



# Arizona Women's News

issues, lives and dreams...

Vol. 1, No. 12

MARCH 1999

<http://www.azwomensnews.com>

## Women of Color Owned Businesses Advance

by Linda Bailey

One Woman's Story

### Lupe Marie Jasso

by Linda Bailey



Lupe Marie Jasso, President and CEO of Accents Marketing, is disillusioned by her recent experience with the DBE (Disadvantaged Business Enterprise) program. "I don't know if I would ever go through this process again. It's such an expensive and lengthy process. I had always gone after contracts as the best one qualified for the job. I'm more interested in getting things based on merit. I don't like to play the race/gender card."

Accents Marketing is a full service advertising and marketing agency. Ms. Jasso began her company in 1988 as a mainstream advertising and PR firm. She brought to her business, fifteen years of experience in advertising. In 1992 market research indicated a promising niche market opportunity for the Hispanic market.

"We became Spanish Accent Marketing. A few years later, we decided to also have a parent company to include African American, Asian and alternative markets. We offer bilingual web page design, advertising and marketing, public relations services, creative product for radio and print. We have an in-house focus group moderator who is certified."

Ms. Jasso takes great care in seeing that everything that goes out of her agency is the best possible product for her clients.

See One Woman, page 13

**Federal government set-aside programs have resulted in 23% of firms owned by women of color having some sales to the Federal government, compared to 13% among firms owned by white women business owners.**

An impressive number of women business owners sell products and services to government agencies and large corporations. However, women owned firms are less likely than men owned firms to sell to the corporate marketplace, according to a survey by the National Foundation for Women Business Owners (NFWBO).

Government efforts to include more business owners of color in the procurement process are benefiting minority women owned firms. Programs, which certify that a business is woman owned, have also proven helpful for firms seeking entry into government and corporate markets.

According to the NFWBO study, while 42% of this nation's nearly 8 million women owned businesses sell products or services to government agencies or

corporations, women owned firms overall are less likely than men owned firms to take advantage of this market opportunity. (61% of men-owned firms sell to government agencies and large corporations.) Federal government purchasing alone is a \$157 billion market, according to the NWBC (National Women's Business Council).

The NFWBO survey revealed that the market penetration gap between women and men-owned firms is widest in the area of corporate purchasing. Statistics show that 49% of men-owned firms sell products or services to large corporations, compared to 30% of women-owned firms - a 19% gap. The market gap is 13% in state and local government procurement markets, and only 3% in Federal government procurement.

Federal government set-aside programs have resulted in 23% of firms owned by women of color having some sales to the Federal government, compared to 13% among firms owned by white women business owners. Women's business enterprise (WBE) certification has had a positive effect according to 45% of those who are certified. Though 49% say that certification has had no impact on the sales and growth of their business.

On the local scene, minority and women business enterprise (MWBE) buying programs have been available through state, county, city and ADOT offices for

See Women of Color, page 12

## International Women's Day Celebration Valuing Women Through Global Awareness

Tuesday, March 9, 1999

Featured Keynote Speakers



**Mahnaz Afkhami**  
President of the Sisterhood  
Is Global Institute



**Marjorie Agosin**  
Chilean poet, short story  
writer and college professor

Mahnaz Afkhami, executive director of the foundation for Iranian Studies and former Minister of State for Women's Affairs in Iran, and Marjorie Agosin, chair of Latin American literature at Wellesley College in Massachusetts, will be the keynote speakers for the eighth annual International Women's Day luncheon. International Women's Day is celebrated worldwide to commemorate the struggle of women to improve their lives.

Proceeds will benefit the Phoenix Women's Commission Scholarship Fund to provide education scholarships for women in need. Sponsored by the City of Phoenix, Phoenix Women's Commission and International Women's Day Steering Committee.

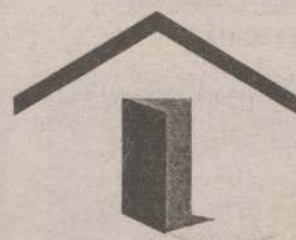
Noon - 1:30 p.m. Luncheon

Phoenix Civic Plaza Ballroom • 225 E. Adams St. • Free parking in the Jefferson Street Garage Third and Jefferson streets, southeast corner  
\$25 Individual tickets • \$15 Student/Senior citizen tickets

## The Domestic Violence Shelter Has a New Friend - The Arizona Department of Revenue

The Governor's Office for Domestic Violence Prevention is launching a statewide campaign to promote awareness of a new opportunity for Governor's Office for Domestic Violence Prevention taxpayers. The 1998 tax form now allows Arizonans to make a donation and help provide shelter and critical services to women and children seeking haven from a violent relationship. Those receiving a refund may allocate part of, all of, or more than payment. Through this "Domestic Violence Shelter Fund," the Arizona Department of Revenue is creating a place to give so victims may have a place to go.

Harriet "Hank" Barnes, Director of the Governor's Office for Domestic Violence Prevention, highlighted the importance of this fund by remaining citizens that every dollar given makes a big difference in victims' lives. "Contributions to this fund will help provide operational expenses such as counseling, housing, and education. It puts food on the table, keeps the lights on, and provides a safe place to stay for victims."



**A place to give,  
a place to go.**

Domestic Violence Shelter Fund  
1998 State Tax Return

According to last year's Department of Economic Security Shelter Statistics, almost 24,000 women and children sought safe sanctuary in an Arizona shelter. Heartbreakingly, ill-equipped shelters had to turn away almost 17,000 of those victims. With nowhere else to turn, these women are often unable to break the cycle of violence that destroys families.

Shelley Dukepoko, a domestic violence survivor, understands the importance of shelter services. Through assistance from a local shelter, Shelley escaped an abusive situation and went on to receive a college degree and rebuild a life for her and her children. When asked to send a message to victims of domestic violence, Dukepoko stated, "A shelter will make a positive impact on your life, and your life depends on it."

### In This Edition!

Ever considered running  
for office?  
See "Public Policy" page 16

Get your tickets to see Jean  
Stapleton in 'Eleanor - Her  
Secret Journey'  
See page 16 (back page)

Let the Marketing Force  
Be With You...  
See "Marketing" page 4

Securing Your  
Financial Future  
See "Finance" page 13

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## EDITOR'S NOTE

## Women of All Colors

We can thank all of the marketing gurus of the world for segmenting us into a myriad of different characteristics. This group of people makes over \$100,000 annually. This group drives foreign cars. This group of women prefer a certain type of date book. These children like to eat frozen foods.

It's only inevitable that we begin to think of our own beings as these segmented groupings. Let's see, I'm a white female, over 40, who likes theatre and live music. I spend more than five hours a week on the Internet and maybe an hour and a half watching TV daily. Pretty boring information, really.

My point is that we learn to think of ourselves in these segmented compartments. I mentioned one of my compartments in the last paragraph - white. It has become so common to discuss one's ethnic background as a segment, that it literally leaves us unable to not consider one's ethnic origins when in the company of someone with different origins.

We even have to waive a certificate of our differences to take part in government programs designed to help us ----- even though they simply continue the segmentation between us.



Terry Williams

I believe this governmental segmenting has even contributed to the polarization of white women-owned businesses and women-of-color-owned businesses.

I attend many, many networking functions throughout the state. And, I am amazed to see the lack of integration within our women's community.

This baffles me. Because, in the business world, we share so many issues in common. Our businesses are growing at rapid rates, and yet we get a pitiful few procurement dollars. We need a growing access to capital, and yet we hardly ever work together to bring about change. We have many, many things to learn about growing our businesses and growing in our professions, and yet we typically work separately.

I encourage the leaders of our women and minority groups to bridge the gaps. Build together on shared needs and extend an open hand to one another. Don't wait to be asked. Extend your hand first.

**Correction from February:** While Sharon Ravencroft may do awesome litigation, the text should have read: *"I love to work with people and counsel, in the addition to the adversarial work I do in litigation."*

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Publisher/Managing Editor: Terry L. Williams  
Publisher/Editor: Margot Dorfman  
Feature Story: Linda Bailey  
Advertising Sales: Terry L. Williams (954-6169),  
Helen Goldman (404-8284)

Contributing Writers: Anne Caldwell, Jayme Canaday, Tammie Chestnut, Jean DeKraker, Margot Dorfman, Cat Parenti, Melanie West, Terry Williams, Lynette Zang

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## Mission Statement and Policies

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

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

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

## Women on the Rise



Sandy Abalos



Ronni Anderson



Dr. Carol Rothman



Rev. Michele Whittington

## APPOINTMENTS

Mary Lou Bassette is one of 10 national business leaders appointed to the advisory board of the Association of Small Business Development Centers. The board advises the Centers which provides small businesses around the country with one-on-one counseling and training programs in partnership with the U.S. Small Business Administration.

Sandy Abalos, CPA, president of Abalos & Associates, has been appointed to the newly created regulatory Advisory Committee of the National Federation of Independent Business. Established to provide federal regulators with insight into how small business is affected by government regulations, the advisory committee is made up of 21 small business owners nationwide. As a member of the committee, Abalos will influence the development and enforcement of federal regulations by participating in panels and providing valuable input for congressional testimony.

The Arizona Commerce Department has named Delia Garcia Kim program director of the Minority and Female - Owned Business Enterprise Office. Garcia Kim had done small business development work for the city of Phoenix and grant allocations with the U.S. Department of Education in Washington, DC.

Jan Vacek Stash has been named Year 2000 special projects coordinator for the department Minority and Female - Owned Business Enterprise Office. The program was developed to help Arizona small businesses prepare for potential Y2K computer problems.

Clean Elections Institute names Sharlene Bozack, Secretary for the Midtown's Chapter of Business & Professional Women, as Executive Director. The Arizona Clean Elections Institute is a new non-partisan education organization that grew out of the Arizonans for Clean Elections. The purpose of the new organization is to help the public, news media, and prospective

candidates for public office understand what the Clean Elections law is and to work to see that the new law is implemented fairly.

Susan Strawn de Mars has been named Vice President and General Counsel at PCS Health Systems. In her new role, de Mars will be responsible for all legal matters at PCS including general commercial law, finance, antitrust and bankruptcy issues, state and federal regulations, privacy and intellectual property matters, and litigation.

The Arizona Small Business Association Announces their 1999 Board of Directors. Appointees include Patricia Ross - President, Jan Vacek-Stash - Secretary, Susan Chapman - Treasurer and Linda Herold.

Executive Women International Phoenix Chapter announces and congratulates their new board. The new officers are: Cindy VanOrder-Boyd - President, Vickie Stripp - VP, Annette Hannah - Treasurer, Janet Anderson - Secretary, Cheryl Dolby - Sergeant at Arms, Marlene McFarland - Membership, DeVia Murry - Ways & Means, Barbara Daniels - Program, Linda Brooks - Publication, Torri Eagleston - Director at Large.

## AWARDS

April Adams-Merrill, President of Corporate Destination Services, Inc., recently received The Business Journal's recognition of top 25 Meeting and Event Planners list in the January 22, 1999 issue. The company scored number two based on volume of guests participating and number of events planned for 1998.

Ronni Anderson, President of Staff One Search and Computer One Training, has been honored with the 1999 Working Woman Entrepreneurial Award for socially responsible leadership by Working Women Magazine. The award celebrates top women business owners for their outstanding business qualities, performance, and achievements. Anderson was chosen from 1300 nominees.

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Gwendolynmary Simpson, the first woman to serve as an assistant general manager at ATC/Vancom in Phoenix, has been selected for the American Public Transit Association's 1998 Women in Transit (WIT) Outstanding Achievement Award. Simpson, Assistant General Manager of Human Resources, is best known for her efforts to promote the role of women and minorities in the transportation sector.

## NEW BUSINESSES

Dr. Carol Rothman, DC would like to announce her new location. The gentle and healing practice of Rose of the Desert Chiropractic is now known as Paradise Chiropractic Healing. Together with her partner, Dr. Chris Kennedy, they have moved to 4901 East Kelton Lane, unit 1238, Scottsdale. You can call for an appointment to get the latest in chiropractic care at 485-4264.

## ORDINATIONS

Congratulations to Rev. Michele Whittington who was recently ordained. Rev. Michelle is now the Senior Minister at Creative Living Fellowship, a Religious Science church and teaching center.

## PROMOTIONS

Linda Andrews has been promoted to Executive Director, business & Industry Training, Pima Community College.



## IN THE NEWS...

### STATE

#### GRANTS

■ **US WEST AWARDS GRANT**  
US West Awarded \$10,000 to Habitat for Humanity, Valley of the Sun Chapter to assist Women Building for Habitat, construct a third home. It will be donated to an under-privileged family on Mother's Day.

#### PMH AWARDS GRANT

Phoenix Memorial Hospital was recently awarded a \$25,000 grant from the Phoenix for the Cure Susan G. Komen Foundation that will allow them to provide low-cost mammograms, diagnostic procedures and limited treatment of breast cancer to the underserved women in the valley.

#### STAY IN SCHOOL SMALL BUSINESS YOUTH EMPLOYMENT PROGRAM

The City of Phoenix and the Metro/Phoenix Works Program will provide an employment pool of youth. A \$500 incentive will be provided to small businesses when youth are hired. For more information, call 271-2670.

### CHARITY

#### THUNDERBIRDS' LARGEST GRANT

The Thunderbirds raised \$3 million for charity as a result of the 1998 Phoenix Open. They pledged \$600,000 to Homeward Bound, an Arizona nonprofit transitional housing and first-time home ownership program for homeless, impending homeless and domestic violence families with children.

#### PAGEANT SUPPORTS WOMEN IN NEED

The Mrs. Arizona Globe pageant is now seeking contestants for the 4th annual pageant to be held in August. The pageant supports Women In Need, a foundation for women faced with abuse. For more information, call Dianne Ross at (602)460-3676. [www.mrsazglobe.org](http://www.mrsazglobe.org).

### EDUCATION

#### INTERGROUP DIALOGUES EXPLORES IDENTITIES

The "Voices of Discovery" Intergroup Dialogues Program, at ASU West, promotes positive relationships in a diverse campus community - taking into

consideration ethnicity, ability level, and sexual orientation. The program is open to the public and free of charge. For time, contact Carey at 543-6216 or [jcarey@asu.edu](mailto:jcarey@asu.edu).

#### ASU WEST OFFERS A NEW DEGREE

The Arizona Board of Regents approved a new degree program at ASU West that will allow anyone with an AAS earn a bachelor's degree in only two years through the new Bachelor of Applied Science (BAS) degree.

### GOVERNMENT

#### ATTORNEY GENERAL ANNOUNCES INDICTMENT OF TRAVEL CLUB OWNER

Attorney General Janet Napolitano announced that Thomas Haas, owner of Tumbleweed Tours, has been indicted on charges of fraudulent schemes and theft for selling cruises and tours that victims never received.

#### ATTORNEY GENERAL WARNS CONSUMERS ABOUT HOME IMPROVEMENT SCAMS

Attorney General Janet Napolitano warned consumers about increased reports of home improvement scams. The Arizona State Registrar of Contractors has been getting reports of a group known as "The Travelers" promising to do quality repair work at low prices. Before you do business with a contractor, ask for their license number; legitimate businesses will provide one. Complaints taken at the Arizona State Registrar of Contractors at 602-542-1525 or 800-352-8431.

### SPORTS

#### DEVILCATS GIRLS BASKETBALL OFFERS OPPORTUNITY

The DEVILCATS Girls Basketball Club is holding tryouts on March 6 & 7 for their Senior Division. The DEVILCATS advocate for a strong emphasis on the values of teamwork and personal character. For more information, call 602-812-0862.

### NATIONAL

#### BUSINESS

■ **WBENC TO HOLD SALUTE**  
The Women's Business Enterprise National Council (WBENC) will hold its first national event - A

Salute to Women's Business Enterprises: The Enterprising Economy - on March 18, 1999, at the National Museum of Women in the Arts in Washington, DC. The WBENC is dedicated to enhancing opportunities for women's business enterprises. Phone: 202-862-4810. [www.womenconnect.com/wbenc](http://www.womenconnect.com/wbenc). Email: [wbecert@aol.com](mailto:wbecert@aol.com).

#### SBA EXPANDS ASSISTANCE

The President's Year 2000 Budget includes record levels of loan and venture capital assistance to expand assistance to small business next year. There is a strong recognition that a focus on "New Markets" (small women-owned and minority-owned businesses) is needed and will have a tremendous return on investment for the country.

#### SBA ANNOUNCES NEW ON-LINE BUSINESS COURSES

SBA announces new on-line business courses for small business owners. Current class offerings include: "Are You Y2K OK?," "The Business Plan," and "How to Raise Capital." They are located at <http://classroom.sba.gov/xtrainx/>.

#### SBA ANNOUNCES INVESTMENT COMPANY

SBA announces the first Small Business Investment Company (SBIC) to base its investment strategy on investing in Hispanic-owned small businesses. SBA Administrator Aida Alvarez said, "It will bring first-rank investment experience to the pursuit of finding and financing promising small businesses owned by Hispanic Americans which will help create growth and new jobs in the Hispanic community, and a stronger U.S. economy overall."

### GENDER ISSUES

#### EDUCATION ACT (ESEA) UP FOR RE-AUTHORIZATION

The Elementary and Secondary Education Act (ESEA) will be reviewed by this Congress for re-authorization. ESEA forms the backbone of federal support to public education. It establishes and funds a educational research and program delivery efforts, including ones that require equal educational experiences for girls and young women.

**More News  
on Back Page**



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# We're In Business

## MARKETING

by Lynette Zang

### Let the Marketing Force Be With You...



To implement your marketing plan and create a win/win relationship between you and your prospect/client.

Gather the talent around you to execute your vision, and share it with them to create a single focused marketing force. Determine who is best suited to each task, and motivate them to commit their hearts to this marketing project. Use your focused prospect/client definitions to settle on the needs of your target market and enable them to see your true value. All of this information will guide your decisions regarding the support materials and the timing of your approach.

#### Share the Vision

You have an opportunity to grow your business and do some team building at the same time. YEAH! Nothing solidifies a work force like a common goal, share yours. There are three key elements to building the plan execution team.

• **Assess Talent.** Who possesses organizational skills, is personable and fearless on the phones, has determination and follow-through capabilities etc. Where are the holes in your team, what talent do you need to seek from outside sources.

• **Garner Support.** Recruit your team carefully. You want their hearts as well as their minds. They need to buy into the plan, so give them the opportunity to be creative and brainstorm on the printed and/or promotional items that will be used in the campaign.

• **Motivate Forces.** Create a contest or game. Designate goals for parts of and the whole campaign to bring out the best in the individuals and encourage team participation. Reward, reward, reward. You want your talent to be motivated throughout the program, not just at the kick off. The more clearly those around you can see your vision of where you want the company to go, the better chance you have of getting there. If it's fun along the way, the enthusiasm will energize your company and spill over onto your prospects.

#### Feel Your Prospects Pain

You know where, why and how you fit into your prospects/clients business. Now, take a deep breath, brush away all of that from your mind, and feel your prospects pain. What do they need? What do they want? What is their pain? Brainstorm with your talent, and make a list of all the problems and challenges faced by your prospect/client. Focus purely on them.

#### The Art of Gentle Persuasion

Let your instincts guide you in the choice of support materials. By addressing their needs alone and showing them that you understand, they will welcome you into their sacred circle. Some points to remember as you make your choices;

• **You only have eight seconds to get their attention.** Get right to the point and make it memorable.

• **Make them laugh.** Humor creates opportunity and you will be viewed in a positive light.

• **It takes an average of seven contacts to make one client.** Do not depend on any one piece to completely hit the mark. It is an evolving series of pieces and follow up that will get you where you want to go. Each piece should build on what was already done and lead to what will come next.

• **Be consistent.** You want to be in front of your prospect when they're ready to proceed forward. Executing your plan on a timed and consistent basis will keep you in the forefront of their mind.

• **Follow up.** Do not wait for your prospect to contact you. Do not expect what you send to sell your services. Make the call, book the appointment, and close the deal.

Every contact opportunity should be approached from a win/win mind set. The next article in the series will address benefits driven writing and designing for manufacturability. May the marketing force be with you.

*Lynette Zang is a creative conduit at Independent Assets, an outsource marketing management firm for small to mid sized companies. She can be reached by phone at 602-675-8375 or fax 602-675-0113 or E-mail lzang@concentric.net*

## Selling Your Small Business

by Melanie West



It's your baby. From an idea born, to a profitable enterprise, you have nurtured this endeavor. Now, it is time to let it go. The hardest aspect of selling your business is staying objective. It is essential to wean the business from you. But, once you have made the decision to sell, there are some full proof steps so that your sale is an easy transition and you retain maximum dollars for your efforts.

Prepare to sell your business by making it "lean and mean". Cut out unnecessary expenses. Trim everywhere you can. This will automatically increase profits. Then, work to build the profit side of your ledger. Show a track record of excellent returns.

Prepare accounting books that will reflect these profits over a two-year previous period. You can formulate these statistics yourself, but have a third party authenticate them. If you are going to utilize a business broker, they can usually provide this service for you. Regardless how the books are formulated, they should be available for inspection by a prospective buyer.

So, what will a prospective purchaser pay for this established enterprise? Deciding the value of the business takes some research. According to Germaine Cabe of B.I.S. Inc., "The value of a business is based on a combination of assets and cash flow. The usual rule of thumb is assets plus one to one-and-a-half times cash flow, not to exceed three times cash flow."

Establish your price by utilizing a business broker, attorney or certified public accountant whose primary endeavor is business sales. Free consultations are often available though these firms. Average commission fees for brokerage services range from a minimum of \$5,000 to \$15,000 or a flat percentage of 10-12% depending on the type of business and it's market price.

Protect yourself with legal advice whether you sell the business yourself or receive assistance. As much as 50% of the businesses are sold on a "carry-back" basis. Usually, the owner receives 25% to 50% down payment and the balance is carried back by the owner. Your contract needs to be iron clad and your loan agreement secured; otherwise the new owner can close the corporation or business and leave you holding the commercial bag.

If you don't utilize an outside agent, then you may need to advertise your business. Numerous publications may target the buyer you are looking for. And, don't overlook industry publications.

You may have a competitor who would like to expand, needs a new location or simply wants to buy you out to remove the competition.

Whatever the reason, if the price is right, you might be a player. Sometimes, if you check with your competition first, you can avoid paying needless sales or advertising fees. The objective is to sell the business and retain the greatest amount of profit from the sale.

Selling your small business can be successful if you remember these few tips:

- Stay objective.
- Make your business "lean and mean."
- Prepare your accounting books for inspection.
- Ascertain the value of your business.
- List it with an agency or advertise it yourself.
- Check with your competition.
- Protect yourself legally.

If you follow these few steps you will be walking into your bank with a bag full of money. To celebrate, you might want to take a few coins out and schedule a seven-day cruise to the Virgin Islands. As anyone who has ever owned a small business knows, you deserve it.

Melanie West developed businesses and sold them for profit. They included a business owner's association, a print shop, a public relations firm and a marketing firm. She is currently a freelance writer.

N E T W O R K I N G

**Connie Kadansky**  
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### "Since attending that Greater Phoenix Chamber meeting, this company has become one of my biggest accounts..."

"The account manager of a large corporation approached me after a Greater Phoenix Chamber event and said, 'I must learn more about what your company does to help sales people overcome their fear of prospecting and self-promotion.' Since attending that meeting, this company has become one of my biggest accounts...I believe in the Chamber, not only for the connections I have made, but for giving me a whole new approach to promoting my business. Participating in various Chamber programs, such as the Ambassador Committee, opened my eyes to the power of networking."

Are you looking for a way to increase your customer base and referral network? Call the Greater Phoenix Chamber of Commerce today and learn how to put the Power of Membership to work for YOU. Join the Chamber before February 26 and receive three free listings in our Membership Directory, which is distributed to more than 5,000 businesses.



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# HUMAN RESOURCES

A Two Part Series

by Anne Caldwell

## Interviewing and Hiring Part II

**Y**ou've found the person that will fit your position. Now you need to determine the employment category for that person. In conventional employment, the organization directly hires, supervises, pays and provides benefits to individuals; all other staffing arrangements are considered alternative.

But the alternative category includes many different types of staffing arrangements. Temporary or permanent? Exempt or non-exempt? Do you wish to retain them as an independent contractor or do they fall under the definition of intern? Each of these categories is sufficiently complex to fill an entire column. Employers should contact an expert source before making final determinations, but here are some tips on how to approach this determination.

### Intern, Independent Contractor (aka 1099), Leased Employee

There are many alternatives to traditional staffing methods. It is important to understand the basics that differentiate the categories, especially as it relates to the Fair Labor Standards Act (FLSA). FLSA defines an employee as performing activities controlled or directed by "an employer." The FLSA notes that people who work for their own interest are not employees, but may be independent contractors or students and trainees acquiring experience. Many businesses misinterpret the meaning of these phrases and inadvertently violate the FLSA.

Interns spend time for their own advantage to gain experience. The employer can't promise future employment or compensation, and the intern cannot be part of the production of the company's routine business. The business cannot use the intern to further its goals or meet commitments. This suggests a company should view the role of an intern's "mentor" as time donated by the firm. If a position is defined as a paid internship, it is probably better to categorize it as a trainee position to avoid confusion with any unpaid interns present within the organization.

What if you wish to hire the individual to do the work, but not as an employee? There are more than twenty tests to define an independent contractor, but there are six basic issues:

- Does the organization control how the work is performed or merely define the expected outcome?
- Does the contractor have a skill special or unique to the company?
- Is the service provided integral to the business?
- Is there a degree of continuity in the working relationship between the individual and the company?
- Is there the potential to the individual for loss or profit, depending upon results?
- Does the individual have an investment in equipment or materials necessary for the work?



The amount of direction provided to the individual is key to the definition as an independent contractor. If an organization gives direction to the worker, that classifies her/him as an employee rather than an independent contractor; the less freedom the worker has to perform her/his work puts the company at more risk. This is only one of the litmus tests necessary to accurately categorize a contractor.

A leased worker is one who is employed by an agency; the employer pays the agency a fee, which includes the leased worker's wage plus a percentage mark-up for the agency's fee. Even so, there have been court cases where it was determined that, based on how the employees were managed, leased workers were entitled to company benefits.

### Permanent vs. Temporary

Has this position been developed because the workload has become too extensive for your present staff? Do you anticipate this volume to continue? If so, you will probably want to define the position as a permanent, full time position. Is the work seasonal or in response to a specific offer that has a limited lifetime? Then maybe a temporary position will be preferable.

### Exempt vs. Non-exempt

This is another category defined by the FLSA, also complex with a variety of tests involved to ascertain the appropriate classification. It refers to exemption from overtime pay. A non-exempt employee is one who is usually paid by the hour and is eligible for time and a half for any hours worked over forty in a given week. The basic approach is to use the short test, which examines duties and salary. If an individual is paid more than six and one half times the minimum wage, that satisfies the requirement for exemption in most cases. The duties test examines independent judgment, supervisory responsibilities and sometimes, education.

Remember, these are oversimplifications of some highly intricate definitions comprised of multiple components. Fines by the Department of Labor, which publishes various periodicals regarding the FLSA, can be large. If you are not absolutely certain, it is best to consult an expert source.

**Anne Caldwell, President/Founder of Outsourcing Solutions, a Human Resource consulting firm, provides innovative human resource approaches to companies in rapid growth or transition. Call 228-9191 for more information.**

## How to do business with the University of Arizona

The Small Business office serves as a liaison between vendors, University departments and Purchasing Department personnel. Rick Franco is the Small Business Program Coordinator. He can be reached at The University of Arizona, PO Drawer 40370, Tucson, AZ 85717, Phone (520) 621-2888, Fax (520), 621-5179, Email francori@u.arizona.edu. Mr. Franco reports the following statistics for purchases from women-owned businesses over the past three fiscal years:

	1996	1997	1997
Women-Owned	\$6,997,895	\$7,631,185	\$8,246,389
Total Dollars	\$236,239,560	\$217,915,655	\$200,528,705

Mr. Franco notes that, even though total expenditures have gone down over the last three years, the expenditures with women-owned businesses has gone up.

First, register as a vendor. The Vendor Registration Form asks if your company meets the Federal Small Business Association's definitions as a small business, disadvantaged business, and women-owned business. As the U of A "self-certifies," simply respond according to your knowledge of your businesses classification. No additional paperwork is required to prove your status.

Second, contact someone from the purchasing a contracting team to find out about bid cycles and needs in your particular area. A listing of these staff members is available from the university.

Third, be persistent. As in any business, there are opportunities all over the university to make sales. Smaller purchases do not require a formal bid (under \$5K a bid is not even required), while larger purchases (over \$25K) go through a sealed bid process.

Additional information can be obtained from Rick Franco. Or, go to the University of Arizona Web-site at <http://info-center.ccit.arizona.edu/~purch/manual/manbeg.html>.

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## Career

by Tammie M. Chestnut

### Women in Sports: Dealing with Gender Equity

A new career focus for women has been in the challenging and competitive world of sports. The number of women in sports over the past few years has grown tremendously. Women have stepped onto the greens, the basketball courts, and into the rinks with quite a bit of success and struggle.

#### Women Coaches

Seventy-five percent of women college athletes in an NCAA survey said they are interested in a career that offered a higher average salary than did coaching or administration of intercollegiate athletics.

Coaches of women's teams are still paid less than coaches of men's teams. Out of 14 sports that have men's and women's teams, the Division I men's head and assistant coaches' combined average base salaries were more than the women's in all sports. In basketball, men's head coaches were paid an average of \$71,511, but the women's coaches made only \$39,177.

Even in female dominated sports like gymnastics, the men's coaches were paid more on average. And because most schools offer more sports for men than women, the average combined spending for men's coaches salaries was \$625,396 for Division I schools, but only \$227,871 for women's teams.

Women are also excluded from administrative positions within sports. Only 21% of college women's athletic programs are headed by women, and women fill only 33% of all administrative jobs in women's programs. In high school, less than 20% of athletic directors are women, and less than 40% of directors of physical education are women.

#### What can we do collectively

Gender equity will not happen by itself. We have to work for it and speak out against discrimination. The following are some strategies you can use to bring about gender equity in athletics.

Support Women's and Girls Sports  
You can support women's athletics at any age. Participate in sports yourself. Attend women's and girls' sporting events. Earmark university contributions for women's athletic programs. Do not be taken in by stereotypes that negate women's athletic abilities and deride women who perform well in sports. Coach, athlete, fan and fundraiser are all roles that can build confidence and initiative, and promote women's leadership.

#### Challenge the Myths

Stereotypes unchallenged are stereotypes accepted. Familiarize yourself with the myths and point out the discrepancies between myth and reality about women and girls in sports. Arm yourself with the facts, and present the real story whenever given the opportunity.



#### Speak Out Against Gender Inequity

Remember, You're in the Majority! Breaking the silence has a tremendous impact. It puts women's issues at the forefront of everyone's mind and identifies them as legitimate topics to be addressed.

Despite the obstacles women face in athletics, many women have led and are leading the way to gender equity. Is athletics an important feminist issue? Yes. Participation in sports benefits women just as it does men, helping to develop leadership skills, boosting self-esteem and grades, and promoting physical fitness and health.

*Tammie Chestnut, President - The Resume Shop, a full service professional resume preparation and desktop publishing company. For additional self-marketing and career advancement tips, surf to [www.resumeshop.com](http://www.resumeshop.com) or call 407-6410 or email [tammie@resumeshop.com](mailto:tammie@resumeshop.com).*

## employment

#### ARE YOU LOOKING FOR EMPLOYEES?

Call AWEE for qualified candidates. Our participants have varied employment backgrounds, and are looking to get back into the workforce. If you are interested in partnering with us, please call 371-1216 or fax your job listings to us at 371-1235.

#### STUDY PARTICIPANTS

Study Participants needed for a Skin Cancer Prevention Research Study in Tucson. Participants must be healthy women or men age 18 years and older. The National Cancer Institute is sponsoring this study at the National Institutes of Health and being conducted by the Arizona Cancer Center at the University of Arizona. Participants will be paid upon completion of the study. Call 520-321-7745.

#### BE A LIFESAVER!

Do you want to make a difference in the community? If so, Tucson Centers for Women and Children need you to volunteer. Help victims of domestic violence and feel good about yourself. Orientation and training are held on a regular basis. Call David at 520-795-8001 for information on how you can get involved!

### EMPLOYMENT advertising

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Call (602) 954-6169 for details. The next deadline is 5:00 p.m. the 15th of the month prior to publication.

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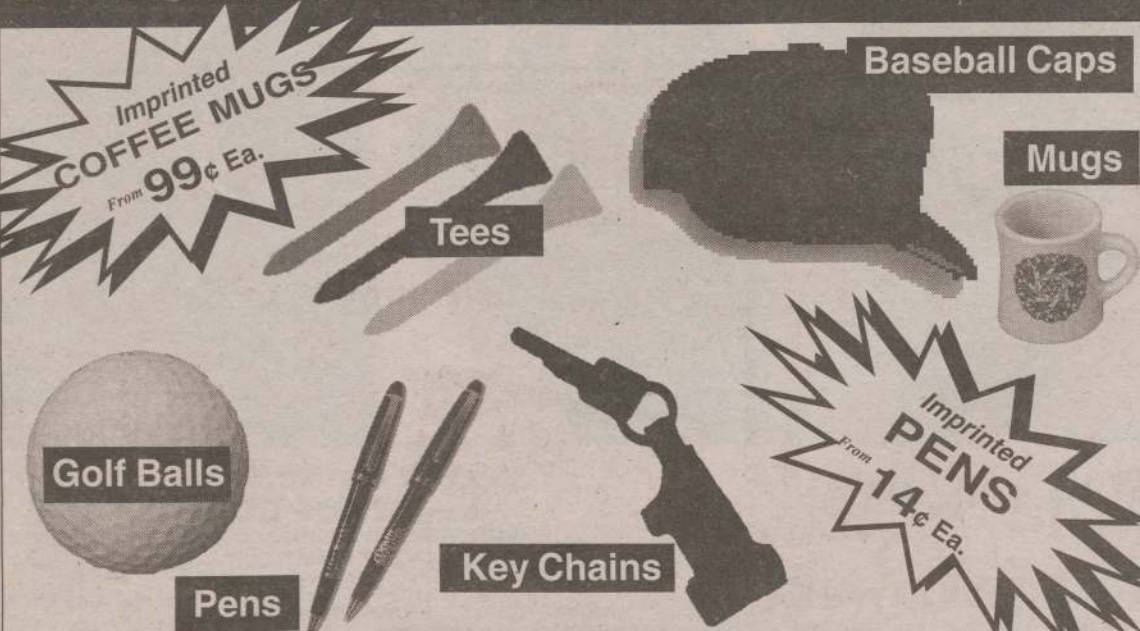


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# The Women's NETWORK

## Camp CEO

A weeklong resident camp experience (July 26 - August 1) for teen women promoting business ownership, leadership skills, friendship and fun.

Camp CEO developed to inspire young women to dream and achieve personal goals of today and professional goals of tomorrow.

It is taught by a faculty of women business owners and executives.

For more information on volunteering as a business professional or camp attendance, contact the Arizona Cactus-Pine Girl Scout Council at 800-352-6133 or 602-253-6359.

Camp CEO is a partnership among the Arizona Cactus-Pine Girl Scout Council, National Association of Women Business Owners (NAWBO), AZ Department of Education, Arizona Public Service (APS), BPW-Midtowners and Arizona Women's News.

## CELEBRATING WOMEN OF THE 20TH CENTURY: FOCUSING OUR ENERGY FOR THE NEW MILLENNIUM

March 20, 1991

A luncheon program presented by Sun Cities Area NOW in celebration of Women's History Month. 11:30 am (\$20) Lakes Club, 10484 Thunderbird Blvd, Sun City. Send reservations with check to Carolyn Modeen, 16805 103rd Ave, Sun City AZ 85351. For more information 948-5014.

## Tuesday, March 9th SOUTHERN ARIZONA CHAPTER OF NAWBO

Invites you to attend our monthly luncheon meeting with guest speaker Terri Bowersock.  
Noon - 1:30 pm

(\$15 members/\$20 guests)  
Presidio Grill, 3352 E  
Speedway Blvd  
RSVP 520-740-9543

## Governor's Division for Women presents *On The Rise Together*

Monday April 19th and Tuesday April 20th

A two-day conference bringing together women's organizations, service providers, agencies, women's health care advocates and interested women to look at coordination, sharing of resources, ideas and funding streams.

YWCA Leadership Center  
9440 N. 25th Ave., Phoenix

For more information call the Governor's Division for Women 800-253-0883.

## Arizona Women's Political Caucus, Tucson Chapter is holding their 7th annual "Women Making History"

Guest Speaker

**Keven Willey**  
Editorial Page Editor of  
*The Arizona Republic*

March 11, 1999  
Arizona Inn, Tucson

Call (520) 298-7520 for information and reservations.

## C-E-O & M-O-M: SAME TIME, SAME PLACE Tuesday March 9th

Presented by Rochelle Balch.  
Sponsored by  
Entrepreneurial Mother's Association

11:30am.  
(\$19 members/\$22 guests)

Orangetree Golf Resort, 10601 N 56th St,  
Scottsdale. RSVP 602-468-0332.

## "APRIL IN PARIS"

April 11th

11:30am LUNCHEON  
1 pm SILENT AUCTION  
2 pm FASHION SHOW

*The annual Soroptimist International of Phoenix Fashion Show, Luncheon and Silent Auction will be held April 11, 1999 at the Camelback Inn Resort, 5402 E Lincoln Dr.*

This annual event supports Valley charities including Homeward Bound, Girls Ranch, Tumbleweed, Unlimited Potential, and other charities providing for the needs of women and children.

Soroptimist International of Phoenix, Inc., is a 501(c)(3) non-profit corporation (\$25 of each event ticket is deductible as a charitable donation, tax ID 86-0851372). Cost \$45. For information contact Terry Parker at 942-7353 or rsfromaz@ix.netcom.com.

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## professional groups

### Tuesdays 3/2, 9 & 16

**TUESDAY NIGHT LIVE!**™ presents the Soulful Sounds of MARY HURTADO with the STRAIGHT UP! BAND — voted the Valley's Top Dance Band (5 years running) by the Arizona Republic. SPECIAL ENGAGEMENT on Tuesday, March 9, 1999 — City of Phoenix, APS, Motorola, Intel, Allied Signal, Olin, BofA, Bank One, Wells Fargo, Norwest and Credit Union employees receive \$3 off cover with their employer identification. 8:30 pm - 1 am (\$7 cover includes 2-for-1 drink specials and hosted appetizers. See advertisement in AZWN for \$2 off coupons.) Lil Ditty's Night Club, upper level, Arizona Center. For information, call 602-257-4220.

### 3/4 Thursday

**WHERE'S THE MONEY?** Panel discussion. Greater Phoenix Black Chamber of Commerce. 7 a.m. (\$10 members/\$15 non-members) Phoenix Art Museum, 1625 N Central. RSVP 307-5200 ext. 2.

### 3/9 Tuesday

**DONUTS & DIALOGUE** Phoenix Chamber of Commerce. 7:15 a.m. (\$5 guests) Wrigley Mansion, 2501 E Telawa (Camelback & 24th St). For more information, call 495-6477.

### 3/9 Tuesday

**NAWBO LUNCHEON** Guest speaker Terri Bowersock NAWBO. 12pm. (\$20) Presidio Grill, 3352 E Speedway Blvd. RSVP 740-9543.

### 3/9 Tuesday

**C-E-O & M-O-M: SAME TIME, SAME PLACE** Presented by Rochelle Balch. EMA. 11:30am. (\$19 members/\$22 guests) Orangefree Golf Resort, 10601 N 56th St, Scottsdale. RSVP 602-468-0332.

### 3/9 Tuesday

**WILD WOMEN DON'T GET THE BLUES** 6:30 - 8 pm (\$10 cover includes one free drink and hosted appetizers. See advertisement in AZWN for \$2 off coupons. City of Phoenix International Women's Day attendees will receive \$3 off cover with there event/luncheon ticket stub.) Decades, Phoenix Live, Arizona Center. For tickets, call Norma at 602-243-1559.

### 3/10 Wednesday

**STRATEGIES FOR SUCCESSFUL STAFFING IN A DIVERSE WORKPLACE** Presented by Mischel Powell. 8am (FREE) ASBA (1500 E. Bethany Home Rd., Suite 140), 265-4563. Fax reservations: 265-2406.

### 3/10 Wednesday

**N PHOENIX CHAMBER BUSINESS AFTER HOURS** 5 pm (\$3) Elks Lodge, 14424 N 32nd St. RSVP 482-3344.

### 3/16 Wednesday

**AFTER BUSINESS EXCHANGE** Phoenix Chamber (\$) Leinenkugels Ballyard Brewery, 2010 S 4th St (next to ball park). Call Kelsea at 495-6477.

### 3/17 Wednesday

**N PHOENIX CHAMBER GOOD MORNING** 7am (\$6 members/\$10 non-members) Luby's @ Paradise Valley Mall. RSVP 482-3344.

### 3/20 Saturday

**CELEBRATING WOMEN OF THE 20TH CENTURY: FOCUSING OUR ENERGY FOR THE NEW MILLENNIUM** A luncheon program presented by Sun Cities Area NOW. 11:30 am (\$20) Lakes Club, 10484 Thunderbird Blvd, Sun City. Send reservations with check to Carolyn Modeen, 16805 103rd Ave, Sun City AZ 85351. For more information 948-5014.

### 3/23 Tuesday

**DONUTS & DIALOGUE** Phoenix Chamber of Commerce. 7:15 a.m. (\$5) Arizona Club, 201 N Central, 37th floor. For more information, call 495-6477.

### 3/23 Tuesday

**SENSATIONAL SOUNDS OF JAZZ & BLUES** Featuring jazz artist Sherry Roberson. 8 pm (\$) Lil Ditty's, upper level, Arizona Center. For information, call Norma at 602-243-1559.

### 3/24 Wednesday

**UPGRADE YOUR PROMOTIONAL MATERIALS: BE READY FOR THE AREA CODE CHANGE** Presented by Lynella Grant & Linda Strauss. 8am (FREE) ASBA (1500 E. Bethany Home Rd., Suite 140), 265-4563. Fax reservations: 265-2406.

### 3/25 Thursday

**POWER BREAKFAST** Sponsored by Greater Phoenix Chamber of Commerce. 7:30am (\$30) Arizona Biltmore Grand Ballroom, 24th St & Missouri. For information, call 495-2182.

### April 7

**HUMAN RESOURCE BASICS FOR SMALL BUSINESS** Presented by Anne Caldwell. 8am (FREE) ASBA (1500 E. Bethany Home Rd., Suite 140), 265-4563. Fax reservations: 265-2406.

## women's professional groups with regular meetings

**AMERICAN ASSOCIATION OF UNIVERSITY WOMEN** Open to all college graduates. Phoenix branch: Meets 1st Saturday of the month, 8:30am (\$) Orangewood Retirement Community, 7550 N 16th St. Information: Linda Blackwell 602-971-3004.

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

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

Additional chapters:

**ME TA KOLA 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), Charlene Kirtley 516-9295.

**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 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-1pm (\$16) McCormick Ranch Golf Club, 7505 McCormick Pkwy, Scottsdale Elly Johnson 991-9304 (gorrell@primenet.com).

**MIDTOWNERS** meets 2nd & 4th Thursday of the month, noon (\$20) Phoenix Country Club (7th Street & Thomas), 279-0940 (midtownersbpw.usa.net).

**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).

**TUCSON** meets 1st Thursday of the month, 6:00pm (\$14) Windmill Restaurant. Reserve by Monday prior 520-751-1513.

**TUCSON U of A** meets 3rd Wednesday of the month, 12 noon (\$) University of Arizona, phess@rs6.fm.arizona.edu.

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

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

**EAST VALLEY ENTREPRENEURS** Meets 2nd Friday of the month, 9am (Free) DeCarlucci's Ristorante, 1859 W Guadalupe, Mesa. Mary Contreras 967-8749.

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

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

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

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

**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.

**INTEGRITY 3000** A stellar private and corporate coaching/training group dedicated to bringing together women from diverse backgrounds in rediscovering one's true self; mastering the life skills needed to live the life you so choose. Luncheon workshops on a variety of personal & professional development topics.

**EAST VALLEY** meets 1st Tuesday of the month, 11:30am (\$18) Dobson Ranch House Restaurant, 2155 S Dobson Rd, Mesa. Ann Williamson, Ph.D. 892-7756.

**PHOENIX** meets every Thursday of the month, 11:30am (\$20) Phoenix Corporate Center, 3003 N Central, 2nd Fl. Rm 280. Ann Williamson, Ph.D. 892-7756

**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.

**W.I.S.K.** Women I Should Know. Meets the 3rd Monday of the month, 11:30 a.m. (\$18) University Club, 39 E Monte Vista Rd. PREPAYMENT REQUIRED! Mail check to M.Joyce Geyser, CopperSmith & Gordon, PLC. 2633 E Indian School Rd, Ste 300, Phoenix, AZ 85016-6759.

**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 Neville 930-3554.

**WOMEN IN BUSINESS COUNCIL** Tempe Chamber of Commerce women's business group meets for lunch with speakers. Meets 3rd Thursday of the month, 11:30am (\$10 members/\$12 non-members) 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.

## other professional groups with regular meetings

**ARIZONA PROFESSIONAL ORGANIZERS ASSOCIATION** Meets the 2nd Tuesday of the month, 4:30pm (\$) La Madeleine, 3102 E Camelback, Karen Usery, 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: 265-3681.

**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.

**CHATS TOASTMASTERS** A group of professionals and entrepreneurs that are dedicated to improving public speaking and leadership skills. Meets Monday s, noon (?) University of Phoenix, 7001 N Scottsdale Rd (& Indian Bend) For more information, call Wendy Pellegrini 860-6387.

**HOME BASED BUSINESS MEETING** Meets 3rd Tuesday of the month. Chaired by Janet Drez. 9:30 am (Free) ASBA (1500 E. Bethany Home Rd., Suite 140), 265-4563.

**HOME BASED BUSINESS NETWORKING GROUP** Meets 1st Wednesday and 3rd Thursday of the month, 10:30 am (Free) Borders Cafe, 73rd Ave & Bell. 602-572-8201.

**GREATER PHOENIX BLACK CHAMBER OF COMMERCE** Board of Directors meet the last Wednesday of each month. 11:30am (?) Streich Lang offices, 2 N Central Ave, Phoenix. Denise Meridith 307-5200.

**PEORIA CHAMBER NETWORK** Meets first & third Tuesday, 7am (\$) Borders, 7320 W Bell. Fourth Tuesday, 7am, Olive Garden, 7889 W Bell. Connie Brown 979-3601.

**STRATEGIC LEADERSHIP FORUM** Meetings on leadership, strategic management and organizational change presented by recognized speakers, authors, academics and senior executives. Meets the 3rd Thursday of the month, 11:30 am (\$25/\$35) Arizona Club, Bank One Bldg, 201 N Central Ave. 37th Floor, Phoenix. RSVP Lynne Gallipo 602-631-4829.

**TOASTMASTERS** Meets various days, times & locations. For information, call 602-254-3255.

## arts & entertainment

### 3/5 Friday

**JAZZ IN THE PARK IV** Sponsored by the Phoenix Friends of the Arizona Cancer Center to benefit the Arizona Cancer Center. U of A, Tucson. 7 pm (\$75 includes silent auction dinner, dancing & entertainment) Inside Saks Fifth Avenue, Biltmore Fashion Park. For Tickets & information, call 602-955-1815.

### 3/5 Friday

**BEALE STREET SATURDAY NIGHT** Blues diva Joyce Cobb uses story and song to bring history to life. 8pm (\$24) Scottsdale Center for the Arts, 602-994-2787.

### 3/6 Saturday

**SUZANNE WESTENHOEFFER** An evening of comedy to benefit the Victory Fund. Interpreter Services provided. 7pm (\$15 advanced/\$18 door/\$45 includes reception) Phoenix College Auditorium, 15th Ave & Thomas. Tickets available at Obelisk, Changing Hands, Unique on Central & Movies on Central or by mail: Bas Bleu Productions, PO Box 7369, Phoenix, AZ 85011.

### March 3-14

**LEMON SKY** The alienation of a son by his father directed by Victoria Holloway. 7:30pm (\$8 - \$12) Lyceum Theatre, ASU. Fortickets call 602-965-6447.

### 3/11 Thursday

**SALLY Y** Advocate and poet, Ms Y's mission is to "Creatively live my dream of inspiring others to embrace and protect the personal freedom of the elderly." Filled with humor, dignity and honest, her one-woman show is based on her own boo of poems. 7:30 pm (\$12) Kerr Cultural Center, 6110 N Scottsdale Rd, Scottsdale. Box office: 602-965-3377.

### March 19 - 21

**1999 ARIZONA QUILTERS GUILD QUILT SHOW** 10 a.m. - 5 p.m. (\$&) ASU West Campus at 4701 W. Thunderbird Rd. in Glendale. For more information send LSASE to: Arizona Quilters Guild, 4040 E. McDowell Road Suite 212, Phoenix AZ 85008-4438. By email contact [jdqltr@primenet.com](mailto:jdqltr@primenet.com). <http://www.accessarizona.com/community/groups/azquiltersguild>.

### April 1 - 3

**ELEANOR** By Rhoda Lerman. Starring Jean Stapleton. A heartfelt and haunting one-woman performance that reveals how Eleanor Roosevelt transcended the class and gender prejudices of her era to claim her own power and help change the world. 8 pm (\$30/\$34) Scottsdale Center for the Arts, 7380 E 2nd St, Scottsdale. 602-994-2787.

**Ongoing GLENDALE COMMUNITY COLLEGE FINE ARTS HOTLINE** 435-3855.

## benefits

### April 11

**"APRIL IN PARIS" LUNCHEON, SILENT AUCTION AND FASHION SHOW** Sponsored by Soroptimist International of Phoenix, Inc., a 501(c)(3) corporation. 11:30am (\$45) Camelback Inn. For information contact Terry Parker at 942-7353 or rsfromaz@ix.netcom.com

## body, mind, spirit

### Ongoing

**LOUISE L. HAY WORKSHOPS & CLASSES** Now forming... for most current information call: Lynnaea Brodar, Certified Louise Hay Teacher, at (602/480)962-8238 or check web: [www.louisehayteachers.com/lynnaea.htm](http://www.louisehayteachers.com/lynnaea.htm).

## celebrations

### 3/9 Tuesday

**INTERNATIONAL WOMEN'S DAY** Valuing Women through Global Awareness. 11:30am - 1 pm (\$25/\$15 Students & Seniors) Phoenix Civic Plaza Ballroom. 261-8242.

## education

### 3/9 Tuesday

**NETWORKING NIGHTS** A free lecture and discussion forum on the latest issues in network administration. 6:30 pm (?) Business & Industry Institute, 145 N Centennial Way, Mesa. For details & directions, call 602-461-6180.

### 3/18 Thursday

**NETWORKING NIGHTS** A free lecture and discussion forum on the latest issues in network administration. 6:30 pm (?) Business & Industry Institute, 145 N Centennial Way, Mesa. For details & directions, call 602-461-6180.

**ARIZONA WOMEN'S EDUCATION & EMPLOYMENT, INC. (AWEE)** Provides training and placement for women - such as displaced homemakers, welfare to work candidates, and women transitioning from incarceration. 223-4333.



## BUSINESS & INDUSTRY INSTITUTE

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

## feminist

### Thursdays

**TLC CHORALE REHEARSALS** Seeking new members for this all women chorale. 7pm. (?) Augustana Lutheran Church, 2604 N 14<sup>th</sup> St. Barbara 878-5430.

## health

### 3/2, 9 & 16 Tuesday

**BEATING THE ODDS: BREAST CANCER & YOU** Panel discussion with Valley doctors in the field. (FREE) Arizona Institute for Breast Care, 8994 E Desert Cove Ave, Scottsdale. Call 860-4200 to reserve your space.

### 3/6 Saturday

**OPEN HEALING SESSION** With 7<sup>th</sup> level Reiki Master and alternative healer. Open to all women. (FREE) 1750 E Bell Rd by the pool. To reserve, call Kay 485-0792.

### Wednesdays

**HEALING CLASS** Sat Nam Rasayan, Healing through Sacred Space, the ancient healing system in the tradition of Kundalini Yoga. 7 pm (\$8) 3H0 Kundalini Yoga Center, 2302 N 9<sup>th</sup> St, Phoenix. 271-4480.

## political

**LEAGUE OF WOMEN VOTERS OF METROPOLITAN PHOENIX** A non-partisan organization whose mission is to encourage the informed and active participation of citizens in government and to influence public policy through education and advocacy. Call 602-997-5218 for more information.

**MESA/TEMPE** February 16, 11:30 am (?) Call for location. 602-997-5218.

**PHOENIX** February 10, 9:30am (?) Orangewood Retirement Community, 7550 N 16<sup>th</sup> St, (16<sup>th</sup> St & Northern).

**SCOTTSDALE** February 9, 10am (?) Scottsdale Civic Center Library, Gold Room, 3839 Civic Center Blvd.

**PINNACLE PEAK** February 8, 7am (?) 2334 N 85<sup>th</sup> St Scottsdale.

**EVENING UNIT** February 8, 7pm (?) Borders Bookstore Cafe, Biltmore Mall, 2402 E Camelback.

**NATIONAL ORGANIZATION OF WOMEN (NOW)** Works to promote judicial, social and economic equality for women. arizNOW@aol.com.

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

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

**EAST VALLEY CHAPTER** meets 2<sup>nd</sup> or 3<sup>rd</sup> Monday of the month. 7pm (free) Dobson Ranch Library, 2425 S Dobson, Mesa. Mary LaRusso 602-941-4178.

**SUN CITY CHAPTER** meets 1<sup>st</sup> Wednesday of the month except July & August, 1pm (FREE) 10861 Sunland Dr, Sun City. 602-948-5014.

**TUCSON** meets twice monthly. For more information, contact Tucson NOW, 240 N Court Ave, Tucson, AZ. 85701. 520-884-7630.

**FLAGSTAFF** meets the 4<sup>th</sup> Saturday of each month. 10:30am (free) Flagstaff Public Library. Pamela Baker, 520-522-8158.

**VERDE VALLEY** is currently organizing. Call Wendy Eckberg, 520-634-5655.

## social

### GUYS & GALS SINGLES PICNIC

Meets 2nd Saturday of the month, Kiwanis Park, 6111 S All American Way (Mill & the freeway). For more information. Family Therapeutic Massage 985-2228.

# WOMEN'S CALENDAR

## sports

### February 20 - March 7

**16<sup>TH</sup> ANNUAL AZ SENIOR OLYMPICS** (?) Opening Ceremonies Feb 20 at 9:30 am at Sun Angel Stadium In Tempe. For information, call AZ Senior Olympics at 602-261-8765.

### 3/3 Wednesday

**PHOENIX COLLEGE WOMEN'S BASKETBALL** Division II Playoffs. Time & Location TBA. 285-7562.

### 3/6 Saturday

**PHOENIX COLLEGE WOMEN'S BASKETBALL** Division II Playoffs. Time & Location TBA. 285-7562.

### March 6 & 7

**SENIOR DIVISION DEVILCATS GIRLS BASKETBALL CLUB TRYOUTS** Age groups: 15 & under, 16 & under, 17 & under, and 18 & under. 9-5:30 (\$5 - 15) Call 602-812-0862 for more information.

### Ongoing

**GLENDALE COMMUNITY COLLEGE ATHLETICS** Women's Cross Country 435-6236. Women's Soccer 412-7500. Volleyball 435-3048.

## spiritual

**ARIZONA SUBTLE ENERGY & ENERGY MEDICINE STUDY GROUP (AZSEEM)** Meets 4<sup>th</sup> Wednesday of the month, 7:30pm (\$) Scottsdale Senior Citizens Center, Rm. 1 (7375 E. 2<sup>nd</sup> Street, Scottsdale), Barbi Davis 213-0512.

**SPIRIT PATH** A woman's spiritual support group. Meets 2<sup>nd</sup> and 4<sup>th</sup> 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 12<sup>th</sup> St, Suite 106 (12<sup>th</sup> St & Glendale) 277-7133.

**A COURSE IN MIRACLES** With Rev. Julianne Lewis. Meets Tuesdays, 7pm (\$5 Donation) Unity of the Southwest, 536 E Fillmore, Tempe 946-9481. Meets Wednesdays, 10am, Think Faith Miracle Ctr, 4107 N 44<sup>th</sup> Pl. 954-4014.

### 3/14 Sunday

**WOMEN'S SPIRITUALITY GROUP WITH MARIJANE RYAN** Using Your Dreams as a transformational Tool. 6 - 8 pm (\$5) Creative Living Fellowship, an independent Religious Science Church 1241 E Northern. 285-9145.

## support groups

**ADULT FEMALE SEXUAL ABUSE SURVIVORS GROUP** Meets Wednesdays, 5:30-7pm (\$10/week) Wholeness Institute (4202 N. 32<sup>nd</sup> St.), Liz Sikora, M.A. 508-9190.

**AZ COALITION AGAINST DOMESTIC VIOLENCE.** Will provide information and assistance to victims of domestic violence in Arizona. 1-800-782-6400.

**BOSOM BUDDIES** A support group for breast disease.

**WEST VALLEY CHAPTER** meets 1<sup>st</sup> 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 2<sup>nd</sup> Saturday of the month at various member's homes, Wanda 789-7993.

### SINGLE PARENTS ASSOCIATION

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

## trade fairs

### 3/13 Saturday

**VALLEY EMPLOYMENT PARTNERSHIP JOB FAIR** Sponsored by the city of Phoenix Private Industry Council, Maricopa Skill Ctr & Maricopa Work Force Connection, Inc. 10am - 2pm (Free) Phoenix Prep Academy, 735 E Fillmore St. For more info, call 262-6776 or [www.hsd.maricopa.gov](http://www.hsd.maricopa.gov).

### 3/25 Thursday

**EMCC 6<sup>TH</sup> ANNUAL CAREER FAIR** 9am - 1pm (Free) Estrella Mtn Community College Ceremonial Plaza, 3000 N Dysart Rd, Avondale. For more info call 935-8925.

## tucson

**FOOTHILLS WOMEN'S CHORUS** An intergenerational group of women who are interested in singing & performing in the community with quality singing and having fun as the main goals. All are welcome. Meets Mondays, 7-9 pm (\$) Dove of Peace Lutheran Church, 665 W Roller Coaster Rd. MaryBeth Englund 520-797-3986.

**WOMEN BUSINESS OWNERS NETWORK** Meets 3<sup>rd</sup> Friday of the month, 11:30am (\$10/\$12) Viscount Suites, 4855 E Broadway, 520-881-4506.

**WOMEN FOR WOMEN** A monthly meeting for Lesbian Business Women. Meets 1<sup>st</sup> Wednesday of each month. 7am (\$) Maxwell's Restaurant, 1661 N Swan. 520-327-8586.

### 3/4 Thursday

**USING THE LIBRARY FOR SMALL BUSINESS** ASBA 8 am (FREE to members/\$10 guests) Double Tree Hotel, 455 S Alvernon Way. For more information, call 520-886-6588.

### 3/6 Saturday

**THE SPIRITUAL HUMAN** An introductory series designed to bring the focus back to dealing with life in a holistic way that honors not only our physical being but our spiritual self. Teachings span a spectrum of oral tradition, intuitive wisdom and practical application. 5:30pm (?) Contact: Desert Milagros, Center for Transformation, 2701 W Ina Rd. 520-531-1058. E-Mail: [desmilag@flashnet.com](mailto:desmilag@flashnet.com). Website: [DesertMilagros.com](http://DesertMilagros.com).

### 3/6 Saturday

**AN EVENING OF STORYTELLING** Women throughout history and in many cultures, use storytelling as a major means of communication with one another. Especially where women have been silenced and denied other means of communication - where women do not have access to any other forums - they tell stories! 7:30 PM (?) At Arizona Avenue, just south of Congress. For Information call 520-624-8318.

### 3/11 Thursday

**CHAMBER OF NORTHERN PIMA COUNTY** 12 pm (?) El Burrito Patio Restaurant, 10450 N La Canada Dr. RSVP (520)297-219.

### 3/11 Thursday

**WOMEN MAKING HISTORY** Karen Ann Willey guest speaker. AZ Women's Political Caucus. 12 pm (?) Main Library, Lower Level. 1001 N Stone. For more information, call 520-298-7520.

### 3/25 Thursday

**CHAMBER OF NORTHERN PIMA COUNTY** 7 am (?) Oro Valley Country Club, 200 W Valle de Oro. RSVP (520)297-219.

### Mondays

**DESERT VOICES** Tucson's Lesbian & Gay Chorus Rehearsals. 6:30 - 9:30pm (?) 220 S 6<sup>th</sup> (Armory Park Senior Center) call: 520-791-9662.

### First Tuesday

**WOMEN SINGLES SOCIAL NETWORK** (Lesbian) 7 - 8pm (?) Coffee Etc. on Campbell & Glenn.

### Thursdays

**ARIZONA SMALL BUSINESS ASSOCIATION (ASBA)** Supports and networks small business owners throughout the state. Business workshop on variety of topics meets weekly Thursdays. 8 am (FREE to members/\$10 guests) Various locations. For more information, call 520-886-6588.

## womyn with a preference

### 3/13 Saturday

#### BREAKFAST WITH FRIENDS

**Womyn 2 Womyn** 10 a.m. (\$) The Eggery (Central & Camelback), Phoenix, Cheryl 780-3102.

### Sundays

#### SAME TIME/SAME PLACE

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

### First & Third Sundays

**FRIEND'S OF ELLEN BREAKFAST** 11 a.m. (\$) The Eggery, Camelback & Central. Arlene: 944-9432.

## workshop/seminar

### 3/2 Tuesday

**AZ DEPT OF REVENUE EXPLAINS...** 7 pm (free) Glendale Public Library, 5959 W Brown St, Call 930-3554 to reserve your space.

### 3/5 Thursday

**SRP BUYER'S OPEN HOUSE** Facilities Services. 8 - 11 am (FREE) SRP PERA Club, 1 E Continental Dr. RSVP Joyce Church, 236-8771.

### 3/6 Saturday

**WOMEN'S BRAIN TRUST** "Segmenting & Targeting Markets." presented by Shirley Binder. 10am (free) Glendale Public Library, 5959 W Brown St, 930-3554.

### 3/13 Saturday

**BREAK UP OR BREAK THROUGH RELATIONSHIP WORKSHOP** This workshop is for you if it's time to Break Through in 1999, address your relationship issues and get them healed! Deal with communication problems, setting and respecting boundaries and getting out of destructive patterns. Experiential exercises. **Many new tools and new ideas.** **WOMEN ONLY.** Presented by Dr. Dina Evan. 10am - 2pm (\$30/person, \$50/couple) Call to register: 230-7570.

### 3/13 Saturday

**WEST VALLEY WOMEN'S CONFERENCE** "It's Time to Revamp, Re-do and Reinvent Yourself." The event will begin with a keynote address and be followed by several workshop sessions. 8 am (\$20) Estrella Mtn Community College Ceremonial Plaza, 3000 N Dysart Rd, Avondale. For more info call 935-8888 and reference #NC500-0841.

### 3/18 Thursday

**YOUR GRAND OPENING! A BLUEPRINT FOR RETAIL SUCCESS** presented by Michelle Cubas. 7 p.m. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

### 3/20 Saturday

**BREAK THROUGH RELATIONSHIP WORKSHOP** This workshop is for you if it's time to Break Through in 1999, address your relationship issues and get them healed! Deal with communication problems, setting and respecting boundaries and getting out of destructive patterns. Experiential exercises. **Many new tools and new ideas.** All couples & friends. Presented by Dr. Dina Evan. 10am - 2pm (\$30/person, \$50/couple) Call to register: 230-7570.

## 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](mailto:info@azwomensnews.com).

Final deadline for the Women's Calendar is 5:00pm the 10th of the month prior to issue date. We give preference to notices for non-profits, by and for women that are free or low-cost (\$10 or under).

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.

**You can have Arizona Women's News delivered to your home monthly for just \$20 a year.**

See the back page for details.

### 3/20 Saturday

**Y2K: WHY ALL THE FUSS, REALLY.** Presented by Rochelle Balch. 10am. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

### 3/25 Thursday

**HOW TO CLOSE THE DEAL** presented by Kelly Moore. 7 p.m. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

### 3/25 Thursday

**SRP BUYER'S OPEN HOUSE** Corporate Services. 8 - 11 am (FREE) SRP PERA Club, 1 E Continental Dr. RSVP Joyce Church, 236-8771.

### Twice Monthly

**NUTS & BOLTS OF BUILDING YOUR CHILD CARE BUSINESS** Presented by the Center for Family Child Care Resources, a division of the AZ Assoc. of Family Daycare Providers, Inc. (FREE) For information, call Melissa Stedman, 602-345-9388.

### Daily

**KUNDALINI YOGA** Classes 7 days a week. Movement, mantra, mudra and meditation to elevate you to a higher sense of self-awareness. 5:30 pm (\$5) 3H0 Kundalini Yoga Center, 2302 N 9<sup>th</sup> St, Phoenix. 271-4480.

### Ongoing

**SELF-EMPLOYMENT LOAN FUND ORIENTATION** Various times & locations. Call form more information 340-8834.

## classes

### March 12 - 14

**BUILD A HOUSE OF STRAW** Hands-on strawbale home construction workshop weekend. Tom Hahn, ASU professor & Architect. (\$125/\$200 couple) Gentle Strength University, 234 W University, Tempe. 602-829-4948.

### March 18 - April 22

**YOGA FOR HEALTH & FITNESS** Improve flexibility, fitness and overall health, with 13-year yoga practitioner and massage therapist, Daniel Lemaire. (\$40) Gentle Strength University, 234 W University, Tempe. For information & registration: 602-829-4948.

### March 26 - 28

**GSU HERBS & AROMATHERAPY WEEKEND** Nationally recognized Herbalist & Aromatherapist, Kathi Keville in town for weekend including: Book Signing, Fri 3/26: 3:00pm, Free; "Herbs & Aromatherapy to Heal the Emotions," Sat 3/27 12:30-3pm (\$30); "Build a Natural home Remedy Kit," Sun 3/28, 12:30-5:30pm (\$50). (\$99 entire weekend) Gentle Strength University, 234 W University, Tempe. 602-829-4948.

### Ongoing

**SMALL BUSINESS MANAGEMENT PROGRAM** Combines practical classroom training and free expert business counseling in an accelerated format. Scottsdale Community College, Call for class schedule 423-6254.

**GENTLE STRENGTH UNIVERSITY** Offers classes in holistic living, sustainability, personal growth and fun! Cal 602-829-4948 for a free catalogue.

**CENTER FOR NEW DIRECTIONS** Helps women achieve self-sufficiency through job readiness, training and placement assistance. Call for class schedule: 252-0918 - Phoenix; 507-8619 - Mesa.



# Women's Business Directory



## Accounting

**LAURA OPSTAD**  
**LAURA L. OPSTAD, CPA**  
 1930 S Alma School Rd., Ste. D-105 • Mesa, AZ 85210 •  
 (602)413-0206

With 11 years experience in CPA firms, I offer cash analysis, budgeting, strategic planning, proformas, compiled and reviewed financial statements, and financial and debt reductions to small businesses and individuals at reasonable rates. As a QuickBooks® Professional Advisor, I provide installation assistance and training. Tax services include individual, corporate, partnership, nonprofit, and trust returns. Call today for your 1/2 hour free consultation.



## Auto Service

**FRANCINE ALFANO**  
**CLASSIC GOLD AUTO CENTER**  
 305 S Rockford Dr • Tempe, AZ 85281 • (602) 967-2521

Need your car repaired? You're safe at Classic Gold Auto, where we explain repairs first. We're a full service auto repair shop. Our ASE certified mechanics will help properly maintain your vehicle. Involved in an accident? We are also a complete body shop. We deal with all insurance companies and help you with your claim. Call today for honest, quality service and the best price.



## Business Services

**KELLEY WOLFE**  
**KELCO SMALL BUSINESS SUPPORT, INC.**  
 6315 E. Sweetwater Avenue • Scottsdale, AZ 85254 •  
 (602)948-3662  
 fax (602)948-8097



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Tracee Curtis is an Investment Representative with Edward Jones, a full-service brokerage firm focusing on high-quality, long-term investments. With over 18 years of experience in investments and financial management, Tracee specializes in helping individual investors and small business owners achieve their personal investment goals. She develops a plan keyed to their objectives, then assists with the selection of investments that are consistent with these goals.

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## FEATURE

### From Women of Color, page 1

several years. They offer training for starting new businesses, assistance with funding capitalization, help with developing business plans and incentives for using MWBE businesses.

### Many have benefited from these programs and those offered through the local colleges and chambers of commerce.

The City of Phoenix began implementing minority and women business enterprise (MWBE) buying programs in 1993 as a result of a disparity study, which showed that the government was not spending an appropriate amount of money, with minority and women owned businesses. Currently, the city is in the process of doing a second-generation study to evaluate the effectiveness of its program.

MGT of America in Tallahassee, Florida is preparing the study. Results are expected to be available by the end of March. And, Phoenix has received a formal extension to keep current ordinances in place through June 30th, 1999.

### Recent testimony heard at the February hearings would indicate that a disparity still exists.

The City of Phoenix held a Second Generation Disparity Study Public Hearing on February 2, 1999.

**Lupe Marie Jasso, of Accents Marketing, testified as to her recent experience in bidding for terminal advertising concession at Phoenix Sky Harbor International Airport.** Her company partnered with AK Media, the world's largest airport advertising company to bid for a \$2.7M project. Accents Marketing joined forces with AK Media as a DBE (Disadvantaged Business Enterprise) to represent 20% of the project. This was actually 10% more than the usual mandate of 10% DBE representation.

The bid was awarded to TMI (Transportation Media, Inc. / Eller Media) the one other accepted bid for the project. According to Ms. Jasso, when the records became public, it showed that the scoring of the bid had been done twice. The first scoring showed that the citizen selection committee ranked AK Media/ Accents Marketing as the winner, awarding them more points in the DBE area. The second time, the city changed the scoring, awarding the DBE portion as an "all or nothing" scoring category. AK Media/ Accents Marketing lost the bid by a very narrow margin.

"We filed documentation that showed, if we got the contract, four major corporations (including US West and two major banks) were committing to sign contracts with us for major advertising at Sky Harbor Airport and 5 other airports," Ms. Jasso said.

"To be the DBE is to be labeled disadvantaged. I had never worked so hard to be called disadvantaged. I had always gone after contracts as the best one qualified for the job."

"I think the DBE program was created with good intentions, but the minute you stop awarding contracts on merit, and award contracts to meet percentages, there is something wrong. I think that all involved would agree that something needs to be done to correct the process. From what I hear, many people are not successful in getting contracts."

### Denise Meridith is the Executive Director of the Black Chamber of Commerce.

This organization was formed to provide personal attention, a hands-on approach to help minorities and women compete with big business. "We offer speakers, special programs, a breakfast forum. This organization works with the SBA and Department of Commerce and refers people to the Minority Business Development Center for help with grant writing."

Ms. Meridith is enthusiastic about the Phoenix marketplace. "The potential for MWBE's in Phoenix is awesome, and we are here to help people realize their full potential."

"Phoenix is a fantastic setting for small business. People are accessible and willing to help. Even though it's a big city, it acts like a small town. Our organization wants to help people find the resources they need to succeed."

When asked to comment on the recent hearings, Ms. Meridith said, "I learned a lot. I know some things are going on of a discriminatory nature. We have a long way to go. There are layers of problems; access to information, access to money, lack of resources to start. There are businesses that take advantage of the program. They get the bid, and promise to give a subcontract to a minority owned business and get that waived when the time comes. There are businesses fronting people, having one black person in the front office."

According to an article in the Arizona Republic, 1.4% of business owners in Phoenix are black, while 3.4% of the population is black. Department of Commerce estimates that there are 5,000 black-owned businesses in Phoenix.

### Heidi Kirkland coordinates the services offered by the Small Business Development and Training Center in Tucson at the Pima County Community College District.

Funded by the SBA, this center offers business counseling, training and information resources. They help people qualify for 8A and SDB programs. "We are here to help people go through the certification process."

"We help them determine if they are eligible and how they can benefit from the program." They also offer one-on-one business counseling.

According to Ms. Kirkland, the programs and workshops made possible by state funding are essential to helping people find the assistance and networking opportunities they need.

### Joe Castillo is President and Executive Director of The Grand Canyon Minority Supplier Development Council.

"We certify ethnic minority businesses to work with the major corporations of the state; 72 corporations belong to our council, including Motorola, Boeing Companies, Honeywell, Allied Signal, and major banks."

"The MWBE and DBE programs should be continued. We have been fighting for over a year to keep these programs in place. We've gotten a six-month extension and we need to keep this going. I think when the disparity study comes out; it will show that there is a disparity of women and minority business owners. There are things that need to be improved, but I think the city is trying harder."

According to Mr. Castillo, "Right now the main problem is getting corporations to provide more opportunities for the MWBE and DBE programs. The state doesn't do much of anything. Right now the city is the leader. It can be a disadvantage to be labeled a DBE, but it can be an advantage if you learn how to use it. It means not wearing that label on your sleeve; but, being able to say you are certified."

### Ernesto Salazar is President of the Arizona Hispanic Chamber of Commerce.

"We promote the success of Hispanic owned businesses in Arizona. We bring people together for procurement and networking opportunities. There are two in-house programs enhancing capabilities in business. Many come to us who have had lifelong dreams to invest in and develop their own business. Some are victims of rightsizing."

"We offer programs with the Greater Phoenix Minority Development Center the US Department of Commerce." When asked to comment on the disparity hearings, Mr. Salazar said, "I think the issue of EOC is a critical one. The issue of having minority procurement in a multi-cultural city is essential. The philosophy starts at the top and works its way

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down. If the buy off isn't at the top, it isn't going to happen. You must integrate Hispanic and other minorities into the business scene to be successful. There are some advocates at the top and some aren't. It's reflected in procurement. When you offer a 5% variance the opportunity rarely happens. There has to be a level playing field throughout the bidding process. Is there disparity in Phoenix? Yes, there is. The programs need to stay in play, but they need to be enhanced. In dealing with procurement, it has to be an apples-to-apples bid. I've never met a minority supplier who wants business given to them. They want equal opportunity."

**Grace Lee owns two small businesses that are certified, McCrea Painting and Confidence international.** She has tried to obtain contracts through MWBE and DBE programs, but has not been successful. "I did a lot of getting estimates and submitting bids, but I never got anywhere with the city. I don't apply for MWBE programs anymore, there are too many loopholes in the contracting part. The program needs more of a human touch."

KC Tang, Vice President of the Arizona Chinese Chamber of Commerce, served on the panel that met in February. "I think the results show that there is still a disparity and that the city programs should be continued. We heard from at least two women contractors who testified that they do quite a bit of business with the city and if the program is discontinued, they would not be able to do this."

"The incentives need to be there to help minority and women-owned businesses." When asked if Chinese business owners benefited from the MWBE programs, Mr. Tang stated, "Most of the Asian owned small businesses are small restaurants and retail oriented businesses, so these programs do not benefit us."

**Bart Murphy is the loan manager for the Self-Employment Fund.** This organization helps low income individuals start or expand their own business. "We offer training, technical assistance and access to credit. We offer mentors, in conjunction with The Maricopa Colleges and Small Business Development Center. We need to get the word out that there is help available." For more information about these services, call 340-8834.

**Julia Martinez Emmons is President of Southwest Educational Prep, Inc., (SWEP)** "We offer SAT and ACT preparation workshops, GRE admission and other preparatory courses. Many women are not aware that they can prepare for this test. We also offer ESL (English as a Second Language) and SSL (Spanish as a Second Language) classes."

"It was a pleasure seeing my dream come true. I had always wanted to offer services to help students and individuals are successful. When asked if she applied for MWBE programs she said, "No, I really wanted to see if I could do it on my own. I worked very closely with SCORE. Bank One has been super with me."

However, she is very supportive of the city programs. "City programs should be continued. They need to remain in place. They are essential in educating people how to take the leap, knowing whom you can call for support." (For more information on the services SWEP offers call 897-7296.)

Many resources are available in Arizona to minority and women owned businesses. While there are mixed reviews on the success of the MWBE and DBE programs, most people who were interviewed for this article agreed with Joe Castillo's comments, "We can't give up the programs we have. We just have to keep pushing for improvements."



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## INTERNET SITE SISTER Watching Webtrends

by Ruth Owens

The Internet is an interactive medium. As you maintain your Website, adjust your strategy around the feedback you get. By watching the trends and adapting your site to the way people use it, you build loyalty with your audience. A successful Website matches content to audience needs and expectations.

### Small businesses are getting online, and starting to sell.

To date, large and medium-sized corporations have dominated on the Internet since they have the financial and human resources to invest in a slow-payout medium. Now small businesses are beginning to get online. Many will establish active, purposeful Websites and/or eCommerce systems for conducting sales online. Currently only a small percentage of small businesses are selling products over the web. Because of their vast numbers, quickness to respond and sheer entrepreneurial drive, small businesses are increasing their share of total eCommerce revenues.

### Security is no longer a deterrent for most consumers.

Security concerns are evaporating because of shifts in both reality and perceptions. In reality, technology will continue to advance, making web purchases safer than ever before. At the same time, as more consumers move through the process of getting wired, shopping online and eventually making their first purchase, they will begin to realize that the Internet is about as safe as any other form of buying.

### Customer service is the new mantra on the web.

The net is raising consumer expectations about convenience, service support, price and speedy response. Many consumers prefer the personal service that a small company can offer and we're

beginning to appreciate just how customer oriented the web is.

### Women are the fastest growing segment online, rising to 48% by the year 2000.

Women continue to gravitate towards the web for its community, relationship, content and shopping. Women surveyed like Web communication that is interactive, personal and ongoing. Make it ultra-easy to locate and research products. Give them a reason to feel connected to your site and a way to connect with others who share their concerns.

### Create content centered around communities of interest.

The Internet was built on the concept of like people in like groups sharing like ideas. Similarly, building "communities of interest" around a focused editorial agenda creates a significant competitive advantage. By providing company and product information, businesses enhance customer dialog, nurture long-term relationships and provide better service.

### Use available technology to learn more about what your visitors want, and give it to them.

People return to sites with quality content, ease of use, fast download time and frequently updated pages. The major motivations that drive Website visits are to learn something new, to continually update information, for great graphics, links to other sites, and free software.

With the time spent online increasing and information being the primary goal, the message seems to be, "Just give us the facts, quickly and easily."

*Ruth Owens is a graphic and Internet designer in Jerome, AZ. Look for Ruth Owens at <http://www.prontoco.com> email [design@prontoco.com](mailto:design@prontoco.com).*

### From One Woman, page 1

The Arizona Business Journal ranks Accents Marketing as 14th in its listing of top minority owned businesses. Her client list includes APS, a national phone card calling company, a law firm, and a food and commercial workers' union.

When Accents Marketing lost out on its recent bid for the Sky Harbor International Airport contract, Ms. Jasso was told by one of the city council members that he had received a call from someone on the selection committee who told him, "We're not about to award a contract this size to a bunch of DBE's."

Ms. Jasso indicated that although Accents Marketing worked very hard to get DBE status, it would have had a better chance of winning the project if they weren't a DBE.

"We filed the proposal on June 5th. We made the oral presentation on July 23rd. We should have received the final decision by the following month, but it took 3 months to have a decision. We heard nothing until October."

"The sub-committee recommended another company from out of state. And, their company did not become involved until after the filing of the proposal. We thought the whole purpose of the DBE program was to encourage the local DBE participation."

"When we listed the personnel who would be responsible for the management of the program, we included by name and responsibility ten dedicated staff members. They were all minority, and mostly

female, employees. We also mentioned one person who we would hire, to be the marketing person."

"We were told that because these people worked for the company, they would not be involved with the project full-time and would only count as one person. The other company that got the bid (TMI) said they would hire five people for this project, they were given credit for five even though they were not even on board."

Ms. Jasso questioned this, "How can you say that ten people don't count? If we had been mainstream people, would we have counted? The company that partnered with us - lost out on the contract."

"I believe that this process discourages companies from teaming up with minority companies. If you team up with a DBE and don't get the full value of the supposed program, where's the incentive?"

"I would have to ask the city, are they really going to have a program where there is a level playing field? Or is this just a token program? What true incentives are you going to give companies to seek out DBE's?"

Ms. Jasso indicated that when the decision came down on the bid, the council members said, "The process is flawed and needs to be corrected." But they went ahead and chose another company. This was a flawed bid. I don't like playing the discrimination card. I would rather be chosen on basis of merit. This cost Accents Marketing \$20,000 plus a year of valuable time."

## FINANCE

by Jean DeKraker, CPA

## Securing a Financial Future

*Five people out of 100  
retire comfortably in this country.  
Will you be one of the 5?*

Many people express that they don't ever want to retire, and so justify not planning and saving for tomorrow. Some will be able to work their entire lives, others because of illness, disability or unmarketable skills won't. The '80s and '90 have seen children living with the parents well beyond their teenage years. Also, many thirty and forty year olds have returned to their parents' home, frequently precipitated by financial problems. In the twenty-first century, we may see many more seniors living with their children or grandchildren due to financial hardships.

The federal tax code offers many opportunities for people to save for their future without being taxed today. IRAs, SEP, 401(k), SIMPLE and Roth IRAs are all "carrots", i.e. enticements to save for retirement. Most people can qualify to use one of these. Certain plans are for employers, and the employer chooses which plan to offer: SIMPLE, profit sharing or 401(k). Others are for the self-employed, e.g. SEP. Employed people frequently can also invest in either the Roth IRA or a traditional IRA. Some qualify for both and must choose between the Roth and the traditional IRA.

Visualize the retirement accounts, the SEP, IRA, and 401(k), as umbrellas from tax. Most retirement plan choices are exempt from tax when contributed and grow tax deferred until distributions start. The IRS scowls

at withdrawals prior to 59 1/2 and, except in specific circumstances, will penalize an early withdrawal.

The Roth IRA is made with after-tax dollars, so the contribution does not reduce your taxes like the 401(k), traditional IRA, or SEP. However, the Roth's earnings from the day you invest until you take the money out will never be taxed. There are other important differences that should be considered but are beyond the scope of this article.

It is not too late to take advantage of some of these retirement planning tools. Contributions to IRAs for 1998 can be made until the tax filing date or April 15th. So, it is not too late to set up either a traditional IRA or Roth IRA. SEPs, for self-employed people, can still be set up and funded for 1998. Thereby, reducing the taxes owed for 1998 and starting your retirement funding. Contributions for 401(k) and SIMPLE plans ended for the 1998 tax year on December 31st. But, if either of these retirement plans is available through your employer - now is the time to start your contributions for 1999.

These tax umbrellas offer many investment possibilities. The SEP, IRA or 401(k) plan is just the documents that keep it from being tax currently. Whether you invest in a money market or a mutual fund, is your choice. With employer provided plans, the employer selects what types of



investments are available. The employee selects the specific investment among the offered options. Many times these investment choices can be broadened by asking your employer.

If you are setting up your own IRA or retirement plan this year or self-direct your investments, how to go about selecting an appropriate investment vehicle will be the subject of next month's article.

What questions do you have about your finances? The direction of this column will be switching slightly. I want this to be YOUR column, the place where you can get your questions answered. You can e-mail me ([jean@jdk-cpa.com](mailto:jean@jdk-cpa.com)) your questions, or write to me in care of this newspaper. Starting in May this column will answer YOUR questions and concerns.

*Jean DeKraker is a CPA with a Masters Degree in Taxation and her own CPA firm. Jean DeKraker is a registered representative of and securities offered through: HD Vest Investment Securities, Inc. Member SIPC, 6333 N. State Highway 161 Fourth Floor, Irving, Texas 75038. Phone 972-870-6000. Jean's Number is (602) 992-2768, [www.jdk-cpa.com](http://www.jdk-cpa.com).*

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3. **Why did you start your business or why did you go into the business you are in?** I enjoy the challenge of working with growth-oriented companies.



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3. **Why did you start your business or why did you go into the business you are in (15-20 words)?**



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### From Maria Ort, page 15

The other key component is the ropes challenge course. What makes this camp unique is the combination of this work, looking at business ownership, vision and goals, in combination with creating team building and trust skills through the ropes course.

**AZWN: What do you recommend others do to attain a vision?**

**MO:** What I have to say about vision and making it happen, keep saying it out loud. Say it in a way that inspires others to want to do it with you, to want to be a part of your vision.

## TO YOUR HEALTH!

by Cat Parenti

### The Body's Waste Management System: Lymphatic Drainage

The lymphatic system is one of the most crucial systems in the body. It is the only way the body cleanses itself from the debris in the cells that the blood cannot remove, such as dust, glass, viruses and bacteria. If the lymphatic system is healthy, we are much less likely to suffer from aging, pain and disease.



What is lymph? Lymph is the fluid that is within each cell of our bodies. It is the plasma that passes into the tissue spaces between the cells and has the same composition as blood minus the red blood cells. When this fluid passes into lymphatic vessels, it is called lymph.

The lymphatic system is composed of lymph, the vessels that transport it, such as capillaries and veins, and the organs that contain lymphatic tissue, such as the spleen and tonsils.

On its journey back to the heart, the lymph passes through lymph nodes that trap foreign substances (antigens). These are then destroyed by the B cells that produce anti-bodies; and the T cells which release toxins or macrophages which devour antigens. After its purification, lymph is excreted through the skin, kidneys and colon, and the cycle repeats itself.

In order for the body to heal itself, the autonomic nervous system which is composed of the sympathetic nervous system (SNS) and the parasympathetic nervous system (PNS) must be in balance. The SNS is an active system telling us to work, hurry and exercise. The PNS is passive telling us to relax, sleep and meditate. In today's technological societies the SNS's activity far outweighs the PNS's weakening the immune system and creating chronic conditions due to the cells' inability to eliminate waste.

The cells have one job, to pump in potassium and pump out sodium. When they are prevented

*Camp CEO is a weeklong resident camp experience (July 26 - August 1) promoting business ownership, leadership skills, friendship and fun. Teen women who will attend ninth through twelfth grades in the fall are eligible to apply. For more information, contact the Arizona Cactus-Pine Girl Scout Council at 800-352-6133 or 602-253-6359.*

from doing their job by the automatic nervous system's imbalance due to stress, incorrect diet, lack of exercise, accidents, x-rays, cuts, surgeries and pollution, the cells begin to die. Fatigue is the first sign that your lymph system is sluggish followed by constipation. Other signs are manifested by chronic conditions such as water retention, sinusitis, fibroid cysts, allergies, lupus, asthma, hormonal imbalance, headaches, diarrhea, fibromyalgia, chronic fatigue syndrome, Parkinson's, arthritis, rheumatism and cancer.

This is the time to call for the body's waste management system - lymphatic drainage. Lymphatic drainage is similar to a massage, however no pressure is used. With lymph drainage, the touch receptors of the skin are sufficient to allow the cells to dump their waste products by activating the parasympathetic nervous system. This detoxification begins in the cells of the epidermis, the superficial layer of skin and moves into the cells of the dermis, the deep layer of skin.

The client is an active participant in drainage by diaphragmatically breathing into the various body cavities as directed by the lymphologist. The throat, chest and abdominal cavities all contain lymphoid tissue and nodes. This type of breathing in conjunction with the lymphologist's simultaneous movement of the musculo-skeletal system accelerates lymphatic flow, which unlike blood has no heart to pump it.

Most clients become deeply relaxed during this process. It is at this stage that the body begins its repair work. No matter how serious the condition, when given the correct opportunity and the time, the body can heal itself.

*Cat Parenti is a Certified Lymphologist, Licensed Massage Therapist and a Metabolic Counselor with offices in Scottsdale and in Chandler. She is author of Lymphatic Drainage for the Layperson. For information and appointments: (602) 423-5903.*

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## A Woman With Vision

**M**aria Ort is the founder of The Duckmunt Partnership, Inc., a consulting firm helping business partners prevent and repair problems in their working relationships. As Maria's second business, she created it intentionally to be a good balance between work she loves, time with her family and community service.

**AZWN: How did Camp CEO come into being?**

**MO:** It all started when I was writing my book, *The Significant 7 - Key Issues in Business Partnership!* I met with Jolene Godfrey, author of *Our Wildest Dreams*, a book on entrepreneurship. She was just starting a non-profit organization to help young women develop economic independence. That was the seed. I kept thinking that somehow I'd like to be involved. I knew what had becoming a business owner had meant to me. The kind of growth that had occurred that would never have occurred in any other circumstance. It had given me incredible opportunities. Then an opportunity to partner within the community came up. With Jenny Erwin from the Arizona Department of Education, Vocational Equity Division, we tried bringing in a program like this into the schools. It wasn't working and we let it go.

About a year later, Jenny met with Tamara Woodberry, Executive Director of the local Girl Scouts, and Mary Lou Bassette who, at the time, was president of National Association of Women Business



**Maria Ort**

Owners (NAWBO), and mentioned the idea. Suddenly there was a new opportunity for a community partnership. They called me, saying you've got to be part of this, you were talking about it. It all started in 1992 and didn't come into fruition until 1997; from concept to reality. We created our own program, found other community partners, such as APS and we did it.

**AZWN: What's your vision for Camp CEO?**

**MO:** I never thought about business when I was a teenager. I had no concept that I'd ever be a business owner. What we want to create for them is a thought process - they are entirely capable and they can learn how to create vision for themselves, how to establish goals; learn the basics of business planning. It's not all that complicated. If you can read, write, add and subtract, you can do it.

We'd like to serve 60 girls from diverse cultural socio-economic

backgrounds. We want that cross experience for the girls. We are also looking at having a progressive program, so that those who took it one year could move into an advanced camp learning experience. We're looking at quarterly one day camp outs within the county. And ultimately, my dream is to document every piece of the program so that it could be duplicated across the country.

**AZWN: Tell me about the program at Camp CEO.**

**MO:** We provide promotional products, such as Teddy bears and water bottles, a wholesale list and all of the costs attributed to the product. We put them in teams to



**A Young Woman Reaching for Success at Camp CEO**

look at the product, how they would price it and make a profit, and have them do a brief presentation. Then they develop a marketing plan and present a marketing strategy. We also teach business etiquette.

**See Maria Ort, page 14**

## THE BEGINNING GARDENER

### Plant Away the Brown Cloud

**A**re you weary of the omnipresent ooze of haze which gathers over our skies every winter? Ever wonder what each of us can do to alleviate it? Your yard contains the potential to contribute toward a healthier environment. Planting trees and shrubs and accumulating houseplants contributes to cleaner air.

Plants take in carbon dioxide and release oxygen during the photosynthetic process. The burning of fossil fuels, which has increased phenomenally in the last century, leaves gross, even dangerous, amounts of carbon dioxide in the atmosphere, leading to 'the greenhouse effect'. Plants reduce the amounts of carbon dioxide in the atmosphere. The rain forests have traditionally played a critical role in reducing those gasses; however, the continual rain forest burning has left the earth without a natural process to clean up after itself.

As a home owner, you can help. Filling your yard and home with carbon dioxide-eating plants and trees is one remedy. However, be sure not to trade one environmental problem for another in doing so. Remember, water is a scarce resource here, so plant low-water consuming flora.

There is an extensive list of favorite low-water using plants which provide color year round. For knockout spring color: sweet acacia trees, cassia, desert marigolds, Mexican bird of paradise, red or pink fairy duster, penstemon, salvia, plumbago, brittlebush, verbena or ruellia can't be beat, and many of these continue to bloom throughout the warm months.

The heat of summer brings out a spectacular show. Go with red yucca, damianita, gazania, red bird of paradise, yellow bells, the Texas rangers, or goldeneye. Watch the Palo Verde and desert willow species come to life with brilliant flowers.

During the fall, and often on into winter, the fairy duster, salvia and penstemon return. The daleas, rain lilies, hummingbird and turpentine bush, angelita daisies, and oaks burst into color.

Although all plants help clean the air, some are susceptible to damage from smog. These include most of the annuals planted in the valley: petunia, begonia, dianthus, impatiens, sweet alyssum, lantana, California pepper tree, primrose, rose, mulberry, marigold, snapdragon, Chinese hibiscus, pansy, mock orange, and many of the annual vegetables, such as

lettuce, tomatoes, and peppers. If you live in a smoggy area, avoid these plants.

As we push further into the desert, we contribute to the problem. We can help maintain the ecosystem by revegetating the natural areas, blending our landscape choices with the desert around us, and choosing low-water use plants.

See the Master Gardener website at: [www.ag.arizona.edu/maricopa/garden/](http://www.ag.arizona.edu/maricopa/garden/) for a more extensive plant list, local events and free gardening publications or call your city water conservation office for a schedule of their next SMARTSCAPE workshop, teaching landscaping and installation in the desert. The Desert Botanical Garden also offers classes on landscaping and gardening at 941-1225. Also visit [www.garden.org](http://www.garden.org) for regional tips and gardening events.

Jayne Canaday is a Master Gardener and Landscape Designer. She can be reached at [JaymeCan@aol.com](mailto:JaymeCan@aol.com). Please reference AZWN in the subject of your e-mail.

by Jayme Canaday



## VISIONARIES

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

### Practice Makes Perfect

**Y**ou set your goals and created your action list. Then you miss your first deadline. OOPS! You assign a new deadline and it happens again. Before you know it, you've set yourself up for failure. Remember, practice makes perfect. If you haven't lived by a goal oriented plan before, you may have to practice to get it right. Here are a few tips to help you achieve your goal.

**First, list all that you did instead of this action item.**

**Next, evaluate each item on the list.** Did you need to do it to get your final goals? If yes, break out that action item into smaller ones. Are there other items you need to cover before you can complete the original action? Create a new action list and timeline to get you to your goal.

If the answer was no, why are you doing things that are not getting you to your goal? What's your motivation? Write about it until you get to the answer. Is there fear involved? If there is fear, probably the step is too big. Break out the action items into smaller, doable steps. Or is it that you honestly don't care about this goal - maybe you took it on because it was the "right" thing to do according to someone else. If this is the case, reassess your vision. Find one that's yours, and set up your action plan and timeline for it.

**Finally, follow the Law of Attraction: Like Attracts Like.** If, by your words, you say one thing but your actions oppose your words, the energy behind the words cancels the energy behind the actions. In other words, do the addition: +1 - 1 = 0 (+Words - Actions = No Goal) or +1 +1 = 2 (+Words + Actions = Goal Achieved). The choice is yours.

Remember, you may have to practice by going through this clarifying process from time to



time. Once you have achieved perfection by aligning your words and your actions, your vision will unfold into reality.

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



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# PUBLIC POLICY

## Tucson Women Learn What It Takes to Run for Office

The Tucson Chapter of the Arizona Women's Political Caucus (AWPC) had the first workshop of its Project 2000 series on Wednesday, January 27, at the Downtown Library. Jan Leshner (owner of Leshner Communications, a Tucson-based public relations and public affairs firm) and Becky Gaspar (political activist and former Special Assistant to Governor Rose Mofford) outlined considerations for women thinking about running for office and for organizations looking to recruit women candidates.

When they run, women win at the same rate that men do, but women are still slower to take the plunge into political waters. Leshner outlined the kinds of information that a woman should consider before diving in:

- **personal** (public service history, time commitment, "skeletons" in the family closet, or current political involvement);
- **financial** (experience at raising money as well as family resources available to commit to a campaign);
- **political** (knowledge of issues important to voters, political party experience, willingness to compromise);
- **opposition** (incumbent or "open" seat, incumbent's voting record, primary opposition which means two elections instead of one); and,
- **campaign** (ability to recruit volunteers, previous campaign

experience, familiarity with financial reporting requirements).

According to Gaspar, a group interested in recruiting women to run for political office should do a similar self-examination:

- **organizational** (legal status, stated mission, other planned activities, governing structure);
- **financial** (fundraising experience, number of dues-paying members)
- **political** (allied organizations of similar purpose, effect of partisanship on membership);
- **opposition** (disgruntled former members, incumbent history on organization's issues); and,
- **campaign** (willingness of members to volunteer, members with political experience who can help organize and assist the recruited candidate).

Gaspar and Leshner pointed out that political campaigning is much more than the visible activities that most voters see in the newspaper, on TV, or in the mail. For most candidates, financial record-keeping, development of informed positions on issues, distribution of brochures, responding to requests for speeches, and many other campaign tasks are time-consuming and require assistance of unpaid volunteers.

Fortunately, an effective campaign includes so many opportunities for supporting a candidate that everyone who wants to be involved can play a role. From getting

signatures on nominating petitions to preparing sandwiches for other volunteers to wearing a campaign button to the grocery store --- women can gain campaign experience, learn more about public issues, and build a political foundation. From that base the challenge to run for elected office is a natural development.

Leshner provided a list of offices for Tucson women to consider that will be open in the next two years, from U.S. Senate to local Fire District Board. Because of term limits on state officeholders imposed by the electorate in 1992, many seats in the Arizona Legislature will be open in 2000. The absence of an incumbent in those seats makes them more attractive now than in many earlier years. Gaspar stated that now is the time to consider running for these offices so that candidates can organize and prepare, citing the need to file necessary paperwork before a candidate can accept financial contributions.

The National Women's Political Caucus exists to encourage and support women to run for elected office as well as appointed public positions. With more women in the pipeline who have campaign experience, who have served on appointed boards and commissions, and who have been elected to local offices such as school boards, many more women will be ready to run for higher office. AWPC's Project 2000 workshop series is intended to help women build on their political interests and to assist them in developing strong, winning campaigns. Project 2000 will continue with monthly meetings on topics such as "Politics on the Web" and "Campaign Finance Reform, Arizona Style."



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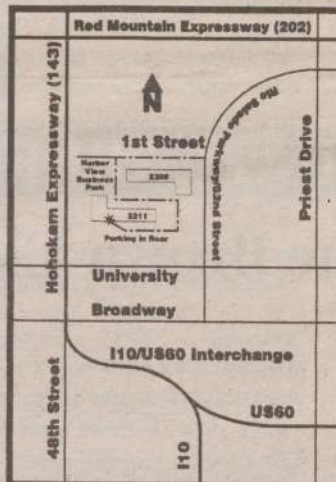
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Map is NOT to scale.

If you would like to learn more about the Women's Political Caucus, feel free to attend an upcoming meeting. In Tucson, contact Linda Hale Barter at (520) 625-4579. In Phoenix, contact Tina Scheinbein at (602) 277-3323.

## MORE NEWS

### GOVERNMENT

#### ■ SOCIAL SECURITY NUMBERS WITHHELD FOR WOMEN AT RISK

Vice President Al Gore announced a new initiative to allow withholding of Social Security numbers of battered women in certain instances when release of that information may endanger

women. Several tragic incidents have occurred when batterers and stalkers were able to track women down through Social Security information.

#### ■ VAWA RE-AUTHORIZATION

With respect to re-authorization: many of the original Violence Against Women (VAW) programs are due to expire in October. The President's budget request,

contains nearly level funding for existing programs.

#### ■ WOMEN'S EQUALITY SUMMIT AND CONGRESSIONAL EDUCATION DAY SET

March 15 and 16th will be a Women's Equality Summit and Congressional Action Day, sponsored by the National Council of Women's Organizations (NCWO). The Agenda includes: Social Security, childcare health care, ratification of the United Nations Convention for the Elimination of All Forms of Discrimination Against Women (CEDAW), Fair Pay, and ending violence.

#### ■ PRESIDENT ANNOUNCED INITIATIVE TO NARROW WAGE GAP

President Clinton announced a \$14 million initiative to help narrow the wage gap between men and women, calling for "equal pay, equal opportunity and equal dignity" in the workplace. The funds would be used by the Labor Department and the Equal Employment Opportunity Commission to identify wage discrimination, educate employers and workers, and bring more women into better-paying jobs.



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## Jean Stapleton stars in *Eleanor - Her Secret Journey*



Don't miss Jean Stapleton in this one-woman performance that reveals how the extraordinary First Lady, Eleanor Roosevelt, transcended the class and gender prejudices of her era to claim her own power and help change the world.

*Eleanor - Her Secret Journey* will run April 1 - 3 at 8 pm at the Scottsdale Center for the Arts. Tickets are \$30 for Thursday, and \$34 for Friday and Saturday and can be obtained via the center's box office at 994-2787.