



Arizona Women's News

issues, lives and dreams...

Vol. 2, No. 3

JUNE 1999

<http://www.azwomensnews.com>

WOMEN'S HEALTH

Gender Differences: A Powerful Medicine

by Karyn Riedell

One Woman's Story

Dr. Coral Quiet

by Karyn Riedell

Dr. Coral Quiet was only a child when she decided on her career goal: to become a doctor.

"It's just one of those things I always knew. I remember when I was seven, I couldn't decide whether to become a vet or a doctor. I decided to become a doctor because animals couldn't talk."

When it came time to choose her niche in medicine, Quiet chose radiation oncology, with an emphasis on women's health issues. "I don't know exactly why I chose this area, but oncology is very interesting. I really like being a specialist. I've always been interested in women's health care. I'm a product of the 70s and a woman's college."



After obtaining a pre-med degree from Mt. Holyoke and graduating from the University of Massachusetts medical school, Quiet eventually ended up in Chicago.

Six years ago, Quiet left her position with the University of Chicago and decided to move to the Valley. Her decision was based on two primary motivations: her desire to live in the Southwest and her feeling that Phoenix was behind in women's health care and she could play a role in changing that

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Nationally, more and more medical professionals are paying attention to gender differences when it comes to diagnosing and treating illness. This growing movement toward gender-specific medicine means that more information is available concerning diagnosis and treatment of women.

In the Valley, this change is reflected in the growing number of health-care centers designed to address women's health.

That's the good news. The bad news is that some local doctors believe that the Valley and the Southwest as a whole are behind when it comes to treating breast cancer.

"In a way, Phoenix is kind of a backwater," says Dr. Belinda Barclay-White, an independent practitioner and a consultant with Arizona Breast Health Care. "We have a very high rate of mastectomies compared to the West Coast and East Coast. In Europe, mastectomies are very unusual."

Because of her dissatisfaction with hospital politics, Barclay-White decided to go into private practice and pursue a more collective approach to women's health through Arizona Breast Health Care.

"I felt (medicine) could be done in a much more humane way than it was in the Valley. Waiting for results is a real killer."

With this thought in mind, Barclay-White and her colleague, Dr. Coral Quiet, decided to start Arizona Breast Health Care as a way for women to get multiple opinions from a staff of consultants, thus precluding the need to make multiple appointments for second opinions. Another advantage, she says, is that women can get same-day results and thus avoid a lengthy and anxious wait.

"It's nice because we get input from all the specialists, which is a lot less stress than patients shopping around for second opinions, many of which disagree," Barclay-White says.

One of the exciting developments in treating breast cancer is the technological advances made in recent years, she says. "We're tending to find (tumors) when they're smaller and smaller."

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Differences in Men's and Women's Health
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Arizona Woman, Groups Help Change Law Affecting Workers with Disabilities

Governor Jane Hull signed Senate Bill 1291 on May 4th changing the accrual of retirement benefits for disabled state employees from 25 to 30 years. The passage of this law ended a three year battle by disabled state employee, Janolyn Lo Vecchio, to regain her retirement benefits.

Lo Vecchio became disabled in 1996 and suffered a 17% retirement income reduction and altered retirement age when her retirement was capped at 25 years under the old law. After gathering evidence which proved that only employees who began working for the State of Arizona at ages 30 or younger suffered such retirement changes, Senator Victor Soltero agreed to sponsor a bill to address this issue.

Senate Bill 1168 was introduced last year and was defeated by a narrow margin in the House of Representatives. During this session the issue was reintroduced as Senate Bill 1291.

Key groups supporting this issue were the Arizona Federation of Business and Professional Women, employees of the three state universities, and retiree associations of the three state universities. According to Lo Vecchio, key legislators that worked for the passage of this law were: Senator Soltero, and Representatives Valadez, Gonzales, Nichols and Horton.

Approval of Senate Bill 1291 by Governor Hull has restored equity for the payment of retirement benefits to disabled state employees.

Strokes: A Women's Issue Each One Reach One!

Each One, Reach One!" is a new television documentary produced by the American Heart Association with a grant for the St. Luke's Charitable Trust. This powerful and effective video presentation focuses on Maricopa County women of all ages and their need to understand their risks for heart disease and stroke.

Heart disease is the number one killer of women 35 years and older in the United States. Stroke is the leading cause of long-term disability and the number three killer of women 35 years and older.

"Each One, Reach One!" is an up close and personal look at Arizona women who have survived these killers. Included is the story of Karen Lott, a Native American woman who suffered a stroke at the young age of 47. Her mother died of a stroke when she was a young woman, yet she failed to heed the warning signs of her own stroke.

Karen was given the new wonder drug TPA, that saved her from experiencing long-term serious disability.

The issue of strokes in young women is a topic that is near and dear to the publishers of Arizona Women's News as our good friend and supporter, Laurie Orr, experienced a stroke in her mid-40's. While fully recovered, she is a constant reminder that women must be aware of our gender-specific health issues.

The video also features interviews with leading cardiologists, exercise and healthy eating tips, and vital statistics and information that can help women lead healthier lives.

Tune in to Cox Cable (channel 22) during June to view, "Each One, Reach One!" on June 4th at 3:00 p.m. and June 19th at 8:30 p.m. For further information, contact the American Heart Association at (602) 414-5353.

Read about the new Arizona Women's Directory on page 3 of this issue.

Don't Miss!! Cheryl Miller of the Phoenix Mercury on page 14.

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EDITOR'S NOTE

A
Limitless
Future -
For All

Terry Williams

Arizona women elected to all five of our top state positions! By the year 2005, women will make up 50% of the American workforce! By the year 2000, women will be the majority users of the Internet! Women now own 42% of all businesses in the state of Arizona! Arizona is number two in the country for growing women owned businesses!

Sounds great, doesn't it? Let me ask you - has your income gone up much lately? Are you paid the same as a man in your position? Is your retirement secure? Will you have the time and resources to take care of your aging parents? Is your doctor paid a bonus to not order the test or procedure you really need? Have your childcare issues gone away? Did women of color suddenly begin to earn what a white woman earns?

Yes, I think we've come a long way. But, we have a long way to go. It's easy to see how far we've come. Every investment firm in the world now has some special seminar on "investing for women." Why? We will control the majority of the wealth in the near future.

Every bank has an ad showing a successful woman looking really happy about the quality of the banking services she is receiving. Every major paper now runs its weekly 'women's pep column' showing how much they support the new women in business.

But, unfortunately, there are some other statistics regarding women that aren't so pretty. The average 25 year old working woman will lose over half a million dollars to unequal pay. This will be compounded by a smaller pension and less social security. Less than 2% of all women earn \$75K or more. 70% earn less than \$25K.

Latinas earn 58% of what men earn. Almost 40% of all women owned businesses have receipts of less than \$5,000 a year. 42% had before tax profits of less than \$10K. 25% of all women owned businesses reported before tax losses.

My point? Don't let all the press about how well we are doing diffuse the reality that we have a long way to go. I don't want us to settle for a reality that is simply better than last year. I want our reality to be one where we wake up every morning knowing that our futures are only limited by our imaginations.

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.

ARIZONA WOMEN'S NEWS

Published Monthly
by PACE International, LLC 4208 N. 19th Street, Phoenix, AZ 85016
phone: (602) 954-6169 fax: (602) 532-7034
email: info@azwomensnews.com
web site: <http://www.azwomensnews.com>

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Helen Goldman (404-8284)

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Distribution: POGO Distribution (602) 269-0377 (Phoenix)
Twist, Inc. (520) 797-4384 (Tucson), Web-Site Host: MindSpring,
Web-Site Maintenance: MeZone.com

Advertising is accepted at the discretion of the publisher. Publication in newspaper or online does not necessarily imply endorsement.

Views expressed are those of the writers or artists and do not necessarily reflect Arizona Women's News policy or editorial stance. Letters will be assumed to be for publication unless otherwise indicated. Arizona Women's News is not responsible for unsolicited material. Arizona Women's News reserves the right to edit submitted material.

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ISSN# 1098-4259

Women
on the
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ANNIVERSARIES

Karen Barnes, owner of Karen's Home Fashions in Gilbert, is celebrating her second anniversary in business. Barnes specializes in sewing home furnishings and window treatments. 480-830-9368.

Dianne Ross, owner of Exquisite Stationers, announces her one-year anniversary. Exquisite Stationers, a home based business located in the Ahwatukee Foothills, provides a unique and affordable selection of invitations, announcements and personalized stationery. 602-460-3676.

APPOINTMENTS

Kathy Alexander, Vice President, Director of University of Phoenix's Southern AZ campuses, has been appointed to a four-year term on the AZ Commission for Post Secondary Education.

Connie Butchee has been named Vice President of Diversity Sourcing and Recruitment Services for the Gideon Group. Butchee will be responsible for helping the Gideon Group's corporate clients develop strategies to hire the best-in-class diverse, technical and non-technical professionals.

The Art Institute of Phoenix announces the appointment of Stacy Sweeney to the position of President. Sweeney has been serving as Director of Admissions for the institute since October 1995.

Sandy Abalos, CPA, has been elected to the Board of Directors of the Arizona Society of CPAs.

Donna Price joined the team of professionals at National Mortgage Executives, a leading edge brokerage located at 7170 E McDonald Dr, Scottsdale. 480-946-9300.

Barbara Soby, an employee of the Attorney General's Tucson Office since 1995, has been named Victim's Rights Enforcement Officer/Ombudsman for Arizona.

AWARDS

Linda Stallings, CFP, and Owner of Eustice & Hoffman, has been recognized by SunAmerica Securities, Inc. as a leading financial services representatives for attaining the status of 1999 Archon. Stallings was honored for her outstanding service and leadership during 1998. 602-468-7778.

Gateway Community High School student Kimberly Higgins is the recent recipient of an ASU Regents Academic Scholarship and the ASU President's Scholarship. Higgins, 18, was selected based on her academic performance.

Kortney Campbell will receive Girl Scouts of the USA's highest honor for life saving with the risk of her own life, the Bronze Cross on June 8. Kortney rescued her brother from a pit bull attack.

Cheryl Collier Becker was presented with an inaugural Welcome Back Award by Eli Lilly for her community service in the area of clinical depression. Cheryl founded several groundbreaking programs with the Mental Health Association of Arizona to help children with clinical depression.

Andy and Debra Seplow, owners of Home Instead Senior Care, received five national awards, including three Vista Achievement Awards, at the company's annual convention. Home Instead Senior Care is the nation's largest and fastest-growing provider of non-medical services to the elderly. 602-588-7725.

BUSINESS

Laraine Herring, Glendale author, announces the publication of Monsoons. This publication is a collection of feminist short fiction and poetry that reflects the soulful examination of the grieving process while being hopeful and optimistic.

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IN THE NEWS...

STATE

BENEFITS

■ CHRISTMAS IN SUMMER...

The ABWA Phoenix Metro Council is sponsoring a "Christmas in Summer - Hunger Knows No Season" food drive during June in conjunction with local food banks. "With the support of Valley-area businesses, we hope to build the food bank supplies to adequate levels and ensure that no one will go hungry this summer," says Norma Earl, drive chair. Items always in critical demand include baby food and formula, peanut butter, dry milk, fruit juices, dry cereal, and canned foods. Attend the project kickoff Wednesday, June 2 from 2-4 at Bank of America lobby, 101 N Central Ave. To participate, call 480-585-2320.

BUSINESS

■ MINORITY & WOMEN BUSINESS OWNERS TO EXPLORE OPPORTUNITIES

Minority and woman business owners will have a chance to meet and explore business opportunities with city of Phoenix procurement personnel during Government and Industry Business Opportunity Day from 9am to 4 pm Friday, June 11, in the Phoenix City Hall atrium, 200 W Washington St. Business owners can meet one-on-one with procurement staff from more than 30 city departments as well as representatives from a dozen outside business associations and agencies. As part of the event, a free seminar entitled "Expanding

Your Business - Financing and Marketing Your Way to Profit" will be from 10-11:15am and repeated from 1:30-2:45 pm in Assembly Rooms A and B. Frank Brabec, business analyst from Small Business Development Center in the Maricopa Community College District, and Bill Brice, finance project manager from the city of Phoenix Community and Economic Development Department, will present the workshop. For more information on the event or becoming certified to do business with the city, call the Equal Opportunity Department at 602-262-6790 (voice) or 602-534-1557 (TDD).

EDUCATION

■ HIGH SCHOOL STUDENTS PIECE THEIR LIVES AT UNIQUE SUMMER CAMP

High school students will spend five weeks putting together the pieces of their lives as they participate in a unique College Preparation Summer Camp sponsored by SouthWest Education Preparation, Inc. (SWEP). "Successful college preparation is like completing a puzzle," says Julia Emmons, President of SWEP. "Students must take their resources, self-knowledge, values, skills and potentials, and put them together to create a realistic and affective plan for college." The camp is unique in that it addresses all aspects of planning for and succeeding in college - including entrance exam preparation, study skills, time and money management, financial aid and college life itself. SWEP

College Preparation Summer Camp is open to all college-bound sophomores, juniors and seniors. For more information, call (480)897-7296.

GOVERNMENT

■ NAPOLITANO UNVEILS LAW ENFORCEMENT PROTECTION INITIATIVE

Attorney General Janet Napolitano unveiled her law Enforcement Protection Initiative, an action plan aimed at helping to protect the lives of law enforcement officers in Arizona. Her three-pronged initiative includes 1) A program for the Attorney General's Office to pay ½ the local share of new bulletproof vests purchases. 2) New laws introduced and passed by the legislature which makes it an offense for individuals to wear body armor in the commission of a felony. 3) An invitation to Mexico's Attorney General to meet with Napolitano and other Border States Attorney Generals to discuss the necessary steps to ensure suspected police killer Rudy Romero is brought to justice.

News Continued
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The foundation

Focus on four (4) key goals that your prospects are likely to have. What twelve (12) challenges do they have to overcome to reach those goals? How do your products or services overcome their challenges and position them to attain their goals? In other words, what benefit do you bring to your prospects? This is the foundation of your strategy. The goal is to educate your target market about the reasons to do business with you.

Seek efficiencies and save money

Work with an expert that knows how to plan design, print, and

promotional strategies that take advantage of combo or ganged runs. Make sure the art will work well with a variety of mediums to enable you to approach your target market with a consistent look using various products. In addition to saving money in both the short and long term, your branding efforts are reinforced.

Positioning for success

The first piece sets the series tone. The following pieces should build upon what came before and lay the foundation for what will follow. What medium or mediums will reach your target market in the most focused manner? Look for ways to combine mediums to strengthen your companies' position. Educate your prospects in a logical process and do not be afraid to repeat yourself. Remember, on average it takes seven (7) hits to make a new client.

Be in front of your prospect when they are ready to purchase your product and/or service. Prospects are busy and will call the most convenient company when they're ready to buy. YOU be that company. Consistency and

perseverance throughout the entire program leaves a lasting impression, develops an image of history and stability, and puts your company in the forefront at decision making time.

Building and maintaining your prospecting database

There are many excellent contact management software programs available. Choose one that has the capability to modify the data fields to suit your businesses needs. Think through what you want and need to know about your prospects/clients. From this, develop questions that will enable you to better understand the individuals you are working with and help guide you along the critical path to a sale. Modify the fields accordingly. Every time you call on a prospect, try to fill in four (4) of those fields.

Merge technology with relationship marketing by consistently and constantly cleaning, culling and adding to this prospect database. Eliminate those that don't continue to fit your best client profile and add others that may. Use this tool to

By Lynette A. Zang



gather, store, and develop knowledge and history of your prospects/clients. Impart this information to others on your team and work together to solidify those prospect/client relationships. Learn to fully utilize your software program and the talent you have around you.

Any of these programs can help you stay focused and on target if used religiously. Use the calendars in the programs to set your schedule and remind you of the next step in the program. As you proceed with your plan, keep your records updated. This will help you track results and make modifications.

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

Grow Your Business



The Arizona Business Alliance, founded in 1974, is one of the oldest business networking and sales leads organizations in Phoenix. Currently, over 60 different businesses are members of ABA.

The sole purpose of the ABA is to grow the business of every member through the mutual exchange of business among its members and the referral of members to other businesses.

The ABA meets every Wednesday morning at the Phoenix Country Club. For more information, contact Peggy McCarthy at (480) 596-9076, or visit our web site at www.azbizalliance.org.

Come grow with us.



HUMAN RESOURCES

Communicating Performance Expectations

Having a successful business means having employees who succeed at their jobs. How does this happen? Most companies who achieve what they envision have formulated a plan from the onset and clearly communicated this to their employees. Many employers feel that if they hire talented people and pay them well, those employees should automatically know what is wanted and needed in their position. This could not be farther from the truth. Even in the case of highly motivated self-starters, employees can be working hard and moving along in a completely different direction than that of the executives of the company.

How do you avoid this? First, be clear about what you expect from your employees. Communicate to them what is needed and wanted. Be open to input, especially as they become more involved in their work, because they will most likely have ideas that will enhance the position.

Set goals together. Not only do you increase the possibility of success, but you give your employees pride in what they are doing. Reviewing these goals periodically helps keep both of you clear where you are going. The best part of this is that if you continually touch bases about the status of the objectives, you are more likely to nip problems in the bud early on.

Understand the meaning of "at-will" employment. Often employers think "at-will" means

they can fire anyone for any reason, or they worry about "covering their butts" in the case of a wrongful termination. At-will employment, which is the case in Arizona, means that either the employee or the employer is free to end the employment relationship at any time, for any reason, with or without cause and with or without notice. This does not mean that you can terminate employees for unlawful reasons. The aspect of unemployment compensation must also be considered, because it can be affected based on the reasons for termination. As a result, many employers attempt to document performance issues in order to have some proof if they should ever end up in court. The problem with this is that if this documentation is not done consistently, it can just as easily work against the employer, and it sets a tone of doom with the employee.

By approaching performance coaching by goal setting and periodic discussions and documenting the meetings where you are empowering your staff to success provides the proof should that employment situation ever end up in a termination. It also creates a relationship whereby the employer supports the employee in a positive way that enhances the entire process.

Anne Caldwell, President/Founder of Outsourcing Solutions, a Human Resource consulting firm, provides innovative human resource approaches for small companies, or those in rapid growth or transition. Call 220-4233 for more information.

by Anne Caldwell



Lee Steele
President

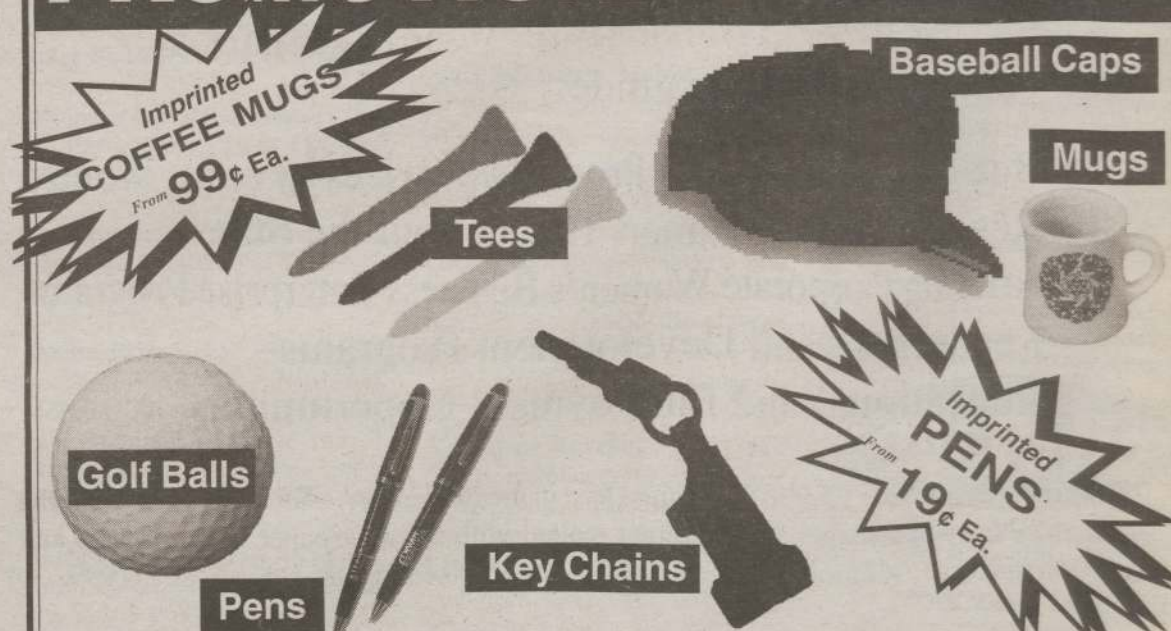
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The Women's NETWORK



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Sponsors Needed

Taught exclusively by an outstanding faculty of women business owners and executives, girls learn smart business skills while having fun in a supportive environment.

"Our goal is to inspire young women from diverse backgrounds to create new possibilities for their future," said Maria Ort, who has been involved in Camp CEO since its inception in 1997. "Once you've played a part in the transformation of a girl who hadn't previously considered business ownership within her reach, you want to do it every year."

Sponsorships are needed to operate the camp and assist girls in their camp tuition. Levels range from \$250 - \$5000. Recognition varies for each level but all include name recognition on the Camp CEO Banner, and listings in the Manual and Annual Report. For more information, Call Janet Kington at the Arizona Cactus-Pine Girl Scout Council: 602-253-6359 ext.215.

Camp CEO



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

Camp CEO developed to inspire young women to dream and achieve personal goals of today and professional goals of tomorrow. It is taught by a faculty of women business owners and executives.

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

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

ENTREPRENEURIAL MOTHER'S CELEBRATED MOTHERS DAY WITH MOTHER OF THE YEAR AWARDS

For three valley women, Mother's Day weekend brought special recognition of their ability to balance business ownership with motherhood and civic commitment. EMA held its 13th annual Mother of the Year awards celebration in May and honored an outstanding member from each of its three local chapters.

Recipients of the Entrepreneurial Mothers Association (EMA) Mother of the Year awards were honored for those skills as well as their contributions to the organization. Our East Valley Chapter winner is Janet Rush, president of Rush Auto Recyclers, Inc. The Northeast Valley Chapter winner is Linda Tingstrom owner of Sew What! Creative Interiors located in North Scottsdale. The Metro Phoenix Chapter winner is Carol Crouch with SunAmerica Securities, Inc.



EMA provides the opportunity for self-employed mothers to enhance their development by offering its members a professional network through which they can meet with their peers to share information, trade support, utilize one another's services and offer encouragement to other mothers operating their own businesses. Support takes place on both a personal and a professional level with competition frequently being replaced by cooperation. The organization has three chapters in the Phoenix area and has just formed a new chapter in Tucson.

**For more information on Entrepreneurial Mothers Association, contact their
Hot Line number at 602-892-0722.**

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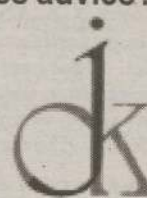


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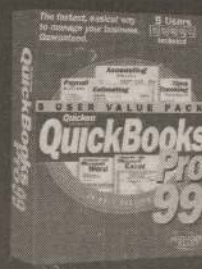
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professional groups

6/2 Wednesday MANAGING PEOPLE Presented by Carlyn Stevenson. 8am (FREE) 1500 E. Bethany Home Rd., Suite 140, 265-4563. Fax reservations: 265-2406.

6/4 Friday PREPARING A CAREER BACK-UP PLAN Presented by Carol Poore. 11:15am-1pm (\$25) Phoenix Country Club, 7th St & Thomas. RSVP: 602-496-5755.

6/7 Monday HR101 - HR BASICS FOR SMALL BUSINESSES: AN OVERVIEW What areas of my company should I be reviewing? Presented by Anne Caldwell. 2-5pm (\$25 per class/\$80 for series) ASBA, 1500 E. Bethany Home Rd., Suite 140. For more information, call 602-220-4233.

6/9 Wednesday SELLING YOURSELF IN 60 SECONDS Presented by Nola Karel. 8am (FREE) ASBA (1500 E. Bethany Home Rd., Suite 140), 265-4563. Fax reservations: 265-2406.

6/11 Friday GOVT & INDUSTRY BUSINESS OP DAY Includes, free seminar. 9am-4pm (Free) Phoenix City Hall, 200 W Washington, 1st Floor Atrium. For more information, call 602-262-6790. Free parking at the 305 W Wash. Garage.

6/14 Monday HR102 - THE ACRONYMS: ADA, FMLA, FSLA, DOL... What do I have to do about them? Presented by Anne Caldwell. 2-5pm (\$25 per class/\$80 for series) ASBA, 1500 E. Bethany Home Rd., Suite 140. For more information, call 602-220-4233.

6/16 Wednesday Y2K HOW TO AVOID FRAUD Presented by Inge Casey. 8am (FREE) ASBA (1500 E. Bethany Home Rd., Suite 140), 265-4563. Fax reservations: 265-2406.

6/22 Tuesday HR103 - PERFORMANCE: DESIGNING AND COMMUNICATING EXPECTATIONS And then what? Presented by Anne Caldwell. 2-5pm (\$25 per class/\$80 for series) ASBA, 1500 E. Bethany Home Rd., Suite 140. For more information, call 602-220-4233.

6/28 Monday HR104 - BENEFITS: LOW COST ADDED BENEFITS Ways to reward your employees beyond Medical coverage. Presented by Anne Caldwell. 2-5pm (\$25 per class/\$80 for series) ASBA, 1500 E. Bethany Home Rd., Suite 140. For more information, call 602-220-4233.

6/30 Wednesday THE BRIDGE BETWEEN TWO LIFETIMES Presented by Dr. Marilyn Powers. Joint Luncheon between Arizona Women Lawyers Association & Women Certified Public Accountants. 11:30 am (\$15 members/\$20 nonmembers) Arizona Club, 38th Floor, Bank One Bldg, 201 N Central Ave. RSVP 602-572-2292.

women's professional groups with regular meeting

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN Open to all college graduates. Phoenix branch: Meets 1st Saturday of the month, 8:30am (\$5) Ramada Inn at 5th Ave./Camelback. Information: Linda Blackwell 602-971-3004.

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

The are a number of regional groups in the metro area: Me Ta Kola 602-650-1747, Tempe 480-831-3326, East Valley 480-844-2441, Foothills 730-8628, Kachina 395-1079, Las Revidas 943-8288, Paradise Valley 971-3849, Phoenix Metropolitan 276-5887, Saguro Roundtable 813-7630, Sonoran Spirit 947-8769, Turquoise-Camel 957-8277.

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS To help our members achieve their full potential and to ensure gender equality within the accounting profession. Meets 3rd Thursday of the month, 5:30pm (\$18) Treulichs Restaurant, 5020 N. Black Canyon (Fwy I-17 and Camelback), Charlene Kirtley 516-9295.

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

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

ARIZONA WOMEN'S COUNCIL Meets 2nd Monday of the month, 12-1 pm (Bring Brown Bag Lunch) YWCA, 755 E Willetta, Phoenix. Call 602-997-8250 for more information.

BUSINESS AND PROFESSIONAL WOMEN (BPW) Brings together businesswomen 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. For more info see website: <http://www.bpwaz.org/azbpwem.html>.

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

METROPOLITAN/SCOTTSDALE meets 2nd Wednesday of the month, 11:30am-1pm (\$16) McCormick Ranch Golf Club, 7505 McCormick Pkwy, Scottsdale Sheila Berkowitz 602-451-5229 (sassyseil@aol.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 (cmlitterbox@msn.com).

SUN CITY/NORTHWEST VALLEY meets 3rd Tuesday of the month, 7:30am (\$5) Westbrook Village at the Vista Grill, Leslie Fountain 561-8233 (franjan@azstarnet.com).

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

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

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

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

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

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

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

EAST VALLEY CHAPTER meets 1st Monday of the month, 6:30pm (\$) Wyndham Garden Hotel (Chandler Blvd. & I-10), 892-0722. **METRO PHOENIX CHAPTER** meets 4th Monday of the month, 11 am (\$) Sheraton Crescent Hotel, Indigo Restaurant (Dunlap & I17), 892-0722.

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

IMPACT FOR ENTERPRISING WOMEN Local NAFE affiliate. 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) Francesca's Tea Room & Treasures, 4628 N 7th St. RSVP 602-817-8210.

NORTHEAST VALLEY CHAPTER meets 3rd Wednesday of the month, 11:30am (\$17) Stone Creek Country Club (4435 E. Paradise Valley Parkway) RSVP 602-817-8210.

DOWNTOWN BROWN BAG 2nd Tuesday of the month. 12-1pm (\$2 members/\$5 non-members) Microage Corp. conference room, 2020 N Central, Suite 300. RSVP: 602-817-8210.

NORTHEAST DINNER 3rd Tuesday of the month. 5:30pm (\$14 members/ \$19 guests) Coco's Restaurant, 4515 E Cactus Rd. RSVP 602-817-8210.

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.

SOUTHEAST WOMEN'S NETWORK Leads Group meets weekly Thursdays. 7:30 a.m. (\$) COFCO Executive Suites, Chinese Cultural Center, 668 N 44th St, Suite 300, Phoenix. For more information, call Glenda at 602-940-8142.

W.I.S.K. Women I Should Know. Meets the 3rd Monday of the month. 11:30 a.m. (\$18.50) University Club, 39 E Monte Vista Rd. PREPAYMENT REQUIRED! Mail check to M.Joyce Geyser, CopperSmith & Gordon, P.L.C. 2633 E Indian School Rd, Ste 300, Phoenix, AZ 85016-6759. Payment must be received by the Thursday prior the meeting.

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

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

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

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

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

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

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

other professional groups with regular meeting

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.

PHOENIX Business workshops on variety of topics meets weekly Wednesdays, 8-10am (free) ASBA (1500 E. Bethany Home Rd., Suite 140), Tom Gunn 265-4563. Fax reservations: 265-3681.

EAST VALLEY Business workshops on variety of topics meets 2nd & 4th Tuesdays, 8-10am (free) Spectrastaff, 3200 N Hayden Rd, Suite 210, Scottsdale. RSVP: 602-481-0411 x212 or fax 602-481-0525.

TUCSON Business workshops on variety of topics meets weekly Thursdays, 8-10am 8am (FREE to members/\$10 guests) Various locations. For more information, call 520-886-6588.

ARIZONA ASSOCIATION OF BUSINESS SUPPORT SERVICES To provide a forum from which members and guests can share experience and knowledge and promote their personal and professional growth. Meets 3rd Wednesday of the month, 6:00 pm (Free) Coco's, 4515 E Cactus (Tatum & Cactus) Contact Jennie Rhodes, 943-1304.

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

GREATER PHOENIX CHAMBER OF COMMERCE DONUTS & DIALOGUE Meets the 2nd & 4th Tuesdays, 7:15am (\$5 guests) Location varies. For information, call 495-6477. **N PHOENIX CHAMBER BUSINESS AFTER HOURS** 5 pm (\$5 guests) Location varies. RSVP 482-3344. **AFTER 5 BUSINESS EXCHANGE** Call Adrian at 495-6477.

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

GREATER PHOENIX BLACK CHAMBER OF COMMERCE Meets the first Thursday of each month. Various speakers. 7am (\$10 members/\$15 non-members) Phoenix Art Museum, 1625 N Central (Central & McDowell.) RSVP by prior Friday at 602-307-5200.

HISPANIC CHAMBER OF COMMERCE Meets 3rd Thursday of the month. 7:30 am Or 5:30pm (?) For time and location, call 602-279-1800.

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

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

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

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

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

arts & entertainment

Through June 4 CELEBRATION OF THE QUILT Show & Sale With Artist's Reception on Friday May 7. Features outstanding fiber artists. Scottsdale Village Square Adult Retirement Campus, 2620 N 68th St. Scottsdale. Appraisals by reservation 602-569-2772.

Through June 6, 1999 CRISTINA CARDENAS: LA PIEL MORENA... Features a series of portraits and other works painted on textured paper made from tree bark. New Directions Gallery, Scottsdale Museum of Contemporary Art, 7380 E 2nd St. Scottsdale. 994-2787.

Through August 15, 1999 NANCY BLUM: BEAD WALL The West Wall, Scottsdale Museum of Contemporary Art, 7380 E 2nd St. Scottsdale. 994-2787.

awards

5/30 Sunday NOMINATIONS DUE For IMPACT's 14th Annual Celebration of Success award for Outstanding Woman. For information, contact Margaret Phillips at 602-945-0824.

6/5 Thursday AL JARREAU CONCERT GALA Proceeds to benefit the Central AZ Shelter Services (CASS). 6pm (\$150-\$300). Celebrity Theatre, 440 N 32nd St. For information and tickets, call 602-256-6945 X3020.

benefits

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

book discussion groups

LATINA BOOK GROUP Meets the 2nd Thursday of the month. 7 pm (FREE) Barnes & Noble, 10500 N 90th St, Scottsdale. Call for more information, 602-391-1509, #3.

HEARTSONG A WOMEN'S SPIRITUAL JOURNEY Meets the 3rd Thursday of the month. 7 pm (FREE) Barnes & Noble, 10500 N 90th St, Scottsdale. Call for more information, 602-391-0048.

book signings

6/1 Tuesday GENDERSELL: How to Sell to the Opposite Sex. Presented by authors Judith Tingley and Lee Robert. 7pm (Free) Borders Books & Music, 1361 S Alma School Rd, Mesa. 480-833-2244.

career fair

June 11 - 12 INFORMATION TECHNOLOGY 1-7 pm on Friday; 9am - 2pm on Saturday. Sponsored by Mesa Community College's Business & Industry Institute. (Free) 145 n Centennial Way, downtown Mesa, just East of the public library. For more information, call 480-461-6100.

celebrations

6/5 Saturday NATIONAL TRAILS DAY Beginning at 9am (Free) Woodland Lake Park, Pinetop-Lakeside. For more information, call 520-367-4290.

conferences

6/10 Thursday 7th ANNUAL WOMEN IN BUSINESS CONFERENCE & TRADE SHOW 7:30am-2pm (\$65) YWCA of the USA Leadership Development Conference Center, 9440 N 25th Ave. For more information, call 623-937-4754.

June 9 - 11 5th ANNUAL TECHNOLOGY SUMMIT 10 Years of Advancing Women in Technology. (\$) Santa Clara Convention Center, Santa Clara, CA. 1-800-334-9484 or www.witi.org.

June 12 - 13 AZ FAMILY WOMEN'S EXPO (\$) Phoenix Civic Plaza. Call 602-523-0650.

June 14 AZ CIVIL RIGHTS SUMMIT On Marital Status Discrimination. Presented by American Association for Single People (married people welcome). 8:30am - 6pm (?) Location TBA. To get involved, call 800-993-AASP or visit www.singlesRIGHTS.com.

June 17 - 18 PHOENIX CONFERENCE FOR WOMEN '99 Natl Businesswomen's Leadership Association. (NAFE & ABWA) (\$) Call 800-682-5078.

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.

health

6/4 Friday MID-LIFE WOMEN'S ISSUES Change of Life concerns discussed. 9-10am (FREE) Wellness Connection, Arrowhead Towne Center, Glendale. RSVP 623-995-7777.

6/5 Saturday INTRODUCTION TO HOMEOPATHY 12 - 1:30 pm (FREE) Desert Institute of

Classical Homeopathy, 5501 N 19th Ave, Ste 425, 602-598-8863.

6/7 Monday

ARTHRITIS UPDATE 99 Discussions on Fibromyalgia and Osteoporosis. 1-3:30pm (FREE) Wellness Connection, Arrowhead Towne Center, Glendale. For information, call Revella at (602)246-5326.

6/8 Tuesday

HORMONE REPLACEMENT FOR BREAST CANCER SURVIVORS 6:30 (FREE) Arizona Institute for Breast Care, 8994 E Desert Cove Ave, Scottsdale. RSVP 480-860-4200.

6/18 Friday

MID-LIFE WOMEN'S ISSUES Change of Life concerns discussed. 1-2pm (FREE) Wellness Connection, Arrowhead Towne Center, Glendale. RSVP 623-995-7777.

Wednesdays

HEALING CLASS Sat Nam Rasayan. 7pm (\$8) 3H0 Yoga Center, 2302 N 9th St, Phoenix. 271-4480.

political

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

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

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

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

PINNACLE PEAK February 8, 7am (?) 2334 N 85th St Scottsdale.

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

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

PHOENIX/SCOTTSDALE CHAPTER Meets 1st Thursday of the month, 7:00pm (free), CASA conference room, 2333 N Central Ave, Phoenix. Call for information. Shannon Chaveuz 602-668-9646.

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

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

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

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

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

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

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.

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.

ANOREXIA/BULIMIA RECOVERY GROUP Meets Tuesdays, 6:30-7:30pm (\$5/week) 555 W Glendale (enter parking lot of Church of Beautitudes 7th Ave) Room 23, upstairs. June McAmis, MA 602-248-9247.

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

WOMEN'S CALENDAR

BOSOM BUDDIES A support group for breast disease.

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

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

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

SINGLE PARENTS ASSOCIATION Devoted to providing educational opportunities and fun, family activities for single-parent families. Call SPA's activity line for meetings & events. 602-404-6787 or visit <http://singleparents.org>.

WOMEN WITH EPILEPSY A support group for Women with Epilepsy sponsored by the Epilepsy Foundation of Arizona. (FREE) Phoenix Children's Hospital Outpatient Building, 909 E Brill, 3rd Floor Conference Room, 602-406-3581.

teen women

July 25 - 31

CAMP CEO Residential camp for High School girls dedicated to promoting business ownership, leadership skills, friendship and fun. (\$175/Scholarships available) Apply through the Arizona Cactus-Pine Girl Scout Council. 800-352-6133 or 602-253-6359.

July

SWEP COLLEGE PREPARATION SUMMER CAMP College-bound Sophomores through Seniors plan for college—including entrance exam preparation, study skills, time and money management, financial aid and college life itself. For more information, call (480)897-7296.

pre-teen women

6/4 Friday

FATHER/DAUGHTER SOCK HOP 6:30-8:30pm (Free) Boys & Girls Club of Scottsdale, Barker Branch, 2311 N Miller Rd. RSVP: 480-675-INFO.

6/30 Wednesday

American Girls Club Honors the traditions from Mexico and make a craft from the Josephina craft book. 6pm (Free) Barnes & Noble Metrocenter, 10235 N Metro Pkwy E. For information, call Janet Grosse 602-678-0088.

sports

Summer Season

PHOENIX MERCURY Group Ticket Discounts available to Arizona Women's News Readers (\$) Call Brad Meyers at 602-379-7840.

tucson

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

CHAMBER OF NORTHERN PIMA COUNTY

NETWORKING LUNCHEON: Second Thursday of each month, 12pm (\$10 members/\$12 non-members) El Burrito Patio Restaurant, 10450 N La Canada Dr. RSVP (520)297-219.

BREAKFAST MEETING: Last Thursday of the month, 7am (\$12 members/\$17 non-members), Oro Valley County Club, 200 W Oro Valle del Oro. RSVP (520)297-219.

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, 7-9pm (\$) Dove of Peace Lutheran Church, 665 W Roller Coaster Rd. MaryBeth Englund 520-797-3986.

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 Thursday of the month, 11:30am (\$15 members/\$20 non-members) Double Tree Hotel, 455 S Alvernon Way, Tucson. RSVP: 520-740-9543.

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

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

6/8 Tuesday

HOW TO CLONE YOUR BEST CUSTOMER Presented by Heidi Kirkland. NAWBO. noon (\$15 members/\$20 non-members) Double Tree Hotel, 455 S Alvernon Way. RSVP: 520-740-9543 to verify location.

Mondays

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

First Tuesday

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

womyn with a preference

JEWISH LESBIAN GROUP Meets fourth Wednesday of each month. 7 - 8:30pm (free) For more info, call Ellen at (602)222-9545.

Ongoing

WOMYN 2 WOMYN Have an adventure you'd like to initiate? Email sammie@psn.net with date, time, activity and other pertinent information, and get connected to a group of like-adventurous womyn who will join you for the fun of it. Or check out the website: www.psn.net/~sammie/events and join others on their adventures.

Sundays

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

First & Third Sundays

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

workshop/seminar

June 18 - 20

ARIZONA OUTDOORS WOMAN Workshops include: archeology, horses, fly fishing, camp & Cook, nature crafts, photography, firearm safety, and more... at Sunrise Park Resort, White Mountains. Call (602)279-7622 or <http://www.azoutdoorswoman.com>.

6/1 Tuesday

AZ DEPT OF REVENUE EXPLAINS... 6pm (free) Glendale Public Library, 5959 W Brown St, Call 930-3554 to reserve your space.

6/9 Wednesday

PLAY WITH CLAY Guided by Janine Barbour. 7pm (FREE) Barnes & Noble, 10500 N 90th St, Scottsdale. Call for more information, 602-391-0048.

June 9 - 11

THE BRAIN GYM @ COURSE Learn powerful Brain Gym techniques that allow you to regain ease at any time and make permanent change in any area where you feel "stuck" in reactive or self-defeating behaviors. "This is not just kid stuff. And it works!" (\$) Call Kathy Brown, at Center Edge 602/952-7001 or www.centeredge.com.

6/11 Friday

EXPANDING YOUR BUSINESS "Financing & Marketing Your Way to Profit" 10am & 1:30pm (free) Phoenix City Hall Atrium, 200 W Washington, 1st Floor. Validated parking at 305 W Washington garage. 602-262-6790.

6/12 Saturday

WOMEN BUSINESS BUILDERS "Business Through Bartering" presented by Lori Dancer. 2pm (free) Glendale Public Library, 5959 W Brown St, 930-3554.

6/15 & 22 Wednesday

NETWORKING TIPS THAT WORK Success Through Integrity Seminars. 6:30-9:30pm (free) Scottsdale Community College, Peridot or Turquoise room. Call Dave Sherman at 602-860-6100.

June 16 - 17

DYNAMIC CUSTOMER SERVICE Success through Integrity Seminars. 6:30-9:30pm (free) Scottsdale Community College, Peridot or Turquoise room. Call Dave Sherman at 602-860-6100.

6/22 Tuesday

MAKING MARKETING MAGIC WITH A PLAN Presented by Patricia Brooks. 7pm. (free) Glendale Public Library, 5959 W Brown St, RSVP 930-3554.

June 23 - 24

YOUR ATTITUDE IS SHOWING Success Through Integrity Seminars. 6:30-9:30pm (free) Scottsdale Community College, Peridot or Turquoise room. Call Dave Sherman at 602-860-6100.

June 26 - 27

AN INNER APPROACH FOR ETHICAL HELPING Presented by author, trainer and healer, Karen Wilson. "Touch" and "talk" therapists, health care workers and helpers of all kinds explore boundaries, helper burn-out, power plays, confidentiality, marketing and how ethics affect both the helper and the person seeking help. 9:30am-4:30pm (\$189) Homewood Suites Hotel, 9880 N Scottsdale Rd. Call 480-998-8455.

6/30 Wednesday

TEDDY BEAR BASICS Make Your Own. 7pm (FREE) Barnes & Noble, 10500 N 90th St, Scottsdale. Call for more information, 602-391-0048.

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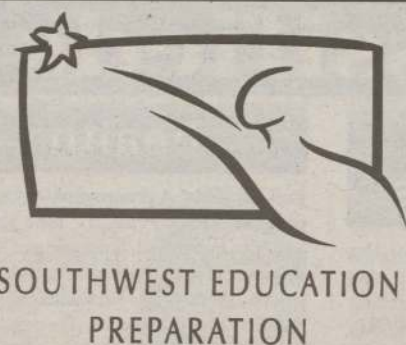
CENTER FOR NEW DIRECTIONS Helps women achieve self-sufficiency through job readiness, training and placement assistance. Call for class schedule: 252-0918 - Phoenix; 507-8619 - Mesa.

Y2K SEMINARS US Small Business Administration Women's Business Center at SELF-Employment Loan Fund in Phoenix. For future seminars, call 602-640-2316 or visit www.sba.gov.

How to Get Listed in the Women's Calendar

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

Final deadline for the Women's Calendar is 5:00pm the 10th of the month prior to issue date. We give preference to notices for non-profits, by and for women that are free or low-cost (\$10 or under). To GUARANTEE that your item is included, you may reserve a listing for \$15 for 1-4 lines, \$28 for 5-8 lines (assume approximately 40 characters per line). Entries must be prepaid: we do not bill or send receipts.



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Susan A. Davis is an attorney who advises clients in the areas of estate planning, small businesses and non-profit organizations. Estate planning includes wills, trusts, powers of attorney, medical care directives and living wills. Business issues include choice of entity for the business, policies and procedures, employee matters and business planning. Nonprofit organization matters include tax exempt status, organizational structure, government regulation, board duties and responsibilities.

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personals

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Women's Business Directory



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INTERNET

Why do I Need a Website?

by Kastle Olson



In the beginning if you had something to sell, you bought a tent at the market place and sold your wares, then as humans became more civilized, one invested in a property for a physical location. With the advent of the printing press, mass advertising became popular because more people could be reached and informed of your product. In the 20th century the radio was invented, and then a little later television. Advertising took on a whole new dimension. Now, turning into the 21st century, we welcome the Internet.

The Internet is the greatest marketing tool since the advent of television. Why? Many reasons. First, efficient information transfer – Think of the paper we waste in mass direct marketing attempts, and brochures and faxes sent to people who really do not care about your product or service. How many times have you called to follow up on information and somebody says "I haven't gotten a chance to look at that yet." Next to "I'm not interested"; it's the number one evasion line. But with the Internet, people look for you, and when they find you, you give them the information they need, you're open for business 24 hours a day 7 days a week.

The second reason the Internet is so powerful is that it reduces your bottom line. Compared to a physical location the set up and overhead of a website is substantially lower. Letting a website do your dirty work i.e.; transferring information, making

sales, and collecting data, means you have more time to devote to your customers, your company and yourself.

Thirdly, the Internet can increase your revenue. How much? How much do you want it to make? You can pull in a few extra sales a week, or set up your entire company online like Amazon.com. Ecommerce is a growing industry, leading the web to the trillion-dollar mark for revenue by early 2003. Even if your site is not designed to feed you credit cards numbers, you can be certain that it will influence sales. 83% of Americans use the Internet to search for information, 43% are shopping online, and 17% are purchasing everything from books and CD's to toothpaste and shampoo right from the comfort of their EZ chair.

So why do you need a website? Because tents have gone out of style and storefronts are moving to cyberspace. If you haven't gotten on the web - be certain your competition already has, and they're taking your chunk of the trillion dollars in business. It's up to you. Remember, dinosaurs didn't evolve, so they became extinct.

Kastle Olson is the Web Consultant and V.P. of Marketing for MeZone.com. To learn more about entrepreneurial development through the Internet, call 877.ZONE.911.

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FEATURE

From Gender, Page 1

Most can be treated with a simple lumpectomy and sometimes radiation. Sometimes we can pick up some cancers that are so early that studies indicate these women do just as well with a lumpectomy and no radiation."

The key to treatment is early detection, Barclay-White emphasizes. "For many women, there's so much fear about radiation and especially chemotherapy that they're afraid of doing anything. They're just paralyzed."

But women should know that treatment is far more advanced now, Barclay-White points out. One improvement is that radiation is much more sophisticated these days. "Now, we can cone the beams to the area we want to treat. And the doses are so much more accurate so that it doesn't damage surrounding tissue."

Chemotherapy is also more sophisticated. "Chemotherapy in the old days was reserved for patients at death's door. It was a last-ditch effort to save someone's life," Barclay-White observes. "But now they're giving it for smaller cancers, knowing that the survival rate is so much higher. Unfortunately, it's still an injection into the vein. But not all of the agents cause people to lose their hair and become very sick. (Chemotherapy) is still nasty, but not as nasty as it used to be."

Barclay-White, who started as a general radiologist, says that she became more and more involved in mammography because none of her male colleagues were interested. Patient contact is essential in mammography, and many radiologists get into the field because they don't want much patient contact, she says. "(Mammography) is sort of embarrassing for women, so I think it is an advantage being a female," she adds.

Another development is the medical community's increasing awareness of gender differences in heart disease, according to Monica Harnden, director of the Heart Center at Phoenix Baptist Hospital.

"It appears that some of the symptoms perceived by women are different than those perceived by men. Women may not experience the rushing elephant-on-your-chest pain that you see on ER. Women may feel more flu-like symptoms, such as achiness, nausea and malaise," Harnden observes.

Women's role as caretakers also affects their decision to complain or seek medical treatment, Harnden says. "Many times, women don't complain. If a woman in a family gets sick, the whole family goes down for the count. It's also important to educate women about their risk factors. There is the myth that it's a man's disease. But by the age of 60, women die as frequently from the disease as men. Before that,

women have some protection because of estrogen. Women have a higher level of good cholesterol (HDL) because of estrogen, but as they reach menopause, that begins to change."

Another gender difference comes in diagnosing heart disease. The treadmill test is less reliable in diagnosing women, Harnden says, because it results in more false positives. Thus, more follow-up

Dr. Mary Ellen Shannon, a physician with Caring for Women, also notes the positive developments in women's medical care, including more focus on preventive medicine for heart disease and osteoporosis as well as more research addressing women's medical needs. "There are more women in medicine now, and that's helping to promote more research," she adds.

think there's more stress than with my mom. She just stayed home and took care of the kids."

To deal with the stress, Shannon highly recommends exercise. That means 20 minutes of exercise three or four times weekly to get the heart rate up and change the bad cholesterol to good as well as weight-bearing exercises—including aerobics, walking and weight-lifting—to help prevent

Women have been conditioned to be much more compliant throughout history. They have been conditioned to be the peacemakers."

Whereas men are inclined to act out depression through violence, women are more inclined to feel the sadness and emotions that are part of the depressive cycle, Klein observes.

Klein says that medicine has not even begun to fully realize the connection between the mind and body. "I think it's unbelievable. I don't think we've even tapped that significance at all. People are aware of the fact that traditional medicine goes so far. But if you don't deal with the underlying problem, then the health problems come back—the high blood pressure, the headaches, the heart fibrillation.

"Actually, we know that the immune system is compromised when there is something stressful going on in the person's life. Toxic-thought problems create a toxic environment in the body, which is conducive to illness. We kind of started on that, and then medicine dropped it. Until we get traditional medicine to recognize that, we will not be able to stamp out the physical effect as easily."

More awareness is also needed concerning brain chemistry, Klein notes. "We can say to the person 'snap out of it,' but chemically they can't. So often, people do really want to change. And there are a variety of new antidepressants to treat people."

Continued - See Gender, Page 13

Differences in Men's and Women's Health

1. Coronary heart disease develops 10 years earlier in men, but a woman's risk for disease increases fourfold when she reaches menopause.
2. Women develop less bone and muscle mass at peak maturity than men.
3. Women's lungs are more susceptible to tobacco exposure than men.
4. Most autoimmune diseases, such as multiple sclerosis, lupus and rheumatoid arthritis are more common in women.
5. Women regain consciousness more quickly after anesthesia than men.
6. Organ transplants appear more successful with same-gender donors.

Source: Adapted from Lila Wallisl, M.D., Cornell Medical College, Los Angeles Times, July 1997

tests are needed to properly diagnose heart disease in women.

Women also need to be aware that hormone-replacement therapy during menopause may increase cancer risk for some women, Harnden points out. For some reason, women who smoke are also more likely than male smokers to have difficulties—including a longer recovery period and increased risk of dying from the disease, Harnden says. In addition, it is more difficult to perform open-heart surgery on women because of the smaller vessels.

Gender bias has also been a problem in treating women for heart conditions, Harnden adds. "Some physicians still do have a gender bias or lack of awareness. In addition, women may not be advocating for change. As a culture, women are not supposed to complain."

On the positive side, medical professionals are increasingly aware now of gender differences in symptoms. "Women are no longer given Valium and told, 'It's OK, sweetie. It's all in your head.' They're treated with the same intensity as men," Harnden says.

Harnden is also encouraged by the fact that women are seeking help through cardiac screening programs. "Since we started our cardiac screening two years ago, our registration has been 50-50 for men and women. Ten years ago, it would have been 80-percent men, and 20-percent women. People just didn't want to recognize that it was a problem for women."

Women's responsibility for health care is not only for themselves. According to Harnden, women also drive the health-care decisions in a family. "What an important responsibility women have—to know the risk factors for themselves as well as their families," she observes.

Her advice for women—"Know your numbers (blood pressure and cholesterol), and work with your doctor on a plan."

In addition to estrogen-replacement therapy, there is also Tamoxifen, which helps to protect the heart and prevent osteoporosis. For those women who experience a decrease in their libido with estrogen-replacement therapy, another option might be a combination of estrogen and testosterone, Shannon adds.

Awareness of preventive medicine is more important for women now than ever before, Shannon says, because of the increased stress they experience. "Women of the 90s are a lot more stressed than they used to be, and stress puts a lot of strain on the heart. Women of the 90s are trying to juggle raising a family and working full-time. The kids want to go to mom when they're sick. That's not going to change. I

osteoporosis. Although swimming is good for the cardiovascular system, it is not good for preventing osteoporosis because it is not a weight-bearing exercise, she points out.

Carole Klein, a psychological consultant for the Women's Cardiovascular Center of the Arizona Heart Institute, notes that there are significant differences between men and women when it comes to addressing psychological issues. "Men are more into denial about their health issues and not into seeking help. Women are more aware of the fact that their emotions are causing physical reactions in the body. They're much more willing to work and to do what's requested of them. They're much more compliant.



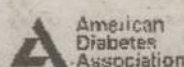
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ONE WOMAN'S STORY

From One Woman, Page 1

One of her primary concerns was that the Southwest has a high mastectomy rate compared to other parts of the country. For example, Phoenix has a rate of 70 percent, compared to a much lower rate of 30 percent on the East Coast, where a lumpectomy combined with radiation is the number one choice.

"I started off in surgery interested in breast cancer. It made more sense to use radiation after a lumpectomy rather than trying to reconstruct after a mastectomy," Quiet observes.

One of Quiet's goals in coming here was to establish a medical cooperative much like the one she had participated in at the University of Chicago. This approach involves medical professionals—oncologists, mammographers, psychologists and plastic surgeons—meeting to discuss the best way of addressing the needs of a woman newly diagnosed with breast cancer.

A few months ago, the Arizona Institute for Breast Health Care grew out of Quiet's desire to bring this cooperative approach to women's health care in Arizona. "Doing it as a collective group is helpful from a physician's point of view because you can learn from one another. It's good for the patient because that's such a stressful time. Women can get same-day results, and the patient can see her own mammogram and ask any questions she has," Quiet explains.

Instead of shopping around for different professional opinions, the patient can get early feedback from eight to 10 medical professionals.

The greatest challenge at this time is getting the insurance companies to cover this treatment, Quiet says. "It's a slow process getting onto insurance plans. We have several HMOs that are interested. Some (HMOs) are much more willing to let their patients go out of their network." Some women even choose to pay out of their own pockets if their medical insurance won't cover the expense, Quiet adds.

Although the institute was incorporated in January, so far, only about a dozen women have gone through the cooperative process. Quiet says that the institute won't launch a significant publicity campaign until more insurers are lined up.

"We have wonderful physician support," Quiet says of the physicians who volunteer their time for the collective. "We realize it really makes our lives much easier. It's educational for us, and you really have a sense of doing the right thing for patients."

Even though the collective has seen only a dozen women so far, it is already making a difference, Quiet says. "A couple of weeks ago, a woman who had been advised to get a mastectomy came to us. She was an ideal candidate for breast conservation. If she had gone along with it, she would have had a mastectomy two to three days after being diagnosed. Fortunately, she was feisty enough that she didn't go along with that. She's thrilled. She's now commuting here from Chandler everyday for radiation treatment."

When Gallup conducted a 1995 survey of 300 primary-care physicians, it found the following:

- **One of three** didn't know that heart disease is the number-one cause of death in U.S. women. (In fact, it kills more women than cancer, AIDS, domestic violence and osteoporosis combined.)
- **Two of three** didn't know that women's risk factors are different from men's.
- **Nine of ten** thought that male and female symptoms were the same.

Source: Southern Pines Women's Health Center

From Gender, Page 12

"There is a significant correlation between emotional patterns and what is going on in the body, and we need to address that."

Karon Ford, director of the Women and Infants Care Center for Arrowhead Community Hospital, foresees change ahead when it comes to dealing with all aspects of women's health care. "More and more people are beginning to recognize that women are the driver of health care these days. So a lot

of hospitals are beginning to develop women's health-care centers.

"The baby-boomer women who advocated natural childbirth are now in their 50s, and they want to be partners in their care. They want to know there are options they can choose from. Each one of us is an individual in our needs and lifestyles."

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Help for Incontinence Too Good To Be True?

"It just sounds too good to be true" is a typical comment from people who learn that exercises and behavioral changes can help them improve their urinary incontinence. However, there is strong support and proof that exercises and lifestyle changes do work. The Agency for Health Care Policy and Research, a division of the U.S. Department of Health and Human Services, recommends that treatment for urinary incontinence should always include exercise and behavioral management. They point out that 85% of those treated with exercise and behavioral management will be helped or cured.

Biofeedback is the best way to learn to do pelvic floor muscle exercises. It shows you that the exercises are being done correctly. Most people notice improvement in two to three practice sessions. Once pelvic muscle exercises have been mastered, they need to be practiced regularly to maintain strength.



Barbara Wiggins
Clinical Nurse
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Jenny Boles
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Changes in behavior and life-style can help. Drinking adequate amounts of water and decreasing bladder irritants such as, coffee, tea, and alcohol are important. Sometimes just going to the bathroom on a regular basis helps and often changes in medications, vitamins, and supplements can improve continence.

Finding the right person to evaluate and treat urinary incontinence is important. You will want to find and work with a health care professional who has been educated and trained in managing incontinence. Some physicians may have someone on their staff specifically trained to teach exercises and behavioral changes. However, one of the best sources for help is a continence center specializing in the evaluation and treatment of incontinence.

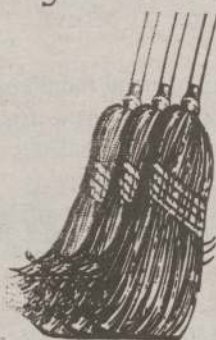
Many national organizations are available to provide information and support for individuals with urinary incontinence. For this information and a free copy of *Understanding Incontinence* call (623) 977-1212.

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A Woman with Vision

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

Cheryl Miller



If you missed the opening game of the first WNBA season for the Phoenix Mercury, you missed a sight to be seen. The arena was full. The anthem was sung and, to this day, I am moved to tears at the opening of a game. For the first time in history (or is that herstory?), women are paid to play professional basketball – another inroad into a traditionally male field.

Head Coach/General Manager Cheryl Miller has led the Mercury to the playoffs in the two seasons since the inception of the WNBA. Miller put together a team that was designed to put pressure on opposing ballhandlers and create turnovers that would lead to transition baskets.

Miller's experience growing up prepared her for the Coaching position at the WNBA. "As a girl growing up, I was always outnumbered by my brothers, but I still did my best to keep up with them. As a result, my basketball game got good," said Miller. She became the first high school player, male or female, to be named a Parade All-America four straight years. She helped her high school team post a four-year record, winning four straight championships. At University of Southern California, she led her team to national titles, was named the National College Player of the year and was the first athlete (male or female) to have her number retired by the university. Miller then went on to lead the U.S. women to their first Olympic Gold Medal.

Miller's coaching experience began when she returned to USC as the head coach. Her team won the Pacific-10 Conference title. Miller was inducted into the Naismith Memorial Basketball Hall of Fame, becoming one of 11 women with this honor. Miller joined Turners Sports, and became the first female analyst to work on a nationally televised NBA game. Miller has also been inducted into the Women's Basketball Hall of Fame.

In our last issue, we made the statement that visionaries have a vision for their own lives, as well as their community. We see Cheryl working with community on a number of levels from the basketball team to the fans.

AZWN: How do you facilitate the players working as a team?

CM: We have team functions outside of basketball. I also have my team captains set the tone.

AZWN: How do you balance their different personalities?

CM: We are all different but as long as we respect each other we can come together as a team.

AZWN: Besides working with the players, what are your other responsibilities within the organization?

CM: Scouting, public speaking, hosting community and team functions.

AZWN: How do you balance your responsibilities to the team, the owners and the fans?

CM: Through my PR person. Basketball comes first and then everything else.

AZWN: Last season when you took Jennifer Gillom off the court, the fans booed you to change your mind, allowing her to return and win the MVP award, what went through your head?

CM: Jenn was trying to reach her 1,000 pt. Mark. I did not know until I took her out that we were winning so I let her go back in. I want my girls to enjoy the game.

AZWN: As a successful woman, in a groundbreaking role, what vision do you strive to communicate to the women's community?

CM: I learned it does not matter who your competition is but rather what goals you set for yourself. Any one of us can do anything and with our heart and soul into things, the sky is the limit.

by Jean DeKraker, CPA

FINANCE

Cheat Uncle Sam of Tax Dollars?

Well, maybe not exactly cheat him. However, there are several legal ways to savor the sweet taste of victory over the taxman.

Several years ago, a friend was moving from the Phoenix area to Oregon. She owned a rental home here in Phoenix and had decided to sell it rather than manage the property from out-of-state. If she had sold the property, she would have created approximately a \$25,000 - \$30,000 tax bill. Needless to say, the idea of permanently parting with that much money did not appeal to her. She had purchased the property for around \$30,000 and was looking to sell it for \$150,000. She wanted to invest all the proceeds in another rental property in Oregon.

What she ended up doing not only saved her tax money but gave her a great source of income. She found a property on the Oregon coast for approximately \$150,000 and did what in tax law is called a like-kind exchange. The Phoenix rental house was, in a round-about way, swapped for the rental property in Oregon.

Voilà, the \$25,000 tax bill disappeared. Like-kind exchanges are one way to delay paying taxes, as my friend did. If used in conjunction with estate planning, you may not only delay paying taxes, but avoid paying them

altogether. Should my friend keep the Oregon house until her death, her children can sell that rental home with no income tax consequences. As the house will be valued at the time of her death, the \$120,000 gain from the Phoenix rental property will never be taxed.

Using the like-kind exchange provisions of the tax law should always be done under the guidance of a professional – an attorney or certified public accountant. But, by being familiar with some of the general qualifications of a like-kind exchange anyone can take advantage of this legal loophole and save tax dollars. A like-kind exchange is also called a 1031 exchange, named for the IRS Code Section that gives authority and guidelines for tax deferral.

There are 5 general requirements to keep in mind if you use this technique. The first is that it must be an exchange of property. You cannot simply sell one property and buy another property to qualify for a tax deferral. *If you sell one property at a gain and reinvest all the proceeds in another piece of property, you will be subject to the tax on the gain from the sold property.* Many times an intermediary is used to accomplish this exchange and avoid having the transaction viewed as a sale by the IRS, especially with real estate transactions.



The property must qualify under tax law as like-kind. The property being exchanged must be used in a trade or business or held for investment. A general definition of like kind is similar in nature. So real estate for real estate, an auto for a truck but not real estate for a truck...

The third qualification is that the property that is received, like my friend's Oregon rental property, must be used in a trade or business or held for investment. So my friend could not have exchanged her Phoenix rental property for a second home for herself and deferred paying taxes on the sale of her Phoenix property.

Some property does not qualify for this type of treatment, most notably, stock, bonds, partnership interests. There are rigid time requirements for a like-kind exchange, which should be managed by a professional.

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

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VISIONAIRES

By Margot Dorfman,
M. Ed., M. Div.

Community: First Step – Playing with the Team

Community is a broad concept and there are many levels on which to get involved with it. Community could mean your family, your church, an organization with which you are associated, the city, state or country in which you live, and, in this day and age, the world. In serving community, whichever level you focus on, it is important to understand working as part of a team to obtain the group vision. Understanding team playing is key. As women, many of us are at a disadvantage because growing up we were not encouraged to join team sports. I had heard this before but I didn't believe it until I lived it.



During this time, I joined a health club. One of the amenities was a weekly drop-in basketball game for women. Although I was a swimmer, and hadn't played basketball since high school Phys. Ed., I decided to give it a try anyway. When I introduced myself, I asked to be reminded of the rules. The rest of the participants sucked the air out of the gym, I think in hopes that I would change my mind. Once I had the ball, however, my hands turned into magnets and I couldn't put it down. I was (and still am) impassioned. I practiced by myself, and showed up every week. Seeing my determination, the others began to give me pointers on how to improve my game. One woman told me that the team was only as good as its weakest player.

In my previous life, I was in the field of Credit and Collections. The first work team I was hired into was at ADP. There were five of us. I had the greatest number of customers and the largest dollar amount of receivables. We were given personal and team goals. Each month, I excelled at my position and made my personal goal. Consequently, our team always made its goal—even when some of the other individuals did not meet their personal goals. However, when it was time for my review, I was told that I was not a team player. I didn't understand.

A few jobs later, I worked at Colombo in a similar environment as a credit supervisor. Once again, the feedback was the same. I still didn't understand.

Ironically, it wasn't until a few weeks later when I was swimming that I understood. I thought that I was a team player because I had a swim team perspective. In swimming, you have to perform to your best ability as an individual for your team to win. That means you

may have to beat out another of your teammates in a race—your team could get first and second place, not just one or the other. However, most team sports are not like swimming. You cannot rely on one person to win a basketball game. That individual may not be able to get to the basket and, if she refuses to pass the ball to a team member, she will lose the points. If she does pass the ball and the receiving player cannot catch the ball and score a point, the team will lose the game. In basketball (or any other team sport), you are truly only as good as the weakest player. We have to help each other improve in order to win as a team.

Taking this new perspective back to your community, organization or team, it translates: you have to help each other to achieve your vision or goal. So if you need to gain a team perspective, I highly recommend participating in a team sport... even if it's just once. Then you can translate for yourself.

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



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LEGAL

By Susan A. Davis

DOING GOOD IS NOT ENOUGH

Many serve the community by serving on boards of directors for nonprofit organizations—charities, museums, health care providers, schools, social clubs, etc. Simply volunteering your time to an organization that is doing good things for community benefit is not enough! Being an effective director means knowing what the organization does and how it is funded, and being aware of your legal rights and duties as a director, your potential liabilities for corporate actions, and ways to protect yourself and your organization.

Director Duties

Directors of nonprofit organizations have two basic legal duties: care and loyalty. The first requires that a director be reasonably informed and participate in good faith in board decisions. To be adequately informed you must monitor the activities of the organization by attending board meetings and reading information supplied by the organization. The board's role is to set policies and oversee the financial health of the organization.



While the board delegates daily operations to others, a director may not delegate her responsibilities.

Loyalty requires directors to exercise their powers in the interest of the organization. A director may not use her position for personal advantage. Any conflict of interest must be disclosed to the board. Depending on the nature of the conflict, you may have to abstain from discussion and voting on the matter in conflict or resign from the board. All matters involving the organization are confidential unless the information is a matter of public record. You must also be aware of legal requirements for public disclosure of information, particularly for highly regulated or tax exempt organizations.



Director Rights

To perform their duties, directors have certain rights, including access to management and the CEO, corporate books and records, advance notice of meetings, and meeting minutes.

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Director Liability

Generally, directors are not personally liable for the actions of the organization. Both state and federal law provide protection from liability for volunteer directors of nonprofit organizations in lawsuits by third parties. You may be personally liable, however, to the organization itself for breach of your duties as a director, or in claims against the organization for unpaid employment taxes, environmental claims, excess benefit transactions, or antitrust claims.

Director Protection

There are three things you can do to protect yourself and your organization. First and foremost is to assure the organization complies with the law and observes corporate formalities such as meeting and record keeping requirements. Second, assure that the organization's Articles of

Incorporation contain a provision for indemnification of the directors under which the organization will pay amounts assessed against a director who acts in good faith and in the best interest of the organization. Third, determine that the organization has Director and Officer ("D&O") insurance to cover any claims against you.

Understanding these rights and responsibilities and utilizing the protections available to the board of directors will enable you to be a more effective board member and will enhance the organization's ability to attract and retain qualified people to serve on the board.

Susan A. Davis is an attorney who advises clients in the areas of estate planning, small businesses and non-profit organizations. She can be reached at (480) 657-0226 or susan.a.davis@azbar.org.

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READERSHIP

1. What sections of the paper are your favorites? (1 - Always Read, 2 - Frequently Read, 3 - Sometimes Read, 4 - Never Read) ☐ Feature Article ☐ Editorial ☐ Women on the Rise ☐ In the News ☐ We're In Business ☐ Internet ☐ The Women's Network ☐ Women's Calendar ☐ Women's Business Directory ☐ Classified Ads ☐ Employment Ads ☐ To Your Health! ☐ Visionaries
2. How many people will read the copy of the paper you have? ☐ 1 ☐ 2 ☐ 3 ☐ 4+
3. How long do you spend reading the paper? _____
4. How many days or months do you keep the paper? ☐ less than 30 days ☐ 1-2 months ☐ 3+ months
5. Do you do business with any of our advertisers? Y or N
6. How often do you read the advertisements in Arizona Women's News? ☐ Always Read ☐ Almost Always Read ☐ Sometimes Read ☐ Never Read

DEMOGRAPHICS

- 7a. Gender: ☐ Female ☐ Male 7b. Age: ☐ 18-29 ☐ 30-39 ☐ 40-49 ☐ 50-59 ☐ 60+
8. Marital Status: ☐ Married ☐ Single ☐ Divorced ☐ Significant Other
- 9a. Number of Children in Home: _____ 9b. Number of Children by Age: ☐ under 12 ☐ 13-18
10. Education: ☐ H.S. Graduate ☐ Some College ☐ College Graduate ☐ Advanced Degree ☐ Trade or Industry Certificate
11. Total Household Income: ☐ less than 14,999 ☐ 15-29,999 ☐ 30-44,999 ☐ 45-59,999 ☐ 60-74,999 ☐ 75-89,999 ☐ 90,000+
12. Do you have responsibility for your household budget? Y or N
13. In what city do you live? _____

LIFESTYLE

14. What are your most important issues? (check all that apply) ☐ child care ☐ crime/violence ☐ education ☐ elder care ☐ environment ☐ gender/minority equity ☐ health care ☐ politics ☐ retirement security
15. To what type of organizations do you belong? (check all that apply) ☐ cultural/art ☐ professional ☐ feminist ☐ environmental ☐ religious

ACTIVITIES/PURCHASING DECISIONS

19. Do you own or rent your home? ☐ own ☐ rent
20. Do you have any of the following investments? (place a check mark by the investments that apply) ☐ IRA or 401K ☐ Mutual Funds ☐ CD's, Savings Certificates ☐ Stocks ☐ US Gov't or Municipal Bonds ☐ Corporate Bonds ☐ Trust Investments
- 21a. Do you own an automobile? Y or N 21b. Do you lease an automobile? Y or N
22. Which of the following items do you plan to buy at least once during the next 12 months? (check all that apply) ☐ women's clothing ☐ men's clothing ☐ children's/adolescent clothing ☐ shoes ☐ pharmacy prescription ☐ kitchen items ☐ books ☐ home improvement supplies ☐ movie tickets ☐ lawn and garden supplies ☐ rent VCR movies ☐ records/CD's/tapes ☐ knitting, sewing supplies ☐ art-craft supplies ☐ camping supplies ☐ furniture
23. Which of the following services do you plan to use during the next 12 months? (check all that apply) ☐ medical doctor ☐ holistic practitioner ☐ OB/GYN ☐ dentist ☐ eye doctor ☐ dry cleaner ☐ travel agent ☐ florist ☐ stockbroker ☐ lawyer ☐ education class/seminar ☐ veterinarian ☐ financial planner ☐ exercise, health club ☐ chiropractor ☐ realtor ☐ massage ☐ therapist/counselor ☐ busy woman services (house cleaning, yard maintenance, etc.)

OCCUPATION/EMPLOYMENT

24. Which best describes your employment position? ☐ owner/president/elected official ☐ upper management/administrator ☐ professional ☐ other/retired
25. In which business area are you employed? ☐ accounting ☐ administration ☐ communications ☐ computers ☐ construction ☐ education ☐ engineering ☐ health services ☐ law ☐ manufacturing/factory ☐ marketing ☐ natural sciences ☐ sales ☐ secretarial ☐ social services ☐ other (_____)
26. In which areas of purchasing are you a decision maker? (check all that apply) ☐ computer equipment and services ☐ office machines ☐ office furniture/design ☐ public relations/marketing/advertising ☐ operating supplies, printing ☐ travel arrangements ☐ sites for conventions or meetings ☐ telephone systems/equipment/service ☐ personnel services ☐ internet services ☐ web page design ☐ banking services ☐ express/package/delivery/freight ☐ purchase/lease/rental of commercial space ☐ accounting services ☐ insurance/employee benefit packages ☐ purchase/lease company cars/trucks ☐ selection of healthcare/HMO's ☐ building maintenance/security systems ☐ selection of business consultants

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MORE - IN THE NEWS...

In The News,
Continued from Page 3

■ NAPOLITANO FIGHTS TELEMARKETING FRAUD

Attorney General Janet Napolitano announced her Office's participation in Operation Intercept, a partnership between the public and private sector to curb telemarketing fraud. The campaign is aimed at educating the elderly, especially those who have already been victimized by telemarketing fraud. The effort includes seminars, call in programs on public television and "reverse boiler room" during which staff will call individuals on the telemarketing companies lists to give them information on how not to fall prey to telephone sales scams.

■ CITY COUNCIL VOTES TO CONTINUE MWBE PROGRAM

On Wednesday, May 12, the Minority and Women Owned Enterprise program was up for a vote as to whether or not to continue it. Representatives from all of the minority chambers were present. Denise Merideth of the Greater Phoenix Black Chamber of Commerce who pointed out that prior to the program 5 years ago, no minorities were given contracts to work with the City of Phoenix; since the program, only 2.9% of minorities have received jobs. No representatives from any of Phoenix's many women's organizations spoke. Margot Dorfman of Arizona Women's News spoke in favor of continuing the program. The City Council voted to continue the program.

■ DISABLED STATE EMPLOYEE CHANGES STATE DISABILITY LAW

Governor Jane Hull signed Senate Bill 1291 changing the accrualment of retirement benefits for disabled state employees from 25-30 years. The passage of this law ended a three-year battle by disabled state employee, Janolyn Lo Vecchio, to regain her retirement benefits. Lo Vecchio became disabled in 1996 and suffered a 17% retirement income reduction and an altered retirement age when her retirement was capped at 25 years under the old law. After gathering evidence which proved that only employees who began working for the State of Arizona at ages 30 or younger suffered retirement changes, Senator Victor Soltero agreed to sponsor a bill address this issue.

ORGANIZATIONS

■ KAET SALUTES ARIZONA WOMEN

Seven dynamic Arizona women - Susan Goldwater, Barbara Barrett, Elladean Hays Bittner, Ginger Renner, Betsey Bayless, Katie Lee and Polly Rosenbaum - share their life experiences in **The Goldwater Lecture Series**, a new KAET production that will air Wednesdays at 7pm beginning June 2 on Channel 8. The series is dedicated to the memory of Senator Barry Goldwater, founder of the Arizona Historical Foundation at ASU and a long-time champion of women's issues. 480-965-3506.

■ DOMESTIC VIOLENCE STOPS WITH YOU

This \$1,000,000 campaign just received the first of many anticipated "challenge" pledges. Ginnie Clements of Golden Eagle Distributors has challenged other women business owners in Tucson to match her pledge of \$1,000. The funds raised will enable Tucson Centers for Women and Children, the Brewster Center and the Tucson/Pima County Domestic Violence Commission to continue and expand programs and services. Donations can be made to "Domestic Violence Stops With You", care of Arizona Bank, 4707 E Grant Rd, Tucson, 85712. 520-795-8001.

NATIONAL

BUSINESS

■ EASTMAN KODAK CO. FOUND 2000 FEMALE AND MINORITY WORKERS UNDERPAID

Eastman Kodak Co. said it found 2,000 female and minority workers underpaid and fired a handful of managers due to the discrepancies. The company said the inequities were discovered in an internal audit which was carried out in reaction to concerns about unequal pay voiced by the Rochester, NY NAACP. Kodak will pay out \$10 million to adjust for the past inequities going back three years, and give pay raises ranging from 3 - 6 percent to the underpaid women and minorities, who were mostly factory workers.

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