



Arizona Women's News

issues, lives and dreams...

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November 1998

Hull or Johnson: Choosing the Candidate for Women

by Karyn Riedell

This election presents a quandary for some women who are both feminists and Democrats.

Who is the better choice for governor—Republican Jane Hull or Democrat Paul Johnson?

With this question in mind, Arizona Women's News takes a closer look at the candidates and the issues.

Jane Dee Hull is one of only three women governors currently in office. In the history of the United States, only 15 women have served as governor. Arizona has never elected a woman governor. As with former Gov. Rose Mofford, Hull assumed the office while secretary of state when the elected governor was forced to step down. If she wins this election, Hull would become the first woman actually elected governor in Arizona.

At this time, Hull appears to have a solid lead over Democrat Paul Johnson.

The questions for many women are these: Which of the two candidates would make the better governor? Which of the two would better address issues important to women? And, even if Johnson's views may be more in keeping with one's own, is it better to vote for Hull just to get a woman's foot in the door? With these questions in mind, Arizona Women's News recently spoke to both political camps.



Gov. Jane Hull



Paul Johnson

Mike Hull, the governor's son and campaign manager, spoke for his mother, who was not available to answer questions.

When asked why voters should elect his mother this year, Hull cited four primary reasons: Students First, Kids Care, Growing Smarter and tax reductions.

Students First is the school funding measure that supplies \$370 million in state funding for the construction and repair of schools. Kids Care provides health coverage for about 60,000 uninsured children of the working poor. Growing Smarter is the proposal to spend \$20 million a year for 11 years to preserve open space in Arizona's urban areas. It is before voters this election as Proposition 303.

See Candidate for Women, page 12

Janet Napolitano Candidate for Attorney General

**Experience,
Integrity
& Vision**



AZWN: What is your mission for the office of Arizona Attorney General?

JN: The overall mission for the office is to be the people's lawyer, and to provide the best quality legal services we can for the people of Arizona. What goes in to that? Well, specific things that I'm campaigning on - prioritizing child abuse cases. Right now they are not a priority in the office. They need to be. Doing more in the area of telemarketing fraud, and protection of seniors, and having a senior's advisory board to the Attorney General so we really know what's going on out there. Starting a computer crime unit so we can get after sexual predators who are using the Internet to identify victims, for example. Then making sure that day in, day out we are providing effective and timely legal advice to the boards and agencies of the State.

AZWN: What is the biggest difference between you and your opponent, Tom McGovern?

JN: I think the biggest difference is the level of experience. I've actually run a major office. [Editor's note: Janet Napolitano served as the U.S. Attorney for the State of Arizona for over four years.] I've been the person in charge in making decisions. Do we indict? Do we not indict? Do we seek court permission for a wiretap? Do we put a witness into the Witness Protection Program? How do we move people around to get the best out of them? You know, how do we make sure our budget is being met? All those kinds of things are experiences that he simply hasn't had.

See Janet, page 13

ONE WOMAN'S STORY

by Karyn Riedell

An Individual Choice

The press had a field day when grocery store magnate and former Democratic candidate for governor Eddie Basha decided to cross over to the Republican side (at least temporarily) to support his friend Gov. Jane Hull.



But Basha isn't the only one crossing party lines this election.

Others are also making the choice to vote for reasons other than party allegiance. One of these is Trish Adams, CEO for Home Mortgage Financing in Sun Lakes.

As a third-generation Republican, Adams has followed in the family tradition, voting Republican and working as a volunteer in Republican campaigns. But this year is different. For the first time, Adams is choosing Democrats for two of the state's top two offices—Paul Johnson for governor and Janet Napolitano for attorney general.

"It's not about Democrat or Republican for me. I still have an affinity for the Republican Party."

See One Woman, page 13

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Arizona Women's News
and the Arizona Club
announce a
new quarterly
luncheon series.
Terri Bowersock is the
Special Guest Speaker
and Tara Hitchcock the
Master of Ceremonies
for the November 16th
premiere.
See page 7
for all the details.

EDITOR'S NOTE



Terry Williams

I've decided to vote yes for PROP 200. Why? Because I don't want the only "serious candidate" to be a candidate with money. Why? Frankly, because a "candidate with money" had to raise that money somewhere. More likely than not, the money that candidate raised was from someone who wanted something in return for their "contribution." And if the candidate didn't have to raise money from the public, then that money came from their own pocket - meaning the rich can buy an elected post.

I think there are a lot of people out there like me. I think people want elected officials who have knowledge, vision and character. Neither knowledge, vision or character or synonymous with money. The only concept synonymous with money is influence - i.e. the purchasing of influence.

I believe money in politics is the root of most of the evil within the system. I believe money in politics is why so many average citizens are sick of politics and sick of voting.

Since founding Arizona Women's News some eight months ago, I have seen more of the inter-workings of politics than I ever had before. Not only do the candidates with financial backing rule the

game, they also seem to rule the press.

I believe every average citizen should attend a political press conference and/or a debate. Then, they should watch the news and read the mainstream newspaper. You'll think you have entered the twilight zone - or certainly an altered state of reality. There are many elements in the election process that we cannot effect, including the creation of a fare and forthcoming press. However, by voting YES for PROP 200 we can take the single biggest influence out of the election process - MONEY.

PROP 200 creates a level playing field for voters and candidates and ends the politician's money-chase. It puts ideas, vision and integrity back into politics.

Endorsements for PROP 200 include Rose Mofford, Sue Lynch, Paul Eckstein, Arizona League of Women Voters, Arizona State Legislative Committee of AARP, Arizona Common Cause, and the Arizona Women's Political Caucus, and me. These endorsers are not small, off the wall groups. They are people and organizations that really care about the process.

Vote YES for PROP 200. Get the money out of politics.

If you would like more information about PROP 200, check out their website at www.azclean.org or call "Arizonans for Clean Elections" at 602.840.6633.

One last thing. Please vote on November 3rd. You do have influence. The gender vote, your vote - is very important.

Thanks.

Terry

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

Mission Statement and Policies

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

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

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

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

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

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Janet Napolitano Gets My Vote

I am a middle-aged female small business owner whose days of political activism curled up and died some time after Carter. I trudge off to the polls for every election, and often feel that the little sticker the poll workers hand out that says "I voted" is the highlight of my trip.

In recent years, I have tried to vote for candidates without felony charges pending against them, although this has not always proven to be a sure method of selecting successful public representatives. Therefore, the prospect of the November 3 election did little to fire my enthusiasm, beyond my making the notation "Vote!" on my calendar on the Tuesday in question.

All of that changed recently the first time I heard Janet Napolitano speak at a breakfast meeting. At 7:30 in the morning she was coherent, approachable, knowledgeable, and candid. After listening to her remarks, and absorbing the sheer intelligence of her responses to questions, I decided that Janet did, indeed, have my vote for Attorney General. I also took the unusual step (for me) of sending a small donation to her campaign. I then began cornering anybody who would listen (and ideally had not committed his/her vote) to brag about Janet Napolitano. She's different, I'd say. She's experienced. She's competent. She's a credit to the legal profession, to her party, and to politics in general. Not an easy task these days, to say the least.

Then the other day I heard Janet speak a second time, also at 7:30 in the morning in front of a mixed crowd (Democrats and Republicans). And an amazing thing happened. I was even more favorably impressed. Janet fielded complicated questions and gave genuine answers. Missing was the polished rhetoric and rehearsed answers that mark the campaign veteran's appearance. She was straight forward, unpretentious, and intelligent, even when the questions weren't.

So on Tuesday, November 3, I will walk a little more briskly into the voting booth, and I will take extra care to make sure that I draw the line between the arrows, punch out the dot, or do whatever it takes to cast one firm vote for Janet Napolitano.

I will also wear the little sticker that says "I voted" with a great deal more pride than I have in the past. I will also call my sister, the neighbors, and my business associates to make certain that they are all wearing "I voted" stickers by the end of the day.

So good luck, Janet Napolitano. Arizona really needs you.

Sincerely,
 Jody Serey

Your views are welcome!
Word limit: 400. Please provide your view either via letter, fax, or email.
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FINANCE

by Jean DeKraker, CPA

Living Free of Credit Card Debt

Living without any consumer debt is the way to have your dreams come true. This is the third in a series of articles on getting out of debt and living abundantly within your means. For many of us, credit is something we use, and for others something we abuse. Some people have manageable problems while others need professional help to get free of debt. How do you know which category you're in?

Kimberly McGrigg, Director of Public Relations, at Consumer Credit Counseling Services Southwest says there is no specific mathematical formula to determine if you have too much debt.

The signs are more subjective. Do you loose sleep over bills; avoid the mailbox because it contains bills you are unprepared to pay; avoid answering the phone because you don't want to talk to your creditors; or, fight with your mate about money? All these are symptoms of too much credit.

If you have these symptoms, consider credit counseling. Phoenix has several non-profit organizations to help you dig your way out of debt. Consumer Credit Counseling is one such service. This service offers many free classes on money management and credit counseling. This organization will negotiate with your creditors for you. And, help you set up a realistic repayment plan. Many of their services are free.

The first step in getting out of debt is to **determine exactly how much you owe** for those with manageable debt. Go dig out last month's bills and make a small chart. Beside each credit card write how much you owe, the interest rate and the minimum balance. Add up all the balances - and don't faint.

Call each of your credit cards and ask for a lower interest rate. Don't be afraid! Many people have successfully negotiated lower rates by asking. With interests so low these days, many companies are competing for your credit. Some companies, when asked, will lower their rates rather than lose your debt. They know that if they don't reduce your interest rate you can transfer your balances to a lower interest credit card.

If your current company won't reduce your rates - look into a new card that will offer you a low introductory rate. If you decide to transfer be aware of how long you introductory rate is good for and how much it will be once the introductory period is over.

Now set up your repayment plan. **Select one credit card to pay off first.** It is always a better monetary decision to pay off the highest interest credit card first. But, do you have a low balance credit card that would be easier to pay off and give you a psychological boost if it were paid off? You decide which one to pay off first.

Now, look at the budget you



designed with last month's article. By working your budget for several months you should have an idea of how much extra you can pay each month to reduce your debt. Apply that extra money each month towards one credit card balance. Do this until that credit card is paid in full. Then, select another card from your list and apply the full amount you paid to the last card and apply it to that card.

After you work your budget and repayment plan for several months you'll start to have extra money. Remember you dreams and goals - don't fritter that extra money away but keep your heart and money fixed on your goals.

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

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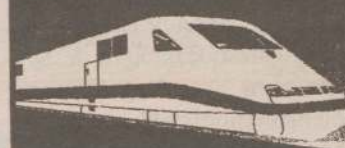
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IN THE NEWS...

AWARDS

■ WINNER FOR THE 1998 ATHENA AWARD

The Greater Phoenix Chamber of Commerce announces Barbara Ralston, President of Camelback Community Bank, as the winner for the 1998 ATHENA Business Woman of the Year Award.

DONATIONS

■ FUND THE CURE STAMP

The US postal Service recently released its new Fund the Cure stamp to help fund breast cancer research. Ethel Kessler of Bethesda, MD designed the stamp. Instead of the normal 32 cents for a stamp, this one costs 40 cents. The additional .08 will go to breast cancer research. If all the stamps are sold, it will raise an additional \$16,000,000 for this research.

■ LOCAL LEADS GROUP DONATES \$2,000 TO CHILDREN'S CHARITY

The Arizona Business Alliance, the Valley's longest running leads group, recently held its 2nd Annual Charity Golf Tournament. The event raised \$2,000 for the Desert Voices Oral Learning Center for hearing impaired children.

FINANCE

■ TWO NEW SBA-BACKED VENTURE CAPITAL FIRMS ARE WOMEN OWNED

Whitney Johns and Patty Abramson were awarded Small Business Investment Company (SBIC) licenses by the Administrator of the SBA, Aida Alvarez. These two venture capital firms are the first in the 40 - year history of the SBA's SBIC program to be owned by women and the first to base their investment strategies on helping women-owned companies.

GRANTS

■ DOMESTIC VIOLENCE CHALLENGE GRANT FUNDS AWARDED

More than \$2.3 million in grants will be distributed in Maricopa County to finance the expansion of emergency and transitional housing and services for victims of domestic violence. Of the seven agencies that submitted applications for the funds, three Valley domestic violence shelters, Villa de Fidelis, Inc. (Faith House), De Colores Refugio Shelter and New Life Shelter, Inc., were selected to share the funding.

HEALTH

■ WOMEN FARE AS WELL AS MEN AFTER HEART SURGERY

Thanks to advances in technology, improved surgical techniques and possibly doctors' greater sensitivity to gender difference in heart disease, women now seem to do just as well as men after surgical procedures to restore blood flow to the heart.

In terms of both in-hospital and five-year survival rates, a study in the *Circulation: Journal of the American Heart Association* found no differences between men and women, although women often have more risk factors when they undergo cardiac bypass surgery or angioplasty.

Since women often are sicker than men when revascularization is required, the results of this study can be considered even more dramatic, say's the study's lead author, Alice K. Jacobs, MD.

■ "SWING" TEST MAY IDENTIFY THOSE AT HIGHEST RISK

The American Heart Association journal reports a new test that measures swings in the heart rate during the day may help identify

individuals with congestive heart failure who are at the highest risk of dying from the condition within a year. The test measures heart rate variability, the amount by which the heart rate changes from slow rates to fast rates in one 24-hour period. The less variation, the more likely a person will die of heart failure. The test can offer physicians a warning when people are at risk for early death and need intense treatment to save their lives.

SPORTS

■ NEW VISION INTERNATIONAL SUPPORTS SELECT FEMALE ATHLETE'S QUESTS

Stressing the importance of Corporate responsibility to the community, New Vision International (NVI) has pledged its financial support to a group of six exceptional, aspiring sportswomen. NVI will cover entry fees and competition expenses, including travel and hotel costs, for the chosen women - four of whom are Olympic contenders for the year 2000. The five recipients named are Daisy Gilker, fencing; Liesl Kolbisen, Swimming; Janet Barrs, archery; Trina Painter, track; and Kara Hughes, triathlon.

POLITICS

■ NEW VAW BILL

A new bill, the Battered Women's Economic Security Act of 1998 (BWESA), was introduced on Oct 6th. It contains all those provisions not included in the Biden/Specter VAWA II bill, S 2110, such as programs which provide housing certificates for battered women, legal protection from insurance discrimination and grants to improve legal representation for domestic violence survivors. Additionally, the bill features a section establishing programs to aid domestic violence/sexual assault survivors who encounter discrimination.

■ SENATE SUSTAINS VETO ON ABORTION BAN

The Senate voted on September 18th to sustain the President's veto of the Abortion Procedures ban (S1122) by 64 - 36 - three votes short of the two-thirds required to overturn a veto. While we celebrate this victory, there is the more ominous possibility of losing a similar vote in the near future. With at least three senators, all women, in hotly contested re-election races, we could lose that tiny margin.

We're In Business

MARKETING

by Lynette Zang

It's Alive! It's Alive!

Or at least it's about to be! With the last two articles, you've pulled together the guts of your campaign. Now it's time to zap your mission & your mark with energy. Breath life into your logo. Consistently send the same core message about the substance and benefit of your company. Leave your mark. Thus continues your ongoing quest to become a brand in your niche market.

Let's Start Zapping

The energy flow begins with your mission statement, continues through your visual mark (logo) and gains power when combined with the benefits your prospects are looking for. With the aid of the first article, you defined who needs you and how your product or service addresses their specific needs. The second article helped you clarify your commitment to both internal (employee) and external client relationships. The final step in making your corporate identity come to life is to specify the underlying benefits that relate directly to the features of your company.

For example, the features of a marketing agency might be conceptualization, graphic design, production capabilities, implementation staff and report generation. Does this mean anything to you? Nope. Help with strategic planning, printed and promotional materials designed and produced, the plan gets executed and you know the results. Does this mean anything to you? Yes, a bit better understanding.

The bottom-line benefits: your company's goals are met, you have a happier and more productive staff, you have happier and more loyal clients, you have more time to spend with your family and more money to spend on them as well. Does this mean anything to you? Yes. This has impact.

The Nuts & Bolts

You and your company - List everything that your company does or has to offer. These are the features. For every feature list two or three benefits. What are the very bottom-line benefits?

Your target market - Conduct a focus group study. Develop a general profile of your client or prospect. Use the work you did in the first article and expand upon it. List his or her job responsibilities.



What would be ideal working and living conditions?

You and your competition - With an open mind, study your biggest competitors. What are their features and benefits. How do they communicate these with their clients and prospects? How are they perceived by your clients and prospects? Can you use any of this knowledge to your benefit?

The Power of Benefits

Highlight the jobs that would be affected by the features and benefits your company has to offer. How do these benefits affect the lives of your prospects and/or clients? Where do your benefits overlap with the ideal conditions specified by your clients or prospects? Examine your list for a week or so and modify, add or delete. Highlight the one key benefit that fills the need of the majority of your prospects. This is your core message.

A benefit-driven company is an asset to every prospect or client with whom they associate. Take your time and unveil all the layers of features and benefits until you get to the very bottom line. It will be worth it. Later we will utilize all of the benefits work you've just done.

Now armed with your mission statement, your mark (logo) and your core benefit, you are ready for the next step. In the fourth article in the series you will learn how to design an ongoing value-based marketing budget that fits your company and is always affordable, no matter what stage of growth you're at.

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

INTERNET SITE-SISTER

by Ruth Owens

The Road to Recognition: Meta Tags

In the October column about listing your site with search engines, I mentioned using META tags to help search engines extract the content of your site. This time I'll explain what they are and how they're used.

What are META Tags?

There are various uses for META tags, but the most important for search engine indexing are the description and keywords tags. META tags are used in the indexing process but will not display on your page.

The META tag keyword field specifies words or synonyms that describe the contents of a site.

You can include up to 1000 characters of text, which should be relevant to the contents of the page. Use an assortment of words that accurately describe your site. Separate words or phrases with a comma and space.

Keywords:

```
<META name="keywords"
content="using META tags,
html support, META tag
tutorial, search engines, search
engine support">
```

The META tag description field specifies a description of a site and should adequately summarize the contents. It will determine the

summary description when a site is retrieved as a search result. A description can include up to 200 characters of text.

Description:

```
<META name="description"
content="How to use META tags
for search engine success">
```

META Tags go in the head section of your HTML document.

All of the brackets, quotes and commas are important.

For example:

```
<head>
<title>How can I use META
Tags to improve my score in
search engines?</title>
<META name="keywords"
content="using META tags,
html, search engines, search
engine support, listing your
page">
<META name="description"
content="How to use META
Tags for search engine success">
</head>
```

You will still need to title your page using the <title>Descriptive Title</title> tag.

In general, the more often a query word occurs in the document, the higher the score. Pages that use your search terms in the title will be ranked higher than documents that contain the search term in the text only. Pages that use your

search terms in the 'keywords' META tag will be counted higher than text words but not as high as title words.

Avoid excessive repetition of the same word or phrase. This is considered "spoofing" or "spamming" by the search engines, which penalize sites that abuse indexing. Excite does not use META tags in their indexing because they feel that people cheat.

META Tags are not a panacea for poorly constructed or low content pages, but do provide a helpful tool for the search engines that honor them.

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

Meet Ruth and other web site designers at the Arizona Women's News upcoming seminar - "Success on the Internet - From Sign-on to SALES!"

You will learn about the many options available to create and position a web-site that will produce profits for your business. November 12th, 1998 7:00 am - 12:30 pm Cost: \$20

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Making Your Mark on the Business World:

by Christa Lawcock

How to Take Your Business from Ordinary to Extraordinary This Holiday Season

The best businesses have a comprehensive marketing plan to ensure they get their word out. Large corporations have teams of high-paid advisors and large bank accounts to help get them noticed. Small businesses don't have this luxury though. Usually the funds set aside for a marketing campaign are enough only to cover the basics. Yet businesses of every size can compete with the "big boys."

One way a business can have the greatest impact is with holiday gift giving. It's become customary to send our "best" clients a note expressing our thanks for their business. This note, accompanied a gift, is typically hung with the others and the gifts placed in the lunchroom; the gift itself relegated to the backroom of the receiver's mind. Certainly not worth a small business's holiday marketing budget.

While the thought is there, its impact is greatly diminished by the sheer fact that most holiday gifts are anonymous by nature. Due to the number of gifts businesses receive over the course of the holidays, anonymous just won't do to get your small business noticed! For a great way to spice up your holiday gift giving and ensure you'll be remembered, you'll need something those other gifts don't have: Personality, creativity, and attention to detail, combined with the best your company has to offer.

For instance, I had a client once who was in the promotional advertising arena. This woman could get you any item and have your company's name, logo and telephone number engraved, etched, embroidered, and otherwise plastered all over it.

I suggested we have a focal point for each of her holiday gifts. She had recently come back from a trade show, where she had 500 notepads remaining with her name, logo, phone number and tag line printed all over them. Why not use them. While the notepads were an excellent way to ensure the recipient knew who the gift was from, I caution you on going



overboard. In this particular case, we added an executive pen set and coffee mug to complement the notepads, and filled a holiday gift basket with other gourmet delicacies.

This gift was different in that it had a distinct client in mind. The card was customized, reinforcing the importance of their business relationship, and the gift items placed on the desk for future use, keeping her company in mind.

For another customer, who was a social and business contact, she addressed the card to "The Wildest Guy in Town," who had a penchant for frequenting Western bars and taverns. She thanked him for his help in wrangling a large account at a western-themed event.

So now you have it: Personality, creativity, attention to detail, and the best your company has to offer. With these four things marked off your list, your business is sure to go from the "pile" to the "pedestal".

Good luck, and happy marketing!

PS: Want another great way to get ahead of the pack? Beat the rush and send your gift over Thanksgiving instead. It's just one more idea to help your business go from ordinary to EXTRAORDINARY!

Christa Lawcock, Owner, Extraordinary Basket Company, specializes in the unique needs of business', with an assortment of signature gift baskets and corporate gifts, which includes image- and logo-enhancing items. Call 256-0096 or visit www.extraordinarybaskets.com.

Hispanic Women's Conference

The Hispanic Women's Corporation was founded in 1981 as a result of a series of meetings among eight Hispanic women. Together, they used their diverse backgrounds in corporations, government, and educational institutions to develop a mechanism to empower the Hispanic Women's Corporation in 1985.

HWC trains Hispanic women to ensure success in their careers, to be effective parents, to be responsible, knowledgeable, and productive citizens, and to sensitize the community to Hispanic needs.

This year's conference, held at the Phoenix Civic Plaza on October 16-17, 1998 drew more than 1,750 participants.

Keynote speaker, author of "Dr. Ana Nogales' Book of Love, Sex, and Relationships," encouraged the women to create an impact for social change. Dr. Nogales said that women can be "wives, mothers and still take opportunities." She said, "We are here in this world and we are participating equally."

For more information about the ongoing activities of the Hispanic Women's Corporation contact their office at 4545 N. 36th St., Phoenix, AZ 85018, 602.954.7995.



Barbara Ralston is Athena Award Winner

Barbara Ralston is a woman that Phoenix knows well. Her thirty-year career has touched the lives of many. Now, the community has turned the tables to touch her life and say 'thank you' for the years of love and support she have given. On October 15th the Greater Phoenix Chamber of Commerce named Barbara Ralston the ATHENA "Business Woman of the Year."

Barbara started in our community as a bank teller.

She survived endless bank mergers to become the first woman consumer lending agent at Continental Bank and eventually the director of the entire consuming lending division.

Barbara is a woman who is used to success. Even so, she knows this year has been special. Barbara said, "Wow - what a year! I started without a job, ended with a bank, and now this honor." The 'bank' is the newly formed Camelback Community Bank for which she is president and founder.

But, the ATHENA award was not given to Barbara because she founded a bank.

Her recognition comes for her relentless giving back to the community.

"Barbara has an incredible record for supporting charitable efforts, including the Fresh Start Women's Foundation, the new breast cancer walk for the American Cancer Society, and years ago, her work to save Tumbleweed, an agency for



Barbara Ralston 1998 Athena Award Winner

kids in need," says Margaret Mullen, the 1997 ATHENA recipient.

Other nominees for the ATHENA award were: Donna Carpitano, Xerox Southwest, Sandy Cowan Miller, The Cowan Agency, Bettye H. Jackson, Jackson Airport Enterprises, Tammy Linn, Lund Cadillac, Kathy Munro, Bank of America, Eileen Rogers, Reproduction Specialists, Cheryl Walsh, Growth Strategies Group, Christine Wilkinson, Arizona State University, and Maryln Zupicich, SpeakFirst.



Greater Phoenix Chamber of Commerce ATHENA Nominees

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Yes No

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Did you answer "yes" to any question? November 13th could change your life personally and professionally.

Attend the Fear Free Prospecting and Self Promotion Workshop®. Call Connie Kadansky at Exceptional Sales Performance for details, 997-1101. Pre-workshop assessment necessary by November 4th.

PROFILES

Elizabeth (Libby) Goff Elizabeth Goff CPA

Owner
4718 N. 33rd Street
Phoenix, AZ 85018
602.468.0332/phone
602.530.4469/fax
EAGOFFCPA@worldnet.att.net



Service or Product: Solutions to tax and accounting problems for small businesses and individuals. **Years in business:** over 12

- 1. Why is your business unique?** I work closely with my small business clients to advise them in making management decisions concerning tax and accounting issues.
- 2. Why should someone do business with you?** I can explain accounting and tax issues in plain words. I am enthusiastic, love what I do, and therefore provide great service.
- 3. Why did you start your business or why did you go into the business you are in?** I like dealing with people and solving number puzzles.

Deb Morgaina Avalon Consulting

Owner
1320 E. Bethany Home #61
Phoenix, AZ 85014
602.264.2477/phone
602.264.3116/fax
avalonconsulting@home.com



Service or Product: Office organization and management. **Years in business:** 6 years

- 1. Why is your business unique?** Temporary and part time office administrator handling all paperwork flow for large & small companies.
- 2. Why should someone do business with you?** All my business comes from referrals.
- 3. Why did you start your business or why did you go into the business you are in?** To spend more time with my family.

Petra Cervino Innovative Strategies, LLC

President
11560 E. Desert Willow Dr.
Scottsdale, AZ 85255
602.563.4447/phone
602.563.4448
tdc@toback.com



Service or Product: Marketing consultant for small to mid-size businesses **Years in business:** 6 mos.

- 1. Why is your business unique?** I cater to small/mid-size businesses who don't have the need or revenue for a full-time marketing person.
- 2. Why should someone do business with you?** I give personalized marketing service; my rates are lower than large marketing companies; I have over 8 years experience.
- 3. Why did you start your business or why did you go into the business you are in?** To fill the marketing void of small/medium businesses who are wearing too many hats to focus on marketing.

Terri Levetin Childress Buick Kia

Fleet, Sales & Leasing Executive.
2223 W. Camelback Rd.
Phoenix, AZ 85015
602.249.1133/phone
602.246.6131/fax
www.childress.com
BuickKia@aol.com



Service or Product: We sell/lease any make or model of new or preowned vehicles. **Years in business:** 3 years

- 1. Why is your business unique?** We have female employees in every department at Childress: Sales, Finance, Body Shop and Technician/Mechanic. That is rare!
- 2. Why should someone do business with you?** I can find the exact vehicle you want without hassles or pressure. I offer friendly, honest service and the best prices you'll find anywhere.
- 3. Why did you start your business or why did you go into the business you are in?** I have always had a vast knowledge of cars, so I decided to fill a niche in the automotive industry and provide a trustworthy source for women car buyers! Thank you!

Rose Arck Arck Corporate Services

Principal
4301 N. 38th Street
Phoenix, AZ 85018
602.244.0696/phone
602.954.7235/fax
rosearck@aol.com



Service or Product: Corporate Real Estate and Project Management Services **Years in business:** 3 years

- 1. Why is your business unique?** I have more than 20 years of in-house experience. I bring nat'l and int'l experienced organization, budgeting and scheduling disciplines to every project.
- 2. Why should someone do business with you?** We have a proven track record of completing projects on time and on budget.
- 3. Why did you start your business or why did you go into the business you are in?** I felt that it was a natural move to start a corporate consulting company and assist companies that don't have the luxury of a large, expensive corporate staff.

Patricia Drain Professional Alternatives

CEO
8777 N. Gainey Center Dr., #249
Scottsdale, AZ 85258
602.367.8777/phone
602.367.0333/fax
www.proalt.com
PDrain@ProAlt.com



Service or Product: Employment Service **Years in business:** 16 years.

- 1. Why is your business unique?** We've been given the opportunity to change peoples lives! We introduce exciting new career opportunities to people every day.
- 2. Why should someone do business with you?** Because we treat everyone with the same respect and integrity that we practice within our company.
- 3. Why did you start your business or why did you go into the business you are in?** Because it met all my requirements; it is challenging, people oriented and I could make a difference.

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ABOUT PROFILES...

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

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

Arizona Women's News is Coming to Tucson

We are expanding our market so you will be able to expand the value of your advertising dollars.
Call (602) 274-8473 or
email info@azwomensnews.com for details.

Your Vote ✓ Your Voice

Elections are coming up November 3rd. Being able to vote by mail gives us no excuses. Call (602) 542-8683 or (520) 623-2649 for vote-by-mail information.

Your right to vote is too important to allow decisions to be made for you.

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

The Women's NETWORK

Arizona Women's News

Women's Business



Success Series

Join us for this innovative series of **Seminars** and **Power Hours** designed to provide women in business with the increasing knowledge and experience necessary to take your business to the next level of growth and prosperity.

The half-day **Seminars** will be unique in the community due to their "hands-on," directed and interactive style. The seminar speakers will be experts in business and your personal coaches for growth.

Each **Power Hour** will have a unique format designed for maximum interaction and influence building. Work with other business owners to create opportunities.

Seminars

Thursday mornings from
7:30 – 11:30 am

January 14, 1999
Cash Management Strategies for
Business

March 11, 1999
Taking Your Business to the Next Level

May 14, 1999
Sales, Marketing, PR & Advertising:
What's the Difference?

\$20 (\$15 for subscribers)
includes continental
breakfast

Power Hours

Thursdays from
5:30 pm - 7:00 pm

December 3, 1998
January 28, 1999

February 25, 1999
March 25, 1999

April 27, 1999
May 27, 1999

\$14 (\$10 for subscribers)
includes hors d'oeuvres
and no host bar

Series Sponsors Include:



201 N. Central
37th Floor
Phoenix

Series Location: Arizona Club

RSVP for 12/3/98

Power Hour to 274-8473
Space Limited

Leadership Development Opportunity



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

Call (602) 838-6949 for details.

The Arizona Club and Arizona Women's News present



Tara Hitchcock,
KTVK
Master of
Ceremonies

Women, Business and the 21st Century

Monday, November 16th

Noon – 2 p.m.

The Arizona Club
201 North Central, 37th Floor



Terri Bowersock
Consign & Design
Furnishings
Special Guest
Speaker

You are invited to the first in a new quarterly series of influential lunches for women – "Women, Business and the 21st Century." This groundbreaking series will provide thought provoking dialogue about the growth of women in business.

The power of influence is a key for women business owners in the 21st century. Terri Bowersock, award winning owner of Consign & Design Furnishings, says, "It's our time. We've been planting the seeds of success. It's our time to not have small business – but to have six businesses all over the country."

Terri sees the job of a business owner as a visionary. And she knows how important it is for women business owners to have visibility within the business community.

This type of visibility is the cornerstone of the Arizona Club and Arizona Women's News. These two institutions are now working together to elevate the success of women in business.

G. Michael Callahan, Director of Sales for the Arizona Club says, "Since 1894, The Arizona Club has been the place where the influential and the entrepreneur of Arizona meet to socialize, conduct business and network in an elegant and relaxed atmosphere."

The sponsorship by the Arizona Club of the Women, Business and the 21st Century luncheon is just one more

example of our commitment to uphold the tradition we have established as Arizona's premier business and social establishment.

The Arizona Club is proud to offer this luncheon as the first in a series addressing the challenges and opportunities of women in today's business world."

Arizona Women's News' Publishers Terry L. Williams and Margot Dorfman say, "This partnership was born out of our commitment to raise the influence of women and abolish the "glass ceiling" perception. Our alliance with the Arizona Club brings women and influence together in a powerful setting for the future."

At each quarter's luncheon, a prominent woman will speak about the growth and knowledge that has brought her success.

Tara Hitchcock, 3TV KTVK, is a successful, highly visible woman in our community. As Master of Ceremonies, she will share her experiences and lead us in thought provoking discussions. "I have many stories I'd love to share," says Tara, about her experiences in broadcast journalism.

Join us for the premiere of this dynamic series. **RSVP required to either Arizona Women's News 602.274.8473 or the Arizona Club 602.253.1121. Limited seating available. \$15 per person.**



Arizona Women's News
ISSUES, IDEAS AND DREAMS

RSVP to 274-8473 or 253-1121

Limited seating – \$15 per person.

Success on the Internet – From Sign-on to SALES!

Thursday, Nov. 12, 1998, 7:30 am - 12:30 pm

Arizona Women's News has arranged for several Endorsed Sponsors to take part in our first ever "Success on the Internet – From Sign-on to Sales." These experts will show you how to select the best internet access provider for you, register your exclusive internet address, create or enhance your current web-site into a profit producing site that will generate new sales for your business, and position your web-site for maximum visibility and targeted "hits."

This format gives you the chance to "talk to the experts" and take charge of your needs for a profit producing web-site. AZWN will moderate the seminar and assure a productive experience for all involved.

The following gives you a bit of information about each of our sponsors:

SpeedChoice (Internet service provider) – delivers Internet data, even audio the way it is meant to be...FAST! SpeedChoice is a high speed Internet service which enables businesses to download information at speeds 50 to 100 times faster than a conventional 28.8 or 56.6 modem.

MindSpring (Internet service provider) – named "Best Internet Service Provider" for 1998 by PC World. MindSpring provides quality internet access, digital service and web hosting.

Ruth Owens Design – provides Internet website design and hosting from simple to complex. Also graphic design and layout from business cards to book covers.

Hemispheres – develops award-winning, successful web sites through long-term consulting relationships with our clients. This partnership emphasizes strategic planning for marketing and growth, and gives us the flexibility to develop custom solutions.

JMB Multimedia – specializes in database driven web sites that are faster and much less expensive to maintain. Customers can completely take over maintenance and updates.

Microsoft – is the world wide leader in software for personal computers, offering a wide range of products and services for business and personal use.

SWMG Productions – is a woman-owned business whose core competencies are based in the development of custom software and internet applications.

Orders-Online (Meridian One) – is a centralized multi-merchant order and payment-processing engine with real-time credit card processing and many powerful features designed to help businesses successfully sell their products.

Strategic Insight – is a marketing consulting firm who's clients range from small start-ups to multimillion dollar int'l firms.

"Success on the Internet" will be held on campus at Scottsdale Community College (our seminar co-sponsor) at 9000 E. Chaparral, Scottsdale. The cost is \$20/\$15 for subscribers. **RSVP by calling 274-8473. Seating is limited. See the back page of this edition or www.azwomensnews.com for more information.**

WOMEN'S CALENDAR

professional groups

11/4 Wednesday

COMPLETE CERTIFICATION & MARKET YOUR MWOB.

Presented by Lisa Worthington & Jan Vacek. 8am (Free) ASBA, 1500 E Bethany Home Rd, Ste 140, Phoenix. RSVP 265-4563.

11/7 Saturday

PUTTIN' ON THE RITZ.

Presented by ABWA. Meet Kimberly McDonald, district VI VP. 11am (\$15) Beef Eaters (300 W. Camelback Rd.), RSVP Rita Weaver 650-1747.

11/10 Tuesday

MARKETING YOURSELF - 10 KEY TOOLS FOR GROWING YOUR BUSINESS.

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

11/10 Tuesday

SELF EMPLOYMENT LOAN FUND ORIENTATION.

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

11/10 Tuesday

DONUTS & DIALOGUE.

Phoenix Chamber of Commerce, 7:15 a.m. (\$5) Quality Hotel & Resort, 3600 N 2nd Ave. 495-6477.

11/16 Monday

WOMEN, BUSINESS & THE 21ST CENTURY

Master of Ceremonies, Tara Hitchcock of 3TV KTVK in Phoenix will introduce speaker Terri Bowersock of Terri's Consign & Design at this new quarterly lunch series. Sponsored by Arizona Club & Arizona Women's News. Noon (\$15) Arizona Club, 201 N Central, 37th floor. RSVP required at AZ Club 253-1121 or Arizona Women's News 274-8473.

11/16 Wednesday

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

11/18 Wednesday

WHAT DO VENTURE CAPITALISTS REALLY WANT?

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

11/19 Thursday

AFTER BUSINESS EXCHANGE

Phoenix Chamber (\$) Sam's Cafe, 455 3rd St. Call Kelsea at 495-6477.

11/24 Tuesday

DONUTS & DIALOGUE

Phoenix Chamber of Commerce. 7:15 a.m. (\$5) AT & T Wireless, 2805 W Aqua Fria Fwy, Ste 76. 495-6477.

December 3 ARIZONA WOMEN'S NEWS POWER HOUR

An innovative networking session designed to develop influential business relationships and increase your business. 5:30 - 7 p.m. (\$15/\$10 for subscribers - includes hors d'oeuvres and no host bar) Arizona Club, 201 N Central, 37th floor. RSVP required at 274-8473.

professional groups with regular meetings

AMERICAN BUSINESS WOMEN'S ASSOCIATION

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

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

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

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

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS.

To help our members achieve their full potential and to ensure gender equality within the accounting profession. Meets 3rd Thursday of the month, 5:30pm (\$18) Treulichs Restaurant (5020 N. Black Canyon Fwy - I-17 and Camelback), 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 (\$) La Madeleine, 3102 E Camelback, Karen Ussery, 248-2884.

ARIZONA SMALL BUSINESS ASSOCIATION (ASBA)

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

ARIZONA WOMEN LAWYERS ASSOCIATION (AWLA)

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

BUSINESS AND PROFESSIONAL WOMEN (BPW)

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

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

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

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

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

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

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

SUPERSTITION meets 2nd Tuesday of the month, 6:30pm (\$11) Ranch House Restaurant (2155 S. Dobson Rd., Mesa), Jan Lewis 820-2072 (ntross@aol.com).

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

CHRISTIAN BUSINESS WOMEN'S ASSOCIATION.

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

EAST VALLEY ENTREPRENEURS.

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

ENTREPRENEURIAL MOTHERS ASSOCIATION (EMA)

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

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

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

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

HOME BASED BUSINESS MEETING.

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

IMPACT FOR ENTERPRISING WOMEN

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

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

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

MOON VALLEY BUSINESS & PROFESSIONAL WOMEN'S NETWORK.

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

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS (NAWBO).

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

NORTHWEST WOMEN'S NETWORK.

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

PHOENIX ASSOCIATION OF PROFESSIONAL MORTGAGE WOMEN.

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

PEORIA CHAMBER NETWORK

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

WOMEN BUSINESS & DIALOGUE.

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

WOMEN BUSINESS BUILDERS

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

WOMEN IN BUSINESS COUNCIL

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

WOMAN'S NETWORKING EXECUTIVES OF ARIZONA

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

ZONTA CLUB.

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

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

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

arts & entertainment

October 30 - November 1

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

November 6, 7

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

November 13 & 14

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

11/14 Saturday

CAROL EAGLEHEART CONCERT.

With the TLC Chorale. 7pm (\$) Unitarian Universalist Church of Phoenix, 4027 E Lincoln Dr. Barbara Wodrich 878-5430.

11/15 Sunday

SHERRY ROBERSON.

Traditional Jazz/R & B 11:30 (\$) Music in the Garden, Desert Botanical Garden, 941-1225.

11/21 Saturday

PHOENIX CHILDREN'S CHORUS HOLIDAZE.

9am - 3pm (Free) Margaret Hance Park, (behind the Phoenix Center) 1202 N 3rd St. 534-3788.

November 27 & 28

LADY "J" & THE BLUES RATIO WITH MAXINE JOHNSON.

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

Tuesdays

PHOENIX SHOWCASE CHORUS.

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

Ongoing

GLENDALE COMMUNITY COLLEGE FINE ARTS

HOTLINE 435-3855.

cultural

11/7 Saturday

DIA DE LOS MUERTOS FESTIVAL.

In memory of victims of violence. Procession starts at 11am St. Anthony's Church, 900 S Central, Phoenix. Followed by a festival at Patriots Square Park & Candlelight Procession at Dusk at Central & Washington. Call 907-0458 for more information.

education

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

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

BUSINESS & INDUSTRY INSTITUTE.

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

10/28 Wednesday

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

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

11/16 Monday

NETWORK NIGHTS.

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

feminist

NATIONAL ORGANIZATION OF WOMEN (NOW).

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

WOMEN'S CALENDAR

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

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

SUN CITY CHAPTER meets 1st Wednesday of the month, bettyroberts@juno.com, Janet Address 395-0853.

Thursdays

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

health

11/3 Tuesday

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

11/4 Wednesday

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

11/10 Tuesday

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

11/14 Saturday

INCONTINENCE SEMINAR Presented by Phoenix Memorial Health System. 10 am (Free) Estrella Mt Community College, 3000 N Dysart Rd, Estrella Hall N. RSVP 800-554-2838.

11/18 Wednesday

BLADDER CONTROL - WHY WE LOSE IT & HOW WE GET IT BACK. Presented by Barbara Wiggins, MS CRRN-A, & Jenny Boles, RNC, WHCNP. 10 am (Free) La Rhone Restaurant, 9401 W. Thunderbird, Peoria, RSVP 977-1212.

11/19 Thursday

PRE-HOLIDAY WOMEN'S NIGHT OUT. The Wellness Therapy Clinic cordially invites you to join us for an experience of mindfulness, meditation & massage. Take advantage of this opportunity to identify personal stressors, learn stress management techniques, and give yourself the nurturing you deserve. Presented by Karen Hawk, LMT, Patricia Kilunowski, MS, CHT, & Sharon Ward, CTSW. Bring a friend. 7-8:30 pm (\$10) 4323 E Broadway Rd, Mesa. RSVP: 641-6030.

11/21 Saturday

HEALTHY PREGNANCY, HEALTH BABY SEMINAR

Presented by Phoenix Memorial Health System. 10 am (Free) South Mt Community Ctr, 212 E Alta Vista, Phoenix. RSVP 800-554-2838.

11/30 Monday

WHAT'S MORE IMPORTANT THAN YOUR HEALTH? Presented by health intuitive, Jay Caliendo & Naturopathic Physician & Empathic Healer, Kathy Kamin. 6 pm (\$35) Mustang Library auditorium, 10101 N 90th St, Scottsdale. Snacks provided. Information & Directions: 998-9961.

December 4

WHAT'S MORE IMPORTANT THAN YOUR HEALTH? Presented by health intuitive, Jay Caliendo & Naturopathic Physician &

Empathic Healer, Kathy Kamin. 4:30 pm (\$35) Southwest Integrative Health Associates private patio, 7610 E McDonald Dr, Suite A, Scottsdale. Snacks provided. Information & Directions: 998-9961.

political

11/3 Tuesday

ELECTIONS... VOTE! VOTE! VOTE! VOTE! VOTE! VOTE!

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

11/5 Thursday

ARIZONA EMPLOYMENT ASSOCIATIONS GOLF TOURNAMENT. To benefit the Job - Readiness Training Program. 6:30 am (\$75-individual/\$300- foursome before Sept. 10) 954-8028.

11/24 Tuesday

PHOENIX COLLEGE WOMEN'S BASKETBALL. Against Central College. 6pm, Phoenix College, 1202 W Thomas. 285-7562.

11/27 Friday

PHOENIX COLLEGE WOMEN'S BASKETBALL. Against Ricks College. 6pm, Phoenix College, 1202 W Thomas. 285-7562.

11/28 Saturday

PHOENIX COLLEGE WOMEN'S BASKETBALL. Against Colorado NW College. 6pm, Phoenix College, 1202 W Thomas. 285-7562.

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) 277-9057.

A COURSE IN MIRACLES

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

11/1 Sunday

WOMEN WITH VISION. Health Goals for the Holidays presented by Marie Dalloway, PhD. 6 pm (\$10) Franciscan Renewal Center, 5802 E Lincoln Dr, Paradise Valley. RSVP Hilda Villaverde 314-9389.

11/8 Sunday

WOMEN'S SPIRITUALITY GROUP. Follow Your Heart with Re. Ellen Gardner. 6 pm (\$5) Creative Living Fellowship, 1241 E Northern. 285-9145.

11/10 Monday

WOMEN WITH VISION. The Body - A Spiritual Vessel presented by Dr. Kathleen Hosner. 6pm (\$10) Franciscan Renewal Center, 5802 E Lincoln Dr, Paradise Valley. RSVP Hilda Villaverde 314-9389.

11/15 Sunday

A PRACTICE APPROACH TO FIND HAPPINESS & PEACE BY LISTENING TO INNER GUIDANCE. Presented by Lee Coit. 1pm (\$) Sun Lakes Clubhouse 1, Friendship Room. 895-5835.

support groups

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

BOSOM BUDDIES

A support group for breast disease.

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

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

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

SINGLE PARENTS ASSOC.

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

tucson

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.

10/29 Thursday

HOW TO STAY SANE WHILE DEALING WITH PROBLEM EMPLOYEES. Presented by Drs. Patricia Volkert & Lynne Harrison. 8am (Free) Sponsored by ASBA. Doubletree Hotel, 445 S Alvernon Way. RSVP 520-885-6500.

11/5 Thursday

WHAT EVERY SMALL BUSINESS SHOULD KNOW ABOUT DISCRIMINATION Presented by Terri Burchett. 8am (Free) Sponsored by ASBA. Doubletree Hotel, 445 S Alvernon Way. RSVP 520-885-6500.

11/12 Thursday

HOW MUCH DOES YOUR WEBSITE REALLY COST? Presented by Martha Retallick. 8am (Free) Sponsored by ASBA. Doubletree Hotel, 445 S Alvernon Way. RSVP 520-885-6500.

11/19 Thursday

NUTS & BOLTS OF EXPORTING: STAYING LEGAL. 7:30 am (?) PCC Community Board Room (C105), District Offices, 4905 C E Broadway. 800-916-1800.

11/19 Thursday

WHAT YOU NEED TO KNOW ABOUT TAXATION FOR YOUR SMALL BUSINESS

Sponsored by the City of Tucson. 9:30 am (Free) Main Library, 101 N Stone. 1-877-863-0655.

women with a preference

11/7 Saturday

W2W MYSTERY HIKE

Womyn 2 Womyn. Easy to Moderate hike. 8:45 a.m. (Free) Meet outside Trader Joe's at the Town & Country Plaza on the SE Corner of 20th St & Camelback. Bring water, picnic lunch. Wear comfortable hiking shoes and layers appropriate to the weather. Dogs welcome. Call Sara 244-8307 to confirm attendance or show up early at T.J's.

11/14 Saturday

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

11/14 Saturday

FILM NIGHT. Everything Relative, Big Chill & Peach. 8pm (\$4) The Augustana Lutheran Church, Phoenix (14th St & Virginia), 813-8681.

11/14 Saturday

FREE TO BE GAY GOLF TOURNAMENT. 10 a.m. (\$26/38) Call 274-6755 for more information.

Sundays

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

workshop/ seminar

11/3 Tuesday

TAXES FOR HOMEBASED BUSINESS. Presented by AZ Dept. of Revenue. 6 pm (free) Glendale Public Library, 5959 W Brown St, Call 930-3554 to reserve your space.

11/4 Wednesday

THE POWER OF THE MIND Presented by Linda Gerdes, MSW. 7 pm (free) Barnes & Noble, 90th & Shea, Scottsdale. Call 922-9699 for more information.

11/7 Saturday

HOW TO REVIEW A COMPANY'S ANNUAL REPORT. Presented by Laurie Moore. 10 am (Free) Glendale Public Library, 5959 W Brown St, 930-3554.

11/10 Saturday

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

11/12 Thursday

SUCCESS ON THE INTERNET.

Learn how to create a profit producing web site that will generate new sales for your business. Presented by Arizona Women's News, Scottsdale Community College. 7 am (\$20) Scottsdale Community College, RSVP 274-8473.

11/12 Thursday

BRIDGING THE EQUITY GAP IN EDUCATION & EMPLOYMENT. Presented by AZ Minority Education Policy Analysis Ctr. 8 am (\$25) For information & reservations, call Toni Fleisher 229-2594.

11/12 Thursday

GETTING STARTED IN THE EXPORT BUSINESS. Presented by Ann Tolzman. 7 pm (free) Glendale Public Library, 5959 W Brown St, RSVP 930-3554.

11/14 Saturday

WOMEN BUSINESS BUILDERS Record Keeping for the Small Business Owner presented by Gloria Shelton. 2 p.m. (free) Glendale Public Library, 5959 W Brown St, 930-3554.

11/14 Saturday

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

classes beginning

November

GATEWAY COMMUNITY COLLEGE COMPUTER CLASSES. These short-term classes provide a good opportunity for employers to encourage the upgrading of employee skills. Call 392-5025.

January 99

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

Ongoing

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

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WOMEN'S BUSINESS DIRECTORY

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Discounts for Frequency

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Discounts for Frequency

accounting

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Fax 864-9738

adoption

Hi Birthparent! Barney, big bird, cotton candy & kiddie rides - a few of our favorite things we want to share with a newborn. Are you pregnant? Thinking of adoption, please call us. Mary Anne & Jack are available to talk anytime 1-888-300-9135. We can assist you with medical/legal expenses.

business opportunities

We're looking for a few good leaders... Expanding international leadership network for women. Provides teamwork, training for home based business, Moms for Moms 983-2424.

chiropractic

Jan Perozeni, RN, DC
Chiropractic Physician
602.991.5555
Specializing in low force chiropractic techniques & women's health issues

counseling

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

financial services

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

gifts

Holiday Gift Baskets
The Tulip Tree
(602) 978-3097

health

High Blood Pressure?
Phoenix Center for Clinical Research is seeking volunteers for a research study. Participants receive FREE study-related examinations, medication, EKG, and will be financially compensated. Call 246-1965, ext. 134. **Wanted! 79 people who want to lose weight or improve their health in the next 30 days guaranteed!** 992-5447

holistic health care

NUTRITIONAL MEDICINE - Therapeutic interventions developed for allergies, sinusitis & asthma; chronic fatigue & fibromyalgia; arthritis. Estrogen alternatives: osteoporosis reversal utilizing nutritional biochemistry; current developments in identifying preventable coronary heart disease. Individualized testing. CALL FOR A FREE CONSULTATION. Gregg G. Libby, D.C., 1530 N. Country Club Drive, Suite 16, Mesa. (602) 348-0046.

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

insurance

NEW YORK LIFE Insurance Options for Women
The Company you Keep®
Rebecca Rodriguez
(602) 912-6734

legal services

Attorney-Wills, Trusts & Probate:
Sharon E. Ravenscroft, Esq.
Goodwin Raup PC
3636 N. Central Ave., Ste. 1200
Phoenix, AZ 85012
650-2011

massage therapy

RELIEVE STRESS. Relax with a licensed therapeutic massage. (1 hour) only \$35.00. Gift certificates available. For appointment call Oh; My Ahcin' Back 463-6332 • 827-1239.

Family Therapeutic Massage
The best Christmas Gift Ever! Acupressure (deep muscle), Lymphatic (flu time is best time), Reiki (good for babies & pets, too), Reflexology • Prenatal • Ear C o n n e c t i n g \$10.00 off till December 23rd 985-2228 - 527-5839 cell phone.
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Gentle bodywork, imagery, and movement re-education. For stress management, pain relief and personal growth. Celeste Rogers, Certified Trager Practitioner. 602-992-7371 \$10 off first session!

mental health

Karen M. Freeman, M.S.
Mental Health Therapist
Astrologer and Hypnotherapist
(520) 282-7601
couples/abuse recovery/spiritual integration/personal growth
Sedona and Phoenix

personal

Hi A.D. ---- I lied! Said I would write and I didn't....I'm a slug - Rowdy agrees. Many congrats on the kitchen. I'm anxious to see it! All is well --- just far too busy. I'm much better at the phone thing.....let's chat.

Congrats to Laurie O.
Things are looking up....on all fronts! We are happy for you.

Tell "Bell" we're coming to visit!

Thank you to Linda Herold and The Herold Report for your support of Arizona Women's News and our women's community.

teen crisis

Teen Crisis? If things are not manageable, give me a call. There is hope. 837-8774

travel

Mini-Vacations! Two nights free in Sedona. Year round nationwide benefits include: Half price hotels, golf, skiing. Free film for Life. A great \$50 gift idea. www.travelgifting.com 602-256-2868 anytime.

How to get listed in the Women's Calendar

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

We do not take information by phone. Final deadline for the Women's Calendar is 5:00pm the 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). Items selected for inclusion at no charge are listed chronologically and limited to the following information: date, time, group, title, location, contact and fee.

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

LINE classified

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

Claims for adjustment due to error must be made within 10 working days of insertion. The Publisher will not be liable for slight changes or typographical errors which do not lessen the value of an advertisement. It is the responsibility of the advertiser to check the accuracy of the advertisement. No refunds on Line Classifieds cancelled after the deadline.

LINE CLASSIFIED AD FORM:

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

Today's date _____ Date of first ad _____
Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Category _____

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= Total cost _____

75¢ per word
\$15 minimum
Discount for
six month insertion
65¢ per word/
\$12 minimum

To place an ad using ☐ Visa ☒ MasterCard (check one), please fill out the following:
Card number _____ Exp. Date _____
Signature _____

Send or mail to Arizona Women's News, 4208 N. 19th Street, Phoenix, AZ 85016 • fax (602) 532-7034. For more information call (602) 274-8473 or email info@azwomensnews.com.

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

EMPLOYMENT advertisement

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

employment

Volunteers

VOLUNTEERS NEEDED at Recording for the Blind & Dyslexic, the world's largest text book recording service. Various positions available: readers, monitors, book preparers, tape duplicators, etc. Day and evening; set your own schedule.

There are 1,686 students registered with RFB&D in Arizona alone. Help local, national and international students who have difficulty reading printed texts. All levels: elementary through graduate school. Three recording studios in the Valley, one near you.

To volunteer call 468-9144.

Sales

Commissioned Advertising Sales Rep Wanted for Tucson Area.

Arizona Women's News
(602) 274-8473

Women on the Rise



Denise P. Meridith



Janet Napolitano



Gloria Hurtado

ANNIVERSARIES

Julia-Isabel Dameron Lichtenberg-Davenport, owner of Computer Training International, announces her company's 5th anniversary. CTI was also listed in the 1998 edition of Who's Who of International Entrepreneurs.

APPOINTMENTS

Rose Canchola, has been appointed by the Phoenix Mayor and City Council to the Phoenix Arts Commission.

Sallie Sargent, has been named chairwoman of the 1999 Tribute to Women for the YWCA of Maricopa County which honors women for their contributions to the community in the area of empowerment of women and the elimination of racism. Sargent is the former director of marketing and promotions at America West Airlines and has been an active YWCA volunteer serving on the board of directors.

AWARDS

Faith McNoughton, of Gilbert was recognized as a top ten leader for sales and sponsoring at the Dorling Kindersley Family Learning national convention. McNoughton was also awarded a position on the elite 11-person Distributor Round Table for her excellence in supporting and training new distributors.

The following women have been selected by Bosom Buddies as this year's recipients of the Macy's Heart & Soul Award for excellence in the fight against breast cancer: **Rita Weaver, Dr. Donna Horne, Lula Stephans, Judy Pelusi, RN, Herdis Maclellan, RN, Sheila McFarland, Pat Stewart, Merriel Starrett, Margie Schaeffer, and Dee Coutwright-Smoot.**

NEW BUSINESSES

Dawn Toon proudly announces the establishment of Meeting Deadlines, offering professional services in the areas of word processing, spreadsheets, presentations, flyers and general office support at affordable rates. 602-439-0105.

POLITICS

Janet Napolitano, former US Attorney for Arizona, has been endorsed by the Arizona Republic as the top candidate for the post of Arizona Attorney General. In their October 18, 1998 edition, the Republic prints, "This is a race where partisan labels should be cast aside... Napolitano's cool professionalism and strong ideas have made their presence felt in the US Attorney's Office. We believe she will bring the same sort of energy, ethics and vision to the Attorney General's Office."

SPORTS

Phoenix track cyclist, **Terry Ann Roach**, won two World Masters Championships in 500 Meter Time Trial and the 2000 Meter individual Pursuit for 45+. In addition, Roach set three World records and three new National records.

At age 18, **Laura Beisser**, the youngest since 1983, won the Arizona Women's Golf Association stroke-play championship. It was the first time her age qualified for the AWGA event. Her 77-74-76-227 shooting at Antelope Hills North gave her a six stroke victory over Cindy Carrol, the club champion.

NEW POSITIONS/PROMOTIONS

Denise P. Meridith, Arizona Director of the Bureau of Land Management, is beginning an 11 month sabbatical to serve as the first President of the new Greater Phoenix Black Chamber of Commerce. As President, Meridith will be responsible for all operational and management functions of the chamber.

Kelly Mixer, has joined Rita Sanders Advertising and Public Relations Agency, Inc. Mixer brings extensive public and Government relations experience in the health care, education, real estate, finance, gaming, tourism and hospitality industries to the agency.

Gloria Hurtado, has been selected as the director of Phoenix's Human Service Department. Hurtado will be responsible for managing a \$47 million annual budget, directing a staff of 540 employees and providing leadership and support to a network of citizen advisory groups.

Arizona Women's Political Caucus 1998 General Election Endorsements

Statewide Race

Attorney General Janet Napolitano (D)

Arizona Legislative Races

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

The following candidates have received AWPC support:

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

Pima County Race

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

* Incumbent

Careers

Customs Inspector - A Career for Kim Kros



Kim Kros

AZWN: Tell me about your job?

KK: I'm one of the Custom Inspectors here at the airport. I go through people's luggage, check planes and cargo. If you're coming from Mexico, Europe or other international locations, you have to go through Immigration first, then you come through Customs and declare everything that you purchased or received as a gift. Then we decide whether to inspect it or not.

AZWN: How did you get into Customs work?

KK: Eight years ago I took a civil service exam. I marked down Immigration and Customs. I have a degree in Spanish, so I knew I wanted to go to the southwest border and use my Spanish.

AZWN: Is there different work within the department?

KK: The inspection side of it is looking for narcotics and looking for commercial merchandise, such as Cuban cigars or too much alcohol. We work with Fish and Wildlife to make sure nobody is bringing in any endangered species. We work with Agriculture to make sure nobody is bringing in any vegetables or fruit. For Inspectors it's so completely different if you go to an airport or

if you're at a land-border port. Nogales is completely different. I've gone on assignments to JFK and LA, and they are completely different from one another, even though they are major airports. The people are different, the way you look at things is different. The passengers are different.

There are also Import Specialists, who handle the boats sailing with cargo, making sure that commercial imports are compliant. Then, of course, there are the Agents who do all investigative work.

AZWN: What do you like about the work?

KK: I never imagined that I would be doing anything like this. Now I can't really imagine doing anything else. I like it because it's so different. You talk to all kinds of people from all over the world. I like the airport work better than the border, because the traveling public always changes; you don't see the same people over and over. Whereas on the border, you are going to get your local people, come across everyday.

AZWN: What are the challenges?

KK: People who don't understand what it is you're doing and why you're doing it. They become irate,

saying you are picking on them for whatever reason. They don't understand that this is my job, and you, the Pope and the President have to go through Customs if you're coming into the United States whether you like it or not.

AZWN: Is Customs looking for employees?

KK: Yes! We're hiring during the month of October. To apply, get on to the Internet, go to our web site, and pre-register. Registration gets you into the system, and they'll decide from there whether or not you qualify. It's the only time you have this opportunity for a whole year. It's really super easy. This is specifically for Customs Inspectors and the Dog Handlers. We are going to hire 1,000 people this year.

Apply to be a
Customs Inspector or
Canine Enforcement
Officer by 10/31/98 at
this website:
www.customs.ustreas.gov

FEATURE

From Candidate for Women, page 1

Hull also cites tax reductions: 16-percent cut in the vehicle license tax as well as \$50 million in personal-income tax cuts, \$20 million in corporate income tax cuts and \$10 million in personal property tax cuts.

His mother's concern for education is evident in her support for increased school funding. Hull said, referring to the \$47.2 million increase in funding for grades K-12 and the \$50 million increase for university funding.

In summary, Hull said his mother's track record as governor and legislator is the reason voters should choose her as the state's next governor.

"The governor, given her experience, understands the issues. She has integrity, experience and a proven track record. Her understanding of the legislative process is key."

In 20 years of political campaigning, his mother has never done any negative campaigning, Hull said. "She doesn't even have to talk about the negative because she's running on her record."

Some groups have looked at this lengthy track record and raised questions. One of these issues is Hull's stand on abortion, particularly her past voting against abortion in 1986, 1987 and 1992.

In 1987, Hull voted for a bill that would have banned all abortions except when a mother's life was endangered. In 1989, Arizona Right to Life gave Hull a 100-percent rating.

Since that time, Hull has changed her position. "The governor feels personally and morally opposed to abortion, but feels government should not be involved in a woman's choice during the first three months," Hull explained. The governor supports parental consent in the case of minors seeking an abortion and informed consent for all women seeking an abortion (doctors must explain the operation to women 24 hours in advance of the procedure).

Another thorny issue is the Martin Luther King Jr. holiday, which Hull voted against in 1987, 1988 and 1989. "It was so long ago that it doesn't warrant bringing up," Hull said. "The real argument was against another state-paid holiday. Ultimately, she agreed when Presidents' Day was combined with Martin Luther King Day."

More recently, the Rev. Oscar Tillman, president of the state NAACP, criticized Hull for failing to appoint blacks to key directorships and cabinet-level positions. "Once (former Gov.

Fife) Symington was reelected, he refused to meet with NAACP ever again. We cannot let history repeat itself," Tillman said. So far, Tillman said he is discouraged by Hull's failure to appoint blacks into government positions. In contrast, Tillman described Paul Johnson, secretary of state candidate Art Hamilton and state legislative candidate Leah Landum as "true friends."

Like some women in this year's election, Tillman has a tough choice when it comes to voting in the state senate race. In his case, the issue is whether to vote based on the candidate's color or position on the issues. Republican Maurice Ward is the only black candidate for state senator. "If we don't vote for him, we won't have a black senator on the whole senate. We need to have one. The worst thing of all is if the kids get off the school bus at the state capitol—all bright-eyed—and don't even see one black representative."

In contrast to what Tillman says, Hull said his mother's appointments have been diverse. "She does not support (affirmative action) quotas, but if you look at her administration, it's incredibly diverse," Hull said, also citing his mother's appointment of a woman—a Democrat—to the Arizona State Supreme Court.

In response to Tillman's charge, Hull said his mother is constantly "begging" people to send in their resumes. "There are so many boards and commissions. People need to get their resumes in. Certain positions go unfulfilled because they can't find anyone to fill them. Maybe it's because they don't pay."

Regarding this year's ballot proposals, Hull said his mother was a driving force behind Proposition 103, the bill that would open up primaries to all voters, but that she opposes Proposition 200, which would establish spending limits and public funding for political campaigns. "Taxpayers will have to pay for it," Hull said of Proposition 200. "You can rent a condo in Maui and drive a BMW at taxpayers' expense." Hull said that the proposition is also too complicated and confusing and would exclude candidates from the smaller parties.

Hull said his mother also opposes gun control and supports second amendment rights to bear arms.

The two-week waiting period now in effect in Arizona is not working anyway, Hull noted. "All you need to do is read the classified section of the *Arizona Republic*. You can go to someone's house, buy the gun cheaper and no questions asked."

His mother also opposed the bill making it illegal to transport children in the back of pick-up trucks. "It didn't make sense. In one county, it would have been illegal, but not in another. It's already illegal to have someone in the back of the truck if they're not strapped in. In this case, the state should not be in the business of mandating

common sense and personal responsibility."

In response to charges that his mother has not provided answers to groups requesting her position on the issues, Mike Hull said that there are too many of these to respond to and some questionnaires run 15-20 pages long.

"Also some (questionnaires) ask you to check one response. You're either pro-choice or you're not."

Groups sending out questionnaires included the Arizona Human Rights Fund (the gay political rights organization which endorsed both Johnson and Napolitano), the Arizona Education Association (which endorsed Hull despite her decision not to answer the questionnaire) and the Arizona branch of the National Women's Political Caucus (which endorsed only Napolitano in this year's election). In order to be endorsed by the NWPC, a candidate must be a woman and must be pro-choice.

In contrast to Hull's decision against answering questionnaires, Johnson said he filled out 38 questionnaires from different groups.

"I answered questions from certain communities that I had cold chills because I knew they weren't going to like what they were about to read. But I sent them back anyway because I thought they had a right to know."

Johnson also charges that Hull has not been available for public debate.

Her decision to cancel a recent Tucson debate—the only debate scheduled in Tucson—in order to attend a party sponsored by a private developer represents a pattern of unavailability, Johnson charged.

Johnson said there are many differences between him and Hull on the issues, including their positions on education.

One of these differences is embodied in the Students First bill passed last legislative session. Johnson stated that the bill eliminates millions of dollars in property tax that would have gone toward public schools and replaced that funding with money from the general fund.

"That is now going to put capital in direct competition with smaller classroom sizes, teacher pay, our

universities and our community colleges," Johnson observed. "It will grow to what will be a billion dollars in a five-year period of time."

It (Students First) will be, in my opinion, the most devastating thing to happen to public education in a long period of time.

"I think it's also important to point out that the utility companies and mines had a big role. It was one of the utility company's lobbyists who did most of the drafting of this particular bill. It should come as no surprise to anybody that when this was all said and done, we ended up having the single largest tax break for utility and mining companies included in Students First."

Johnson said his plan would have left the property tax in place, which would mean that only \$150 million would have been needed from the general fund. Johnson's plan also called for \$100 million toward smaller class sizes, mandatory school uniforms to help break the influence of gangs, a statewide code of conduct with alternative schools for disruptive students and a daytime curfew for truancy enforcement.

The state's poor showing in the census conducted a few months ago indicates that drastic measures are needed to improve education. According to the study, Arizona ranked 50th in illiteracy, 49th in the drop-out rate and 49th in teen pregnancy.

Johnson and Hull also differ on the Growing Smarter proposition, which he said takes away the ability of local and county government to deal with zoning questions and also denies the state the ability to do so. The initiative helps developers, Johnson said, and "it's been driven that way because those folks are the biggest contributors to the system."

As mayor of Phoenix, Johnson said he pushed for a light-rail system, a measure that lost by only a few percentage points. The measure would have passed had the governor at the time not spoken out against it, he added. A rail system would encourage people to move into certain density pockets and discourage urban sprawl, Johnson said.

Johnson and Hull also differ in their position on HMO reform, Johnson said. He believes that people should be able to choose their own doctor and that HMO's need to be held responsible for their actions.

"HMO's now have complete immunity from many kinds of law suits. They need to be held liable the same as doctors are. There are no liability or consequences now." Hull has received an estimated 10

percent in campaign funding from HMO's, Johnson added.

Another key difference is their positions on the campaign finance reform bill before voters this election.

In contrast to Hull, Johnson believes that the bill is needed to insure that special-interest groups no longer control government. "Mrs. Hull has taken \$2 million from special interests. I can compete with her because I can contribute my own money. But it shouldn't have to be that way."

In fact, Apache County Attorney Steve Udall is currently investigating contributions made to Hull's campaign during the last legislative session. It is illegal for lobbyists to contribute while the legislature is in session. The investigation started in the state attorney general's office, but was transferred to Coconino County Attorney Terry Hance when it was learned that there was a conflict of interest—Karie Dozier, media-relations spokesperson for the attorney general's office, is married to the CEO for the Diamondbacks, one of the lobbyists who made a contribution during the time in question.

But Hance himself had to transfer the case to Apache County when he discovered a conflict of interest—the president of the local community college had contributed to Hull's campaign and had served as a lobbyist. Udall is still investigating.

"The governor's office did not accept those (donations) and returned them, but there is still the issue of making the donations," Hance said.

Jim Driscoll, executive director of Arizona Citizen Action, said that his group thought that it was a crime for Hull to continue to raise money during the legislative session. "Finally, in response to the media furor, she said she would quit doing it. But, sure enough, when we looked at her contributions, there were illegal contributions from lobbyists."

Driscoll said he isn't sure that Hull will do a good job of protecting women's interests.

"In general, I would rather have a woman than a man in political office. There aren't enough women. In a fair society, there should be 52 percent women holding office. Otherwise, something's screwy."

"But just because a politician is a woman doesn't mean she's good on woman's issues. Some people say, 'Oh, how wonderful it is—we have a woman governor.' But Maggie Thatcher was a woman. Look at how working women and children fared during her term—pretty badly."

From One Woman, page 1

But I believe that now, more than ever, we have to look at individuals and whether those individuals are strong leaders. I don't believe you can vote Democrat or Republican with a blind eye," says Adams, CEO for Home Mortgage Financing in Sun Lakes.

Arriving at her decision did not come easily, especially since Adams says she would like to see a woman in the governor's office.

"I was so excited when I heard we had a woman because I didn't believe a woman would be elected for a long time. I believe women make great leaders, but I don't believe Hull is a leader."

But Adams says she decided to vote for Johnson and Napolitano because of their abilities without regard to political party. "When Paul Johnson said he was going to run, I made the decision to support him. I felt the state was in dire trouble and needed huge leadership. I felt he made decisions based on the right thing to do, not whether it's the popular thing to do."

In Adams' view, character counts. "(Paul Johnson) lives an honorable life. I think people are honorable in all parts of their life or dishonorable in all aspects of their life. If you have politicians who cheat or lie, they're going to do that in every area of their life."

Johnson possesses the integrity and leadership, Adams says, in contrast to Gov. Jane Hull, whom she describes as a "passive activist," someone who acts only when made to. "She's easily led to vote on the popular position of the time. She doesn't have a strong position."

Adams, a mother of four, also believes that Johnson has a better plan for restoring order in the classroom, referring to his call for smaller class sizes and mandatory uniforms. "I know the uniforms work. I sent my kids to private schools, and one reason was the uniform. It put the emphasis on the classroom, not the clothes."

Johnson's fight on behalf of children goes back to his days as Phoenix mayor, Adams says, referring to his successful push for a mandatory curfew. "He worked on some unpopular decisions that were for kids. (The mandatory curfew) had a great reduction in crime. He is adamant about getting the gangs out of our neighborhoods."

Adams is less impressed with Hull's efforts.

"Gov. Hull has not really done anything to help the kids except this recent bill (Kids First), which is going to have tax consequences. She took away the funds that were actually funding that, and it's going to go in the red very fast."

In addition to his work for children, Adams also applauds Johnson's efforts to make HMO's more accountable to the people they serve. A recent personal experience convinced Adams that Johnson is right in seeking greater



accountability from HMO's. "After a surgery, I had low blood pressure and the HMO told me they had just released me. I had to fight to convince them that I couldn't go home because I was really sick."

Adams also cites integrity and leadership when explaining her support for Napolitano.

"I think Tom McGovern looks good, and I think a lot of people will vote for him because of that. I think Napolitano is substantial. She's tough. She's a definite leader, and she's extremely stable. She just makes very prudent decisions."

It's important for voters to make decisions based on the individual candidate, not party affiliation, Adams argues. "I think (Sen. John McCain) is one of the most empathetic, kind people I've ever met. And these are typically considered Democratic qualities. I see a lot of fiscally responsible Democrats. I see a lot of Republicans on spending spree, not the least of which is bureaucratic government."

Adams says she has decided to speak out this election because of her belief that the state needs strong leadership.

She is also concerned that the public isn't getting the real facts on the candidates or the issues. "I think the *Arizona Republic* is being very irresponsible in its election coverage. We have a governor's race, and we're getting no news about the issues. The only thing we're getting are smiling pictures of Jane Hull, and that's ridiculous."

Even her efforts to find some solid information by surfing the Internet have led her nowhere-back to the *Arizona Republic* coverage, Adams says. She is also suspicious of Basha's endorsement of Hull, citing "sour grapes" as the motivation, referring to the fact that Johnson and Basha ran against each other for the Democratic nomination last election.

"A lot of people say, 'Why don't you just keep quiet?' But I think there's been too many times when this state has been embarrassed. And we need to have a governor we can be proud of. Some people are so party-oriented that they think you're going against your team. But this is far too serious. It's about one person making a difference in how my family and I live."

AZWN: Also running investigations, correct?

JN: Correct. Running investigations, running the Grand Jury.

AZWN: Right. Now he's been with the Attorney General's Office one year?

JN: A little over a year as an assistant, but he was not a supervisor or a division head.

AZWN: Prior to that what did he do?

JN: He was in private practice handling court cases - automobile accidents, construction site accidents, some medical malpractice.

AZWN: During the served in the US Attorney's Office didn't you also chair a number of committees?

JN: Yes. I chaired the Law Enforcement Coordinating Committee, which is a statewide committee of law enforcement folks - sheriff, county attorneys, federal agency heads primarily geared at education and keeping everybody informed about what everyone else is doing. It's called the LACC. I also was elected to chair the High Intensity Drug Trafficking Area Committee. This is a very select committee that deals with the narcotics-trafficking issues, prominently in southern Arizona.



AZWN: What is the scope of the U. S. Attorney's Office?

JN: That office is the chief federal prosecutor and civil lawyer in Arizona. There are about 95 Assistant U. S. Attorneys who work in the office. 80-85% of the work is federal crime, criminal in nature. That runs the gamut from crimes related to the Border, to drug trafficking, to violent crime on the Indian Reservation, to any kind of white collar crime or fraud scam - wire fraud, mail fraud, securities fraud, tax fraud. All of those cases come across the desk of the U. S. Attorney and are indicted by the Grand Juries that the U.S. Attorney's (Office) runs and are tried in Federal Court.

AZWN: What accomplishments are you most proud of from your time as the U.S. Attorney?

JN: I think our efforts in implementing VAWA (Violence Against Women Act) and another statute called the Youth Handgun Safety Act. That was a statute that

congress passed that made it a federal misdemeanor for juveniles under 18 to possess handguns.

AZWN: Grant Woods has praised you as "an excellent lawyer" and said,

"I think the biggest difference is the level of experience.

I've actually run a major office. I've been the person in charge of making decisions."

Most areas around the country didn't really do anything with that statute. But, I knew in Tucson we were having a problem with kids bringing in guns to the school. I called the Police Chief about it. We set up a program where we took direct referrals from the police department and did those cases federally. We did about two dozen of them in the first year. And we did programs in the schools to tell them about it. The word started getting out.

The next year, I talked to the Police Chief and said, "do you want us to do this again." He said, "No, the problem's kind of gone away." So, we could see an immediate impact in using some of these new statutes in creative and targeted ways.

We really focused on the violent crime cases in Indian Country. We gave that a much higher priority in the office. We put more lawyers into that work. Those cases are very difficult cases. They often involve violence between members of the same family. They often involve child victims. I supervised the prosecution of over 400 child molestation cases. Those are extraordinarily difficult cases to prosecute. But, the effect on a human life - it is the most important work we have.

We were very creative in the use of asset forfeiture. Asset forfeiture is the process by which you seize assets that are purchased with the proceeds of illegal activity. It is most commonly used in going after drug trafficker's assets.

Usually what happens with asset forfeiture is that you sell it at an auction and divide the proceeds among law enforcement agencies that were involved in the case. In several instances where we seized real property assets, I talked to law enforcement agencies, got them to give up their share, so we could give the asset to a non-profit group.

For example, there was a drug tunnel running between Douglas and Agua Prieta (down on the Border). There was a whole set of buildings that the drug tunnel came into. We took that whole organization down. It was a huge cocaine, marijuana organization. And instead of selling the buildings on the Douglas side, we converted them and gave them to the City of Douglas so that they could have their first domestic violence shelter in the City of Douglas. So, talk about making lemonade out of a lemon! That place is up and running now and it's run by a marvelous woman and they are doing great things.

"Anybody who cares about the attorney General's office has to be pleased that a person of this caliber will be running in 1998." Likewise, you praised Grant Woods for his use of the bully bull pit. Can you elaborate on this?

JN: Even in areas that the A.G. does not have primary jurisdiction, the A.G. is somebody who is elected state wide and everyone looks to in matters of crime and justice. I think juvenile crime is a huge issue.

My program is a "first time is the last time program," a statewide effort that the first time a juvenile comes into the court system should be the last time, regardless of the severity of the initial offense. We need to do a complete and accurate analysis as to what is the deal with this juvenile.

And then, as we deal with that juvenile from the punishment perspective, we need to draw really firm lines that cover some of those areas and let that juvenile know there are boundaries.

"I chaired the Law Enforcement Coordinating Committee, which is a statewide committee of law enforcement - sheriff, county attorneys, and federal agency heads."

AZWN: It sounds like you have established good relationships with the other law enforcement agencies.

JN: Yes, and they realize that I am not going to replace them. They understand that I come in to help. And when I was U. S. Attorney, I was pretty regularly in positions where I would sit at the table and my job was to get everybody talking together and planning together.

AZWN: Do you look at yourself as a role model?

JN: I think that when you're in public life, it is very important to conduct yourself in a way that will engender respect. There is room in public life and in politics for folks to talk about issues and to really address things with common sense and experience. We don't have to label everything, and stereotype everything and demagogue everything. We do have problems that we have to solve as a state. That's what I would like to do.

TO YOUR HEALTH!

by Jan Perozeni, DC

Five Essential Elements for Health

As defined by Dorland's Medical Dictionary, health is a "state of optimal physical, mental, and social well-being, and not merely the absence of disease and infirmity". Not feeling pain or not being ill does not necessarily mean one is healthy. Let's look at five essential elements that help to create a healthy individual.

1) Research has consistently found that diet is one of the most important things we can do to maintain or improve our health.

You are what you eat! Eat healthy. Drink at least 8 glasses of water daily. Consider taking a high quality multiple vitamin and mineral supplement. Reduce or eliminate red meat, cold cuts, frankfurters, sausage and shellfish. These foods tend to be high fat and may promote inflammation in many chronic medical conditions.

Eat chicken, turkey, lamb and legumes. Consider eating tofu and tempeh. These soybean products contain all essential amino acids. Increase your intake of cold water fish, such as salmon, halibut and trout. Fish is low fat and contains omega 3, an essential fatty acid and the best natural inflammation fighter.

Decrease your intake of refined sugar. Many "no fat" or "low fat" products are very high in carbohydrates. Increase foods that contain antioxidants (vitamins A, C, E and selenium) or consider a supplement. Antioxidants tie up free radicals that are formed during metabolism and prevent them from causing cellular damage. Increase your consumption of fresh, raw, or lightly steamed fruits and

vegetables. Take time to enjoy your meals.

2) It has been estimated that 75% of American adults do not exercise and are overweight.

Inactive adults lose between one-half to one pound of muscle each year. Many times, too much weight is a problem of too little exercise. The numerous benefits of exercise include: improved body composition by creating muscle and losing fat, preventing joint deformities, strengthening supporting structures surrounding the joints, increased bone density, improved aerobic capacity and improved balance and coordination. Exercise contributes to improved mental health, promotes a better quality sleep, reduces stress, and promotes relaxation.

3) Rest and sleep are the body's time to restore itself.

Life is busy. It is important to allow our body time to heal and nurture.

4) It is not what happens to you in life; it is how you view what happen to you in life.

Life is perception. Maintain a positive attitude! Our emotional self is connected with our physical body. Studies have shown that people who are depressed tend to have an immune system that is not as efficient as those who are not suffering from depression. Remember to take time to play and enjoy activities that are fun to you.



5) Optimal nervous system functioning enhances health and wellness.

The nervous system consists of the brain, spinal cord and spinal nerves. Within this nerve tissue, messages flow that control the health and function of every cell, tissue and organ in the body. The skull and spine protect this nerve tissue. The 24 movable bones of the spine have motion at the joints that separate each bone. When this movement is restricted, or "stuck", an abnormal situation is created. Nervous system function is impaired, surrounding muscles may spasm, and ligaments and connective tissue may become irritated. Chiropractic restores motion to the joints of the spine and enhances nervous system functioning.

Life is a journey. Every positive change we make will enhance our total well-being. Diet, exercise, rest, positive attitude and optimal nervous system functioning are five elements that promote health and wellness.

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

"I've learned from experience that the greater part of our happiness or misery depends on our dispositions and not on our circumstances." – Martha Washington

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VISIONARIES

Pauline Lyttle

A Vision of Power Equity for the World



Pauline Lyttle (Lyttle Associates) is an international consultant who specializes in diversity and gender differences in the work place. Her book, "Why Jenny Can't Lead: Understanding the Male Dominant System" (1986) was a landmark work in the area of gender studies.

Lyttle's clients include – AT&T Microelectronics, Exxon, Honeywell, Central Intelligence Agency, U. S. Bureau of the Census, U. S. State Department, and the F. B. I. Academy.

Arizona Women's News first heard Pauline Lyttle speak at a local chapter meeting of The National Association of Women Business Owners. At this luncheon, Lyttle provided powerful insights into the correlation between the use of influence and breaking through "The Glass Ceiling."

Lyttle believes that of the four types of competencies required for success (technical know-how, experience, interpersonal skills and the political skills of influencing others), women are challenged in the area of influence. And, since influence allows one to get things done faster using existing resources garnered from networks and business connections, "The Glass Ceiling" may be less of a gender prejudice than a simple gender difference.

While Lyttle frequently lectures and writes in the area of gender differences, her passion extends beyond gender issues, to issues inclusive of all diversity.

We spent some time with Pauline Lyttle discussing how she works with organizations and her vision for the future.

Accelerating Cultural Change

AZWN: How did you get interested in gender issues?

PL: Originally I was running an organization where I managed 200 people. I realized that the women came to me for mentoring. I'd tell them what I did. They would understand, but they wouldn't do it based on some ethical, moral premise.

I coached guys, and they would say, "Got it," and go do it. I realized that there were significant organizational differences between men and women. Then I was asked by organizations to come talk about it.

AZWN: What type of work are you doing now?

PL: I consult on process practices, or the staffing structures. The core is the same. It could be a customer from a manufacturing environment, saying we can't keep women engineers. Too macho, too hostile of a working environment.

It's not that they can't put up with it, but why should they? They can find better places to work. But they need women in that.

I am getting people coming to me talking about cultural due diligence in a merger or acquisition. People are beginning to realize that stock value drops when two cultures merge, and that merging is done poorly.

Cultural Inclusion is More Profitable

AZWN: How do you work within an organization?

PL: Over the years, I have developed a diagnostic model that rapidly takes me into assessments. We are able to describe on a continuum strategically where to start. It's simple, but not simplistic.

It measures the amount of inequity, whether it's inequity between agendas, races, ages, departments, or management and staff, in terms of power distance.

Once I've assessed it, I confirm my findings. I use anecdotal evidence for what I've measured. I'm always close. I then do the treatment, identifying which strategic steps we need to start with which may not be at the beginning.

It's almost a medical model, saying that the physician does a good diagnostic not looking at symptoms.

See Lyttle, page 15

VISIONARIES

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

Emotions – Energy in Motion

Emotions are energy in motion," according to Dawna Memont friend and teacher. Our words and actions use the energy of intention. Add emotion, and the energy in these words and actions becomes magnified.

Emotions need to be expressed

Holding onto these emotions can harm the body by causing stress. They also become an explosion waiting to happen.

Think of a time when you got annoyed at a minor incident, and didn't address it. Maybe you cleaned up after your roommate, didn't say anything and continued to do so. Resentment grew until you were ready to explode and ended up yelling at him or her for something totally unrelated to the core of your distress.

Had you expressed yourself at the onset of the problem, things could have been resolved easier and friendlier.

Visionaries understand this concept

Rather than shrinking with fear from emotions that are often perceived as negative, they harness and focus the energy of emotions into productivity.

Elizabeth Stanton and her friends were enraged at the inequality of women. They focussed that anger to start the Women's Rights Movement. Martin Luther King Jr. harnessed the energy of anger of Blacks in America to lead the Civil Rights Movement. While the potential for violence was high, the intention was peace, and the result was change.

The next time you encounter an unpleasant emotion - feel it

Then decide how you are going to express it. Identify and write about the emotion you cannot seem to let go of: Why does this situation bother you? What do you need to do to feel good about it? What would you like the outcome to be?

Then set out your action plan: How will you accomplish this? What actions do you need to take to bring you to a joyful resolution? Write down your steps, then take action. It might be that you simply have a discussion with the person involved. Or it may be that you create a plan and take action to make your own great change.



The choice is yours, and the possibilities are unlimited. Whatever you decide, set your intention and follow your heart.

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



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From Lyttle, page 14

My passionate desire is power equity

For instance, if the symptom is the person sneezing, don't assume that they have a cold. They could have hay fever, or some other underlying cause.

The course of treatment could be training, changing the leadership behaviors, changing practices, policies, or staffing structure. If they are way back, even leadership.

AZWN: What is your vision, what are you looking for?

PL: My passionate desire is power equity, which is an inclusionary process to create the cultural change that has that as it's end output.

But if what we had was a universe, a planet, a nation, a city, where there was cultural power equity in what they would believe, if the opportunity, not for everybody to be equal, but to take advantage of the opportunity that is available. I believe that some of us are smarter than others. But some smart people are lazy, some people work harder than other people, and you can make up for a whole bunch of lack of smarts if you work hard.

I believe that I am my brother's keeper, and that we are all connected. Competition is the way that you're allowed to be an

individual. You'll never get where you are individually unless you've got that tension that says I am not you, although we are connected, we are one.

That is why it's a great truth not a simple truth to say we are individuals as well as one. Whether you're talking intellectually or spiritually. And therefore you translate that into I've got to work, I am going to compete with you.

I was made in the likeness of God, whatever you want to call that. I was made in a very unique way; it will never be made this way again. I've got some work and contributions to do, which if I choose not to do, will not get done. I've got free will. But if it does not come through me, it will never get done. The universe will be less euphoric, and at some level I do have the obligation because I took up time and space and resource. Because collectively there are people who need the addition that I can make.

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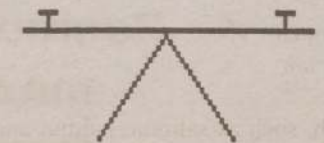
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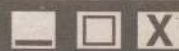
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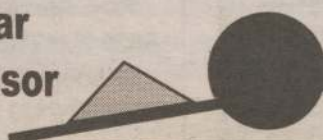
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