

WOMEN'S NEWS

April, 2000 - Vol. 3, No. 1

The News and Information Resource for Arizona Women™

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Information about the active
women's community.

Careers in Entertainment

Lights, Cameras and Action!

The new economy is a world economy! The words "Global" and "Business" are almost interchangeable these days! The good old USA used to dominate many industries. Today there are only two in which we reign supreme. The first is the military weaponry industry and the

second is the entertainment industry. Since I have a slight bias against guns and fighter planes, let's look at careers supported by Hollywood's hegemony around the world.

Think of the last time that you visited a foreign country. When I was in Spain last year, theaters that

were showing Kevin Costner, Julia Roberts or Leonardo DiCaprio were much more common than those featuring Spanish movies. Walking along the street, I was amazed at how much of the time I heard Madonna, Michael Jackson or The Backstreet Boys wafting from the apartments above or blaring from the cars whizzing by.

See Careers, Page 13

Film Producer, Director, Screenwriter

Valerie Red-Horse

Valerie Red-Horse gives new meaning to the well worn phrase "a woman who can do it all"! She is a film writer, actor, director, and producer as well as being a mother of three, wife, stockbroker, entrepreneur and social activist! Valerie, half Sioux and half Cherokee, was recently in town promoting the Phoenix premiere of her movie *Naturally Native*. Travelling with her were her talented co-stars Irene Bedard and Kimberly Norris-Guerrero.



Valerie Red-Horse, Irene Bedard, Kimberly Norris-Guerrero

Ms. Red-Horse was drawn to acting from the age of 13. Growing up as an urban Indian in Fresno, California, she didn't have many

By Beverly Bibolet Burns

Hollywood connections, but she did have a dream. Her dream kept her going... all the way to UCLA film school. After graduation, she started the grueling and disappointing audition merry-go-round. Although she appeared in

See Valerie Red-Horse, Page 12

The Small Business Advisor



Advice, & Ideas From Leading Arizona Businesswomen

Always "hire up." Hire people that will grow your organization, will bring their expertise to your company and that will balance out your team!"

"In this labor shortage market, many employers are 'settling' for employees that don't meet their requirements. Employers should always keep their pipeline full with talented future employees."

Patricia Drain is CEO of Professional Alternatives of Arizona and author of "Hire Me, Secrets of Job Interviewing." She is also the current president of the Phoenix Chapter of the National Association of Women Business Owners.



NAWBO Update

What's happening with the National Association of Women Business Owners? Patricia Drain, current president of the Phoenix Chapter of NAWBO says, "I am so fortunate to represent these wonderful women that are so dynamic, so professional, so articulate and diverse. I love representing them."

Nationally, NAWBO is working hard to help women grow their businesses. Patricia adds, "NAWBO National is going after public affairs very strongly. We used to be the 10th or 20th person called upon to be heard at important public policy meetings, now we are at the top of the list."

NAWBO is a great place for all women in business. "We are about women doing business with other women business owners. I do business with a NAWBO women every single day," says Drain. For more information call, (480) 496-5755 or see www.nawbophx.org.

Featured Employment Opportunity

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See Our Women's
Employment Section on
Page 12 for Details.

By Beverly Bibolet Burns

Key Economic Growth Opportunity in Women-Owned Businesses

By Jennifer E. Semon

Amina Bradshaw, owner of Valley Health Staffing in Phoenix, is like many of the other 9 million women business owners in the United States. She left her job as an RN with 23 years experience to start a health staffing firm. She found that the health staffing industry was not doing a good job of taking care of their nurses and believed she could create a company that provided a better product.

With no business experience Amina collected as much information she could find and prepared a business plan. She turned to her personal bank of many years, a bank which professed special deals on small business loans and loans for women in business. The chief loan officer, a woman, never gave Amina the information required to obtain a loan. Amina tried for four weeks to get clear information from her bank and finally realized their conduct did not match their advertising.

Amina finally turned to SCORE, who told her she needed alternate financing. She got it from a bank in California that does factoring. "There was nobody there to lead me through the start-up. I had to go everywhere and try everything to get the information I needed to get started. There are a lot of great programs, but it takes a lot of work to figure out what programs you need and where to find them. SCORE was great. They have a lot of great people with wonderful experience who can point you in the right direction."



Sylvia Palms, VP of
Supplier Diversity for US West
Keynote Speaker –
The Culture of Women in Business

Amina's experience is not uncommon. A recent report prepared by the Center for Policy Alternatives, 'State Venture Policy, Investing in Women Entrepreneurs,' is the first state-by-state survey of strategies to maximize the potential of women's entrepreneurship. The report finds that over the last dozen years the number of women-owned businesses has grown an unbelievable 320%. Indeed, women-owned businesses are the fastest-growing sector of the U.S. economy. Though while women-owned companies employ over one-quarter of U.S. workers and generate over \$3.5 trillion in sales, that is only 16% of the revenue generated by all businesses. This signifies a big gap in revenue for women-owned companies when compared to their marketshare of 38% of all businesses.

For More Women In Business, Turn to Page 5

Who Reads the Women's News?

48,000 active women monthly.

Our readers are
decision makers at
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- 67% have college degrees
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- 48% are business professionals or students

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Editor's Note**A Women's Place is in the News**

We smiled recently while reading a national press release about the 15 year anniversary of the Minnesota Women's Press (MWP). The MWP was one of the wonderful papers for women we found when starting our journey to bring a women's newspaper to Arizona. With this April edition of The Arizona Women's News, we now move into our third year of publication.

And, just like the MWP, we smile at those who said it couldn't be done. We couldn't help but chuckle when reading how naysayers told the founders of the MWP that they would have to include the tried and true "fashion," "plastic surgery," and "how to catch your mate" to succeed. They were told that is what would sell to women. Instead, like us, they decided to tackle issues that are important to women, a female approach to the world, and the accomplishments of women who often don't receive the coverage they deserve.

Margot likes to tell the story about her conversation with a gentleman who said, "why do we need a newspaper about women?" She told him that, for example, when the first woman commanded a space shuttle, the story appeared in a 3 inch space on page six of The Arizona Republic. She continued, "we thought that type of accomplishment deserved to be front page news," and ran a picture with a detailed story on the front page. The gentleman responded, "I didn't know a woman commanded a space shuttle?"



Terry L. Williams, Managing Editor
Margot Dorfman, Publisher

We also have to tell you how interesting it is for us as business owners to write stories about the challenges of women in business. We hear time and time again about how women are denied an access to capital to adequately start or grow their businesses. We faced the same challenges. Several potential lenders told us we couldn't succeed without taking plastic surgery ads. Even with all of the statistics about the buying power of women, several lenders still thought all we cared about was how to get a nose job! Amazing.

But, here we are in our third year and growing every month. We are just like so many women in business - hard working, determined, building a business that meets our financial and personal needs, and leading the charge to let everyone know that "A Woman's Place is in the News."

This month's issue of The Arizona Women's News includes news, information and advertising by or about nearly 200 women. That is what The Arizona Women's News is all about.

Thank you all for your support. Keep on making history and we'll keep on making you "front page news."

Mission Statement and Policies

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

Arizona Women's News focuses on women's issues, lives and dreams - bringing together valuable information in one, convenient location for women who want to be connected to community, to their potential and to the dreams that help them grow. **Arizona Women's News** embraces diversity, integrity and respect within the women's community. Each edition contains in depth discussions of the issues facing women today.

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Women on the Rise**APPOINTMENTS**

Angelique Winquist has been hired as sales counselor and builder representative for Richmond American Homes.

Linda Swain has been named Phoenix Group Sales Manager for Chandelle Adventure Tours of Tucson.

Ronni Anderson has been elected to the Board of Directors of Arizona Business Alliance.



Trina J. Conti was appointed as Associate Director of Conference and Meeting Services at Royal Palms Hotel.

Nancy Leahy was voted as a new Board member of Anytown America Inc., a full-service camp & conference center promoting training and educational programs that seek to increase and nurture leadership in all areas of human relations, cultural sensitivity and diversity awareness.

Barbara Zelinski has been named food and beverage director at Sierra Pointe in Scottsdale.

Bridget Butler has been promoted to Director of Special Events for the Greater Phoenix Chamber of Commerce.

Brandi Nordstrom has been hired as Special Events and Marketing Coordinator at the Greater Phoenix Chamber of Commerce.

Juila Lopezlira has been named sales counselor, builder representative by Richmond American Homes. For more information contact 602-956-4100.

Jill Faver was appointed the new Executive of the Arizona Foundation for Women (AFW). The mission of AFW is to fund projects and programs that enhance the lives of Arizona women and children. To find out more about the Arizona Foundation for Women, call 602-221-4666.

Women in Technology International announces the election of their Board of Directors for the Phoenix Regional Chapter. The Board of Directors for 2000 consists of: **Portia Switzer Profozich**, Regional Director; **Deborah Angus**, Program Director; **Dr. Mary Aleta White**, Mentoring Program Director; and **Tracie McGill**, Marketing Director and Treasurer. For more information about WITI, visit their website at www.witi.org or contact **Portia Switzer** at portia.switzer@st.com.

Family Treasurer, Sandi Evans, Interior Designer Secretary/Parliamentarian, **Toni Summers**, Caldwell Banker Public Relations, **Dr. Chris Castrichini**, CAS Chiropractic.

Elaine Hedgecock has joined Astrological Institute, Inc., as Director of Operations.

Debbie Royals

Tallevast was appointed to the position of Regional Executive Director in The American Lung Association of Arizona's Tucson office.



Lisa Smith has been appointed as new Branch Manager for National Bank in Bisbee. Simona Hecker recently joined Richmond American Homes as a sales counselor, builder representative.

Margot Dorfman Publisher of **Arizona Women's News**, has been named Director of the Camp CEO Steering Committee. This committee oversees all operations of Camp CEO, a summer camp for teenage girls that promotes business skills, leadership, and friendships among high school young women.



Deborah H. Black named Activities Director at Sierra Pointe in Scottsdale. For information call 480-767-9800.

Holly Rea has been hired as new Director of Marketing and Communications for the Boys & Girls Club of the East Valley.

Marcia Davis, President of H.S.A., has been elected Secretary/Treasurer of the Arizona Business Alliance.

Betty Bergstrom, President of Bergstrom Associates, was recently elected to a three-year term on the National Board of Directors for the National Society of Professional Fund Raisers.



Monica Mascarenas has been appointed Marketing Manager at Speakers Academy, Inc.

Joan McChesney has been named Assistant Executive Director of Sierra Pointe in Scottsdale.

Linda Mazon-Gutierrez, a long time government and health care official, has been elected Chair of the Board of Directors for the National Hispana.

Leadership Institute (NHLI). Mazon-Gutierrez is also President of the Hispanic Women's Corporation.

Jennifer E. Semon has joined The Arizona Women's News as the Communications Manager.

Lynn Roman was elected Director of Phoenix Chapter of the American Marketing Association.

Donna Price has been appointed Home Loan Consultant for the Glendale office of Country wide Home Loans, Inc (623-825-9800).

Lisa Fahey to lead development efforts at Arizona Health Sciences Center by managing all development activities in support of the health sciences academic units, faculty and Centers of Excellence.

AWARDS

Catherine Midgette, administrative director of Mobile On-site Mammography (MOM), was presented with the Soroptimist Club of the San Tan's "Women Helping Women" Award.

Pucci Salon and Day Spa, owned by **Deborah Gallo-Capaldi**, has been named as one of the 200 fastest growing salons in the United States. For more information call Pucci at 480-443-3030.

Jane Reddin, a partner in the firm of Lewis & Roca LLP, and the entire firm were recognized by The ALS Association Arizona Chapter for their extraordinary support and commitment in the battle against ALS.

Four valley women have been named finalists for the Jewell Award, and award created in 1999 by KTVK -3TV, to recognize women who have volunteered in the community for a significant period of time: **Joy Carter** who served on the Phoenix City Council in the late 70's and has served a multitude of organizations through the decades. **Isabel McMahel** is the founder/president of Whole Life Foundation, and emergency short-term and long-term interim housing shelter in Phoenix. **Rachel Oesterle** of Aid to Adoption of Special Kids.

Rose Pachura was presented a Woman Of The Year Award in appreciation of her outstanding efforts and commitment to the BPW and community.

Chris Fickas, Executive Director of Child Crisis Center-East Valley Inc., will be the first recipient of the annual Champion for Children Award from Children's Action Alliance.

Sandy Baldwin and **Ellie Shapiro** of Coldwell Banker Success Realty were named among the 1999 Top 10 Sales Associates in Gross Commission Income for Coldwell Banker Real Estate Corporation internationally.

How do you let 48,000 readers know about your accomplishments?

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State

■ US WEST SPENDS WITH MINORITY & WOMEN-OWNED BUSINESSES U S WEST achieved a sixth consecutive record year in total Minority and Women-Owned Business Enterprise (M/WBE's) spending – and for the first time in history surpassed a half billion dollars. Final results show U S WEST grew M/WBE spending to an unprecedented \$513 million in 1999. This marks a \$133 million (35%) increase over 1998, when the company achieved a record \$380 million (20%) increase over 1997. Company data also show that U S WEST did business with more than 1,000 M/WBEs in 1999, while increasing direct spending across all A/WBE categories and ethnic groups, including African American, Asian American, Hispanic, Native American and women-owned businesses. U S WEST saw increases not only in dollars spent with M/WBEs, but also in the number of M/WBE suppliers. "Minority and Women-Owned Businesses are the fastest growing segment of the business population, and they will be the economic powerhouses of the future," said Solomon D. Trujillo, chairman, president and CEO for U S WEST. "By using a supplier base that mirrors our customer base, U S WEST increases shareholder value, keeps and wins customers, creates jobs and makes life better here within our 14-state region."

■ VOLUNTEER SERVICE NOMINATIONS SOUGHT STATEWIDE The Luke's Men and ABC 15 Television are conducting a statewide search for Arizona's most outstanding volunteers who will be honored at the 24th Annual Hon Kachina Volunteer Awards program on Saturday, October 7. Winners will be recognized for dedicating their

time and resources to causes that include health care, neighborhood revitalization, youth and senior activities, the arts, education, food banks and nutrition services, justice, housing and social services. As many as nine honorees will be recognized at the event. Organizations represented by the honorees in this year's program will share equally the proceeds generated. In 1999, nine honorees shared more than \$40,000 to support their designated organizations and causes. For more information, call 480-905-7578 or visit www.honkachina.org.

National

■ RECORD SBA LOANS TO WOMEN The U.S. Small Business Administration (SBA) has nearly tripled both the number and dollar value of approved loans to women entrepreneurs since FY 1992, backing more than 69,440 loans amounting to \$10.7 billion for women-owned small businesses. In FY 1999 alone, the SBA backed 10,244 loans worth \$1.9 billion to women-owned small businesses. In commemoration of National Women's History Month, Administrator Alvarez underscored the role of women as an important force: "Women play a huge economic, cultural and social role in every part of American life. Women are at the forefront of change and progress in this country. Addressing the special needs of women business owners is essential to our national economy." Today there are 9.1 million women-owned businesses in the U.S., representing nearly 40% of all businesses. They employ 27.5 million people and generate more than \$3.6 trillion in sales. Women are starting new firms at twice the rate of all other businesses.

■ WOMEN OWNED BUSINESS INCREASE In the

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United States alone, women-owned businesses number 9.1 million – 38% of all firms – and women are starting businesses at 1.5 times the overall business growth rate, according to the National Foundation for Women Business Owners (NFWBO). The expansion in employment (up 320%) and revenues (up 436%) since 1987 far surpasses the increase in numbers, showing that women-owned businesses are increasingly substantial and making even greater contributions to the economy. In other countries, women-owned firms typically comprise one-quarter to one-third of the business population.

■ FIRST ONLINE BROKERAGE OWNED BY WOMEN Women's Financial Network (www.wfn.com), reached an agreement to buy British American Securities (BAS) and become the nation's first online brokerage firm owned

by women and created specifically to address women's financial needs. "Women are searching for a place where they can trade online and get information, service, attention in a professional and supportive environment," said Jennifer Openshaw, CEO & Founder of WFN, noting that the customers of major brokerage firms are predominantly male. "WFN Invest will be the nation's first brokerage firm designed for women, by women. Our mission is to empower the soaring number of women flocking to the Net and help them build financial security."

LARGEST CORPORATE GIFT MADE TO BREAST CANCER

CAUSE Andrea Jung, President and Chief Executive Officer of Avon Products, Inc., announced that the Avon Breast Cancer Crusade will make a contribution of nearly \$14 million to fund breast cancer medical research, education and support services – the largest single corporate gift ever made to the breast cancer cause. This record setting gift represents an expanded mission for the Avon Crusade which, since launching in 1993, has raised \$55 million for the breast cancer cause. This amount establishes Avon as the Largest U.S. corporate contributor to the fight against breast cancer.

■ WOMEN, HISPANICS OR AFRICAN-AMERICANS PAY MORE INTEREST

Even though they may have identical creditworthiness, Caucasian men have lower monthly payments on new vehicles because they pay less interest than Hispanic men and women, African-American men and women and Caucasian women. In a CNW Marketing/Research analysis of nearly 61,000 finance contracts nationwide on 1999 and 2000 model-year vehicles, white males had an average monthly payment of \$481. This compares to \$498 for African-American women which over the course of a four-year finance contract amounts to nearly a \$790 difference.



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2000 Girl Scout World Awards



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Hatcher



Barbara
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Ellen
Kirschbaum



Carolyn Polson
O'Malley



Jeanne
Herberger

The World Awards pay tribute to women who were Girl Scouts in their youth and still exemplify Girl Scout values, who meaningfully contribute to the betterment of their community, and who are acknowledged for achievement in their fields of expertise. Most importantly these women serve as role models for girls and young women in all walks of life. The award ceremony was on March 24, 2000.

World of Children award: Lela Alston, coordinator of the Wellness Center, shows a history of exemplary personal commitment and dedication to helping children.

World of Well-Being award: Dr. Margaret Hatcher, Director of the Southwest Institute for Women and Professor of Educational Leadership at the Center for Excellence in Education at N.A.U. in Flagstaff, shows achievement related to physical and emotional health.

World of Today and Tomorrow award: Barbara Barrett, Chairman of the Board of Valley Bank of Arizona, shows achievement in discovering the how and why of things, exploring and experimenting with the many technologies in daily life, and is looking to the future to define our roles and responsibilities.

World of People award: Ellen Kirschbaum, Administrator of Female Programs with the Arizona Department of Corrections, shows achievement in developing awareness and respect of different cultures in our society while building pride in our heritage.

World of the Out-of-Doors award: Carolyn Polson O'Malley, Executive Director of the Desert Botanical Gardens in Phoenix, shows achievement in enjoying and appreciating the out of doors, living and caring for our natural environment, and understanding and respecting the interdependence of all living things.

World of the Arts award: Jeanne Herberger, International President of the Frank Lloyd Wright Society and the only woman President of the Phoenix Symphony Association Board of Directors, shows accomplishments in enjoying and expressing herself through art forms, appreciating the artistic talents and contributions of others, and learning more about visual, performing, and literary arts.

More News on the
Back Page

Women in Business

Book Review

Coming Up for Air

"The intent of this book is to amplify your inner voice – to make it so strong and reasoned that you listen to yourself, accept your own wisdom, and create each day to your own specifications."

Beth Sawi's new book, *Coming Up for Air: How to Build a Balanced Life in a Workaholic World*, reminds us that only we have the power to change our own lives; we should therefore take the initiative to create the balance between work and home that we all so desperately want and need. Her realistic and systematic approach to helping the working individual provides simple, straightforward guidelines that can help lead a person to a balanced life. Not only can these practices give us back our personal life; they can also increase our productivity at work.

Ms. Sawi divides her book into four sections. The first focuses on helping us understand ourselves better through identifying our priorities and what motivates us. The second section is about time and action. Ms. Sawi explains how to make the changes we need in order to maintain our new list of



Beth Sawi, Author of "Coming Up for Air" and Executive Vice President and Chief Administrative Officer at Charles Schwab

priorities; she also helps us find the time to do that. The third section focuses on the fact that different situations require different actions, and Ms. Sawi presents three situations that encompass a wide spectrum of people. Finally, in her last section Ms. Sawi lists activities that help



by Jennifer E. Semon

us make a lifelong habit of the techniques she has taught. At the end of each chapter Ms. Sawi includes exercises to practice some of the methods she suggests. These activities increase awareness so that we may re-evaluate situations and change them according to our needs.

Ms. Sawi incorporates her own experiences and troubles with finding her own balance; her own experiences, along with quotations from others who have used her methods, provide a wide range of perspectives that make this book accessible to all kinds of people. Ms. Sawi also acknowledges that our lives cannot always be in perfect balance. She only strives to show us that we *can* create balance in our lives, and if we employ some of her techniques we may be able to conquer the challenge of increasing and maintaining balance.

"By building balance, you grant yourself the freedom to express yourself as a whole person, through your job, in relationships, in your hobbies and passions."

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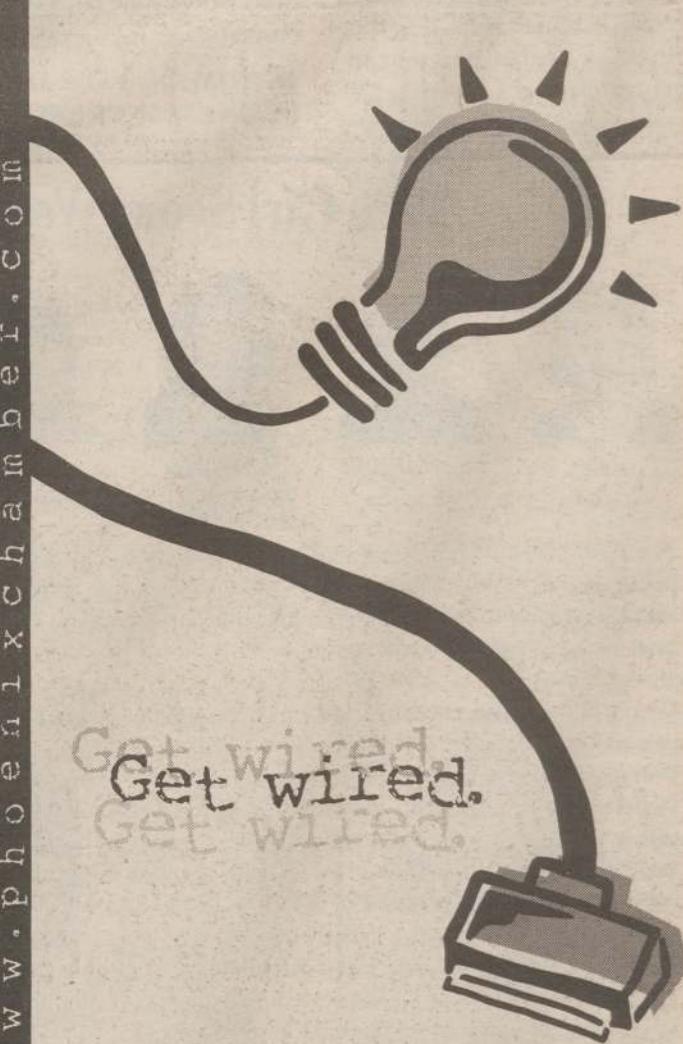
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Don't Underestimate

The Power of Membership

From Page 1, Women In Business

Why are women-owned businesses performing at a lower level of volume when compared to national averages? The obstacles include:

1. Financing: Women trying to start or grow their businesses have more a more difficult time accessing financing than do their male counterparts, particularly with venture capital and financial networks. Only two percent of investments by venture capitalists went to women-owned businesses in 1998.

2. "Old Boy Networks": Serious challenges confronting women-owned business include accessing markets, particularly government procurement and contracting opportunities. 42 percent of women-owned businesses market to government agencies and corporations, compared to 61 percent of male-owned business."

3. Unrealized Growth Potential: Insufficient support exists for women-owned businesses to grow their businesses from the micro to the mezzo and from the mezzo to the macro levels. To experience the true economic potential, states need to tap the entrepreneurial spirit of women. But so far no state has put together a clear and comprehensive strategy to do so.

What Can Individual States Do?

The U.S. government is undergoing a radical transformation after a 50-year period of federally-driven action: It is moving an enormous amount of money and responsibility to the state level. This produces an ideal opportunity to create an effective diversified investment strategy for sustainable community and economic development that realizes the potential of all business sectors, especially the women-owned businesses.

States should develop a policy agenda to:

1. Create an Entrepreneurial Environment;
2. Improve Data Collection and Analysis regarding women-owned businesses;
3. Open New Markets for women-owned businesses;
4. Increase Access to Capital;
5. Invest in Training and Education;
6. Expand Use of Information Technology;
7. Support Leaders of the New Economy.

A 10 percent increase in women-owned businesses would mean 910,000 new businesses in the U.S.

A proportional increase in revenue would be \$360 million in revenue and 2.75 million in jobs.

As is stated in the State Venture Policy, "They [the State governments] have tremendous power to catalyze and promote creative partnerships between the public, private and non-profit sectors to enable small and medium-sized businesses to offer the benefits and flexibility necessary for strong families and healthy communities."

"Think about it – what is the potential?" State Venture Policy reports. "A 10 percent increase in women-owned businesses would mean 910,000 new businesses in the U.S. A proportional increase in revenue would be \$360 million in revenue and 2.75 million in jobs."

What's Happening in Arizona?

There are several exciting developments on the horizon for women entrepreneurs in Arizona. The Greater Phoenix Black Chamber of Commerce (**GPBCC**) in partnership with **The Arizona Women's News** is producing **The Culture of Women in Business**.

The first multicultural women's entrepreneurial seminar in the Valley of the Sun will be held in the Greater Phoenix area at the Glendale Convention Center on August 16th, 2000 from 7:30 am to noon. Margot Dorfman, publisher of **The Arizona Women's News**, and **GPBCC** Board Member Belva Wallace, Sr. V.P. Card Services of Bank of America, are the co-chairwomen of the event.

Glendale Mayor Elaine Scruggs states, "We are very proud to host this important event and to support

the **GPBCC**'s objective of promoting multicultural business advancement among women."

Bruce D. Mosby, president & CEO of the **GPBCC**, says, "The purpose of this multicultural seminar is to reach across ethnic boundaries throughout the Valley and to provide tools, information and inspiration necessary to move all women-owned businesses to increased levels of success."

"We are excited to be part of a conference that is just as much about community as it is about business. Bringing women of all cultures together to grow their businesses is a powerful step for all women of Arizona," adds Margot Dorfman, publisher of **The Arizona Women's News**.

Bruce Mosby says, "We are very fortunate to have secured Sylvia Palms, the Vice President of Supplier Diversity at US West as a keynote speaker. She is dynamic and inspirational." Ms. Palms is responsible for US West's 14-state Supplier Diversity business

Make Headline News!!!

We are interested in learning what you think about our state's efforts to maximize the growth of women-owned businesses. So, tell us what you think:

1. How many years have you been in business?
2. What is your type of business; what are your annual revenues?
3. Does Arizona have a good program to target women-owned businesses in its economic plan?
4. Are women-owned businesses underrepresented in programs designed to assist business?
5. Has Arizona done what it can to analyze the growth and development of women-owned businesses?
6. Do you have easy access to the training you need to grow your business?
7. Do you have the access to capital that you need to grow your business?
8. Do you find markets are open to you, or do the "good ole' boy" networks get in the way?
9. What are your biggest obstacles to success in business?

There are three ways you can respond to us. Visit our web-site at www.azwomensnews.com and complete our survey, drop us an email at survey@azwomensnews.com, or fax us your comments at (602) 532-7034. Look for the results next month as we report, "What Women-Owned Businesses in Arizona Need."

initiative. Under Palm's leadership, US West spent \$513 million with Minority-and Women-owned Business Enterprises (M/WBEs) in 1999, a 35 percent increase over the last two years.

The Culture of Women in Business will have two separate tracks to address the different needs of young businesses and emerging growth businesses," adds Margot Dorfman. "This seminar will not be 'business as usual.' We are working to take women in business to the next level. That means giving women the information they need to energize their companies and grow revenues." For more information call 602-495-2196.

Women's Business Enterprise National Council

Another exciting development for women in business is the creation of a local affiliate of the Women's Business Enterprise National Council (**WBENC**). **WBENC** was created in 1997 to provide women's business enterprises (WBEs) with expanded opportunities to increase their share of the vendor/supplier market both in the private and government sectors. A nationally recognized and respected standard certification is the first key element in the **WBENC** program. More than 350 corporations accept the **WBENC** certification for participation by WBEs in their supplier diversity programs.

Three local corporate supplier diversity leaders (Lupe Barto of Banc One, Patricia Ryan of APS, and Nannette Kelley of Motorola) are working along with Terry Williams, Managing Editor of **The Arizona Women's News** to establish the **WBENC** affiliate in Arizona.

"Certification is very important when doing business with large corporations," says Patricia Ryan, Coordinator of Supplier Diversity at APS. Recently, the City of Phoenix adopted the SBA certification, "so a lot of women-owned companies won't be able to keep their certification through the City of Phoenix." "Establishing one place for them to go (through **WBENC**) is awesome."

Lupe Barto, Regional Director of Supplier Diversity for Bank One, agrees. "Bank One is committed to doing business with women-owned and minority-

owned businesses," says Lupe. "But there is no place for local women-owned businesses to go. It is important to Bank One that we get certification in place for women-owned businesses in Arizona."

"In the coming weeks we will be working to complete the corporate funding sponsors and create a certification committee," adds Terry Williams, Managing Editor of **The Arizona Women's News**. "Then we will train our certification committee and begin certifying women-owned businesses so they can take part in the corporate supplier diversity programs in Arizona."

"We are excited that the president of **WBENC**, Susan Phillips Bari, will be here on August 16th to take part in **The Culture of Women in Business**." She will be speaking about the opportunities for women to grow their businesses through working with corporations and governments.

"We are also in the process of creating a women's business development council that will address the opportunities for economic development that our state can experience through maximizing the growth of our rich pool of women-owned businesses," says Terry Williams. "This council will include key influencers in economic development, governments, financial communities and women business owners." For more information call **The Arizona Women's News** at 602-954-6169.

Venture Capital

Terree Wasley, Director of Economic Development Policy at the Greater Phoenix Chamber of Commerce, coordinates the annual Arizona Venture Capital Conference. She is anxious to have more women business owners participate. Terree urges that one great way to prepare for the upcoming Arizona Venture Capital Conference which takes place in December 2000 is to attend a free "Get Ready" seminar. Free "Get Ready" pre-application seminars will provide small businesses with information on how venture capital works as a source for financing and with details on the 2000 AVCC application process. For more information, call Terree at (602) 495-6470 or twasley@phoenixchamber.com.

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- EVENTS
- WOMEN'S CALENDAR
- BUSINESS DIRECTORY
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COMMUNITY NETWORK FOR ACCESSING SHELTER

In 1999, the Community Network for Accessing Shelter or CONTACS Hotline received a total of 27,504 calls from people searching for shelter.

When an individual calls the CONTACS Hotline number, CIR staff gather information about the caller in order to assess their situation. CIR staff utilize a computerized connection to a central database which displays current bed availability in Maricopa County.

Individuals and families in search of emergency homeless shelter made up more than half of the calls within a total of 18,247 calls, representing 67% of all the calls. Individuals in search of domestic violence shelter represent 27% of the total or 7,538 calls. Transitional housing for both individuals and families represented 3% or 835 of the calls. The remaining 3% of the calls required more general referrals and were directed to the CIR Helpline.

The CONTACS Hotline is (602)263-8856, or visit their website at www.cirs.org.

Arizona Coalition Against Domestic Violence

The Arizona Coalition Against Domestic Violence (ACADV) wants to thank Arizona residents for their past generosity, and to remind the public that state tax return forms contain an option to donate refund dollars to the Shelter Fund. This Fund supports the 34 Shelters and Safe Home networks throughout the state, and provides beds, meals, transit, counseling, referrals, legal advocacy and other resources to thousands of women, children and families every year.

Despite significant expansion during the past decade, the Shelter programs are still in severe need of financial and other resources to serve victims throughout the state. In 1999, sixty-two persons were killed in domestic violence incidents. Many more were killed or injured, but not discovered or reported to be victims of domestic violence. Over 19,000 women and children could not be provided shelter at the existing programs because of limited space, staffing and supports.

Please consider donating to the Arizona Shelter Fund through tax return or general contribution. Too many families, friends and colleagues of victims have had the terrible experience of wishing that "something had been done" before it was too late. The Shelters and Safe Home networks will serve those in need, to the extent that resources permit. Your contributions can make these services available to all. For more information call 602-279-2900 or Email at acadv@goodnet.com

Habitat for Humanity of the West Valley

Although there are eight Women built homes in the Habitat development in El Mirage, the dedication of the Governors House had a special meaning. In January 1999, the women builders of Habitat for Humanity of the West Valley were selected by Habitat for Humanity Women Build Division of Habitat International to represent Arizona in the nation-wide Women Build project.

On February 19, 2000, more than 150 women, average age 60, raised the walls of the Governors House in El Mirage. They completed the house in six weeks. On March 25th the Women Builders of Habitat for Humanity of the West Valley, along with Governor Hull, dedicated the Governors House, a Habitat house in El Mirage.

New volunteers are invited to attend an orientation at: Habitat for Humanity of the West Valley, 14309 N. 5th Ave., El Mirage, AZ, 85335. For more information call John Fellerer (Executive Director) or Leti Cordova (Administrative Assistant) at (623)583-2417.

CHRISTMAS IN SUMMER—HUNGER KNOWS NO SEASON: The American Business Women's Association Phoenix Metro Council, a non-profit organization, is sponsoring a "Christmas in Summer—Hunger Knows No Season" food drive during the month of June in conjunction with the Arizona Association of Food Banks. Items always in critical demand include baby food and formula, peanut butter, dry milk, fruit juices, dry cereal, beans, tomato products, canned dinners and tuna. If you can spare room for a collection barrel or donate publicity, time or materials, please contact Chairman Norma Earl at 480-585-2320.

The Women's NETWORK

STEELE MEMORIAL CHILDREN'S RESEARCH CENTER FUND-RAISER

The Steele Memorial Children's Research Center was established in 1992 at the University of Arizona in Tucson to improve health for children all over the world. The Center has established research programs in Neonatology, Oncology, Gastroenterology, pulmonary disease, infectious disease, and Genetics. The Center's broad reaching program consistently brings in highly qualified pediatric physicians to Arizona communities.

- 〈 Each year more than 15,000 children die of cancer in the United States.
- 〈 Each year 5,000 babies are born prematurely in Arizona with medical problems, sometimes life-threatening.
- 〈 Arizona contains the highest number of asthmatic children in the United States, nearly twice the national average.

Research will help the children suffering from these and other illnesses. It will aid doctors and scientists in developing new treatments, finding causes, and most importantly, cures.

PANDA (People Acting Now Discover Answers), the Phoenix Women's Board of the Steele Memorial Children's Research Center, has put together the First Annual "PANDA Children's Fashion Show" to raise money to fund research for finding cures and treating children's diseases more effectively, and to raise awareness of the Children's Research Center. The cost is \$100 per ticket. It will be held at 11am Saturday, April 18, 2000 at The Phoenician, 600 Camelback Rd. For more information call Trisha Anthony at 480-992-0001.

REMEMBER THE DOMESTIC VIOLENCE SHELTER FUND WHEN FILING YOUR STATE TAXES

The Governor's Office for Domestic Violence Prevention is again launching a statewide campaign to promote awareness and opportunity for Arizona taxpayers. The 1999 tax form allows Arizonans to make a donation and help provide shelter and critical services to women and children seeking haven from a violent relationship. Those receiving a refund may allocate part of, all of, or more than their entire refund. Those not receiving a refund may add a donation to their tax payment. This is not a check off box. People must fill in a specified amount of money in the box on the income tax form if they want to contribute. Through this "Domestic Violence Shelter Fund," the Arizona Department of Revenue is creating a place to give, so victims may have a place to go.

According to last year's Department of Economic Security Shelter Statistics, almost 26,717 women and children sought safe sanctuary in an Arizona shelter. Heartbreaking, ill-equipped shelters had to turn away almost 19,775 of those victims. With nowhere else to turn, these women are often unable to break the cycle of violence that destroys families.

Scottsdale Museum of Contemporary Art Dreaming of Eden: Meditations on the Garden

Barbara Rogers explores the power and beauty of nature through paintings of surreal, dream-like visions of her natural surroundings. Using the garden as a metaphor for the cycles of life, her work addresses the issues of chaos and order, landscape and abstraction, fragility and power. Rogers views the garden as the fundamental point where nature and culture converge.

This exhibition is part of the Valley-wide project, Sites Around the City: Art and Environment, March- April 2000. For more information, call 480-994-2787 or visit www.scottsdale.org/smoca/

professional groups

3/29 ARIZONA WOMEN LAWYERS ASSOCIATION LUNCHEON
When: 11:30
Where: Arizona Club, 38th Fl, 201 N Central Ave
Agenda: The Dark Side of Cyberspace
Cost: \$15 members/\$20 non-members
RSVP: 623-572-2292

4/1 NOW'S WOMEN'S HISTORY CELEBRATION CABARET
When: 4pm
Where: WVV Art Museum, 17420 Avenue of the Arts, Surprise
Agenda: Emma Patterson Fund Fund-raiser
Cost: \$15
Sponsor: National Organization for Women
Information: Freda 933-6312

4/10 CHANDLER BUSINESS & PROFESSIONAL WOMEN'S CLUB
When: 6:30pm
Where: Perkins, 2041 N Arizona Ave, Chandler
Agenda: White elephant sale.
Cost: \$5
Information: Rose Pachura 480-802-0775

4/10 WORKING WOMAN ENTREPRENEURIAL EXCELLENCE AWARDS 2000
Agenda: Awards Luncheon
Information: 888-735-6192
www.workingwoman.com

4/11 ASSOCIATION OF IMAGE CONSULTANTS INTERNATIONAL
Where: Scottsdale Fashion Square, 7055 E Camelback Rd, Scottsdale
Agenda: Working With Male Clients
Cost: \$15 advance/\$20 at Door
Information: RSVP 480-839-4856 by 4/10

4/11 BEEN THERE-SURVIVED-THE
When: 11:30am
Where: Orangefree Golf Resort, 10601 N 56th St, Scottsdale
Agenda: EMA member panel
Cost: \$19 members, \$22 guests
Sponsor: Entrepreneurial Mothers Association
Information: RSVP by 4/7 at 480-563-9922.

4/12 NATIONAL ASSN. WOMEN BUSINESS OWNERS
When: 11:15am
Where: Phoenix Country Club, 7th St & Thomas
Agenda: Persuasive Communication
Cost: \$22 Members, \$30 guests
Sponsor: NAWBO
Information: RSVP at 480-496-5755.

4/12 FRESH START WOMEN'S FOUNDATION
Where: Women's Resource Center
Agenda: Kick-off Luncheon
Information: 602-594-6730

4/12 BARBIE DOLLS & HOT COMBS
When: noon
Where: Women's Studies Conference Room
Agenda: How Girls Learn to Think About Hair
Sponsor: ASU Women's Studies
Information: www.asu.edu/clas/womens_studies/brownbags.htm

4/12 LEARNING TO BLOOM
When: 6pm
Where: Beef Eater's, 300 W Camelback Rd
Agenda: Dinner Meeting
Sponsor: ABWA Turquoise Camel Chapter
Cost: \$15
Information/Reservations: Donna 602-788-3121

4/13 JOURNEY 2000 AUTHOR AWARDS LUNCHEON
When: 11:30am
Where: Chapparal Suites Hotel, 5001 N Scottsdale Rd, Scottsdale
Agenda: Journey Proud, Recollections of a Fifties Woman
Cost: \$45
Sponsor: Friends of the Scottsdale Public Library
Information: Sylvia D Yoder 480-483-3441

4/13 MOTHER'S FORUM BROWN BAG LUNCH
When: 11:30am
Where: Osborn Maledon, 2929 N Central
Agenda: Raising Children with Special Needs
Information: Maureen Beyers 602-640-9305 or mbeyers@omlaw.com

4/18 SCOTTSDALE WOMEN'S COUNCIL OF REALTORS MONTHLY MEETING
When: 8am
Where: The Gainey Ranch Golf Club
Agenda: Victims Rights
Cost: \$12 by 4/5, \$16 at the door
Information/Reservations: Carol McEvers 602-221-6745

4/20 AMERICAN SOCIETY OF WOMEN ACCOUNTANTS
When: 5:30pm
Where: Treulich's Restaurant, 5020 N Black Canyon, Phoenix
Cost: \$16 members/\$18 non-members
Information: Harleen Brandon 988-3269

4/21 SISTAS WITH A PURPOSE
When: 5pm
Where: Pueblo Grande Museum, 4619 E Washington St.
Agenda: Sistaspeak! Monthly Forum
Cost: \$15
Information: 623-931-9594 Ext 3

4/21 YOUTH STAND UP AGAINST VIOLENCE
When: 7pm
Where: Desert Sky Pavilion
Agenda: Rally
Sponsor: Amgassadors for Change
Information: 602-840-0007

5/3 NATIONAL ORGANIZATION FOR WOMEN
Where: SC Posse Building
Agenda: Installation of new officers
Information: Freda 933-6312

5/6 CELEBRATING WOMEN 2000
When: 8am
Where: Lombardi's Restaurant, Arizona Center
Agenda: "Becoming the C.E.O. of Y.O.U." and "Leaving to Dream Again"
Cost: \$35 Breakfast & Program/\$5 cont. ed. unit certificate
Sponsor: The American Business Women's Association Turquoise & Sonoran Spirit Chapters
Information/Reg: 602-788-3121 by May 1.

5/12 GARDEN GALA
Where: Four Seasons Resort at Troon North in Scottsdale
Cost: \$200
Sponsor: Homeward Bound
Information: 602-263-7654

Women's Calendar

How to get listed in the Women's Calendar

Mail, fax or email items to: Arizona Women's News at PO Box 45207, Phoenix, AZ 85064-5207, fax (602) 532-7034, or email to calendar@azwomensnews.com. We do not take information by phone. Final deadline for the Women's Calendar is 5 pm the 10th of the month prior to issue date. We give preference to notices by and for women that are free or low-cost (\$10 or under). Items selected for inclusion at no charge are listed chronologically and limited to the following information: date, time, group, title, location, contact and fee.

To GUARANTEE that your item is included, you may reserve a listing for \$15 for 10 words, \$28 for 25 words (in Agenda and/or Sponsor lines). Entries must be prepaid as we do not bill or send receipts for the calendar. The Women's Calendar is also posted at our web-site monthly - www.azwomensnews.com.

women's prof. groups with regular meetings

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN

1st Saturday. Open to all college graduates. 8:30 am (Free) La Madeleine, 3102 E. Camelback Rd., Phoenix. RSVP Gina Vesco 602-493-2387.

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: Tempe 480-831-3326, East Valley 480-844-2441, Foothills 480-730-8628, Kachina 602-395-1079, Las Reveldes 602-943-8288, Paradise Valley 602-971-3849, Phx Metro 602-276-5887.

Saguaro Roundtable 480-813-7630, Sonoran Spirit 480-947-8769, Turquoise-Camel 602-788-3121

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS

To help our members achieve their full potential and to ensure gender equality within the accounting profession. 3rd Thursday, 5:30 pm (\$18) Treulich's Restaurant, 5020 N. Black Canyon (Fwy I-10 & Camelback), Charlene Kirtley 623-516-9295.

ARIZONA COMMERCIAL REAL ESTATE WOMEN (AZCREW) To support, educate and promote business opportunities for women who are practicing professionals in the commercial real estate industry. 3rd Tuesday, 11:30am (\$35) University Club, 39 E Monte Vista, Phoenix, Maurine Koerner 602-468-8539.

ARIZONA WOMEN LAWYERS ASSOCIATION (AWLA) Anyone may attend (reservations required). 4th Wednesday, 11:30 am (\$20) Arizona Club (Bank One Building) 201 N Central, RSVP 623-572-2292, For further information call Amy Schwartz 602-956-4435.

ARIZONA WOMEN'S COUNCIL (Bring Brown Bag Lunch) 2nd Monday, 12-1 pm YWCA, 755 E Willets, Phoenix, 602-248-8203

ARIZONA WOMEN IN INTERNATIONAL TRADE (AWIT) 3rd Thursday, Happy Hour (\$) Locations Vary. RSVP, Wendy Rubin 602-957-9830.

BUSINESS AND PROFESSIONAL WOMEN (BPW) Brings together businesswomen of diverse backgrounds; helps them to grow personally as professionals 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, Visit: <http://www.bpwaz.org/>

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. 3rd Wednesday, 6:00pm \$13.50 (members/\$15 nonmembers) Coco's, 4515 E Cactus (Tatum & Cactus), Wanda McLaughlin 480-732-7966.

ARIZONA PROFESSIONAL ORGANIZERS ASSOCIATION 2nd Tuesday, 4:30pm (\$ Sesame Inn, 3912 E Camelback, Karen Ussery 602-248-2884.

ARIZONA SMALL BUSINESS ASSOCIATION (ASBA) Supports and networks small business owners throughout the state. Offers business workshops on a variety of topics.

Phoenix Wednesdays, 8-10am (free) ASBA, 1500 E Bethany Home Rd, Ste 140. Tom Gunn 602-265-4563. RSVP fax 602-265-3681.

East Valley 2nd & 4th Tuesdays, 8-10am (Free) Spectrastar, 3200 N Hayden Rd Ste 210, Scottsdale. RSVP: 480-481-0411 x212 or fax 480-481-0525.

Tucson 1st Thursday, 6:30pm (\$11) Ranch House Restaurant, 2072 N Dobson, Mesa. Jan Lewis 480-820-2072 (rttress@uswest.net) **Tucson U** 3rd Wednesday, noon (\$) University of Arizona, phess@26.m.az.edu **Wickenburg** 1st Thursday, 5 (\$ location varies franjan@azstarnet.com) Various locations. RSVP 520-886-6588.

ARIZONA TECHNICAL RECRUITERS ASSOCIATION A non-profit networking organization dedicated to the sharing of ideas and information relevant to technical recruitment in information systems and engineering area. Active community outreach programs address technology workforce development issues by assisting women in transition and at-risk youth by supporting educational and career advancement programs.

3rd Wednesday, for more info: <http://atra.hypernet.net>

CHAT'S TOASTMASTERS A group of professionals and entrepreneurs that are dedicated to improving public speaking and leadership skills. Mondays, Noon University of Phoenix, 7001 N Scottsdale Rd (in Indian Bend), Wendy Pellegrini 602-6387.

GILBERT TOASTMASTERS The name "Gilbert" reflects only where the club originated, members are from Phoenix to Apache Junction, International House of Pancakes, 1870 W Main, Mesa, \$, 480-963-0130

GREATERO PHOENIX BLACK CHAMBER OF COMMERCE 2nd Thursday, Buton Bar Library, 1221 N Central Ave, Phoenix, RSVP by prior Friday, contact Shelly Harris at 602-495-2196.

GREATERO PHOENIX CHAMBER OF COMMERCE Provides a variety networking opportunities 602-495-6477.

HISPANIC CHAMBER OF COMMERCE 3rd Thursday, 7:30am or 5:30pm RSVP 602-279-1800.

HOME BASED BUSINESS COUNCIL Chaired by Janet Drez. 3rd Tuesday, 9:30am (\$17) Stone Creek Country Club, 4435 E Paradise Valley Pkwy, RSVP 602-817-8210.

East Valley 2nd Wednesday, 6pm (\$) DeCarlucci's Ristorante, Se Corner of Guadalupe & Dobson. RSVP 602-817-8277.

Northeast Valley 3rd Tuesday, 5:30pm (\$14/\$19) Coco's Restaurant, 4515 E Cactus Rd, RSVP 602-817-8210.

THE SUCCESSFUL HOME-BASED BUSINESS NETWORKING GROUP 1st Wednesday, 10:30am (Free) Borders Book Store 7320 W Bell Rd, Glendale. Contact Tina 623-572-4434 or Brenda 623-572-4854.

PEORIA CHAMBER NETWORK 1st & 3rd Tuesday, 7am (\$) Borders, 7320 W Bell, Connie Brown 623-979-3601.

PVPC NETWORK 1st Tuesday, 7am (Free) Paradise Valley Community College, 18401 N 32nd St, 602-787-6800.

NATL. ASSOCIATION OF WOMEN BUSINESS OWNERS 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. 2nd Wednesday, 11:30am (\$25) Phoenix Country Club (7th Street & Thomas), 480-496-5755

NATL. ASSOCIATION OF WOMEN IN CONSTRUCTION Helen 602-841-7900.

NORTHWEST WOMEN'S NETWORK To establish an effective referral system through the exchange of leads and networking information. Wednesday, 7:30 am (\$) Mim's Cafe (75th Ave & Bell), Peggy Bowen 938-5427.

PROFESSIONAL WOMEN IN HEALTHCARE Bi-monthly, 4th Monday of every other month, 6 pm (\$36/\$21) Phoenix Airport Marriott, 1101 N 44th St, RSVP Debra Trachy 480-314-9280.

W.I.S.K. Women I Should Know. PREPARATION REQUIRED! Mail check to M. Joyce Geyser, Copperhill & Gordon, PLC, 2633 E Indian School Rd, Ste 300, Phoenix, AZ 85016-6759. Payment must be received by the Thursday prior. 3rd Monday, 11:30 am (\$18.50) University Club, 39 E Monte Vista Rd.

WOMAN'S NETWORKING EXECUTIVES OF ARIZONA A division of NAFE, 4th Wednesday, Noon (\$100 W Clarendon, 2nd Floor Conference Room, Beverly Tuthill 602-248-2773.

WOMEN BUSINESS BUILDERS To provide education and networking support to experienced and novice entrepreneurs. 2nd Saturday, 2 pm (Free) Glendale Public Library, 5959 W Brown, Diane Neville 623-930-3554.

WOMEN BUSINESS & DIALOGUE Phoenix Chamber of Commerce women's business group. 2nd Friday, 7:30 am (\$) University Club, 602-495-6481.

WOMEN IN BUSINESS COUNCIL Tempe Chamber of Commerce women's business group meets for lunch with speakers. 3rd Thursday, 11:30 am \$10 (Members/\$12 nonmembers) various locations, 480-736-4283.

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

East Valley 2nd Thursday, noon (\$) Holiday Inn, Tempe. Pat 480-895-3071. Phoenix 3rd Thursday, 6pm (\$) Executive Park Hotel, 1100 N Central. Caroline 602-841-0143.

other prof groups with regular meetings

AMERICAN SUBCONTRACTORS ASSOCIATION Provides a variety of meetings and classes. For more information, call Linda Tweten 602-274-8979.

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Women's Calendar

Classified

LEAGUE OF WOMEN VOTERS
A non-partisan organization whose mission is to encourage the informed and active participation of citizens in government and to influence public policy through education and advocacy. Call 602-997-5218 for information. (No meetings in July & August).

Mesa/Tempe Call for date & location. 602-997-5218. Phoenix 2nd Wednesday, 9:30am (7) Orangewood Retirement Community, 7550 MN 16th (16th St & Northern) 602-997-5218. Scottsdale 2nd Thursday, 10am (7) Scottsdale Civic Center Library, Gold Room, 3839 Civic Center Blvd. Alicia Morrison 480-948-5426. Pinnacle Peak 2nd Monday, 7am (7) 2334 N 85th St, Scottsdale. Minell Seffel 480-585-6003. Evening Unit 2nd Thursday, 5:30pm (7) Hebert, Schenck & Johnson, PC, 1440 E Missouri Ave # 125, 602-997-5218.

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

Phoenix/Scottsdale 1st Thursday, 7pm (Free) CASA conference room, 2333 N Central Ave. NOWline 480-948-5014 <phxscdale@aol.com> ASU/East Valley 2nd Thursday, 7-9pm (free) ASU Memorial Union (speaker) and 4th Thursday at various members homes for Feminist Film night (free) Lori Stormer 480-968-2016. East Valley 3rd Tuesday or Wednesday, 7pm (free) Dobson Ranch Library, 2425 S Dobson Rd, Mesa, 480-824-6424-2937 <Zakynthena@hotmail.com> Sun City 1st Wednesday (except July & August) 1pm (free) 10861 Sunland Dr, 623-948-5014 <MPC1025@aol.com>. Tucson Twice monthly. For more information, contact Paula Bachman-Williams, Tucson NOW, 240 N Court Ave, Tucson, AZ 85701, 520-634-5655. <bachman@azstar.net> Verde Valley 3rd Thursday, 6:30pm at the County Kitchen, Best Western, Cottonwood, 520-634-5655 <ewenow@verdenet.com> Flagstaff 4th Saturday, 10:30am at the Flagstaff Public Library, 520-522-8158 <bylsreal@aol.com> Northwest Valley 623-584-9422 <Lilhentel@msn.com>

spiritual

5/19 - 21 WOMEN'S RETREAT AWAKENING OF THE HEART

Where: Little America, Flagstaff
Agenda: "When my heart is awake, I am open to miracles that surround me." Be with us this weekend and we can reawaken our hearts together.
Sponsor: Michelle Medrano Wentker, Hilda Villaverde and Michele Whittington
Information: New Vision Center 480-391-1126

APOLOGY & FORGIVENESS
When: 4/10 - 6/26, Mondays 6:30pm
Where: Ottawa University, 2340 W Mission Lane, Phoenix
Agenda: Assistant Professor explores how diverse cultures define apology and forgiveness.
Information: 602-371-1188

AZ SUBTLE ENERGY & ENERGY MEDICINE STUDY GROUP
When: 4th Wednesday, 7:30pm
Where: Scottsdale Senior Citizens Center, 7375 E 2nd St
Cost: \$
Information: Barbi Davis 213-0512.

GUIDED HEALING MEDITATION
When: Thursdays at 7pm
Where: 6625 S Rural Rd, Suite 102, Tempe
Agenda: Open the Way for a New Spiritual Awareness
Cost: \$10 Donations
Information: 480-814-8624 or 62-799-9012
email: sshelton@uswest.net

support groups

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

BOSOM BUDDIES
Where: West Valley 1st Thursday, 4:30pm Community Room, OSCO-Arrowhead Store, 7720 W Bell, Norma 623-933-6217. East Valley Last Tuesday, 6:30pm Women's Center at Valley Lutheran Hospital, 6644 E Baywood Ave. Wanda 480-789-7044. Midtown 2nd Saturday, Various member's home. Wanda 602-789-7993. Agenda: A support group for breast disease.
Cost: free

DAUGHTERS WITHOUT MOTHERS
When: Times vary
Where: Changing Hands Bookstore
Cost: Free
Information: Bonnie 480-460-6008

EATING DISORDER GROUP FOR WOMEN
When: Wednesdays, 7pm-8:30pm
Cost: \$10
Information: Call June, 602-248-9247 for a free 30-minute assessment.

PROSTITUTES ANONYMOUS
Agenda: Recovering prostitutes wanting to leave the sex industry.
Information: 602-841-5790

SINGLE PARENTS ASSOC.
Agenda: Provides educational opportunities and fun, family activities for single-parent families
Information: Activity Line 602-404-6787. <http://singleparents.org>

WOMEN FOR SOBRIETY
When: 10am Saturdays
Where: Sunrise Mountain Branch Library, 21200 N 83rd Ave, Peoria
Agenda: Women recovering from problem drinking
Info: 623-546-2771 or 480-483-7890

WOMEN IN TRANSITION
When: 9:30am Tuesdays
Where: Paradise Valley Community College, 18401 N 32nd St
Agenda: For those going through a major changes in lives.
Information: 602-787-6540

WOMEN WITH EPILEPSY
Where: Phoenix Children's Hospital Outpatient Building
Agenda: A support group for women with Epilepsy
Cost: Free
Sponsor: The Epilepsy Foundation of Arizona
Information: 602-406-3581.

teen women

4/8 CAMP CEO CAMP REUNION
When: 10:30am-12:30pm
Where: APS, 400 N 5th St, Phoenix, 3rd Fl, Papago Room
Agenda: Pictures, Stories and Friends
Information: RSVP Girl Scouts Program Dept. 602-253-6359 by 4/6

7/23-29 CAMP CEO
Where: Willow Springs Program Center, just outside of Prescott, AZ
Agenda: Seven-day residential camp experience designed to inspire and prepare girls for future business ownership
Cost: \$200 Tuition includes all meals, accommodations, and program activities, \$25 transportation, & \$7 for girls not registered with Girls Scouts of the USA

tucson

4/7 POETRY READING
When: 7pm
Where: Antigone Books, 411 N Ave
Agenda: On Amethyst Glass: Two Poems One Song
Information: 520-792-3715

4/9 2ND SUNDAY BOOK GROUP
When: 2pm
Where: Antigone Books, 411 N 4th Ave
Agenda: The Many Lives and Secret Sorrows of Josephine B by Sandra Gulland
Cost: Free
Sponsor: Antigone Books
Information: 520-792-3715

4/11 SCHOOL-TO-WORK PARTNERSHIP
When: noon
Where: Doubletree Hotel, 445 S Alvernon Way
Agenda: Monthly luncheon Meeting
Cost: \$15 members, \$20 non-members
Sponsor: Southern AZ Chptr. NAWBO
Information: 520-740-9543

4/15 SURVIVORS GUIDE TO BREAST CANCER
When: 2pm
Where: Antigone Books, 411 N 4th Ave
Agenda: Answer questions & book signing
Sponsor: Antigone Books
Information: 520-792-3715

4/18 PROFIT BUILDING
When: 8:30am
Where: AZ Gallery, 5101 N Oracle Rd
Agenda: Your Marketing Plan-Made Easy: Getting the Results You Need.
Cost: \$10 members/\$15 non-members
Sponsor: NPCC
Information: 520-297-2191

4/19 PIMA COUNTY TUCSON WOMEN'S COMMISSION
When: 5:30pm
Where: 240 North Court
Agenda: Commission Meeting
Information: 520-624-8318

4/28, 29 DESERT PLAYERS THEATER
When: 8pm
Where: Tucson Center for the Performing Arts, 408 S 6th Ave
Agenda: The comedy Breaking Legs.
Cost: \$8-\$9
Info/Reservations: 520-733-0733

4/28-29 THE MIRACLE WORKER
When: 6pm Dinner/Show
Where: 2700 E Speedway
Agenda: The Story of Helen Keller
Cost: \$20 Dinner/\$12 show
Info/Reservations: 520-721-9640
CATPLAYERS@AOL.COM

ARIZONA SMALL BUSINESS ASSOCIATION
When: Thursdays
Where: Various Locations
Agenda: Supports and networks small business owners throughout the state. Business workshops on variety of topics.
Information: 602-265-4563

BUSINESS AND PROFESSIONAL WOMEN (BPW)
Agenda: 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.

Where: Tucson 1st Thursday, 6pm (\$14) Windmill Restaurant. RSVP by Mon Prior 520-751-1513. Tucson U of A 3rd Wednesday, noon (\$) University of Arizona, phess@26.fm.arizona.edu

THE BUSINESS OWNERS NETWORK
When: 3rd Friday, 11:30am
Where: Clarion Hotel, 102 North Alvernon
Cost: \$10-\$12
Information: 520-881-4506

CHAMBER OF NORTHERN PIMA COUNTY
When: 2nd Thursday, Noon \$10
Where: El Burrito Patio Restaurant, 1045 N La Canada Dr
Agenda: Networking
Cost: \$10 members/\$12 non-members
Information: RSVP 520-297-2191

DESERT VOICES
When: Mondays, 6:30-9:30pm
Where: Army Park Senior Center, 220 S 6th
Agenda: Tucson's Lesbian & Gay Chorus Rehearsals.
Information: 520-791-9662

ENTREPRENEURIAL MOTHERS ASSOCIATION (EMA)
When: 3rd Tuesday, 11am
Where: El Parador, 2744 Broadway Blvd
Agenda: Provides a professional network through which entrepreneurial mothers can meet with peers to share information, trade support, use on another's services, and offer encouragement to other mothers considering entering the entrepreneurial field.
Cost: \$
Information: RSVP 520-577-8250.

FOOTHILLS WOMEN'S CHORUS
When: 7:30pm
Where: Dove of Peace Lutheran Church, 665 W Roller Coast
Agenda: 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.
Cost: \$
Information: MaryBeth Englund 520-797-8967.

NATIONAL ORGANIZATION OF WOMEN (NOW)
When: Twice monthly.
Agenda: Works to promote judicial, social and economic equality for women.
Information: Contact Paula Bachman-Williams, Tucson NOW, 240 N Court Ave, Tucson, AZ 85701, 520-634-5655. <bachman@azstar.net> Ariznow@aol.com

PIMA COUNTY/TUCSON WOMEN'S COMMISSION
When: 3rd Wednesday
Agenda: Holds regular full commission meetings open to the public.
Information: pctwc@azstar.net

WOMEN BUSINESS OWNERS NETWORK
When: 3rd Friday, 11:30am
Where: Discount Suites, 4855 E Bdwy.
Cost: \$10/\$12
Information: 520-881-4506

WOMEN FOR WOMEN
When: 1st Wednesday
Where: Maxwell's, 1661 N Swan
Agenda: A monthly meeting for Lesbian Business Women.
Cost: Free
Information: 520-327-8586

WOMEN SINGLE SOCIAL NETWORK
When: 1st Tuesday, 7-8pm
Where: Coffee Etc. on Campbell & Glenn

volunteer

AMERICAN ASSOCIATION
When: 3 hours once a month
Where: Cardiovascular Education Center
Agenda: Will YOU be a part of this year's program helping AZ's children become heart-wise and heart-healthy?
Information: 602-414-5343

HABITAT FOR HUMANITY
When: 1st Saturday, 9:15am
Where: 1432 E St. Catherine
Agenda: General construction includes: framing, painting, landscaping and more. Also need help with admin projects.
Info: Pam Kreiling 602-268-9022

THE VENTURE CLUB
When: 3rd Tuesday,
Agenda: Venture is an organization of young professional women (18-40) committed to making a difference in their community through volunteerism, professional development and personal growth.

4/22 JEWISH LESBIAN PASSOVER SEDER
When: 6pm
Agenda: All Jewish lesbians and their adult female family/friends are welcome.
Cost: \$25
Information: Batya 602-543-6609
RSVP: By 4/17 by sending check payable to Ellen Edwards, 2611 N 8th St, Phoenix, AZ 85006

FRIENDS OF ELLEN BREAKFAST
When: 1st & 3rd Sundays, 11am
Where: Anthony's Cafe, 8th St & Camelback
Cost: \$
Information: Arlene 602-944-9432.

GLENNA'S POTLUCK
When: 3rd Sunday, 6pm
Information: 480-671-4166

SAME TIME/SAME PLACE BREAKFAST CLUB
When: Sundays, 10am
Where: Coffee Talk, 48 N Dobson (N of Main)

workshop/seminar

4/4 LLUMINATION UNLIMITED
When: Tuesday evening
Where: Moon Valley
Agenda: Intermediate Divination & Sacred Art Classes
Information: Alexa Young 602-996-5008

4/8 ERGONOMICS MADE EASY
When: 9am
Where: Scottsdale Community College, Airpark Campus Room, 15011 N 75th St, Scottsdale
Agenda: Creating effective solutions within the workplace
Sponsor: Arizona Small Business Association
Information: 480-991-2622

4/10 LLUMINATION UNLIMITED
When: Monday evening
Where: Moon Valley
Agenda: Learn Tarot! Beginner's basic Tarot Symbols classes.
Information: Alexa Young 602-996-5008

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Career

From Careers, Page 1

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Many people are drawn towards the creativity and excitement of the entertainment industry but end up elsewhere because they figure they have no chance of being a movie star or rock icon. There are many careers that are a part of this field that might actually be a realistic choice. People who are drawn to a specific career area can often find satisfaction from working in the general constellation of that field. This is especially true in the entertainment industry.

Career

From Valerie Red-Horse, Page 1

television shows like Perry Mason and Murder She Wrote, she was dismayed and frustrated by the limited and stereotypical Native American roles in Hollywood productions.

She recalls auditioning for one Indian character and being told that the reason she was not selected was that she "spoke too well and just sounded too educated for an Indian!" She adds "Indians are still often typecast as 'savage warriors' or 'mystical and wise shamans of the earth'".

Instead of being defeated by her disappointments, she used what she had experienced as energy to propel herself into writing screenplays! She wrote a screenplay that was a finalist in the Sundance Film Festival \$25,000 Blockbuster competition. She was told that one reason she didn't win

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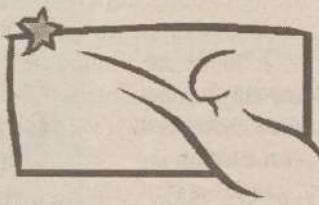
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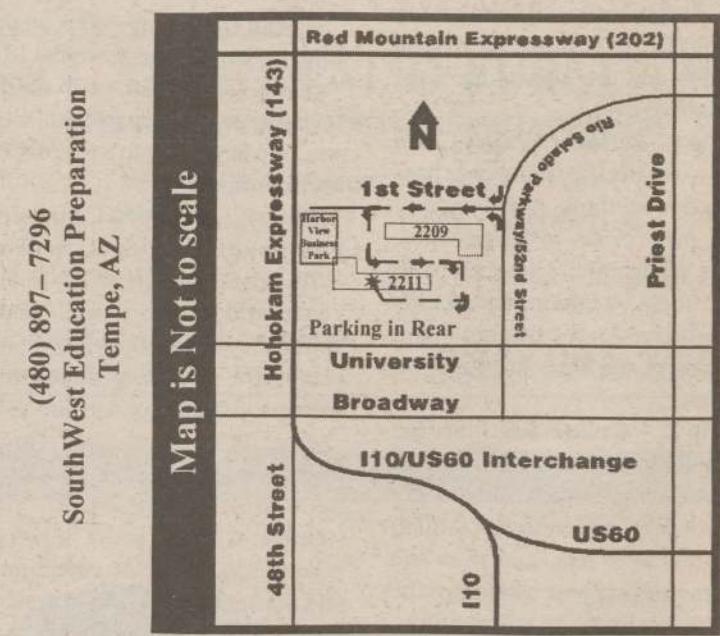
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that it "focuses on similarities between our culture and the greater culture, not the differences. We are all human beings first and foremost!"

After negotiating with many distributors, Valerie didn't like the deals she was being offered. She and her husband decided to mortgage their house and do it themselves. As if she wasn't busy enough, she then decided to launch a natural cosmetics company and market a CD of the sound track!

Whew!!! When I asked Valerie how she does it, she responded instantly. "My spirituality, my faith and my family are my sources of energy and inspiration." Valerie Red-Horse is making a big difference in the world of film and in the world at large! Besides that, she's only just begun!

Check out Valerie's website: naturallynative.com.



was because her plot was "dancing with the devil" by having Indian gaming as a part of the story.

She wrote most of the screenplay for *Naturally Native* in the airport on the way home from Sundance. After having no luck shopping the

Valerie still remembers her exhilaration as they said "We run the casinos! You make the movie! Make it exactly how you want to make it!" She did make it exactly how she wanted as a result of their support. *Naturally Native* premiered at the Sundance Film Festival the next year.

Valerie Red-Horse recalls auditioning for one Indian character and being told that the reason she was not selected was that she "spoke too well and sounded too educated to be an Indian."

idea around Hollywood she turned to the Mashantucket Pequot Tribe in Connecticut. She asked for \$100,000 (of the \$700,000 she figured she needed). They gave her \$700,000. Equally important they gave her total control of the film!

"This story of three Native American sisters' struggle to start a business selling a natural herbal skin and hair-care line could be the story of any Native American trying to start any business" adds Valerie. Another unique and wonderful aspect of the story is

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Estate Planning with IRAs and 401Ks

Retirement accounts are becoming a more important part of estate planning. The most common qualified retirement accounts are individual retirement accounts, called IRAs, or the 401K account which is like an IRA but is obtained through employment. There are other sorts of qualified retirement accounts which can be used for estate planning.

Spousal rights differ with IRAs and 401Ks. The designated beneficiary of a 401K must be the spouse unless the spouse signs a waiver form, because of federal ERISA laws. The designated beneficiary is the person who receives the funds from the qualified retirement account upon the death of the participant who contributes to the plan. IRA plans were not created under ERISA laws and so the designated beneficiary is not limited to the spouse.

Spouses have more flexibility as a designated beneficiary. When a spouse is a designated beneficiary, the spouse can receive the funds from the qualified retirement plan in the same manner that the participant was receiving the funds. The participant can begin drawing funds out of the IRA or 401K after reaching the age of 59⁺.

Once the participant reaches the age of 70⁺, the participant must remove a minimum required distribution which is determined from IRS tax tables based on the

life expectancy of the participant. If the spouse is about the same age as the participant, then the spouse can receive payments in the same manner as was being paid to the participant.

However, if the spouse is younger than the participant, the spouse can opt to roll over the IRA or 401K into spouse's IRA and have the required minimum distributions paid out based on his/her lifetime. That is, the distributions can be smaller, so that the applicable income tax bracket is smaller. Also, since the funds in the plans are not taxed until there is a distribution, a smaller distribution defers the time of taxation and allows more of the assets to grow tax free.

Only the spouse has the option to roll over the IRA. When the designated beneficiary is not a spouse, the options for receiving IRA funds are limited to what is set forth under Internal Revenue Code Section 401(a)(9)(B), which is the following:

(1) Pay the qualified retirement benefits in one lump sum and that lump sum will be considered as income for the year received which could cause the applicable income tax rate to increase;

(2) Pay out distributions over 5 years which would usually cause the applicable income tax rate to be less than if it were paid in one lump sum; and

by Sharon E. Ravenscroft, Esq.



(3) Pay the benefits in accordance with the required minimum distributions applicable to the participant if the participant died after reaching 70⁺; or

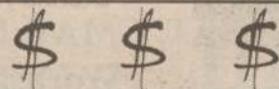
(4) If the participant had not reached 70⁺, pay benefits over the lifetime of the designated beneficiary as long as the distributions begin no later than one year after the date of the participant's death.

These options are based on the assumption that the participant did not recalculate his life expectancy on an annual basis. If recalculation was chosen, then the last two options may not be available.

If all this seems confusing to you, you are not alone. If you want a special distribution to someone other than your spouse, be sure to consult with an estate planning attorney, accountant and/or stockbroker.

Sharon E. Ravenscroft, Esq. is an attorney and a director of Goodwin Raup, P.C., (602)650-2011, sravenscroft@goodwinraup.com. Simplifying family estate legal challenges, she practices in the areas of litigation, wills, trusts, LLC's and probate.

Finance



Top Organizing Tips at Tax Time

Organizing your tax records may not be the top priority in your busy life, but ideally, you should take action now instead of on April 15th. Following these easy tips will make tax preparation a more civilized process and this season the most stress-free ever.

Tip 1 – Perform a Paper Clean Up. Are specific tax records hard to find in all those stacks on your desk, in the closet, in the basement, or in the garage? Clean up your paper mess by looking for records pertaining to the income you generated, and the deductions you will take.

Tip 2 – Create Tax Files for Your Records. Create a small set of files to be used only for your tax records. First, review the tax form(s) that you will use, and note the income and expense categories the IRS allows for that particular form. Second, create a file for each income or deduction category.

Tip 3 – Obtaining Your IRS and State Forms. The IRS will mail you tax forms if you filed last year. If your situation has changed, you will need to contact the IRS for new forms. The Internal Revenue Service offers several ways in which to obtain free tax forms and publications.

***IRS Forms and Distribution Center** – call 800-829-3676 to obtain forms by mail or fax.

***IRS Web Site** – enter

www.irs.gov to display The Digital Daily, the IRS web site.

***Local IRS Office** – visit your local IRS office for copies of the forms you need.

***State Tax Forms** – click on the Link to State Forms from the IRS web site, search for your state's revenue or tax department web site, or call your state's revenue or tax department.

Tip 4 – Personal Finance Software. Personal finance software has been with us for years and millions use these applications to record checks and reconcile checking accounts.

These software products are also great for determining which checks can be categorized as deductible expenses, if you itemize. Simply print expense reports for deductible categories, and place them in the file system you developed in Tip 2.

Tip 5 – Business Financial Software. There are many business accounting software applications, and you may want to talk to an accountant for advice on the best product for your business. Accounting software will track income, deductions, and losses throughout the year. You can also create an electronic file of your books to send to your accountant. The accountant makes adjusting journal entries into the electronic file, saving them time and you money.

by Jean Lasee



Tip 6 – Information to Bring A tax preparation service or accountant needs the following records in order to complete your return. Sometimes you must fill out an Organizer (mailed to you by your tax service or accountant) as well. Bring these with you to the appointment:

1. Your income files created in Tip 2
2. Your deduction files created in Tip 2
3. All W-2s, 1099s, and other forms
4. State and local income tax forms
5. Your 1999 estimated tax vouchers
6. Photocopies of last year's tax return (if you have changed your tax preparer from last year or moved from another state)
7. Electronic files of your business books, if applicable

Tip 7 – Give Yourself a Treat. Congratulations on completing your first organized tax season! Give yourself a pat on the back and treat yourself by having some fun, like planning how to spend your refund.

For additional information, contact Jean Lasee, Agents Against Chaos at 480-970-8991 or jlasee@primenet.com.

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Health



Lifesaving Tips to Hikers

The Valley of the Sun and surrounding mountains have many hiking trails enjoyed by thousands of hikers every year, but the recent, tragic death of a woman hiker demonstrates how important it is to be prepared, even for the shortest of hikes.

With warm Spring days, it's easy to forget how much the temperatures can drop at night. "Desert temperatures can fluctuate as much as 30 degrees in a single day, making hypothermia a distinct possibility," says Robert Laney, MD, emergency physician at Phoenix Memorial Hospital.

"That's why it's important to dress in layers and to take precautions, even if you are planning a short hike."

Before venturing out, hikers should study a map of the area, noting which way roads and streams run that could lead to civilization. A copy of the map and the intended route should be left with friends or relatives along with an estimated return time.

Even for short hikes, hikers should carry water, matches, cell phone, a small flashlight, and dress in layers. Light-weight long pants and sleeves protect against the sun's heat, dehydration, insect

bites and scrapes. Sweaters and jackets can be tied around the waist for later use. A hat shades the sun's burning rays and retains nearly 20% of the body's heat. Retaining body heat is crucial in preventing hypothermia.

"You are at risk for hypothermia if you are in poor physical health, thin, dehydrated, or exhausted. Drinking alcohol also increases your risk," warns Dr. Laney. "If you do become lost or trapped in adverse conditions, seek shelter immediately and to stay off the bare ground." Dr. Laney also encourages hikers to move around to keep body heat up and vigorously massage fingers, toes and nose to improve circulation.

Rescue professionals recommend that lost hikers stay where they are, especially if they have a source of water and a means for shelter.

Tips to Prevent and Treat Hypothermia

- Plan ahead
- Drink plenty of water before hiking and take plenty of water with you
- Dress in layers including a warm sweater or jacket
- Take emergency camp equipment
- Set up camp early in a storm or if you become lost
- Seek or build shelter
- Keep off the bare ground
- If possible, remove wet clothing and replace with dry
- Move around or huddle together to produce body heat
- If able, build a fire and use sleeping bag for added warmth
- Massage extremities including toes, fingers, nose and ears
- If possible, drink hot beverages

*Tips provided by Phoenix Memorial Hospital.
For more information 1-800-544-2838.*

Viviendo Sueños

Living Dreams

Hello From Brazil!

...and The Artifact

Wish you were here....I have now been in Brazil for one week. I am enjoying it incredibly. I am staying in the city of Recife on the northeast coast. The beaches are beautiful, water cool and blue, coconut trees and tropical plants and flowers growing everywhere. The weather is very hot and humid.

Right now is Carnaval season, the time when the whole country celebrates before the beginning of the Lenten season. Everyone is in a nonstop fiesta mood, singing and dancing in the street, samba and frevo music blaring out of apartment building windows and cars, colorful streamers decorating trees, and hundreds of people in costume.

jewelry, embroidery, woodwork, crocheted lace, paintings, etc., these are all things that we see when buying handcrafted souvenirs. And of course, we want to pay the lowest price possible. However, we should stop to think about the long hours and tedious work that is involved in creating these artifacts. The labor definitely makes it worth the price.

Many of these artifacts are crafts that have been handed down from many generations past. They represent a particular group of people, family, or tribe. This is similar to some of the things our mothers and grandmothers taught us to do, such as crocheting, sewing, embroidery, and cooking.

"Artifacts allow us to preserve traditions and culture."

I was walking through the *ferinha*, or marketplace, looking at the souvenirs, when I realized that so many souvenirs are truly artifacts. When I speak of artifacts, I mean things created by hand. Artifacts allow us to preserve traditions and culture. Handcrafted

I'm sure everyone's abuela at one time or another worked on these things. But these days, most of us have little time to dedicate hours to these projects. We're too busy trying to maintain a household, a career, and maybe doing the job of two parents. Yet if we don't

by Rebecca Rodriguez



continue the traditions that our elders taught us, how can we preserve our distinctive culture?

Surely, I don't mean that everyone should go buy a crochet needle and yarn, but at least we can share what we have learned through the years with our younger generations. We can introduce the ideas to them, and show them they have the ability to create their own artifacts. In this way we help their imaginations to grow, and at the same time we can preserve the traditions that are so special to us.

PRESERVE CULTURE-CREATE YOUR OWN SPECIAL ARTIFACT!

Well, now I will return to the beach in Brazil. Looking forward to seeing you back at home.

Rebecca Rodriguez is an agent with New York Life Insurance Company and liaison to the Hispanic Community. She can be reached at 602-912-6734.

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From News, Page 3

■ SALINE-FILLED DEVICES UNDER FDA SCRUTINY A women who undergoes breast reconstruction with a saline-filled implant has a 95% risk of experiencing one of several complications within the first five years, according to new industry-sponsored research by the McGhan Medical Corporation at a U.S. Food and Drug Administration hearing. Other frequent problems include rupturing or deflation of the implant, inflammation or infections of the breast tissue, pains in the chest area or a mal-positioning of the implant. The panel that is presiding over the hearing will make recommendations, a decision is expected later this year.

International

■ FEW WOMEN CORPORATE OFFICERS According to the Catalyst Census of Women Corporate Officers of Canada, the first-of-its-kind census provides an accurate measure of women's advancement to leadership in Canada's 560 largest companies,



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women hold 12 percent of corporate officer positions in Canada (690 out of 5,746 corporate officers). Nearly half of Canada's largest companies (244) have no women officers. One-quarter (156) have one women corporate officer and the remaining quarter (160) have multiple women corporate officers. "We've done the research and we've got the facts," says Sheila Wellington, president of Catalyst. "Real knowledge, accurate information, is the beginning of change."

■ LINKING WOMEN ENTREPRENEURS TO BUSINESS DEALS A new Web site called WomenAsia.com (www.WomenAsia.com) links business women who share

common interests – finding trade deals and partnerships with potential clients across North America and Asia. "Women tend to own smaller, often home-based companies with less budget for travel and fewer international contacts," says Rosemary Brisco, founder and CEO of WomenAsia.com. "The Internet gives us the same range of global access as the big leagues."



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