



Arizona Women's News

issues, lives and dreams...

Vol. 1, No. 11

FEBRUARY 1999

<http://www.azwomensnews.com>

The Feminization of the Internet

by Karyn Riedell

One Woman's Story Ananda Roberts

by Karyn Riedell

I just love computers. To me, they are the ultimate chess game," says Ananda Roberts, owner of SWMG Productions, a successful, highly technical Phoenix software company. "If the computer is not doing something you want, 9 times out of 10, you're doing something wrong."



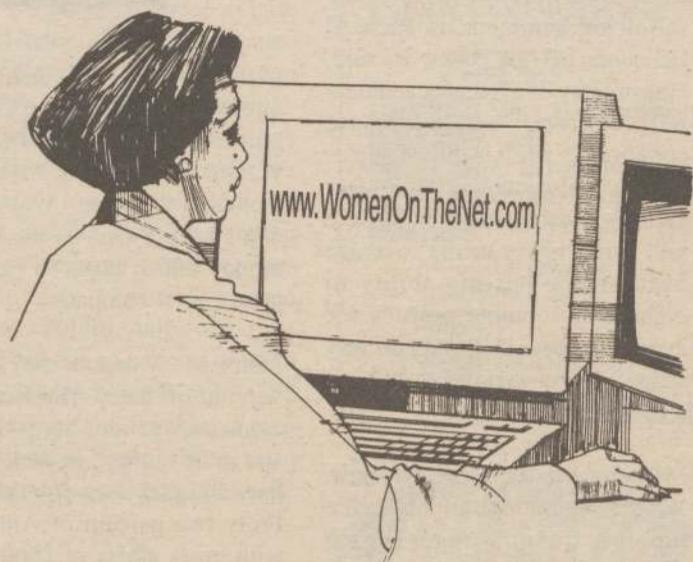
These words sound like those of a computer whiz, you might think. But you'd be dead wrong.

In fact, Roberts didn't even own a computer until just 9 years ago when she finally bought her first computer and taught herself how to use it.

See One Woman, page 12

As we head into the 21st century, much remains uncertain, including what Y2K really has in store for us (minor inconvenience or world-wide disaster?). One thing is certain, however: that the Internet is becoming the medium of the next century, a controlling force with far-reaching effects. The implications for women are vast as the Internet's influence continues to grow. It is clear that the Internet is changing women's lives, just as women are changing the Internet.

This year, for the first time, women will make up the majority of on-line users, growing to 51 percent, up from 43 percent in 1998. Because women control household shopping, 1999 could be a pivotal year for Internet commerce, according to Frank Gens, senior vice president of Internet research for International Data, a research firm.



The Internet is changing not only how women do business, but even what businesses they get into. An increasing number of women are launching new careers in Internet-related business, including Web-site design, research, and marketing. These women say that the Internet offers opportunities in an exciting new field, where they can be their own boss, determine their own schedule, and operate according to their own rules.

See Internet, page 12

YWCA Announces Recipients of the 1999 Tribute to Women Award



Pamela A.
Martin,
Ph.D.



Cathy G.
Davis



Helen V.
Osman



Jean Reed
Roberts



Sheryl Sculley

The YWCA of Maricopa County has announced its selection of ten Valley women to receive the 1999 YWCA Tribute to Women Awards which honors outstanding women from the community who have worked toward the empowerment of women from all walks of life and the elimination of racism in Maricopa County.

This year's winners are as follows: **Civic Leader/Community Activist:** Pamela A. Martin, Ph.D., Homeward Bound; **Communicator:** Cathy G. Davis, The Arizona Republic; **Creative Artist:** Helen V. Osman, Helen Osman Originals; **Educator:** Terri Fields, Sunnyslope High School; **Government Employee:** Sheryl Sculley, City of Phoenix; **Healer:** Kathleen Mitchell, DIGNITY, Catholic Social Service; **Professional/Entrepreneur:** Bettye Harris Jackson, Jackson Airport Enterprises, Inc.; **Scientist/Researcher:** Russell W. Walker, M.D., Scottsdale Headache and Pain Center; **Sports Leader:** Clyda Jean (Saylor) Owen, Glendale Union High School District; **Dorothy Willey Award:** Jean Reed Roberts, attorney and supporter of YWCA.

The awards will be presented at a luncheon on Thursday, February 25, 1999 from noon to 1:30 p.m. at the Phoenix Civic Plaza Grand Ballroom, Third Street and Washington.

Tickets to the luncheon are available through the YWCA, 258-0990. All proceeds from the luncheon will benefit multiple YWCA programs for youth, the elderly, and homeless women and children.



Kathleen
Mitchell



Bettye
Harris
Jackson



Russell W.
Walker,
M.D.



Clyda Jean
Owen



Terri Fields

Arizona Women's Political Caucus, Tucson Chapter Announces –

"PROJECT 2000: Recruiting Women to Run for Public Office"

Arizona received a lot of favorable national attention recently as the five top state officials inaugurated in January were all women. These women are highly qualified and have extensive political and professional experience.

The Arizona Women's Political Caucus is now focusing its attention on keeping more women "in the pipeline," serving in public office and rising in the ranks. To this end, AWPC is starting a series of workshops called Project 2000 which will identify, recruit and train women candidates at all levels of government.

The first of these workshops will be held on Wednesday, January 27, 1999 from 5:30 p.m. – 7:30 p.m. at the Downtown Tucson Library (101 N. Stone - Lower Level Meeting Room). Political activists Jan Lesher (owner of Lesher Communications, Inc. a Tucson based public relations and public affairs firm) and Becky Gaspar will speak. To attend, call (520) 298-7520 by January 25th.

Why Project 2000? While national statistics show that when women run, they win, it is still difficult to unseat an incumbent. But the year 2000 will be unique as many seats will open up due to term limits. No less than 22 seats will be up for grabs. 22 chances for newcomers to seek office without the added challenge of taking on an incumbent. Even more positions will open in state and local offices.

Why now? In politics, the experience gained by serving in appointed political positions (such as boards and commissions) and elected offices is invaluable in preparing candidates for the responsibilities inherent in higher office. AWPC believes now is the best time for women to start thinking about their preparation for campaigns in the next election. Leslie Nixon, AWPC State President, says that after this initial meeting, AWPC plans a series of workshops/seminars which will include campaign training, the new Arizona campaign finance law, and other pertinent topics. She adds that AWPC has an ongoing mentor program for potential and committed candidates whose positions are consistent with AWPC bottom line issues.

For more information about the Arizona Women's Political office, contact Leslie Nixon, (520) 748-8773, lesnix@azstarnet.com or go to their website at www.azstarnet.com/nonprofit/awpc.



Habitat for Humanity
Women's Build Put on Hold

Funds Needed to Continue

See "In the News" page 3

10 Differences Between
Men and Women that
Make a Difference in
Women's Health

See "To Your Health" page 14

Looking for
Interviewing and
Hiring Tips

See "Human Resources" page 5

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EDITOR'S NOTE

A Novelty... Not Anymore!

I was reading through the mass of commentary about the prospect of Elizabeth Dole's potential bid for the Presidency in 2000 and was struck by the following comment by Richard Benedetto in USA Today. He said, "the novelty of a female candidate will attract heavy media coverage." He's right, I guess. But, he's also missing the bigger picture. I believe Elizabeth Dole will attract heavy media coverage because she has the ability to completely change politics for ever. Elizabeth Dole is in no way shape or form 'a novelty.' She is a contender.

My point is that we are ready now. We are far enough along in the pipeline to no longer be 'a novelty.' Women are now seasoned leaders with vision, experience, networks and ambition. With Elizabeth Dole's simple act of considering a run, we have put the politicians on notice. You thought you lived through the feminist movement? Well, now you're living in the time of the empowered woman.

The feminist movement brought about the movement of women into the workforce, into networks, and into the world of money. But the real results of this movement won't be seen until the 21st century - the time of the feminist's empowerment. This is when the empowered women will have impact on politics, on the workplace, on environment, on the very texture of our society.



Terry Williams

In Mr. Benedetto's article, he quotes Gettysburg College political scientist Shirley Anne Warshaw who says, "It's not a woman's time yet. Women still don't have access to the kind of money that it takes to finance a presidential campaign."

I think Ms. Warshaw may be very, very far off base. The fact is that women are gaining access to more and more money. In fact, women have a higher net worth than men. Forty-two percent of Americans with gross assets of \$600,000 or more are women. By the year 2000, over 50 percent of all firms in the U.S. will be owned by women. These women will generate over \$1.5 trillion in annual revenue.

The real key is to continue preparing qualified leaders and teaching them how to build their networks, build their financial base. Arizona has proven that women can win. But, we have to keep working to bring more and more women into leadership roles. The world has certainly treated our five female leaders as "novelties." But, I suspect within another year or two, they'll be talking more about their accomplishments than their sex.

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

Contributing Writers: Anne Caldwell, Tammie Chestnut, Jean DeKraker, Margot Dorfman, Jan Perozeni DC, 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



Kathy Shimpock



Christa Lawcock

Appointments

Melanie Larson, Publisher/President of Explorer Newspapers, has been elected to the position of President for the Chamber serving the Communities of Northern Pima County

Nancy Nicolosi, President of Tucson-based Schomac Property Management, was elected chairman-elect of the Arizona Multihousing Association, the statewide trade group for the apartment and housing industry.

Mary Martin was elected treasurer of the Arizona Multihousing Association, the statewide trade group for the apartment and rental housing industry.

Sharon Bronson, Pima County Supervisor, has been elected to chair the Pima County Board of Supervisors. She has also been appointed to the Working Advisory Committee established by the 1998 Proposition 303 Ballot issue.

Wendy Marcus has been appointed to the Water Quality Assurance Fund.

Victoria Drake has joined the YWCA of Maricopa County as community Relations Coordinator. Drake's responsibilities include membership development, special events promotion and volunteer program enhancement. For information on the YWCA's programs, call 258-0990.

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

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.

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Exhibits

Claudia Bernard has been selected as one of the artists whose works has been chosen to be exhibited permanently, beginning February 14, in Mixed Media at the Virginia Ullman Gallery, Scottsdale Museum of Contemporary Art.

New Businesses

Diane Drain and **Kathy Shimpock** proudly announces the formation of Solutions@Law. This consortium was formed to leverage business, trial and other solutions through the use of technology for the practice of law. 602-728-0244 or www.solutionsatlaw.com.

Susan Kricun, former SRO Communications Public Relations Account Executive, resigned her position to start up her own Phoenix-based PR firm - Ink Communications. Ink Communications, specializing in public relations, promotions and special events, is located at 2701 E Camelback, Ste 434. 602-381-7727.

Partnerships

Christa Lawcock, president and owner of Extraordinary Basket Co., is pleased to announce a distributorship partnership with Edible Eats, Inc. that will market gift baskets through their Virtual Store at www.giftpaks.com.

IN THE NEWS...

STATE

FUNDING

■ HABITAT FOR HUMANITY WOMEN'S BUILD POSTPONED

The Habitat Women's Build was supposed to begin this month. It has been postponed due to a shortfall of the \$50,000 that is needed before ground breaking can begin. There will be no 1999 Mother's Day house dedication to a lucky family as in the past two years unless the funds received ASAP. While approximately one half of the funding was raised, in addition to some verbal commitments, the difficult decision was cast that January's start date was an impossibility. The good news is that if full funding comes through, work can begin on the third Women's Build house this fall. If you or your organization would like to contribute to Women's Build project, call Habitat for Humanity Valley of the Sun office at 602-268-9022.

AWARDS

■ SUSAN B. ANTHONY LUMINARY AWARDS

The second annual Susan B. Anthony Luminary Awards, co-sponsored by the Arizona Women's Council, EVERYWOMEN'S STORY Center, and the National Museum of Women's History, will be bestowed on Arizona women who have exemplified outstanding commitment to improving the safety and status of women and girls in Arizona at a special event in Phoenix on April 17, 1999. Nominations are being accepted from individuals and organizations until March 1, 1999. For nomination forms, contact Shirley Odegard, Chair, Susan B. Anthony Luminary Awards, 5353 E Rockridge Rd, Phoenix 85018 or call 602-840-2083.

BUSINESS

■ WOMEN & MINORITIES CAREER OPPORTUNITY IN HIGHWAY CONSTRUCTION

Applications are being accepted for a six-week, full-day pre-employment training program to be conducted at Maricopa Skill Center, Phoenix. The first session begins February 8th, limited to 15 students per session. To qualify, you must be 18 years or older, have a G.E.D. or High School Diploma, an interest in working outdoors, have your own transportation and a valid driver's license. This program is free of charge, funded by ADOT, the Federal Highway Administration and the Governor's Commission on Nontraditional Employment for women. Call 542-1755 for an application.

■ BUSINESS EXPO '99

Women business owners looking for procurement contacts with government and business should attend the Business Expo '99 on February 18th. Small Business Forum and Shop Arizona First

will be part of the expo. This expo also includes affordable table top display options for small business owners. For more information on Business Expo '99, or to reserve exhibit space, contact Scott Asher at the Greater Phoenix Chamber of Commerce at 602-495-6487 or sasher@phoenixchamber.com.

CELEBRATIONS

■ STATEHOOD CELEBRATION FEATURES JURIED ART SHOW

Artist Janet Musikantow has been commissioned to create a rendition of the very first City of Phoenix flag in celebration of Arizona's statehood which occurred on February 14, 1912. It flies alongside the Arizona State flag atop the Phoenix City Grille restaurant, 16th Street and Bethany Home Road in Phoenix in conjunction with a month long juried art show featuring Arizona themed works. The show runs February 6 - March 7.

GOVERNMENT

■ ATTORNEY GENERAL FILES COMPLAINT

Attorney General Janet Napolitano announced that she has filed a complaint and consent judgement against Business Discount Plan, Inc., (BDP) a California-based long-distance phone company. BDP is accused of "slamming" small business customers. "Slamming" is the practice of changing an individual's or business' long distance phone company without their consent. BDP entered into this settlement without admitting wrongdoing. "This case illustrates the need for the continued vigilance of their Office to protect telephone consumers in Arizona," said Napolitano. Under the settlement, consumers have 90 days to request that BDP re-rate their calls, and refund all switching fees by contacting, BDP or by writing the Attorney General's Tucson Office, 400 W Congress, Suite 315, Tucson, AZ 85701.

GRANTS

■ CHILDREN'S ACTION ALLIANCE GAINS \$1 MILLION

State efforts to enroll Arizona's uninsured children in KidsCare and AHCCCS health care coverage will get a big boost from a ground-breaking grant. The Robert Wood Johnson Foundation awarded a \$1 million three-year grant to Children's Action Alliance (CAA) to increase the number of qualified children enrolled in coverage programs. "With this grant, CAA will lead a statewide coalition to reach out to eligible children, to help simplify the enrollment process, and to better coordinate the many pieces of the health care system puzzle," said Carol Kamin, Executive Director of CAA. Arizona's grant will support three local hands-on partnerships to increase enrollment, administered by the Phoenix Day Child and Family Learning Center in south Phoenix - 602-252-4911; the Tucson Community Food Bank and El Rio Community Health Center in Tucson - 520-622-0525; and the Yuma County Department of Public Health in the city of Somerton - 520-329-2235.

HEALTH

■ 1999 FITNESS RESOLUTION: SIGN UP FOR ARIZONA SENIOR OLYMPICS

Arizona Senior Olympics (ASO), a non-profit organization, was started in 1984 by the City of Phoenix to encourage adults to participate in health and fitness activities. Since then, the ASO has grown to more than 7,000 adult athletes participating in sports ranging from archery to volleyball. ASO is recognized as one of the top state games in the country. More than 3,700 adult athletes participated in the 1998 ASO competitions. Female athletes participated in record numbers and accounted for more than one third of the competitors. Final registration for this event is February 12. The 1999 ASO run from February 20 - March 7. Registration forms are available at public libraries, senior centers, Parks and Recreation office of by calling Arizona Senior Olympics at 602-261-8765.

NATIONAL

AWARDS

■ CHEVROLET DEALER NAMED 'WOMAN OF THE YEAR' BY AFRICAN AMERICANS ON WHEELS

In Detroit, Pamela Rodgers, president of Rodgers Chevrolet Inc., received the African Americans On Wheels magazine's "Woman of the Year" award. The newly formed award was created to recognize contributions of African-American women in executive positions in the automotive industry. Recipients of the award are examples of achievement for all aspiring executives regardless of race or gender. Rodgers, a 12-year-veteran in the automotive retail business, was the first African American female to represent the Chevrolet nameplate in Michigan.

■ DELOITTE & TOUCHE ON FORTUNE'S LIST OF '100 BEST'

Deloitte & Touche was ranked #8 on FORTUNE magazine's list of "100 Best Companies to Work for in America," and is the only Big Five or major consulting firm to be included on the list two years in a row. The ranking is based on

an inventory of Deloitte & Touche's human resource "people practices" and a random survey of its employees. Deloitte & Touche earned the honor for its achievements in creating a culture in which progressive human resource programs. These programs include the Initiative for the Retention and Advancement of Women. The Women's Initiative is the longest-standing comprehensive program among the Big Five professional services firms designed to attract, retain, and advance high-talent women and offer work/life balance programs to all the firm's people. Since the launch of the Women's Initiative in 1993, the firm's number of women partners has tripled, making it the first among the Big Five professional services firms to reach 11 percent women partners. Additionally, the firm has tripled the number of women in key leadership positions, and has increased the number of men and women professionals on flexible work arrangements by 62 percent.



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nearly 30%, and the percentage of employees using alternative work arrangements has doubled from 7% to 14%. Corning's recognition of the importance of management experience in a manufacturing environment resulted in a strategic effort to move women into and upward in manufacturing roles. Five of Corning's 20 plants are

More "News" on Back Page

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We're In Business

MARKETING

Lost In Space

...is how many sales people feel when they're out there trying to sell without a focused direction and the right marketing tools. The critical path is the direct lifeline to your company. It is where you develop your prospect definitions into tiered goal and spending levels.

The marketing implementation plan is the tool that gives your marketing effort focus with the specific theme and pieces you will use to propel your sales into the stratosphere! Focused efforts uncover qualified prospects and turn them into clients more quickly and cost effectively.

Designing a marketing campaign.

The foundational elements in a marketing campaign are; you, your prospect, and your competition. Everything must be based on whom you have to work with and what you are working toward.

You and Your Employees - What are your goals for the year? What are your specific goals for this campaign? How much time do you and your team have to execute it? What internal talent do you have available to focus on this campaign? Do you need to hire outside help? Be realistic, you can have the most brilliant plan in the universe, but if it doesn't get executed, it's worthless, wasteful and damaging to company moral.

Your Competition - How are they marketing their services? What makes you different? What are they doing right? How can you do it better? Be more memorable than your competition.

Your Target Market - What will get their attention and make them smile? The conceptual elements in a marketing campaign are: goals, premise and concept. The foundational elements will ground you as you open your mind to all possibilities. Be different, be memorable.

Goals - Examine what position you'd like to be in when you're ready to begin your next campaign. Each campaign should build on the one before and for the one to come.

Premise and concept - Utilize educated assumptions, industry standards and creativity. Choose a concept that supports the message you want to send. The

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by Lynette Zang



structural elements in a marketing campaign are; time lines, reporting and tracking. This is your commitment to executing the plan and the opportunity to make the next campaign even better.

Time Lines - Targeted completion dates for each activity in the implementation plan and those responsible for executing each activity.

Reporting and Tracking - What were the results? What did we learn? How can we build upon our success?

As you are creating this campaign, look for ways to have fun. If you can make your target smile enough times, you'll both be smiling when they say yes to working with your company. In addition, fun and shared goals are at the heart of positive company moral and momentum. This is a win-win.

Strategize, map and execute. Your marketing strategy is your center focus. Always build each implementation plan on this and you'll consistently send the same core message. Your critical path tethers you to your core. It gives you the spending and progress levels that are in step with your focus. Your implementation plan employs all the talents and skills realistically available. This enables you to reach your target market in a focused and memorable way. Consistent and coordinated marketing efforts continue to propel your company toward branding, which is the ultimate goal.

Once you've determined what you'll do to get your target's attention, then determine the support materials, advertising tools, frequency and campaign budget you'll need to execute the plan. We take a look at this in the seventh article of this series.

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, fax 602-675-0113 or e-mail lzang@concentric.net.

Building a Saleable Business

You've started your own business and it's growing. Now, how do you build it to become a saleable business? It's quite simple, you manage your business as if you plan to sell it in the future. The difference between entrepreneurs who stash away blue-sky profits in their banks and those who fold, is the foresight to structure their businesses properly.

Structuring the business

First, you create profit in your business. It's bottom line, bottom line, and bottom line. Most owners aren't cognizant of excess profits paid out to appease vendors, advertisers and to impress customers. Some of this spending is warranted, but much of it is not.

Conservativeness is essential. Don't let employees talk you into expanding too quickly or adding new equipment. Most of their suggestions will simply make their job easier. It often times won't make your business more profitable. Expand only when you are forced to do so. Too many expansions are related to ego and not to the bottom line.

The bottom line is only valuable if it can be proven. It's important to have accurate books. No, I'm not talking about your library. I'm talking about your accounting system. In order to sell a business you have to have an excellent tracking system of the business. Many potential owners want to know how seasonal your particular enterprise is, what the profits are and what your costs are. It is difficult to go back and try to reconstruct it. When a person is

interested in purchasing a business they want to buy it now. Rather than wait for your compilation to take place they will seek a businessperson that is prepared.

Your tax preparations are also an important factor in pursuing a transaction. As you complete them each year be honest and ask yourself, "Would I pluck this enterprise from the commercial zone?" Be aware how you handle personal affairs in your business. You may be able to sneak a few bucks out of the till, but it may cost you when you're ready to sell the business.

Besides building and keeping track of your profits, it's imperative to retain competent employees.

In order to sell a business it is tantamount to work your way out of a job. Unfortunately, most of us have an ego that would tell us, "It won't run without me." But, if you are looking for an over abundance of Franklin faces in your bank account upon a sale, it is necessary to train staff adequately. Often people who want to invest in an endeavor want to remain absentee owners. If the business is strong enough to run on its own, your storefront may be considered a candidate.

Candidates to purchase your business include your competitors. In fact, they are your best source of selling a business. We are all aware of the various acquisitions that take place everyday, from your bank, to your department store, to your supermarket. Build a network and

by Melanie West



working relationship with your competition through industry organizations or community work. If you have a good reputation and have built a solid business, they may be knocking on your door at an opportune time.

So, how do you build a saleable business?

- Build profits to build blue-sky.
- Stay conservative in your actions.
- Keep accurate records to establish value.
- Train a staff to operate without you.
- Connect with your competition.

If you follow these concrete business principals you will have a more successful business whether you sell it or not. However, if you plan to sell the business one-day and you follow these guidelines it won't be pie in the sky, it will be plenty of blue-sky.

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.

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HUMAN RESOURCES

A Two Part Series

by Anne Caldwell

Interviewing and Hiring



Effective interviewing is an integral part of not only the hiring process, but of managing a successful business. It is important to select the best qualified individual, as well as one who will fit most closely with your organization's culture, but it is equally imperative that business owners comply with many constantly evolving regulations. This month we will address the basics of interviewing, including many of the questions that are illegal to address.

There are as many ways to approach interviewing as there are management styles. Some prefer to be highly prepared and present the same questions to each prospective candidate. Others elect an intuitive approach, choosing to allow the interview to take on a life of its own. Each of these approaches has its own value, but a slightly more structured format is advised for those with less interviewing experience.

Asking open-ended questions allows the interviewer to obtain more information from the candidate, as well as gaining some sense of their personality, their views on the subject matter and their confidence level under pressure.

Keep the questions relevant to the job or to work experience. Do not ask the applicant about their personal life. If they offer this type of information, respond briefly but politely, and lead the conversation back to the issue at hand. This avoids the potential of later being accused of making a decision (especially failing to hire someone) based on some personal information they disclosed. Watch the body language and any facial expressions that may provide you with further understanding of the candidate.

Most people are aware that you cannot ask an applicant any questions based on race, sex, color, national origin, religion or age as addressed in Title VII of the 1964 Civil Rights Act. The Americans with Disabilities Act of 1990, protects qualified individuals with disabilities from discrimination in employment.

If you need specific information that may touch on any of the above categories, make sure that it relates specifically to a job related qualification. You cannot ask if someone has a disability, but you can present the job requirement of lifting 50 lbs. and ask if they can perform the requirements of the job.

There are other ways in which an employer can obtain information without violating any laws by carefully phrasing the questions.

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.

For example, you cannot ask if someone is a United States citizen, but you can ask if they are lawfully employable in the United States either by virtue of citizenship or by having authorization from the INS and the Labor Department. As a matter of fact, you are required to have this information in order to allow them to work for you.

You cannot ask their age, but you can question on your application or in your interview if they are over the age of eighteen. You cannot inquire if they have any children or about their arrangements for child care, but you can tell them the work schedule and ask if they can meet it.

You cannot ask what clubs or organizations they belong to, but you can request if they belong to any professional or trade groups that they consider relevant to their ability to perform this job.

You may not request any information regarding previous workers' compensation claims during the pre-offer stage. You can research this after they have accepted an offer. It is also not permissible to ask when they graduated from high school, as it is another way to determine age, but you can ask what schools they have attended.

Asking about a maiden name can be construed as attempting to ascertain ethnic background, but it is appropriate to ask if they have ever been known under another name.

You cannot ask if they smoke, but you can inform them of your company's smoking policy and ask if they have any problem adhering to it. You also are prohibited from asking about any medical conditions, including HIV/AIDS.

Next month: The hiring process itself, and the different employment categories within which business owners can employ staff (intern, independent contractor, permanent, temporary, leased, exempt, non-exempt, etc).

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.



If women are your key customers... Arizona Women's News can help you unlock the door.

We speak to the issues, lives and dreams of women in Arizona providing timely insights into what business and professional women need to know to be successful in their careers, businesses and lives.

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Say Ladies This One's Just For You! Enjoy
The Glamour of Success Hour™

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Lil' Ditty's - 6pm Promptly THE GLAMOUR OF SUCCESS HOUR™

The valley's top Skin Care and Color Cosmetic Consultants will host The Glamour of Success Hour™ featuring a complimentary Success Glamour Makeover™, Mini Body Pampering™ and a Candlelight Fragrance Forum™. Preview an array of color cosmetics, the hottest new fragrances, body oils & bath gels, gift baskets, travel kits, and a fabulous men's skin care line. As our special guest you will receive a beautiful pink rose, courtesy of Always-N-Bloom. SUCCESS GLAMOUR SHOTS™ are available with photography by Jones-E.

America's Original Sports Bar 5:30-8pm A DISTINGUISHED GENTLEMEN'S HAPPY HOUR™

Robusto's Cigar Emporium and United Beverage present A Distinguished Gentlemen's Happy Hour™, featuring stogies, fine liqueurs, billiards and smooth Jazz. Drink specials & hosted appetizers. Special live performances (TBA) weekly. America's Original Sports Bar will host a \$175 CASH PRIZE/NO ENTRY FEE 8-BALL TOURNAMENT.

Tuesday Nights

PHOENIX LIVE!
at Arizona Center

LADIES, EXHALE!
AND ENJOY THE GLAMOUR
OF BEING A SUCCESSFUL
WOMEN IN TODAY'S
BUSINESS WORLD,
WHILE NETWORKING
AMONGST YOUR PEERS

EVERY TUESDAY NIGHT
AT PHOENIX LIVE
IN THE ARIZONA CENTER
YOUR WISH IS OUR COMMAND,
FROM GLAMOUROUS FACIALS
AND BODY PAMPERING, TO
CHOCOLATES, ROSES,
A LITTLE COMEDY TO CHASE
AWAY THE BLUES AND A
NEIGHBORING LOUNGE
OF DISTINGUISHED
GENTLEMEN CALLERS

A Special Night
with the Ladies in mind!
THE GLAMOUR OF SUCCESS™
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AT ARIZONA CENTER

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FOR WEEKLY ENTERTAINMENT UPDATE
FORWARD YOUR EMAIL ADDRESS
sltcreative@aol.com

Decades - doors open 5:30pm
show time 6:30pm

WILD WOMEN DON'T GET DA BLUES! COMEDY HOUR™

Sorry, Fellas — Ladies Only! Exhale while Star Theater's hilarious female comics make light of a day in the life of a women's climb up the corporate ladder — with a man on the rung above and below. From *Cracking the Glass Ceiling*, *Infiltrating the Good Ole Boy Network*, *Getting the Job without Giving "IT" Up*, *Having Your No-Bake Cake and Eating Too*, *The Cure for Wandering Papas and Securing the Ring* by Any Means Necessary. REMEMBER LADIES, "ALL IS FUNNY IN LOVE AND WAR". \$10 COVER INCLUDES ONE DRINK & HOSTED APPETIZERS.

Lil' Ditty's & Decades
8pm-1am
A SOPHISTICATED
LADIES NIGHT AFFAIR™

The after party begins when Ladies and Distinguished Gentlemen meet up for A Sophisticated Ladies Night Affair™ featuring the big band sounds of smooth Jazz at Lil' Ditty's and at Decades, a soulful mix of R&B Classics, Top 40 and Old School. 2-FOR-1 DRINK SPECIALS & FREE ADMISSION FOR THE LADIES TIL 10PM. A \$7 cover for men.

Hey, Fellas Join Us For...
A Distinguished Gentlemen's
Happy Hour™

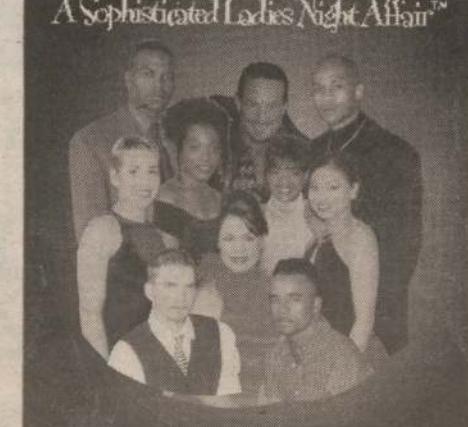
Robusto's Cigar Emporium

Arizona Women's News

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MOBILE
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professional

The After Party Begins With...
A Sophisticated Ladies Night Affair™



Women's Business Enterprise Review

Each month **WBE Review** provides information about a corporate or government program designed to increase purchasing from women-owned businesses.

1. Company Name: U S West

2. Does your company have a formal WBE program? Supporting minority-and woman-owned businesses is more than a good idea. At U S West it's a business initiative. Our strategy is to utilize M/WBEs as either primary suppliers or subcontractors.

3. If so, please provide contact name(s), title(s), contact information and area(s) of responsibility. Frieda Saaverda (New Supplier Relations Manager/Supplier Diversity Initiative) - (303) 224-1025. Sylvia Jones (Director for Supplier Diversity) - (303) 224-1021. U S West, 7800 E. Orchard Rd., Ste. 400, Englewood, CO 80111-2526. Fax (303) 397-8862.

4. What are your WBE certification requirements? And, what other requirements do you have for a WBE to register as a potential vendor? U S West asks for a copy of your M/WBE certificate and descriptive materials (not product lists) about your firm. They have an application form at their web-site www.uswest.com/com/mwbe/opportunities/application_form.html.

5. What types of products and services do you purchase from WBE's? We need qualified M/WBEs with expertise in providing telecommunications, information or entertainment products and services.

6. Do you encourage non-WBE primary suppliers to use women subcontractors? Like many corporations, we have found it necessary to aggregate contracts for commonly used products and services. In other words, we work with one or a few prime contractors, which we rely on to coordinate a larger number of subcontractors. In some cases, U S West may facilitate an introduction between M/WBEs and our prime contractors. However, we do not dictate which companies our prime suppliers use as subcontractors.

7. How does a WBE pursue purchasing opportunities with your company? Contact Frieda Saaverda at (303) 224-1025. Also, see #4 above.

Editor's Note: All of the above information was obtained via the U S West web-site at <http://www.uswest.com/com/mwbe>.

WBE Information: Effective January 1, 1999 the certification and outreach components of the Maricopa County Minority/Women-owned Business Enterprise Certification Program will be combined with the City of Phoenix Equal Opportunity Department's program.

Firms currently certified by both the City and County will be automatically certified into the consolidated program. Firms on the County list not previously certified by the City will be reviewed to assure compliance with the applicable regulations and City certification standards. The appropriate information and files will be transferred to the City of Phoenix to minimize the disruption of services to the M/W/DBEs that have a current certification.

Mr. Carlos Avelar, Certification/Contracts Compliance Coordinator for the past 10 years with the Maricopa County M/WBE Program, recently resigned. If you have any questions, please contact Ms. Amy Dunn at (602) 506-1473.

employment

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. The purpose of the study is to determine whether a variety of chemical indicators within the cells can be used to study changes which may be linked to skin cancer risk. Participants will be required to provide medical history, and have skin biopsies and blood drawn at the beginning and end of the study. In addition, study participants will be required to keep diet records over a four-day period and record their use of the provided sunscreen on a daily calendar. Participants will be paid upon completion of the study. Call 520-321-7745.

Volunteers Wanted

Arizona Central Pride is looking for volunteers to help with various office tasks and fund-raisers between now and April 17, as well as for the event itself. If you have time, ideas, interest, call Jan at 279-1771.

MHAZ seeks Compeer Volunteers

The Mental Health Association of AZ seeks volunteers to be adult companions and peers to people suffering from mental illness, many of whom are isolated from friends and family. The program matches individuals by common interests, geographic area and gender after volunteers undergo a thorough application and training process. The first Compeer training session for 1999 will take place Thursday, Jan 28 at 6411 E Thomas Rd, 5:30 - 8 pm. For more information, call 602-994-4407.

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!

Volunteers Needed

Habitat for Humanity Women's Build is looking for volunteers, especially on Tuesdays. Volunteer orientation occurs the first Saturday of the month at 9am. Come see the gorgeous community and learn how an unskilled person with enthusiasm can be a precious link to Humanity. Call Habitat for Humanity Valley of the Sun office at 620-268-9022.

EMPLOYMENT advertising

RATES: Open rate \$30/column inch.

(Items listed above are two column)

Discounts available based on frequency.

Call (602) 954-6169 for details.

The next deadline is 5:00 p.m. the 15th of the month prior to publication.

General Contractors & Sub-Contractors

Bid Bonds • Payment Bonds Performance Bonds

We specialize in
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owned businesses.

(602) 840-1492
ask for James

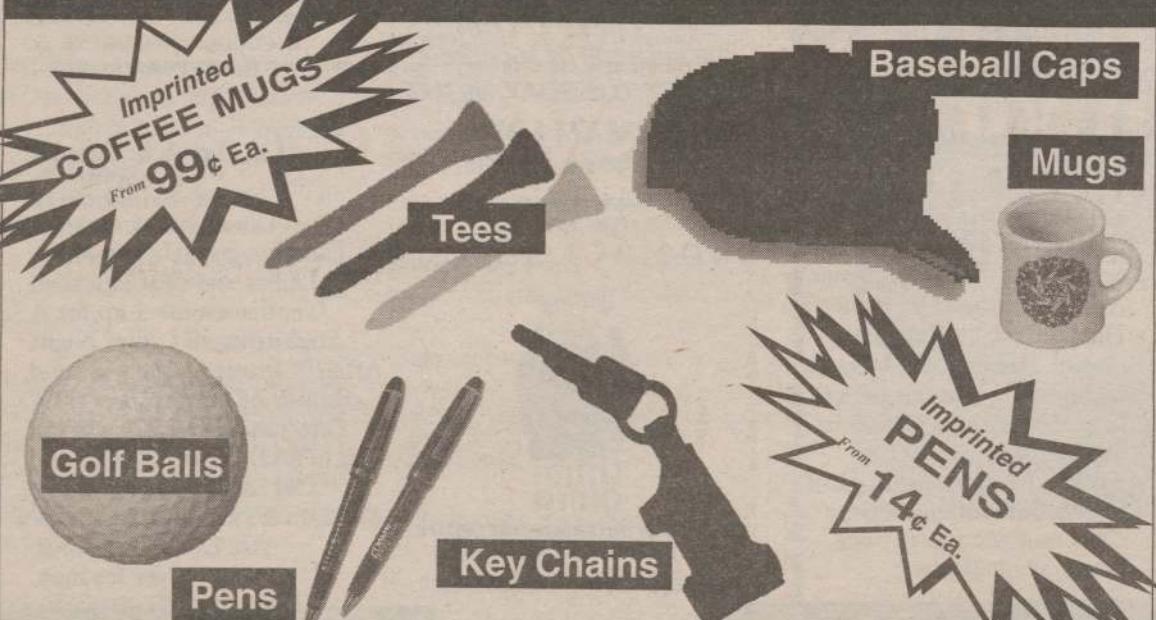
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The Women's NETWORK

Individual and Professional Development

Sponsored by Metropolitan BPW and Superstition BPW

2 day workshop to increase your knowledge in the areas of communications, negotiations, interviewing, public speaking, parliamentary procedure, and dealing with the media. Open to BWP members and non-members.

Saturday and Sunday February 20 and 21
9 am - 5 pm (8:30 registration 2/20/99)

Maryvale Samaritan Medical Center
5201 W. Campbell Ave., Phoenix
\$25 BPW members/\$30 non-members

To register call: Sheila Berkowitz (602) 948-5554 or Beth Noble (602) 969-4024. Register early as attendance will be limited.

The American Business Women's Association presents

Women Don't Get Da Blues! Comedy Hour

Tuesday, February 16th

Doors Open 5:30 pm, Show Time 6:30 pm
Decades at Phoenix Live! at the Arizona Center and

A Sophisticated Ladies Night Affair

Tuesday, February 16th

8 pm - 1 am

Lil Ditty's at Phoenix Live! at the Arizona Center

'Exhale,' network with peers, share successes and brainstorm challenges while meeting members of ABWA.

Your \$8 cover includes one drink, hosted appetizers and after party admission to A Sophisticated Ladies Night Affair featuring Jazz Artist Sherry Roberson.

For ABWAA event tickets and information call Norma Lavinder at (602) 243-1559.

Molly Ivins to Speak at ACLU Luncheon

Molly Ivins, a political columnist and "professional hell-raiser," will be the featured speaker at an ACLU luncheon.

Ivins is a nationally syndicated columnist, a three-time Pulitzer Prize nominee and the author of two best-selling books including *Molly Ivins Can't Say That Can She?*

Friday, February 19

Hyatt Regency in Phoenix
Cocktail Reception 11:30 a.m., Lunch Noon
Molly Ivins program 12:30 p.m.

For tickets call the ACLU at (602) 650-1180.
\$50 per person with lunch, or \$500 for tables of 10.
Program tickets without lunch are \$25 per person.

1999 YWCA TRIBUTE TO WOMEN AWARDS

See front page for complete details!

The Tribute to Women Awards honor outstanding women from the community who have worked toward the empowerment of women from all walks of life and the elimination of racism in Maricopa County.

Thursday, February 25, 1999
noon - 1:30 p.m.

Phoenix Civic Plaza Grand Ballroom,
3rd Street and Washington
For tickets call the YWCA at (602) 258-0990

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.

Arizona Women's News' Women's Business Success Series



From Free Press to Affordable Advertising:
How to get the best bang for your buck.

Learn how to: pinpoint your market, target your message, optimize frequency, reach your defined clientbase, read media kits to understand the numbers, get free coverage, create your plan for advertising success.

Thursday, February 25, 5:30 - 7 pm
Arizona Club, 201 N. Central, 37th Floor
(parking available at the Bank One garage)
\$14 (\$10 for subscribers) includes hors d'oeuvres and no host bar
RSVP required no later than 1/23/99

Series Sponsors Include:
Arizona Club
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Phoenix

954-6169



ATTENTION! WOMEN & MINORITIES LOOKING FOR A CAREER OPPORTUNITY? CONSIDER HIGHWAY CONSTRUCTION

Applications are being accepted for a six-week, full-day pre-employment training program to be conducted at Maricopa Skill Center, Phoenix.

First session begins February 8th - limited to 15 students per session.

To qualify: 18 yrs. or older, G.E.D. or High School Diploma and an interest in working outdoors. Must have own transportation and valid driver's license.

Cost: Free of charge-program funded by ADOT, The Federal Highway Administration and the Governor's Commission on Nontraditional Employment for Women.

Program includes: Strength training, Math review, Hands-on electrical, carpentry, blue print reading, piping trades, welding, computer literacy, use and care of tools, Orientation to highway construction opportunities, Introduction to employers.

The goal of this program is to provide training in highway construction crafts to economically disadvantaged persons with a focus on women and minorities.

For an application call: The Governor's Division for Women 542-1755.

Program sponsored by A.D.O.T. and the Governor's Commission on Nontraditional Employment for Women.

Bas Bleu
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presents

An Evening of Comedy

Suzanne Westenhoeffer



Benefit for Victory Fund

PHOENIX COLLEGE
AUDITORIUM
7:00 PM SATURDAY
MARCH 6, 1999
15TH AVE. AND THOMAS RD.

Tickets:

\$15.00 in advance
\$18.00 at the door
Performers reception \$45
limited tickets, purchase via mail only
by March 1

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P.O. Box 7369 Phoenix, Az. 85011

professional groups

February 25th - Thursday
FROM FREE PRESS TO AFFORDABLE ADVERTISING: HOW TO GET THE BEST BANG FOR YOUR BUCK. Presented by Arizona Women's News. 5:30 - 7 p.m. (\$14/\$10 subscribers) Arizona Club, 201 N Central, 37th floor. RSVP Required! 602-954-6169.

2/3 Wednesday
5TH ANNUAL PARENT'S DAY AT THE LEGISLATURE. Sponsored by AZ League of Women Voters and AZ PTA. 10:30 am - 2pm (\$15) State Capitol, Wesley Bolin Plaza. 997-5218. Reservations required.

2/8 Monday
ARIZONA LEGISLATIVE DAY. "Up From the Bottom: The Dilemma of Arizona's Children." With Keynote Speaker Carol Kamin. 7:45 am - 3pm (\$25 includes continental breakfast & buffet lunch) Mountain Preserve Reception Center, 1431 E. Dunlap. 997-5218. Reservations required by January 25.

2/9 Tuesday
DONUTS & DIALOGUE. Phoenix Chamber of Commerce. 7:15 a.m. (\$5) Location TBA. For more information, call 495-6477.

2/9 Tuesday
HOW TO RIDE THE WAVE OF CHANGE WITHOUT GETTING DRENCHED. Presented by Carolyn Masters. NAWBO. 12pm. (\$20) Presidio Grill, 3352 E Speedway Blvd. RSVP 740-9543.

2/9 Tuesday
WHAT MAKES NEWS. Presented by Jane Larson. EMA. 11:30am. (\$19 members/\$22 guests) Orangetree Golf Resort, 10601 N 56th St, Scottsdale. RSVP 602-468-0332.

2/10 Wednesday
METROPOLITAN BPW. Returning to School: Issues, Needs and Programs. Presented by Kit Prestwood, ASU. 11:30 am (\$16) McCormick Ranch Golf Club, 7505 E McCormick Pkwy, Scottsdale. RSVP Elly Johnson 602-991-9304.

2/10 Wednesday
N PHOENIX CHAMBER BUSINESS AFTER HOURS. 5 pm (\$3) RP Walker Chiropractic Group, 4022 E Greenway, Ste 1. RSVP 482-3344.

2/16 Tuesday
WILD WOMEN DON'T GET THE BLUES. ABA hosts this comedy hour. 5:30 pm (\$8 includes one drink & appetizers) Decades, Phoenix Live, Arizona Center. For tickets, call Norma at 602-243-1559.

2/16 Tuesday
GLAMOUR OF SUCCESS HOUR. 6 pm (\$1) Lil Ditty's, upper level, Arizona Center. For information, call 602-257-4220.

2/16 Tuesday
A SOPHISTICATED LADIES NIGHT AFFAIR. ABA after party follows comedy hour. Featuring jazz artist Sherry Roberson. 8 pm (\$1) Lil Ditty's, upper level, Arizona Center. For information, call Norma at 602-243-1559.

2/17 Wednesday
SKILLS, TECHNOLOGY & THE WORKPLACE. Presented by Lynda Bowman. 8am (FREE) ASBA (1500 E. Bethany Home Rd., Suite 140), 265-4563. Fax reservations: 265-2406.

2/17 Wednesday
N PHOENIX CHAMBER GOOD MORNING. 7am (\$6 members/\$10 non-members) Luby's @ Paradise Valley Mall. RSVP 482-3344.

2/18 Thursday
SUCCESSFUL WOMEN IN NON-TRADITIONAL ROLES. Panel discussion. Tempe Chamber Women in Business Council. 11:30 a.m. (\$12) Holiday Inn Conference Room, 915 E Apache Blvd. Tempe. RSVP Wendy 967-7891.

2/18 Thursday
THE MAYOR'S STATE OF THE CITY ADDRESS LUNCHEON. Sponsored by Greater Phoenix Chamber of Commerce & AT&T. General public welcome at no cost at the start of the address. 11:30 am (\$45 members/\$55 non-members) Hyatt Regency Downtown. RSVP 495-2182.

2/18 Thursday
BUSINESS EXPO 99. Sponsored by Greater Phoenix Chamber of Commerce & SRP. 1pm (FREE) Phoenix Civic Plaza, Exhibit Hall D. For information, call 495-6487.

WOMEN'S CALENDAR

2/19 Friday

ACLU LUNCHEON. Featured speaker Molly Ivans - a political columnist and professional hell-raiser. 11:30 am (\$50/\$25) Hyatt Regency, Phoenix. Call for tickets, 602-650-1180.

2/20 Saturday

BOOK SIGNING WITH SYLVIA NOBEL. Presented by Capitol BPW. 10am to noon. (\$5 donation to benefit women's scholarship fund) Desert Sage Library, 7602 W Encanto. RSVP Helen Dekarske 846-0791.

2/23 Tuesday

DONUTS & DIALOGUE. Phoenix Chamber of Commerce. 7:15 a.m. (\$5) ASU Downtown Center Mercado, 7th St & Van Buren. For more information, call 495-6477.

2/24 Wednesday

AFTER BUSINESS EXCHANGE. Phoenix Chamber (\$) Celebrity Theatre, 440 N 32nd St (South of Loop 202 on 32nd St Exit). Call Kelsea at 495-6477.

2/25 Thursday

YWCA TRIBUTE TO WOMEN ANNUAL AWARDS LUNCHEON

Honoring 10 outstanding Maricopa County Women. 12 noon (\$50) Phoenix Civic Plaza Grand Ballroom, 3rd St & Jefferson. For tickets, call 258-0990.

professional groups with regular meetings

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

The are a number of regional groups in the metro area: East Valley 844-2441, Foothills 730-8628, Kachina 395-1079, Las Reveldes 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 ASSOCIATION OF BUSINESS SUPPORT SERVICES. To provide a forum from which members and guests can share experience and knowledge and promote their personal and professional growth. Meets 3rd Wednesday of the month, 6:00 pm (Free) Coco's, 4515 E Cactus (Tatum & Cactus) Contact Jennie Rhodes, 943-1304.

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

ARIZONA PROFESSIONAL ORGANIZERS ASSOCIATION. Meets the 2nd Tuesday of the month, 4:30pm (\$8) La Madeleine, 3102 E Camelback, Karen Ussery, 248-2884.

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

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

BUSINESS AND PROFESSIONAL WOMEN (BPW). Brings together business women of diverse backgrounds; helps them to grow personally and professionally through leadership, networking and national recognition. Advocates of civil rights, health, and economic equity; addresses issues of sexual harassment, violence against women, equal rights, and reproductive choice.

Several valley chapters meet regionally:

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

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

MIDTOWNSERS meets 2nd & 4th Thursday of the month, noon (\$20) Phoenix Country Club (7th Street & Thomas), 279-0940 (midtownspbw.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 (\$9 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.fim.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 ENTRPRENEURS. 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.

HOME BASED BUSINESS MEETING Meets 4th Thursday 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.

GREATERO 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.

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.

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 (\$) Mim's Cafe (75th Ave & Bell), Peggy Bowers 938-5427.

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

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

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

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

arts & entertainment

2/5 Tuesday

A LAMMAS LADYMASS. Chant and polyphony from Medieval England. Performed by Anonymous 4, four women who masterfully interweave music with poetry and narrative. 8 pm (\$24) Scottsdale Center for the Arts, 7380 E 2nd St, Scottsdale. 602-994-2787

2/12 Friday

FURIOSO. Performed by the Meryl Tankard Australian Dance Theatre. 8 pm (\$26) Scottsdale Center for the Arts, 7380 E 2nd St, Scottsdale. 602-994-2787

2/14 Saturday

V - DAY IS COMING . The Vagina Monologues is an award winning play performed by a diverse assembly of 23 ASU students. V-Day 1999 is a campaign to end violence against women and proclaim Valentine's Day to celebrate women. Proceeds go to valley women's organizations to increase care given to survivors. 6pm (\$10) ASU Memorial Union Building. 602-921-3998.</

WOMEN'S CALENDAR

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 14th St. Barbara 878-5430.

health

2/2 Tuesday
2/16 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 253-1601 to reserve your space.

2/6 Saturday
OPEN HEALING SESSION. With 7th level Reiki Master and alternative healer. Open to all women. (FREE) 1750 E Bell Rd by the pool. To reserve, call Kay 485-0792.

2/20 Saturday
INTRODUCTION TO TRAGER. A unique approach to body/mind integration and movement education. 10am (FREE) Unitarian Universalist Church, 4027 E. Lincoln Dr. Call 992-7371.

2/13 Saturday
WHITE TANTRIC YOGA. A one day meditation workshop, vegetarian lunch included. Expand your spiritual awareness, transform patterns, and experience oneness. 8 am - 6 pm (\$) 3HO Kundalini Yoga Center, 2302 N 9th St, Phoenix. 271-4480.

Wednesdays
HEALING CLASS. Sat Nam Rasayan, Healing through Sacred Space, the ancient healing system in the tradition of Kundalini Yoga. 7 pm (\$5 suggested donation) 3HO Kundalini Yoga Center, 2302 N 9th 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 16th St, (16th St & Northern).

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

PINNACLE PEAK February 8, 7am (?) 2334 N 85th 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 1st Thursday of the month, 7:00pm (free), CASA conference room, 2333 N Central Ave, Phoenix. Call for information. Joan Fitz-Randolph 947-7629.

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

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

SUN CITY CHAPTER meets 1st 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 4th Saturday of each month. 10:30am (free) Flagstaff Public Library. Pamela Baker, 520-522-8155.

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.

sports

2/3 Wednesday
PHOENIX COLLEGE WOMEN'S BASKETBALL. Against S Mtn CC. 6pm, Phoenix College, 1202 W Thomas. 285-7562.

2/9 Tuesday
PHOENIX COLLEGE WOMEN'S BASKETBALL. Against Northland Pioneer College. 6pm, Phoenix College, 1202 W Thomas. 285-7562.

2/12 Friday
16th ANNUAL AZ SENIOR OLYMPIC REGISTRATION DEADLINE. (?) Registration forms now available at libraries, senior centers, Parks & Recreation office or by calling AZ Sr Olympics at 602-261-8765.

2/13 Saturday
PHOENIX COLLEGE WOMEN'S BASKETBALL. Against Scottsdale CC. 6pm, Phoenix College, 1202 W Thomas. 285-7562.

2/26 Friday
PHOENIX COLLEGE WOMEN'S BASKETBALL. Against Cochise College. 6pm, Phoenix College, 1202 W Thomas. 285-7562.

2/28 Sunday
WOMEN'S MOTORCYCLE ASSOCIATION. Lunch (\$) Horny Toad, Cave Creek. For information, call Char Zack, Road Captain 520-634-9739 or email azraw@sedona.net.

FEBRUARY 12 - 15
18th ANNUAL SWEETHEART INVITATIONAL GYMNASTICS COMPETITION. With 1996 Olympic gold medalist Kerri Strug. Hosted by the Arizona Sunrays' gymnastic club. Benefits Central AZ Shelter Services & St. Mary's Food Bank. (\$) Phoenix Civic Plaza. For tickets and information, call 602-992-5790.

FEBRUARY 20 - MARCH 7
16th 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.

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

spiritual

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

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

MEDITATION AND TOPICAL DISCUSSION. Presented by Rev. Alexandra Starr and various guest facilitators. Meets every Wednesday, 6:30 pm (Donation) Higher Vision Center for Spiritual Living, 6829 N 12th St, Suite 106 (12th St & Glendale) 277-7133.

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

support groups

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

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

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

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

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

trade fairs

1/30 Saturday
SMALL BUSINESS LENDING FAIR. Sponsored by ASBA. Representatives from over 20 Valley banks and lending agencies will be available to discuss various business loans. 9am - noon (FREE) Glendale Public Library, 5959 W Brown St, 602-265-4563.

2/18 Thursday
BUSINESS EXPO '99. (\$) Phoenix Civic Plaza, Exhibit Hall D. For more information, call Scott Asher 602-495-6487.

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

1/27 Wednesday
PROJECT 2000: RECRUITING WOMEN TO RUN FOR PUBLIC OFFICE. Sponsored by Arizona Women's Political Caucus. Light dinner will be provided. An in-depth look at the election landscape in the year 2000, when Arizona term limits will cause an unprecedented number of open seats. 5:30pm (?) Downtown Library, Lower Level Meeting Room, 101 N Stone. Call for reservations: 520-298-7520.

2/4 Thursday
AZ WOMEN'S POLITICAL CAUCUS CHAPTER EXECUTIVE COMMITTEE. Meetings are open to all Caucus members. 12 pm (?) Main Library, Lower Level. 1001 N Stone. For more information, call 520-298-7520.

2/5 Friday
LEADERS IN THE LAW - A WOMEN'S LEADERSHIP CONFERENCE. Keynote address by Justice Sandra Day O'Connor. Sponsored by AZ Women Lawyers Association. 8:30am - 4:30 pm Followed by a reception. (\$90) Westward Look Resort. RSVP Sandy Katz at 520-740-3129.

2/18 Thursday
AWPC - POLITICS ON THE WEB. Arizona Women's Political Caucus Chapter Meeting. 12pm (?) Downtown Library, Lower Level Meeting Room, 101 N Stone. Call for reservations: 520-298-7520.

Mondays
DESERT VOICES. Tucson's Lesbian & Gay Chorus Rehearsals. 6:30 - 9:30pm (?) 220 S 6th (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

2/13 Saturday
BREAKFAST WITH FRIENDS. Womyn 2 Womyn. 10 a.m. (\$) The Eggery (Central & Camelback), Phoenix, Cheryl 780-3102.

2/13 Saturday
FLAG FOOTBALL LEAGUE. 3:30 - 5:30pm (?) Monterey Park, 75th St, North of McDowell, Scottsdale. ??? call 602-654-3459.

2/20 Saturday
WREN - SKI TRIP. Skiing in Flagstaff from 12-4pm. Dress appropriately! Meet at 8am. (\$27 downhill/\$10 cross-country) Smitty's parking lot, I-17 & Bell. For more information, call 602-225-0940.

2/28 Sunday
WREN - HIKE. Phoenix canals walk and picnic. 10:30am (FREE) Meet at Italian America Club on 12th St (between Northern & Glendale.) For more information, call 602-371-0843.

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

2/2 Tuesday
SELF-EMPLOYMENT LOAN FUND ORIENTATION. 6 pm (free) Mesa Public Schools, 549 N Stapley (University & Stapley) Mesa. 340-8834.

2/2 Tuesday
AZ INCOME TAX - ARE YOU USING THE CORRECT FORM? Presented by AZ Dept. of Revenue. 6 pm (free) Glendale Public Library, 5959 W Brown St, Call 930-3554 to reserve your space.

2/6 Saturday
WOMEN'S BRAIN TRUST. "Brainstorming Techniques and Their Application to Business Plan Construction," presented by Shirley Binder. 10am (free) Glendale Public Library, 5959 W Brown St, 930-3554.

2/8 Monday
HIGHWAY & CONSTRUCTION PRE-EMPLOYMENT TRAINING PROGRAM. 6-week, full day program. (free) Maricopa Skill Center, Phoenix. Call the Governor's Div. for Women at 602-542-1755 for application.

2/13 Saturday
WOMEN BUSINESS BUILDERS. "Your Unique Selling Proposition," presented by Connie Kadansky. 2 p.m. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

2/16 Tuesday
WRITING AN EFFECTIVE BUSINESS PLAN. Presented by Diane Geshwind. 7 p.m. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

2/19 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.

2/13 Saturday
SELF-EMPLOYMENT LOAN FUND ORIENTATION. 10am (free) South Mountain Community Center, 212 E Vista Rd. 340-8834.

2/18 Thursday
EFFECTIVE COMMUNICATION - YOUR MONEY TOOL OF THE FUTURE. presented by Marlene Kent. 7 p.m. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

2/20 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.

2/20 Saturday
WOMEN BUSINESS BUILDERS
WOMEN'S BRAIN TRUST. "Company Identity," presented by Shirley Binder. 10am. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

2/20 Saturday & 2/21 Sunday
INDIVIDUAL & PROFESSIONAL DEVELOPMENT. Increase your skills & knowledge in: Communications, Negotiations, Interviewing, Public Speaking, Parliamentary Procedure & Dealing with the Media. Presented by Metropolitan and Superstition BPW. 8:30am to 5pm. (\$25 members/\$30 non-members) Maryvale Samaritan Medical Center, 5102 W Campbell Ave, Phoenix. RSVP:

Women's Business Directory

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GET YOUR FREE PROFILE...

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

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

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

FEATURE

From Internet, page 1

One woman who made the leap into cyberspace three years ago is Jo Cook, owner of Hemispheres, a Phoenix-based Web-site design firm.

Cook, who previously worked in newspaper marketing and as an advertising manager for MicroAge, says that the corporate world did not emphasize relationships and failed to offer her the flexibility or challenge that she now has as an independent business owner.

"If I wanted to see my daughter's basketball game at 3:30, the corporate world would not appreciate that. But, now, it's my choice. It might mean working late at night, but it's a good sacrifice to make," Cook observes.

Two years ago, Cook's husband left his job of 15 years to join her in the business. "We determined for the good of our marriage that we should work separately," Cook laughs. "So we each have our own clients."

Joining a coalition, a group of several businesses that work together in a partnership, has also made her business possible, Cook says, because she is able to present herself as a member of a larger agency. "I could not have done it without them because people want to go to an agency that can do everything," she explains, but warns that forming a coalition is not easy. "It has to be somebody you trust. Getting the coalition together is just as involved as getting customers." Members of Cook's coalition include graphic designers, copywriters, photographers, programmers and Internet providers.

Many of Cook's customers are also women who left the corporate world behind to form their own businesses. Cook, who describes herself as a consultant developer, says that she not only builds the company's Web site, but maintains it through updating search engines that are "very, very targeted." Cook sees herself as providing a service that is critical to business success: "An Internet address to a business now is like a phone number."

The Internet offers new possibilities to the small business owner, Cook says.

"The great thing about the Internet is that it doesn't matter how big you are. There are no obstacles. The Internet levels the playing field. You don't have to be a multimillion-dollar advertising company to provide good customer service to your client."

Although the first 18 months were difficult, Cook doesn't regret her decision to leave corporate America behind. "It was a little bit nerve-wracking, but it was worth it. I can wake up tomorrow and do

anything. I don't have to just show up at my desk. I think I'm being a good role model for my kids. They understand that you just don't have to sit there and take it," Cook laughs.

Another newcomer to the world of Web-site design is Tucson business owner Margi Stevenson. She started her company, Stevenson Design, two years ago after leaving her position as director of admissions for the University of Arizona. "Fortunately, I got a large client right off the bat," Stevenson recalls. "I think I've been really lucky, but my background is marketing."

Her first order of business was going out and networking to meet people and get clients. Today, her clients include technical companies such as a biofiltration firm and a company that makes power storage and conversion products as well as the University of Arizona, a motivational speaker, a mortgage broker and a mail-order clothing company.

Stevenson's background is just as eclectic as her clientele mix and includes a bachelor's degree in art and a master's in writing. "I've always been a Renaissance woman with a huge interest in everything. And this way I get to do it on my own terms," Stevenson says of her new career. "I love my work. I'm never reticent about going to work in the morning."

Christine Dura, vice president of Phoenix-based JMB Multimedia, is another woman who answered the call of the Internet revolution. JMB Multimedia is a graphics house that produces CDROM presentations and videos and provides Internet "solutions."

Internet will continue to grow-and that companies will reward customers who do business online. As evidence of this trend, Dura points out Delta's recent announcement that it is now charging an additional \$2 for airline tickets not purchased on the Web. Using the Internet is faster and better than traditional customer service because it cuts down on overhead and incoming calls, Dura observes. But Dura warns that many airline Web sites are not yet user-friendly-with the exception of Southwest Airlines. "It's extremely easy. It's a fun site. They will give you extra perks for doing it that way."

Carrie Martz, president and CEO of The Martz Agency in Phoenix, also predicts that retail shopping will increase on the Internet. "It's amazing in advertising what we've seen in the last year. I think you're going to see more Internet-savvy development and less telemarketing. People don't want to call an operator to get a catalog. Whether it's a satellite dish or jewelry, you can buy anything you want on the Internet. In fact, there's a new company that's like a Price Club on the Internet. And now retailers have so much more competition that retail prices overall should be dropping."

This trend toward competitive prices should attract an increasing number of women, Martz predicts,

because women are less impulsive and tend to do more comparison shopping than men do. However, Internet shopping also has its disadvantages, at least for some women. "Women do try and make

Internet Experts

Jo Cook, Hemispheres - 602.820.5233, jo@hemispherz.com

Margi Stevenson, Stevenson Design - 520.743.3388, desertgrrl@deserrl.com

Christine Dura, JMB Multimedia - 602.894.1716, cdura@jmb.net

Carrie Martz, The Martz Agency - 602.998.3154, cmartz@martzagency.com

Lee Steele, Strategic Insight - 602.468.0223, leesteele@strategicinsight.com

Ananda Roberts, SWMG Productions - 602.954.9557

"The biggest push for our business right now is data-base driven Internet solutions. We program at a very high level," Dura explains. JMB's clients include an auction site, an Internet brokerage firm and a large homebuilder with a Web site of 300 to 400 pages. By using the homebuilder's Web site, clients can search the database by making specific requests-for example, a two-bedroom home with a fireplace-and thus limiting the search.

Dura predicts that retail sites and service-oriented businesses on the

an emotional connection to the salesperson. There is a lack of personal relationship, and for some people, that could have an adverse effect," Martz observes.

Stevenson also predicts that Web sites will grow in popularity as Internet shopping increases. "It's becoming an expectation where you almost have to have a Web site. A norm is beginning to develop. As soon as Web TV hits, there will be a whole new group of people. By the 21st century, everyone will be wired."

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But Stevenson warns that a Web site requires marketing to get people there.

"A Web site without a marketing plan is like a billboard in the Sahara. You have to find ways of using your marketing collateral to drive people to your site."

Effective marketing must also consider the targeted audience, according to Stevenson. In most cases, her marketing strategy focuses on the professional identity of the targeted group. But sometimes gender is also important to consider, Stevenson says. "Men like to bounce around, and women like to be more linear and follow a narrative flow, with one page leading to another. Women are more relationship-oriented than men."

If your business is targeted toward women, you need more communication possibilities, says Lee Steele,

owner of Strategic Insight, a firm that advises businesses on traditional and Internet marketing. Women tend to spend more time in on-line chat rooms and send more e-mail, Steele says. In general, women use the Internet more for communication, and men use it for information, he observes.

Bulletin boards, chat rooms and on-line newsletters can be effective marketing tools for a female audience, Steele says. "You might want to have an interactive newsletter that they can subscribe to. You need to provide a way for readers to respond and see their views in the next newsletter."

Women also tend to be more interested in personal subjects, Steele observes.

To this end, sidebars on how business affects personal life and family are sometimes effective, as are Web sites that mix business with issues of interest to men. Two such sites are ideacafe.com and womenswire.com. These sites, which combine articles and advice, are "good examples of how you merge business interests and women's interests in one place," Steele adds.

As women continue to launch into cyberspace, the Internet will change their lives, just as women will change the nature of the Internet. This year, as we head into the millennium, is the first in which more women than men will be "wired." The full meaning of this trend is as yet unknown. But there can be little doubt that communication, marketing and business will never be the same.

Attorney General's Office Establishes State's First Cyber Crime Unit

Despite all its benefits, the world of cyberspace is not without its problems-including cyber criminals. To this end, Arizona attorney general Janet Napolitano recently created the state's first cyber crime unit to investigate fraud, sexual predators and child pornography and to train law enforcement personnel.

"From my perspective, this is the white-collar crime wave of the future. This is where the action is," says Napolitano. "We need to stay one step ahead of the people."

Napolitano offers several tips to help avoid becoming a cyber-crime victim.

- Be careful-and if the idea seems too good to be true, it probably is
- Check with the Better Business Bureau
- Review Internet bills
- Pay attention to how your children are using the Internet

ONE WOMAN'S STORY

From One Woman, Page 1

This change did not come without resistance. Roberts thought she was doing just fine without computers. Her company, started 15 years ago when she was still a college student, was successful, and she could see no reason to change.

"It was a big leap when you're used to doing something a certain way. You really had to change the way you did things," Roberts recalls.

But the constant nagging of a friend, the chief physicist at the El Paso Cancer Treatment Center, finally sent Roberts out in search of a computer. "He just bugged me enough that I went out and got one. He was relentless about it."

It was only two years later that she started thinking about the new direction for her company. It was then that she changed the focus from a company that raised money for nonprofit organizations to one that produced software linking nonprofit organizations and government agencies. "It was really just changing the direction of an existing company," Roberts says of her decision. "It was just a shift that all companies have to go through in order to change and grow."

Five years ago, Roberts moved from Texas to Phoenix and launched her software and technology services business so that nonprofits and government agencies could share information and sources. Before making the switch to a more technical direction, Roberts says that she sat up nights reading "tons of books" about bulletin board services.



Ananda Roberts
SWMG Productions

Although she does not consider herself a computer expert, she decides what product or services she wants to provide and then hires the technical people to accomplish the task. SWMG Productions now includes 14 employees—three salespeople and 11 programmers and technical-support staff.

Being a Microsoft partner has helped SWMG to hold its own against larger companies, Roberts says. "Microsoft has been an extra supportive arm of our growth. For our industry, they are support and development."

In fact, Roberts says that she moved to Phoenix five years ago in part because Microsoft had offices here. She doesn't regret her decision. "This is such an easy city to live in, and the weather is perfect. What else could you possibly want for in a city? I could live in that (summer) heat all year long. I just love it."

For those seeking to make a change—whether technical or whatever—Roberts has this advice. "Whatever you want to do, just start taking those steps. If you want to make your dream a reality, you've got to take that first step and keep at it everyday."

FINANCE

by Jean DeKraker, CPA

Take Care of Yourself During a Divorce

The financial decisions made during your divorce will have lifelong implications. Statistically, woman's standard of living decreases an average of 27 percent while a man's increases 10 percent after a divorce. The division of marital property is an important factor influencing this statistic.

Many states treat marriage as a shared venture and require equitable distribution to divide property. "Equitable distribution" means fair division of property not a 50/50 split. According to Carol Ann Wilson, a widely recognized expert in divorce planning, "a 50/50 division of property may not produce equal results—or equal standards of living after the divorce—if the two spouses are unequally situated at the time of divorce." This is especially true in a traditional marriage. The homemaker is rarely in an equal economic position to her husband prior to the divorce.

A 50/50 split of the physical assets, such as investments and home, will not keep the homemaker at an equal standard of living after the divorce. The career assets of the husband must be valued, thereby giving the woman a greater percentage of the tangible assets. Career assets include insurance, vacation and sick time, Social Security, unemployment benefits, stock options, pension and retirement plans. Less tangible career assets include education, professional contacts, seniority, job experience, and future promotions. With an equitable division, both people can retain life-styles similar to their pre-divorce lives.

Even when both spouses have equal career assets an equitable division is rarely achieved with a 50/50 split. The following scenarios demonstrate how this 50/50 solution is inequitable. Assume that a couple has \$5,000 in cash and \$5,000 in a retirement account. The couple decided one spouse would receive the cash and the other the retirement account. In the first scenario, assume that the spouse with the retirement money needs cash and must liquidate the retirement account. After paying taxes, the \$5,000 may be worth \$3,500 after taxes are paid. Also, retirement account withdrawals prior to age 59 are subject to a penalty. The \$3,500 shrinks to \$3,000, if penalties are due. In this 50/50 split, one person ends up with \$3,000 after the taxes are paid. The inequality in this division is obvious.

The homemaker is rarely in an equal economic position to her husband prior to the divorce.



worth \$49,000. (This example assumed a 10% growth rate and a 28% tax bracket for both investments.)

These two examples demonstrate why good financial planning is critical during a divorce. The advice can come from a knowledgeable accountant, financial planner or a certified divorce planner (CDP).

Susan Ross, a local Certified Divorce Planner, explains the CDP role as "a financial professional who has been trained in professional divorce planning and whose objective is to help divorcing clients address the special financial issues related to divorce; and provide data that can be used to achieve equitable settlements."

Some divorces involving a family business require business valuation services. Mindy Jones, a local CPA who specializes in these valuations, explains "business valuations are more broad in scope than an appraisal with the objective to arrive at a business' overall value."

Carefully plan your divorce settlement. Emotional scars from a divorce can in time heal. Poor financial arrangements can create poverty.

Jean DeKraker is a CPA with a Masters Degree in Taxation and her own CPA firm. Her real passion is educating and nurturing women about money. (602) 992-2768, www.jdk-cpa.com.

Career

Hot Careers

Women in Technology



by Tammie M. Chestnut

technical women to draw from when they're looking for their next vice president.

The reasons why young women do not pursue careers in computer science or technology range from the difference in the way girls and boys are raised, to what happens to them in science and computer classes at school, to the way they are treated by male co-workers in the workplace.

The women who do go to work in the computer science field find they come up against a "glass ceiling" in an industry run by men. The problem is women sometimes

give up. They stay involved in the industry but find it difficult to achieve influence in the discipline.

The technology industry also demands especially long hours—sixty-hour weeks are common. It is sometimes easier for men to succeed in this kind of environment because women must carry more than half the child care responsibilities, in addition to working their full time job.

Some positive changes are already underway. Corporations are making an effort to recruit and keep top-notch women staff. Some high-tech companies are also

helping women get in their hours by letting them telecommute, or by offering flex-time. Women are being invited to take part in the decision-making, and perhaps in a larger ratio than a few years ago. With these changes more women are likely to step into the technology industry where they have previously hesitated.

Tammie Chestnut is owner of The Resume Shop, a full service professional career and resume preparation company. You can reach her via e-mail at tammie@resumeshop.com or by phone at (602) 407-6410.

The hot jobs of the future may very well be in the world of technology and computers. But, the way it's going, women may be in a different work world. Technology is one of the fastest growing job fields with staying power and increased security due to the lack of qualified workers. However, American women are not choosing careers in technology, engineering and computer science at the same rate

Women make up half the work force, but they account for only 16 percent of employed scientists and engineers.

A greater number of women work as computer scientists—some 35 percent. But of those, only a few hold the top jobs. In fact, not one of the 50 biggest computer companies has a female chief executive. Industry leaders say they have only a small pool of

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TO YOUR HEALTH!

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Tired? Are you feeling you haven't had enough sleep?

A recent study showed that almost two-thirds of Americans fail to get enough sleep, with one-third stating that sleeplessness interfered with their daytime activities. One person in four reported falling asleep while driving during the last year!

No one knows exactly why we sleep. Sleep's function appears to be a restoration of the homeostasis of the body. In other words, we sleep to keep the body in balance. During a normal night, our sleep is divided into 2 stages, REM (Rapid Eye Movement) and non-REM. During an REM stage, we dream. We normally have 4 to 5 REM periods during the night, making up about one-fourth of our sleep time.

How much sleep do we need?

Research indicates that most people need seven to nine hours each night. How do you know if you had enough sleep? You wake up feeling refreshed and rested and are alert throughout the day.

Chronic lack of sleep can promote problems far worse than that tired, dragged out feeling you experience the day after a poor night's sleep.

An occasional sleepless night may not have any long lasting effects. But research indicates that several nights of poor sleep can increase the brain levels of cortisol. Cortisol is a potent hormone released by the adrenal gland that helps maintain normal blood sugar levels, promotes fat and protein metabolism and assists the body during times of stress. But when high cortisol levels remain, memory and learning can be adversely affected.

Two other hormones, prolactin and human growth hormone, can decrease with continued sleeplessness. Normally, prolactin assists with proper immune system functioning and human growth hormone promotes the growth and development of muscle tissue. Thus, lack of sleep can promote hormone imbalances that can lead to poor memory and learning, decreased immune system functioning and increased body fat.

Adequate sleep is essential for good health.

Stress is the leading cause of difficulty sleeping. Other causes can include illness, medications, caffeine, alcohol and an erratic

by Jan Perozeni, DC



schedule. Sleep problems should not be ignored, as they can worsen over time.

There are several suggestions that can help in promoting restful sleep. Tune into your body and recognize when you are tired. Recognize your need for sleep, and make sleeping a priority. Learn how much sleep you need. Establish a regular evening routine. Do quiet activities just prior to retiring. For many people, a hot bath just prior to bed promotes relaxation. Drink milk or chamomile tea.

Alcohol, though initially seems to cause sleepiness, will eventually disrupt the normal sleep cycle and promotes a poor quality sleep. For many people, caffeine is a stimulant and should be avoided during the evening.

If you can't sleep, get out of bed. Many times, tossing and turning is fruitless. Your bed should be a place of comfort and relaxation. Go to another area of the house and read. Meditate. Write a journal entry in order to let go of the thoughts that are keeping you awake.

Recognize that all you do affects your sleep. Other activities that promote restful sleep and a healthy lifestyle include regular exercise, eating nutritious food, having an adequate intake of water, maintaining a positive attitude, enjoying life and maintaining good spinal health through chiropractic.

Dr. Jan Perozeni is a Chiropractic physician specializing in low-force chiropractic techniques. Working at Arizona MultiCare, Ltd. In Scottsdale, Dr. Perozeni can assist you in maintaining optimal health. She can be contacted at 602.991.5555

The Society for the Advancement of Women's Health Research Announces -

10 Differences between Men and Women that make a Difference in Women's Health

1. After consuming the same amount of alcohol, women have higher blood alcohol content than men, even when you allow for size differences.
2. Women who smoke are 20 to 70 percent more likely to develop cancer than men who smoke the same amount of cigarettes.
3. Women tend to wake up from anesthesia more quickly than men - an average of 7 minutes for women and 11 minutes for men.
4. Some pain medications (known as kappa-opiates) are far more effective in relieving pain in women than in men.
5. Women are more likely than men to have a second heart attack a year after the first one.
6. The same drug can cause different reactions and different side effects in women and men; even common drugs like antihistamines and antibiotics.
7. Just as women's stronger immune systems protect them from disease, it makes them more likely to get autoimmune diseases such as rheumatoid arthritis, lupus, scleroderma, and multiple sclerosis.
8. During unprotected intercourse with an infected partner, women are 2 times more likely than men to contract a sexually transmitted disease and 10 times more likely to contract HIV.
9. Depression is 2-3 times more common in women than in men, in part because women's brains make less of the hormone serotonin.
10. After menopause, women lose more bone than men, which is why 80% of people with osteoporosis are women.

What is gender-based biology? Gender based biology is the field of scientific inquiry committed to identifying the biological and physiological differences between men and women. Gender differences that are found at the system, organ, tissue, cellular, and sub-cellular level, as well as gender differences in response to pharmaceuticals, are considered gender-based biology. The findings from gender based biology explain many of the known gender differences in disease epidemiology and health outcomes. Gender based biology has the potential to revolutionize the way in which we understand health and disease for both men and women.

For more information go to <http://www.womens-health.org>.

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VISIONARIES

After the Vision

So you have a vision... or at least at this time of year, a New Years Resolution.

The next thing you do is discuss it with your spouse, your family, your friends and you come out of those discussions deflated. You got everyone's opinions, "I wouldn't do that. No - you should do it this way." Before long, you lose your steam and your enthusiasm. Whose vision is this anyhow?

This is your vision, not your spouse, your family or your friends.

It would never work for them. It can only work for you. We all create differently. Just like snowflakes, no two are alike. Even if your vision appears identical to someone else's, you will never achieve it the same way.

So you have a vision... The next thing you do is wear it, own it, feel solid in it. If you feel the need to talk to others, stop a minute. Check in with yourself. Are you looking for advice or support?

If you are looking for advice, ask yourself, why? What's your motivation? Are you seeking approval? If so, why? Write all of your thoughts about it until you find the answer. Remember your vision. Wear it, own it, feel solid in it.

Looking for support is admirable but don't run off to everyone just yet.

Define what support means to you. Itemize what kind of support you want. Then identify those people around you who will be able to give it to you. Perhaps support means having a cheering section or just an ear for listening. You might decide you want a positive person who will listen and provide constructive feedback when asked. If this is the case, then you need someone who you can trust, so identify all those people who fit that category.

If someone you know is always negative, you have two choices - don't share your vision with her,

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



or tell her what kind of support you want from her. Let her know that if she cannot give positive support to you, you will be no longer be sharing your vision with her.

Enlarge your support circle.

Identify others within the community that have achieved their visions. It may be your boss or a successful professional like your bank president. Choose one who would be willing to support you in your vision. Once again, tell that person what kind of support you want. She has been through the ups and downs and has reached her goals. She can give you some realistic feedback, which can save you some headaches along the way.

Above all - follow your heart.

If you have received advice from someone you respect, and it doesn't feel right, do not follow it. Go back to your vision. Wear it, own it, feel solid in it. Ask yourself what your next move should be, and listen to the answer. Do what feels right to you!

So you have a vision... Wear it, own it, feel solid in it, and follow your heart to achieve it.

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.

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NORTHWEST EXPLORER

A Woman With Vision:

Melanie Larson



Melanie Larson is the Publisher/President of Explorer Newspapers out of Tucson. She has owned the newspaper for six years and has just recently been elected the President to the Chamber Serving the Communities of Northern Pima County.

AZWN: What did you do prior to owning the newspaper?

ML: For 15 years prior, my ex-husband & I owned a graphic design studio. In the divorce, he got the studio and I had to start all over. The obvious choice was to go back to graphic design which I tried for about six months. It was very cash intensive and low paying. I had two children to support and an ex-husband who wasn't helping.

AZWN: How did you get into the newspaper business?

ML: My first partner had started a newspaper. It was seven weeks old by the time I got involved; just came to her- see if she wanted help with advertising sales which I knew I could get quick money off of. Within two weeks, we were partners. Fourteen months later, we severed the partnership.

AZWN: What was your original vision for the newspaper?

ML: My first vision was to turn it into a profitable venture. My vision was to be a positive impact on the community to create and paint a picture of what was happening within their community. There were a couple of competitors in the area that were cut throat - selling ads for nothing and creating a weak product - look for the sensational story, look for the car accident or who did something to somebody. We wanted to paint the most positive picture that we can and the most accurate. That was my original vision and to go weekly and we did that about a year afterwards.

AZWN: Has your vision changed at all for the paper?

ML: When we first began, we were called Oro Valley news. Oro Valley is just one community within a whole hub of communities in the northwest corridor (of Tucson.) We changed

the format of the paper to an extended tabloid and changed the name to the Explorer.

AZWN: How many employees did you start with?

ML: Just myself and my partner. We did it out of my garage. I had a Mac and she had an IBM. She did the editorial and I did the advertising sales and design. Together we would put this thing out.

AZWN: How many people do you have currently?

ML: Fifteen full-time and two part-time.

AZWN: What has surprised you about being a publisher?

ML: I run into frustration about how people think they can talk to you so rudely. People call and scream about things that were written that are actual fact. The good side is I can see the power of the pen and see how we have influenced and helped the community.

AZWN: You are now the President of the Chamber Serving the Communities of Northern Pima County. How did you come into this role?

ML: In my 26 years in business I had been in a marketing or advertising role and had understood the power of networking. Chambers have always fit into that. My partner had joined this (chamber) and I started going. I realized that I wanted to get involved because it was a growing and exciting scenario. I found opportunities to get involved with committees and some of the events. I asked to be on the board, was accepted and have been on the board for four years and then became president this year.

AZWN: How does this role fit with your vision?

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MORE NEWS...

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BUSINESS

■ MAINESPRING FOR WOMEN'S ENTERPRISE FORMED

A new non-profit organization called MaineSpring for Women's Enterprise has been formed to support and encourage Maine's women entrepreneurs with access to capital, mentoring, networking, conferences and a variety of new services now in planning. MaineSpring will serve women business owners in start-ups and throughout all levels of management development and financing.

■ IDC PREDICTIONS INCLUDE - MEN BECOME THE NEW INTERNET MINORITY

A significant consolidation of Web portal giants, as well as a dramatic Internet stock correction, loom for the online industry in 1999, International Data Corporation (IDC) predicted today. In 1999 women become the online majority in the U.S. and the U.S. becomes an online minority: Women will break through the 50 percent mark in online populations. "The feminization of the Internet is a very important shift, because women seek out different Web destinations than men, spend less time surfing online and are the primary decision-makers in the majority of household purchases," noted Gens. These Internet market shifts will create new opportunities and risks, resulting in new winners and losers.

■ FEDERAL CIVIL RIGHTS PANEL HOLDS PUBLIC FORUM

The Pennsylvania Advisory Committee to the U.S. Commission on Civil Rights held a public forum on barriers to minority and women-owned businesses Thursday, January 14 in Philadelphia. In previous meetings with community organization representatives, the Committee received allegations that minority and women-owned businesses (M/WBEs) experience unequal access to business opportunities, difficulties securing financing and bonding, and discrimination by contractors and suppliers. The forum was designed to provide an opportunity to examine barriers that adversely affect M/WBEs in Pennsylvania, discuss solutions to increase contracting opportunities for M/WBEs, and identify exemplary ventures that succeeded in utilizing a large number of these firms.

GENDER ISSUES

■ TEXACO TO PAY FEMALE WORKERS \$3.1M

Texaco, subject to a landmark racial discrimination settlement just over a year ago, will pay a

record \$3.1 million to overcome income inequities found by the federal government which is cracking down on employers who pay women less than their male counterparts. This agreement is the largest of its kind ever reached by the Department of Labor.

■ HANDS WITHOUT GUNS-HELPS YOUNG WOMEN END DOMESTIC VIOLENCE

Guns account for 46% of female homicides that occur in the home and of these homicides, 80% are killed by a spouse, relative or close acquaintance during an argument or physical fight. "A New Year ... A New Beginning," an event hosted by Hands Without Guns-Chicago, aims to reduce these alarming statistics by empowering young women to help themselves and others that may be victims of domestic abuse. The goal is to educate young women to recognize the warning signs of abuse and to discuss appropriate actions against these crimes.

GOVERNMENT

■ U.S. ATTORNEY GENERAL REACHES MILESTONE

U.S. Attorney General Janet Reno reached a milestone in January by tying as the second longest serving Attorney General. Reno, was sworn in March 1993 and has served 5 years, 10 months in the post. She said that she doesn't think she will be judged by how long she serves, rather by what she does while in her post.

HEALTH

■ PREGNANCY ASSISTANCE WEB SITE POINTS THE WAY TO THOUSANDS OF COMMUNITY CENTERS

Crisis Pregnancy Centers Online (<http://www.prolife.org/cpcs-online>) now offers the largest listing of pregnancy help centers on the Internet. Women who are pregnant or think they might be can find more than 3,000 crisis pregnancy centers ready to assist them with pregnancy tests, friendly counseling, prenatal medical referrals, birth control information, and pregnancy choices. All services provided at crisis pregnancy centers are free, confidential, and available to any woman. For the local crisis pregnancy center nearest you, point your web browser to <http://www.prolife.org/cpcs-online> and select "Help in Your Area."

■ ANTI-SMOKING EXPERTS SUGGEST ADS TARGETED TOWARDS WOMEN

Asian women represent a vast pool of potential smokers, experts say, and anti-smoking campaigns must be targeted toward women in order to fend off a tobacco industry ready to exploit them. Compared to American and European women - about a quarter of whom smoke, but in stable or declining numbers - only 4% to 8% of women in Asia and other developing regions smoke, according to data presented at the Global Congress on Lung Health. Women and men start smoking for different reasons, experts say. Women tend to start to express maturity, independence and sociability and to relax and

ease stress. Women often keep smoking - and have a harder time permanently quitting - because they believe it will keep them thin.

■ THYROID DISEASE BLAMED FOR MENOPAUSAL-LIKE SYMPTOMS

Millions of American women with unresolved menopausal-like symptoms, even many of those taking estrogen, may actually be suffering from undiagnosed thyroid disease, according to the American Association of Clinical Endocrinologists (AACE). Although frequently associated with menopause, symptoms such as fatigue, mood swings, depression and sleep disturbances may actually be a sign of an often-overlooked disease involving the thyroid gland. Despite the signs, symptoms and potential long-term health complications of thyroid disease, a new survey finds many women are not aware of the pivotal role of the thyroid hormone, especially during menopause. Only one in four women who have discussed menopause with a physician were recommended to be tested for thyroid disease. Perhaps even more astounding, one third of women 40 years of age and older surveyed did not discuss menopause at all with their physician.

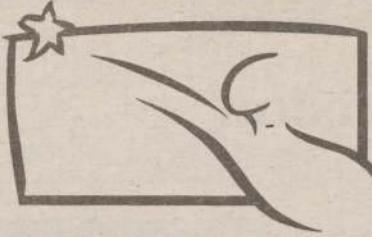
■ TOO LITTLE KNOWN ABOUT HEALTH OF LESBIANS

A long-awaited study of lesbian health uncovered a problem: Doctors have many unanswered questions, including whether lesbian women are at higher risk for cancer and other problems. The government asked the Institute of Medicine to investigate lesbian health. The conclusion was that this population has been overlooked by doctors and researchers. Among the report's findings: There is some evidence lesbians may be at higher risk for breast cancer, because of perceived higher rates of alcohol consumption, overweight and childlessness. They may be at higher risk for ovarian cancer, because they're less likely to bear children or use birth control pills. But nobody knows for sure. There's a myth that lesbians don't need Pap smears to detect cervical cancer, but in fact they do need them. The stress of dealing with societal attitudes toward homosexuality may affect lesbians' physical and mental health, including their suicide risk.

Doctors, particularly gynecologists, lack training in treating lesbian patients; the lack can diminish quality of care and discourage patients from seeking care. Also, lesbians are less likely to have health insurance, often because of bans against spousal benefits for unmarried partners. Research is lacking because it's hard to recruit lesbians for studies because there is a stigma associated with studying lesbians.

■ STUDY: PRE-EMPTIVE MASTECTOMY PREVENTS CANCER

The New England Journal of Medicine reports that removing both breasts while they are still healthy is an effective, if radical, way of preventing breast cancer in women at high risk of the disease.



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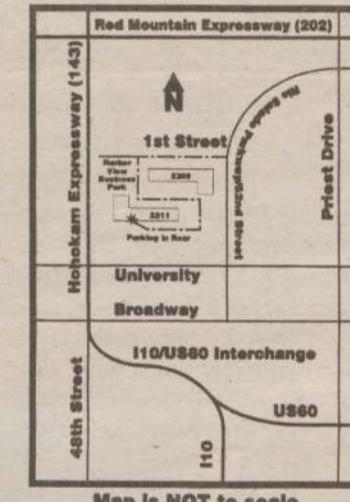
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A prophylactic mastectomy is at least 90% effective in reducing breast cancer. The Mayo Clinic reviewed the cases of 639 women who had both breasts removed because of their family history of breast cancer. Among the 425 considered to be at moderate risk, 37 cases of breast cancer would have been expected after 14 years of follow-up. Only four actually occurred.

POLITICS

■ ELIZABETH DOLE RESIGNS RED CROSS POST, MAY TEST PRESIDENTIAL WATERS

Elizabeth Dole resigned her post as president of the American Red Cross, saying there "may be another way for me to serve this country." Asked whether she will seek presidency, Mrs. Dole replied: "I'm going to give it serious consideration, along with other options." If she ran, Dole would join the few women who have made presidential bids, beginning with Victoria Woodhull who announced her candidacy in 1872, long before women had the right to vote.

■ CALIFORNIA GOVERNOR BACKS PLAN TO RECRUIT WOMEN

California Governor Gray Davis, who controls 2,000 appointed positions, has endorsed the California Women's Appointment Project which is designed to recruit unprecedented numbers of women to top posts in his administration. The plan is to aggressively enlist women for the state's top 150 leadership positions as well as the hundreds of positions on state boards and commissions. "It says that Gray Davis has all along understood the importance of women - not just their vote," said Kathy Kneer, chief executive officer of Planned Parenthood Affiliates of California. Kneer also said the effort illustrates one of the many ways that the California governor's race is "redefining politics" heading toward the millennium. "the message from California is don't pay attention to the party more than you do the people," she said.