher's husbands took up a collection at his workplace. They were hooked up with a woman who taught Rayon's parents English and were introduced to a church with a Spanish-speaking pastor. With this assistance, Rayon's family was able to move to an apartment and now, she says proudly, they live in a house.

A 1995 graduate of Barry Goldwater High School, her high school achievements alone are outstanding. Rayon was selected as the top student in the ESL program. Her enthusiasm for learning made it natural for her to participate in many activities. She attended a

camp that promoted cultural diversity and was selected president of her school's newly formed Anytown Club.

Rayon also found time to be a member of the Peer Mentor Club, where she volunteered to help tutor other students and counsel them about family and peer problems. She was also a member of the French Club and organized festival activities for her ESL and Spanish Classes.

Even though she worked to pay her own way by busing tables and running a cash register, she still found time to volunteer with at-risk kids at Landmark Middle School.

Her efforts earned her the right to become a member of Phi Theta Kappa, the scholastic honor society for two-year colleges. She was awarded the \$500 PVCC Faculty Association Scholarship for students of outstanding achievement who plan to enter the teaching profession.

She wants to work in the field of education because she feels it is important, particularly for women.

Because of her experiences, she urges other women to keep working toward their goals.

"I know that a lot of women don't go through the same thing as I did, but they do go through other things that are probably worse than what I went through or similar," she says. "I guess they just need to look where they have come from and how hard it has been to get where they are at, and how hard it is for them now and where they want to go."

Rayon is proud that other family members are also obtaining an education.

Her brother has enrolled in college, another sister is taking honors classes in high school and two other married sisters are also taking college classes.

It is likely that Rayon will continue her stellar performance at the university. "Basically, what has kept me in school is going through what I went through, being at the bottom of everything," she says. "It wasn't easy and for me to just give up right now would be dumb."

from Pollack, page 1

Miami when I lived on the fortieth. Coming down the elevator one day, the difference between how men and women work struck me. The women in the elevator had umpteen bags. They had their handbag, their briefcase, a diaper bag, and the dirty laundry. The men, maybe, were carrying a briefcase. I think a lot of our college women do that. The majority of enrollment at this college is women.

AZWN: Obviously it would be difficult to hold a college presidency without a Ph.D. But beyond that education, what has it done for you in terms of just your dealings with the world?

TMP: Education gives you a credibility that brings with it. It teaches you self-discipline. Certainly if you do education right, it gives you an unquenchable thirst for learning.

AZWN: What was your start into a career in education?

TMP: My start was an accident. I started off to be a journalist. When I got out of the University of Texas in 1969, equal opportunity was not what it is now, particularly for women in journalism. It was a really closed world, especially the television medium.

I went back to San Antonio, walked into the television station and summarily got thrown out. And it was for reasons other than my

preparations. I was very well prepared. I had gone to one of the best communication schools in the country. It was obvious in the conversation between me and this man that there just was no place for me there. So I felt really dejected. I had just spent a lot of money that I didn't have, a lot of money that didn't exist in my family, for me to go to school, and now I had nothing.

I had a friend who majored in education, and had just gotten hired at one of the school districts, and said come apply for teaching. They hired me immediately, and I loved it. It was so formative to what I do now. It also happened to be in the Edgewood Independent School District, the poorest school district in Texas, which made case law around school equity funding.

Then a community college recruited me. That was my start. I worked at a community college, then at a private school for a couple of years, but I didn't love it as much as I loved the community college. So I went back to working in a community college. I did some lateral moves, and then did a couple of upward moves. One day, in the middle of writing my dissertation, I was invited to apply for a presidency. I had my first presidency in Miami.

AZWN: How did you evolve from teaching to administration?

TMP: There were people in the community college that took an interest in mentoring me, which believed in me and gave me opportunities. I am very grateful to them.

that relate to the public's perception of academia. Particularly when the economics and efficiencies of the market is forcing them to change so much,

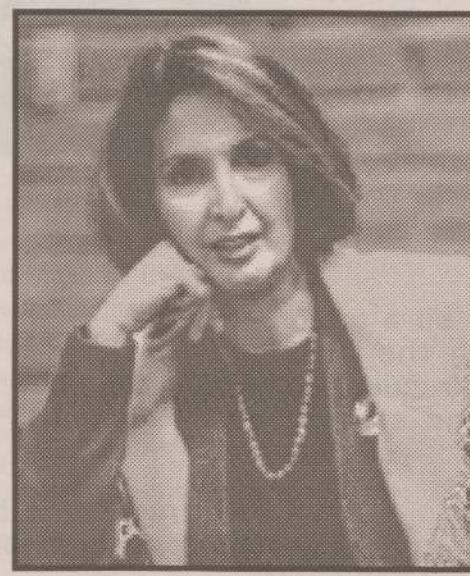
people who have the economic wherewithal to pay for a proprietary or a private sponsored education can take advantage of that.

Our history has always been in serving those who do not have access to higher education. For us the challenge is going to be what we need to do differently that captures the best of our history and our philosophy of college. There were support systems that I had and, that you probably had, that they don't have so they are lucky if they are waking at all.

Our job is to find very different and relevant ways in which to be part of that awakening. Their learning needs and their learning experiences, and their experiences with education are very different. They also bring in a whole set of social complexities to their lives that we have seen a lot of in college in the last several years, that we need to respond to much more efficiently and effectively.

Because we are a family of colleges, we are not ten different colleges, there are some things that systemically we could be doing a lot better and a lot more efficiently. We are really making some good headway on that.

AZWN



Dr. Tessa Martinez Pollack
President Glendale Community College

AZWN: Let's talk a minute about the community college system in general. To my observations there have been huge shifts in the last ten years. Can you talk a bit about that?

TMP: We've seen changes around performance, around accountability, around issues that have to do with perceptions of higher education costs and issues

the focal point is going to be on us. We are so tradition bound and bureaucracy bound that we are going to have some interesting times ahead.

Not a day passes that I don't open up the newspaper from some publication, and I see somebody getting into our business. In a very competitive way. We can still do it much more economically, and affordably with high quality, but it also creates a shift. It means that

elevate

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TO YOUR HEALTH!

"Back" to Health

What can you do to have a healthy back? What we do and how we do it can place us at a lower risk for back pain and injury.

Good posture, along with exercise, proper nutrition, rest, positive attitude and periodic spinal adjustments, is a key in preventative health care. In a healthy standing position, we stand tall. Our head is directly over our body with the chin parallel to the floor. The shoulders relaxed and down. Our arms hang loosely at our sides with palms open and facing the thigh.

An openness about our chest welcomes deep breathing. Our hips are level and our knees and toes point forward, knees slightly bent. The weight is evenly distributed between both legs, providing a stable base.

Abnormal posture can increase stress on the spine. For example, every inch that the head is forward from its normal position places additional stress on the neck. When the head, weighing about 15 pounds, is forward three inches, an additional 45 pounds of compressive force weighs on the neck muscles. No wonder people have tired and painful necks!

In this computer oriented society, we sit for many hours during the day. Sitting can cause back fatigue, and increase the pressure on the discs of the lower spine. In a slumped sitting position, over 200 lbs. of pressure are placed on the lumbar discs! Moms were right when they said, "Sit up straight!"

The back should be straight or slightly arched, with the feet resting comfortably on the floor.

Lumbar area support by a small roll-type pillow may help to reduce the strain. The seat should keep the hips level with, or slightly above, the knees. When sitting at a desk, the desk should be at a level where the work can be done with the shoulders relaxed.

Don't "cramp your style" by keeping your shoulders shrugged! Use a headset when talking on the phone to keep the neck in a normal position. The computer keyboard should be at a height so that the wrists are not bent. The elbows should be at a 90 degree angle. The monitor should be at eye level, without glare.

People who sit a great deal during the day, should take frequent 20 to 30 second stretch breaks.

The neck and shoulders are frequent sites of muscular tension. Squeezing the shoulder blades together and rolling the shoulders back and down will help these areas to relax. Rolling the head in both directions, helps to relax the cervical muscles.

Stand up! Take a deep breath. Slowly stretch your arms. Walk in place a few steps. The body is made for movement and we easily forget to move when we are lost in the thoughts of work.

Sleeping posture is also important for spinal health.

The ideal sleeping position is one where the normal spinal curves are maintained and the stress to the body is minimal. The body should not be twisted or torqued.

Avoid sleeping on your stomach as it places stress on the joints of the lower back which frequently causes pain.

Sleeping on your back or side is best.

When lying on your back, a pillow should be placed under your neck. Placing a pillow under your head can cause excess neck flexion, bringing the chin toward the chest and stressing the neck muscles. A pillow can be placed under the knees to relax the abdomen.

When lying on your side, be sure that the pillow just fills in the space

by Jan Perozeni, DC



between your neck and bed. If the pillow is too big or too small, your neck will be flexed to one side which may result in neck pain and tension. Keep your hips level. A pillow can be placed between the knees to maintain a proper side-lying position.

Lifting is the time of most concern for injury.

A combination of bending, lifting and twisting is damaging for the low back. Always bend your knees and lift with your back straight, using your leg muscles to lift; they are bigger and more powerful than your back muscles.

Keep the object close to you, and stand with your feet slightly apart to widen your base of support. Move deliberately and slowly when lifting. Often, people are hurried when injuries occur.

Back health plays an important role in our optimal health and wellness.

When our back aches, our entire body seems to hurt! With long term poor posture, degeneration of the spine can occur. Serious health problems can result. Assuming proper body postures in our daily life enhances our health by preventing back pain.

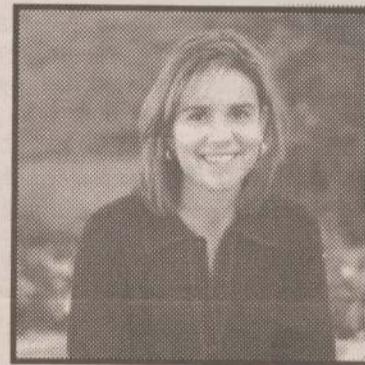
Dr. Jan Perozeni is a Chiropractor specializing in low-force chiropractic techniques. Located at the Center for Natural Healing, Scottsdale, Dr. Perozeni can assist you in maintaining optimal spinal health. Call (602) 945-7770.

by Debi Smolinski, N. M. D.

What does your doctor really mean when she says that your Pap Smear is "abnormal"?

Did you know that before 1941 there was no diagnostic procedure to determine cellular pathologic states of our reproductive tract? It was in 1941 that Papanicolaou and Traut invented the "Pap" smear that is today the universally accepted exam that allows us to assess preinvasive disease states.

The Pap smear is a method by which the doctor obtains cells of the posterior 2/3 of the vaginal canal, cells around the cervix, and cells at the opening of the cervix; a place called the cervical os. The cervix is the inferior portion of the uterus, and the cervical os the opening of the uterus. Sampling these cells has proven to be a reliable and predictable indicator of vaginal and uterine health.



Debi Smolinski,
N. M. D.

encompasses the old terminology CIN2, 3, and 4 as well as moderate and severe dysplasia and carcinoma in situ respectively.

An abnormal Pap smear with either of the two aforementioned identifies a patient who needs additional evaluation. The severity and precise topographical location of the lesion can be determined by colposcopically directed biopsies. A colposcope is essentially a way of viewing the cervix through a magnified lens.

Atypia, another diagnostic term utilized by pathologists describes a less serious cellular change. This result is identified by the term Atypical Cells of Undetermined Significance or ASCUS. A diagnosis of ASCUS requires further investigation of both a thorough

history and colposcopy, which often identifies the causative factor. Contributing factors include: intercourse within 24 hours of the Pap smear, recent tampon use, spermicides, age related atrophy, or the presence of a sexually transmitted disease. Basically an inflammatory condition is present which warrants colposcopic evaluation.

WHEN SHOULD YOU HAVE A PAP SMEAR?

The American Cancer Society recommends that women have annual Pap Smears beginning at age 18 or when she becomes sexually active, whichever comes first. After 3 consecutive satisfactory, normal smears, testing may be performed every 2 years with the advice of your physician and providing risk factors do not change. Once a woman has had LSIL or HSIL as her result Pap smears should be performed annually throughout her life.

Next month we will discuss risk factors associated with cervical cancer and Naturopathic treatment for abnormal pap smears.

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.

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VISIONARIES

A Woman With Vision:
Rev. Alexendra Starr

AZWN: What drew you into the ministerial profession?

Rev. Starr: Very early in my life I can remember wanting to know God. Sometimes I would be lying in my bed as a child, and think I wish Jesus would appear, or the blessed Mother, or a saint, or one of the apostles, and just tell me what it's all about. I had this quest to know the truth and the depth of the meaning of life very early. I made my Dad uncomfortable. He would accuse me of staring. I wasn't really staring.

When I look back now, I was studying human nature. In my middle teens I became, almost overnight, an alcoholic. I drank very severely from my teens until I was 24 years old. I think that the path I took into alcoholism had a lot to do with not knowing how to manage this inner drive. I didn't have anyone around me to share that with, and I felt out of sync. Instead of appreciating or understanding my gift, I tried to run away from it because I wanted to be like everybody else.

During that period of time I went down hill extremely fast. I ended up in the County Hospitals and homeless. I was very sick and on death's door. I finally realized I had a choice between either dying on the street or doing something about it. At 24 I went to Alcoholic's Anonymous, and found a spiritual program - not religious. I got on track in sobriety, and began to live life daily relying on God. It helped me to understand things in a new way and to begin to appreciate and begin the real search for whatever this gift was. I was able to give up cigarettes and change my life, my attitude and my outlook.

Before I came here 13 years ago, I was living in southern California, and I owned an Educational Film Company. I had great material success. There was a major shake up going on in my life. It was an internal, personal thing because I was no longer satisfied with just the material. That's not where my focus is, it's knowing where the real security comes from. I was overwhelmed with a calling to the ministry. It was so strong that I enrolled in the United Church of Religious Science Ministry, which was one of the few places where women could become ministers.

AZWN: When you decided to become a minister, did you have any challenges?

RS: Yes. I had certain expectations of church being the perfect place, where everybody



Rev. Alexandra Starr

understood and behaved in some kind of perfect way. I've learned that we are all in this life together to learn together. Now I know everything is perfect just the way it is. What I see is that everything that life moves me through is for my own spiritual well-being and growth.

AZWN: Tell me about the creation of the Higher Vision Center.

RS: The Higher Vision Center was originally called First Church of Religious Science. We renamed it Higher Vision Center because our purpose is to give people a higher vision with a spiritual understanding of the highest possible expression of life - a higher vision of life.

AZWN: What's your vision for Higher Vision Center?

RS: To work with people and help them to change their lives as mine has been changed. The vision I have is to help people to come into their own, to know who they truly are, and that they are God's all together lovely, and that's their true identity.

AZWN: Do you have any recommendations or words of wisdom for somebody else who might just make a decision about their life, to achieve a vision they have?

RS: To finally make a move or make a decision, develop this time in prayer and meditation. Ask for direction, clarity; ask for right actions in your life. Not to be led by your ego demands, which will always lead to trouble and conflict. Develop this relationship or reliance, or trust in this power that is everywhere present.

You don't have to push the river, you flow with it. Also, nothing has to be done in a big hurry, because if it's right for you, it's going to be there.

Overcoming
Obstacles

You have identified your vision. You have set your goals. Taking action is easy, right? But what happens when you are challenged with obstacles? You have a choice. You can become overwhelmed, frustrated and just give up. Or you can choose to find a way.

To find a way, first pause and look at the big picture. What is the real reason for your difficulty?

- Is there a message for you? How often have you had a fight with a file drawer just to get it open, only to realize it was the next drawer down you needed? Or maybe you arrived late to a meeting only to find it had been canceled. Perhaps you are taking the wrong path to attain your goal. Look to see if there's another avenue open to you and go.
- Is there an easier way? When you have time limitations, why take the stairs when you can take an elevator? Identify alternative actions to your plan that can bring you to your vision.
- Do you need to take a break? You need to recharge yourself just as you need to recharge your cell phone. Schedule in time for your favorite activity and make it a priority, just as you would a meeting with an important client. When you go back to work, you'll be refreshed and ready to go.
- Do you have a personal issue in the way? Feelings of unworthiness, lack of confidence or just plain fear can immobilize you. Recognize it, seek professional help if you like, and take action anyway. Break these actions into smaller, less intimidating steps. You will gain confidence as you go and get back on track easily.
- Did you become attached to the outcome? You decided what the perfect ending will look like despite the trouble it may cause you, and have closed the door to all other possibilities. Look at your vision from other angles. Stay open to your vision and flow with the options.

Once these issues are resolved, and you have determined the right path, don't beat yourself up over the delay. Resolve these issues, and proceed with enthusiasm. The four tips listed below are to help you on your way.

1. Recognize your strengths. List all of your strengths and accomplishments. Reflect on how these qualities have prepared you to overcome your obstacles.
2. Enlist support. Make a list of all those who support you in your vision. Eliminate, from your network, anyone who does not believe you can accomplish your vision. Tell friends and family, if they do not support you in your vision, you will not share with them again. Ask your support network to assist you in overcoming your challenges.
3. Brainstorm for solutions. With the aid of your support network, list all solutions to your challenge even if ridiculous. Do not judge. Identify the solutions which are aligned with your vision, goals and values. Break these into action steps.
4. Take ACTION! Break steps into smaller, doable steps if necessary but get back on course. Focus on achieving your vision, step by step.

Staying on course is the key to achieving the goal. The individual steps are less important than the movement to your goal. With persistence and focus, you will attain your vision in no time. *Margot Dorfman 954-6169*.

CRONE'S CORNER

I traveled out to visit the Peoria Chamber of Commerce - Very nice folks! - where I met Roslyn Radden. Roslyn isn't your typical business owner. She's 79 years old, a time of wisdom and retrospection in the life of a Crone; ideally, it is a time of rest and release from a job. Yet Roslyn is out networking to grow her business - Green Door Health Alternatives. I was amazed and inspired! My curiosity peaked - Why? At an age when most people have long retired, why was Roslyn out promoting her business?

Over 20 years ago, Roslyn had been diagnosed with asthma so serious, she found it difficult to breath. Her doctor could not solve her problem so she turned to herbs for relief. "In dealing with natural healing, I discovered the way to heal my own body and to help myself stay healthy," Roslyn says. This benefit inspired her to take classes in herbs, and become certified in several therapeutic methods.

Roslyn continues, "Now I can help so many other people to do the



Roslyn Radden

same." After that, it was just a natural progression to open a health food store, which she did in 1991 in Casa Grande. A little over a year ago, Roslyn moved her store to Peoria. From an education



by Margot Dorfman

background, her store is now her school. "My goals are to remain healthy and help as many as I can do the same," Roslyn says. When it comes to their golden years, Roslyn recommends "informed moderation: the real key to vibrant health." Make moderation a habit, avoid overeating, over exercising, over relaxing, and eat a healthy diet.

You can visit Roslyn at her store: Green Door Health Alternatives, 9794 W Peoria Ave, Peoria, 583-0202.

Margot Dorfman

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EXPRESSions

BOOK REVIEWS

SLAYING THE MERMAID by Stephanie Golden (Harmony, \$25)

This book is subtitled "Women and the Culture of Sacrifice." Author Golden expertly examines the long tradition of women sublimating their own desires, taking subordinate roles in their relationships, and their willingness to put aside their own needs to satisfy everyone else first. Golden traces the history of self-sacrifice and uses Hans Christian Andersen's story of "The Little Mermaid" as a focal point. Unlike Disney's animated musical, the original story contained a much bleaker, more pointed message. In the original, the mermaid obtains a magic potion that will give her human legs at a painful price; each step the mermaid takes is like walking on knives and her soul will no longer be immortal. Still, the mermaid is trying to gain the affection of a prince, so even as she dances for him, she is said to "suffer gladly." Eventually, the prince marries someone else and the mermaid ends up sacrificing herself. That's right—Disney it ain't. Despite the advancement of women in every arena, most women are still compelled to put their best interests in the backseat while serving everyone else. Whether you're motivated by guilt, a personal sense of right and wrong, or simply tradition, you're not alone. *Slaying the Mermaid* is a must read.

FLYING LEAP by Judy Budnitz (Picador, \$20)

Judy Budnitz is too new and too young to be a household name; she's also too talented not to be. These stories are utterly original and compelling, recalling such absent masters as Barthelme and Coover. In "Yellville," Budnitz explores the tall tale possibilities of a young girl inviting her boyfriend to meet her family over dinner. In "Art Lesson," a modern day Sprat family (both Jack and his wife, of nursery rhyme fame) are life models who turn the tables (tableaus?) on the art students who draw them. In "Guilt," a dutiful son donates his healthy heart to his dying mother after much prodding, only to find out that a loaned heart can prove difficult to take back. These are highly inventive stories and a nice departure from the traditional summer fare.

SHEROES by Varla Ventura (Conari Press, \$16.95)

I bought a copy of this book and began reading it aloud to my 8-year-old daughter at bedtime. It's a thick volume of over 200 women, each of them exceptional role models and every one a standout in their chosen field: science, politics, the arts, sports, entertainment, etc. Author Ventura has chosen well, drawing on both fact and fiction. The brief biographies are accompanied by a welcome mix of history (herstory?) and trivia that makes it perfect for inspiring young women. It's an excellent resource and an ideal reference for both home and classroom.

ONCE IN A HOUSE ON FIRE by Andrea Ashworth (Metropolitan Books, \$23) Andrea Ashworth's biological father died when she was five, and as her mother put her life together and began dating she had the misfortune of marrying abusive men not once, but twice. Ashworth was raised in working class England, and she writes of a relatively idyllic homelife shattered by diabolical stepfathers, who thought nothing of brutalizing Andrea's mother while her three daughters watched. There were threats, bruises and hospital visits, and occasionally, a visit from the police. As the girls grow older, they were also treated to their stepfathers' bad tempers. Like most women in abusive relationships, Andrea's mother routinely tossed these men out of her life, only to invite them back in once her wounds were healed, despite the protests of her daughters and close relatives. Ashworth sought refuge between the pages of her favorite books and was ultimately able to escape her homelife by attending both Oxford and Yale. *Once in a House on Fire* is a gripping memoir of a dysfunctional family.

JUST CHECKING by Emily Colas (Pocket Books, \$22) Psychological disorders are difficult to appreciate. Everybody understands a broken arm or a heart attack, but mental disorders are a different matter altogether. *Just Checking* is the story of a genuine obsessive-compulsive, the same affliction that netted an Oscar for Jack Nicholson in "As Good As It Gets." But this is no cuddly, Hollywood version of the disorder. Author Emily Colas really does count words as people utter them in conversation. She does believe that her food may be poisoned and is wary of eating in restaurants unless someone consents to taste her food. She is frightened of infection. Colas, the mother of two, worries a lot about dirt and disease, as we all do. However, it's possible for us to put our fears in perspective, whereas Colas simply cannot. This is a multi-layered story. Colas writes lovingly and then longingly about her long suffering husband who finally divorced her when she could not keep her disorder under control. Now, on therapy and medication, she's able to get inside her mind in write honestly (and humorously) about her life.

VIOLIN by Anne Rice (Ballantine, \$14) After the death of her husband, Triana succumbs to the charms of the enigmatic Stefan, a fiddler with decidedly demonic traits who uses his violin for seduction and domination. Triana's initial intrigue descends into full-blown obsession as Stefan manipulates her with his dark power. When Triana realizes that her life is in danger, she is forced to utilize all of her power to fight not only for her sanity, but for her life as well. The story bounces from nineteenth century Vienna to modern day New Orleans. Even without vampires, it's still vintage Rice and it's finally in paperback!

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Arizona

Women's News

READER SURVEY

We're always interested in what you, our valued readers, have to say about our publication and how we can improve it. You can help us by completing the following Reader Survey and faxing it back to our office. We'll report your findings in next month's issue.

1. What would you like to see more of in future issues? (check all that apply)

<input type="checkbox"/> Personal Features	<input type="checkbox"/> Education/Training Info	<input type="checkbox"/> Health Issues	<input type="checkbox"/> Arts & Literature
<input type="checkbox"/> Company Profiles	<input type="checkbox"/> Career Development	<input type="checkbox"/> Guest Articles	<input type="checkbox"/> Other
<input type="checkbox"/> Calendar of Events	<input type="checkbox"/> Business Tips & Tools	<input type="checkbox"/> Govt/Legislative News	

2. Tell us a little about yourself:

Gender: Female Male Age: 18-29 30-39 40-49 50-59 60+

Marital Status: Married Single Divorced In a Relationship

of Children in Home: Underage 12: None 1 2 3 4+ age 13-18 None 1 2 3 4+

Education: High School Graduate Some College College Graduate Advanced Degree
 Trade/Industry Certification

3. Tell us a little about your business:

Are you an owner or co-owner of a business? Yes No

What is your job title? _____

What type of business/industry are you involved in? _____

How long has your company been in business? Under 1 year 1-2 yrs 3-4 yrs 5-10 yrs 11+ yrs

How many employees does your company have?

1 2-5 6-10 11-20 21-50 51-100 101-500 501-1,000 1,001+

Do you anticipate hiring any new employees within the next 12 months? Yes No Undecided

Are you a home-based business? Yes No

Do you anticipate moving into larger office space within the next 12 months? Yes No

4. Tell us about your current technology:

of computers at your place of business: None 1 2 3-4 5-10 11-20 21+

Do you anticipate buying/leasing any additional computers within the next 12 months? Yes No Undecided

Undecided

of cell phones owned/used by your business: None 1 2 3-4 5-10 11-20 21+

Do you anticipate buying/leasing any additional cell phones within the next 12 months? Yes No Undecided

of pages owned/used by your business: None 1 2 3-4 5-10 11-20 21+

Do you anticipate buying/leasing any additional pagers within the next 12 months? Yes No Undecided

Do you have internet access at work? Yes No At Home? Yes No

What is your email address (optional)? _____

Does your company have a web site? Yes No

Do you anticipate creating a company web site within the next 12 months? Yes No Undecided

Have you visited the *Arizona Women's News* web site? Yes No

Please fax your completed Reader Survey to 532-7034

LOUISE L. HAY



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Louise L. Hay is a metaphysical lecturer and teacher and the bestselling author of 18 books, including *You Can Heal Your Life* and *Empowering Women*. Louise offers penetrating insights on how women of all ages and backgrounds can experience self-love, self-worth, self-esteem, and a powerful place in society.

CHRISTIANE NORTHRUP, M.D.

Christiane Northrup, M.D., is a visionary in women's health, bringing together the best of conventional, alternative, and mind/body healing. Her first book, *Women's Bodies, Women's Wisdom: Creating Emotional and Physical Health and Healing*, is a national bestseller.

TERAH KATHRYN COLLINS

Terah Kathryn Collins is an internationally known consultant on Feng Shui, the ancient Chinese art of placement, and the bestselling author of *The Western Guide to Feng Shui: Creating Balance, Harmony, and Prosperity in Your Environment*. Learn how you can use Feng Shui to empower your life, enhance your relationships, increase your prosperity, boost your health, and more!

MONA LISA SCHULZ, M.D. PH.D.

Mona Lisa Schulz, M.D., Ph.D., is a physician, scientist, and medical intuitive. In the latter role, she will teach you how to recognize the emotional and psychological patterns that are associated with either the creation of health or of disease. Come and learn about the medicine of the future - medical intuition!

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