



E-Newsletter

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Comments or questions? Interested in sponsoring or advertising in an issue of the NAFE E-Newsletter? Contact **Paula Damiano**, newsletter editor, at paula.damiano@nafe.com.

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FEATURED BENEFIT



Welcome



*Women make great leaders. This was never more apparent to me than at the NAFE national conference... when more than 400 women worked together to hone their leadership and business skills-getting better at negotiating, competing, risk taking, branding, connecting. Members mentored one another, made new contacts, and gave each other business ideas. **Betty Spence, President of NAFE**, writing about the 2005 event. Make sure you register for the 2007 conference - read more below!*



SPECIAL OFFER for NAFE members:
SUBSCRIBE to Working Mother
 and **SAVE 68%**



Featured Events

NEW YORK CITY: What's in YOUR Future? AXA and NAFE Want To Help. Have you planned for situations that are totally unexpected or unthinkable? NAFE members report that their time crunch and plain procrastination have kept them from putting their financial affairs in order. Yet doing so brings peace of mind for both you and your family. We have invited financial expert Mary Jo Iacovino to present a powerful estate-planning tool and walk you through everything you need to know to "get your house in order." Topics include preparing a will, inventorying investments, disposition of property, creating an ethical will and other critical information. And oddly enough, Mary Jo makes it fun! So please join us October 10th at the Yale Club (New York City) from 8:00-10:00 AM, where, like at all NAFE Breakfast Clubs, there will be time for networking, fellowship and breakfast, too. Sponsored by AXA Advisors. NAFE PROMISE: no selling will occur. Click [here](#) to register for this event (FREE for NAFE members, \$39 for nonmembers) – or phone 866-734-9661.

ST. LOUIS, HOUSTON, CHICAGO, MONCLAIR (CA), WASHINGTON D.C. AND SEATTLE - Six NAFE Breakfast Clubs/Receptions This Fall! Discover how to improve your chances for landing new business, getting a promotion, or finding the perfect spot as a leader in your community - by "showing up big" clad in your clout and your talent. Step into your power and

Millions of people would give their eyeteeth to have high quality, affordable dental insurance. It's very important insurance to have...whether you're single...a single parent...or married with a young, growing family. And, you know how costly it can be if you try to insure as an individual.

That's why the NAFE offers a quality dental coverage at affordable group rates for you and your family, with day one coverage for preventative care.

There are two different deductible plan options, and you have the freedom to choose your own dentist. To learn more, call the plan administrator toll-free for assistance: 1-877-898-6233.

NAFE WEB TIP

Visit our ever-expanding [Calendar of Events](#) for opportunities around the country. The new Search function makes the Calendar even more useful and accessible. Use the Event Submission Form online to let us know about events in your area.

WORDS TO WORK BY

Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.

create a winning image with Gail Blanke, motivational speaker, founder of LifeDesigns, author of *Between Trapezes: Flying into a New Life with the Greatest of Ease* and *In My Wildest Dreams*, and columnist for *Real Simple* magazine. NAFE brings its inspiring Breakfast Clubs (except Montclair, which is an evening reception) to six cities this fall, sponsored by ALFANI, a contemporary women's fashion line available exclusively at Macy's. Come for the expertise, the networking, the fun - and you'll have a chance to win a complete Alfani wardrobe! **Online registration is now available through the NAFE website.**

- **9/29 - Macy's Galleria, St Louis, MO (8:00-10:00 AM breakfast)**
- **10/13 - Macy's Memorial City, Houston, TX (8:00-10:00 AM breakfast)**
- **10/20 - Macy's State Street, Chicago, IL (8:00-10:00 AM breakfast)**
- **10/23 - Macy's West, Montclair, CA (6:30-8:00 PM evening reception)**
- **10/27 - Macy's Metro Center, Washington, DC (8:00-10:00 AM breakfast)**
- **11/3 - Macy's Downtown Seattle, Seattle, WA (8:00-10:00 AM breakfast)**

Executive Women Leading the Way: NAFE National Conference January 24-26, 2007. Mark your calendars - and check your supply of sunscreen. In the dark of winter, we hope to see you in sunny Southern California for the 2007 NAFE National Conference -- at the gorgeous Ritz Carlton Hotel in Laguna Beach, CA. Price for the three-day event for current NAFE members: \$399. Includes all seminars/keynotes, full access to exhibit hall, two receptions, breakfast and lunch both days, plus an "Awards style" swag bag filled with the season's hottest items (valued at over \$500). Expect renowned keynote speakers, skill-building workshops, great connections - and learn how to certify your business with WBENC. Click [here](#) or call 888-546-6344, ext 251 now to reserve your place!

Announcements & Opportunities

WORKING MOTHER 100 BEST COMPANIES 2006 **Working Mother 100 Best Companies Turns 21!** This year, as *Working Mother* magazine (published by Working Mother Media, the parent organization of NAFE) names its 21st annual 100 Best Companies, the winners are proving that it takes more than ever to be among the best. With a looming labor shortage and women comprising a greater percentage of the workforce than ever before, the 2006 Working Mother 100 Best Companies are making it a priority to retain these valuable employees. You can view the 2006 list [here](#) and read more about the companies that create a culture of family-friendly policies and benefits. Happy 21st anniversary, Best Companies!

Nominations for NAFE Women of Excellence Awards. Our national awards program celebrates the achievements and accomplishments of NAFE members in their careers, businesses and communities, and selects from nominations in five categories: Woman of Achievement, Outstanding Entrepreneur, Mentorship Award, Community Service and Rising Star. The application for NAFE Women of Excellence Awards is now online. Click [here](#) for

Margaret Mead,
American cultural
anthropologist
(1901-1978)

ESSENTIALS

To JOIN NAFE [click here.](#)

To RENEW YOUR MEMBERSHIP today [click here.](#)

Not affiliated with a NAFE network? [Click here](#) to find the NAFE network closest to you.

Are you taking full advantage of your NAFE member benefits? [Click here](#) to see a full list of great discounts and special offers.

Let us know what you want from NAFE. [Click here](#) to send us your comments and suggestions.

As a NAFE member, you are also a member of Women Impacting Public Policy, a bipartisan advocacy group. To learn more, visit www.wipp.org.

To SUBSCRIBE, [click here.](#)

To UNSUBSCRIBE, [click here.](#)

The NAFE E-Newsletter is produced by: National Association for Female Executives
60 East 42nd Street
New York, NY 10165
www.nafe.com

more information on the process (including changes on eligibility) and to download an application form. Application deadline: December 1, 2006.

MANHATTAN CHAMBER OF COMMERCE - DISCOUNT. NAFE is excited to be partnering with the Manhattan Chamber of Commerce, which represents the voice of over 100,000 companies in Manhattan and partners with over 300 diverse business organizations in supporting the business community through advocating for positive business legislation, hosting 3-4 monthly networking events and seminars, marketing and international outreach. Their mission is to create a positive business environment to foster job development and promote business growth... their motto: WE MEAN BUSINESS. Join MCC now - **NAFE members get 15% discount off published membership rates!**

Call for Speakers - Women Entrepreneurs/Pittsburgh, PA. You've spent years honing your skills as a business professional - now it's time to share your experience. Seton Hill University's E-Magnify® center for women entrepreneurs invites you to submit a proposal to be a workshop/session presenter at the 2007 E-Magnify *Building a World-Class Business* conference on Tuesday, March 20, 2007 at the Westin Convention Center in downtown Pittsburgh. Interested speakers should submit the application form on the organization's website.

Dream it, Plan it, Do it! Dream It, Plan It, Do It Success Strategies Conference. Join fellow NAFE members in Valencia, CA, November 1-4, 2006, for this important conference sponsored by AWebb, LLC. The event provides strategies for career and entrepreneurial success of interest to employer and employee alike. Subjects include: Resources For Your Business, Planning/Time Management, Effective Financial Management, Making the U.S. Government Your Customer and Effective Communication - Like Your Life Depended On It. Attendees will also enjoy uncompromised indulgence at the Glen Ivy Day Spa at the Hyatt-Valencia, as well as opportunities for golf, swimming and shopping. **NAFE members receive a 25% discount on registration.** Your price of \$299.25 (regularly \$399.00) includes conference admission, events, workshops, conference meals, and the Grotto spa treatment at Glen Ivy, in addition to special discounts at some local shops and restaurants. Questions? Contact Michelle Donner at Michelle@AWebb.org.

Celebrate the holidays in a whole new way - Special NAFE Discount to the *Holiday Wonders* show! NAFE member **Kaishin Yen**, Assistant Stage Manager & Stage Designer for *Holiday Wonders*, is offering a special **15% discount** to NAFE members to enjoy an exuberant fusion of traditional Eastern performing arts and Western holiday classics. Treat your friends, family, and employees to a truly magical experience this holiday season! Location: Beacon Theatre, 2124 Broadway, New York, NY. Please visit <http://shows.ntdtv.com> for more details. Discount good for *Holiday Wonders* performances Dec 19-24, 2006. Ticket prices: \$35, 50, 80, 125. BY PHONE: Call 888-260-6221 and mention code AWP293015. ONLINE: Order on <https://ticket.ntdtv.com/> and enter code AWP293015.

Google Grants for Women's Computer Education. The search engine giant Google is offering four \$10,000 scholarships for female students in computer science, computer engineering, or a

related field to honor computer scientist Dr. Anita Borg. The **Google 2007 Anita Borg Scholarships** will make two awards to undergraduates and two to graduate students. Deadline for applications is January 15, 2007.

America's Walk for Diabetes. Juanita Thompson is a NAFE member as well as the Director of Community Initiatives of the American Diabetes Association (Southeastern VA division) and the Programs Coordinator for America's Walk for Diabetes. Join an existing walk team or form your own-and help the 20.8 million American adults and children who cope with type 1 and type 2 diabetes. Someone is diagnosed with diabetes every 21 seconds - donate your time, money or both to this important cause.

More Announcements & Opportunities

Small Business Tax Deductions. Are business lunches deductible? How about a hot tub after a hard day's work? Here's a handy compilation of allowable deductions, and a summary of the basic types and tax issues involved.

Share your NAFE Stories! NAFE Turns 35. The National Association for Female Executives will be 35 years old next year. For the 2007 issues of the *NAFE Magazine* and *NAFE E-Newsletter*, we're seeking NAFE tales about the early days from people who "remember when." Send your NAFE experiences and remembrances to **Paula Damiano**, *NAFE E-Newsletter* Editor. Please include information on when you first joined and how many years you've been with NAFE.

10 Ways to Grow Your Online Store Sales. Are you selling online - or considering the possibility? Here's an article with lots of useful tips on e-commerce, including how to use key words for optimal search engine results, payment options, pay-per-click advertising and more. Who knows? Your next storefront could be a virtual one.

Breast Cancer and You. The American Cancer Society reminds us that October is **National Breast Cancer Awareness Month (NBCAM)**. The bad news: the percentage of women having mammograms every year is going down. Reacquaint yourself with this important health issue - and check out what programs are offered through the NBCAM initiative. Be a fundraising leader and become a Pacesetter! All you have to do is set the pace by individually collecting \$2,500 or more in donations, and you will automatically become a member of the Pacesetters Club.

Make Mine a \$Million Business Competition. When just 3% of women-owned businesses generate more than \$1 million per year, it's clear that new growth opportunities are needed. Twenty applicants with the most promising growth plans can win one-on-one mentoring, marketing assistance, a line of credit from OPEN (American Express), a loan from Count Me In, technology support from Cisco Systems and the opportunity to take part in QVC's product search and sell their products on the network. **Applicants have until September 29th to apply online.**

Career Development

NAFE Discount for Simmons Executive Education Programs! Simmons Executive Education programs (Boston, MA) provide women with the tools they need to navigate their careers and become influential leaders within their organizations. **NAFE members receive a 15% tuition discount on any of Simmons Executive Education programs** - just identify yourself as a NAFE member on your program application to receive the discount. (You can write "NAFE member" anywhere in the payment section

and you'll receive 15% off.) Upcoming programs include:

- **The Negotiation Edge: Effective Strategies for Women - November 13-15, 2006 (\$1,500 minus a 15% NAFE discount)**
- **Managing Your Leadership Brand - October 13, 2006 (\$750 minus a 15% NAFE discount)**
- **Leading High Performing Teams - October 16-18, 2006 (\$1,800 minus a 15% NAFE discount)**

Five Tips

5 Tips for Maximizing Your Success in Your First 100 Days

Liz Cornish is the author of *Hit the Ground Running: the Woman Leader's Guide to the First 100 Days*, on the job the product of over 200 interviews with effective executives, 25 years experience and a tired backside. She is founding partner of FHD (First Hundred Days) Consulting.

The first months in any leadership challenge are both exiting and vulnerable. Used well, it's an unparalleled opportunity to accelerate success and create long-term positive momentum. Unfortunately, a few tactical errors or misjudgments can instigate a crisis of confidence in management from which it's tough to recover. There are ways to maximize the chance of "sticking the landing" while minimizing risk in this critical period. Given the overwhelming demands, how should you allocate your most precious commodity - time?

Here are some important tips for maximizing your first 100 days in leadership:

1. **Create a "going in" strategy:** Don't wait until you punch in to start work. Develop an entry plan that includes concrete results expected of you in your first 100 days, and a learning plan for getting to know the job and organization. Get clear agreements on (a) how you and your boss will maintain communication; (b) strategic issues; and (c) your roles and responsibilities. Also, negotiate for a support system, be it a professional coach, mentor or networking organization.
2. **Identify your leadership anchors:** Anchors are your "rules of engagement" that govern your leadership style. For some, anchors are a personal vision (we are creating a world where war does not make sense), or a set of personal values and guiding principles that govern daily interaction (honesty, mutual respect). For others, they are an explicit set of behaviors (we provide seamless service to our customers). When lacking time to sort out strategic and operational priorities, communicating your anchors settles apprehension and inspires confidence and key stakeholders move from considering you as an unknown wild card to envisioning their world under your leadership.
3. **Proactively manage your first impression:** Based on what you know so far, decide what your first impression should be. What are the leadership messages you need to convey? Perhaps you need to project your no-nonsense, direct style. Conversely, maybe you want to demonstrate that you are an accessible team player. It's much easier to establish a reputation than to change it later, so plan ahead. Even if you're being promoted, others are experiencing you for the first time in your new position.
4. **Find early first wins:** In your first 50 days, look for short-term wins that will create forward momentum and shore up your leadership credibility. Short-term successes are the "low-hanging fruit"-the easy projects or initiatives with a good chance of success and high visibility. Consider initiatives that are relatively non-controversial in the organization that showcase or employ your unique strengths.
5. **Leverage your relationships:** Determine who's vital to your success and what's important to them. Initial meetings will be dictated by your entry plan, but you also need to connect with your team and other parties, like unions, corporate office, major clients, shareholders, and more. Get out there, talk to them, find out their concerns and ideas; then describe your anchors and open

communication channels. If promoted from within, you will know the strategic issues and can address them quickly. If you're new to the organization, you need to verify what you are learning about the organizational issues and priorities.

Member News

NAFE President **Dr. Betty Spence** will speak at the November 8th meeting of the newly-formed Professional Women in Corporate America (PWICA), the local NAFE affiliate in New York City. For further details, check the calendar of events on the NAFE website.

Sheronde Glover, NAFE member and author of *Sipping Tea and Doing Business*, announces her company's launch of the Online Entrepreneur's Course in conjunction with the Women's Economic Development Agency (WEDA). Information can be found at her website: www.sippingteaonline.com.

Karen McCarter, a NAFE member and President of Aloette Cosmetics in Monrovia, CA, recently attended a training seminar in Atlanta - and was crowned Queen for securing the most new recruits during the months of July and August, among American and Canadian franchise presidents, managers and beauty consultants. Her award: a beautiful necklace-and-earring set.

Sheri McConnell, a Texas NAFE member and President of the National Association of Women Writers, launched a new enterprise in September 2006. The **Association of Web Entrepreneurs** offers free expert advice and much more for dynamic entrepreneurs wanting to build and run a successful six-figure online business. You can get a free report, **10 Mindsets Web Entrepreneurs Must Have To Succeed** at the AWE Website or by sending an e-mail to naww@onebox.com with "Subscribe AWE" in the subject area.

Computer Tip

Stop Automatic Hyperlinks in Word: If you don't want an email address or Web site you type to automatically turn into a hyperlink, click the Format menu, AutoFormat, Options, and untick the box next to Internet and network paths with hyperlinks.

This tip comes from NAFE member **Peggy Duncan**, personal productivity expert, trainer, and author of several books, including *Just Show Me Which Button to Click! in Word for Authors*

Upcoming Events

**Atlanta, GA
September 28, 2006**

Private Sector Investment Workshops for Women. For more than three decades, the Overseas Private Investment Corporation (OPIC) has been the primary U.S. government agency supporting private sector investment in new and emerging markets. As part of OPIC's outreach efforts to the minority- and women-owned business community, OPIC is hosting three workshops: **Atlanta, September 28th; Chicago, October 12th; Los Angeles, November 16th.** All workshops are being held in cooperation with the U.S. Department of Commerce Minority Business Development Agency and the National Women's Business Council. Registration fee: \$50. Contact Judyth Kay Gilbert (202-336-8641, jgilbert@opic.gov) for more details.

Phoenix, AZ
September 29, 2006

IMPACT for Entprising Women, a local NAFE affiliate, is holding their monthly luncheon. Come to give your 30-second commercial about yourself and your business. Member Rozanne Hird will speak about how to use technology to grow your business. Her topic, *I Do Windows*, encompasses 13 years of experience in software training, virus and spyware removal.

Summerdale, PA
October 3, 2006

The **Central Pennsylvania Association for Female Executives**, a local NAFE affiliate, announces its October program -- *When I Listen, Why Don't I Hear* - to be held at the Central Penn Conference Center. Event begins at 5:30 PM. For more details, contact: Deb Sheppard, DebKohr@pcntv.com.

Denver, CO
October 3, 2006

The Women's Business Link (a NAFE affiliate) **Breakfast With Champions** offers a great opportunity for women along the Front Range to enjoy networking, goal-setting, sharing with business-building masterminds - and the Embassy Suites Breakfast Buffet for only \$15!

Iselin, NJ
October 5, 2006

SRI announces a series of seminars - **NegotiationPlus For Women: The Art of Getting What You Want** - this October across the USA. Event cities are **Iselin, NJ (10/5); Chicago, IL (10/11); Houston, TX (10/12); Dallas, TX (10/13); San Diego, CA (10/16); Los Angeles, CA (10/17); San Francisco, CA (10/18); Seattle, WA (10/19); Boston, MA (10/24); New York, NY (10/25); Philadelphia, PA (10/26); and Washington, DC (10/27)**. This hands-on program, designed to teach women to think about negotiating differently and to improve their negotiating skills using the NegotiationPlus™ method, includes exercises and simulations specifically designed to address situations that you face in your business and personal lives. To receive a 15% discount, please mention priority code NAFE15 when calling to register: 1-800-599-4950.

Naples, FL
October 10, 2006

The **Premiere Business Women's Expo 2006** will be presented by the Women's Network of Collier County, a NAFE affiliate in Florida. This is the network's first tradeshow. Member businesses will highlight their areas of expertise at every booth. The event is made possible by the contributing partnerships of Wachovia Bank, International College and several other local media partners. It will be held at Saint John the Evangelist in Naples, FL on October 10, 2006. For more information, contact Rosie Johnson at 239-821-6855.

Anywhere
October 12, 2006

Working Mother WebSeminars - NAFE Discount! Working Mother Media's WebSeminars provide a national forum for a wide range of topics. Talented panelists from remote sites hold a virtual, 90-minute forum to share knowledge and provide practical tips. You can participate from any location around the globe - all you need is Internet access and a phone. Upcoming seminars include **Latina Trailblazers: Leveraging Cultural Values for Corporate Success** on October 12th. Regular price: \$225 per site location (unlimited number of participants). To receive a \$50 special NAFE discount, register for the WebSeminars by phoning 800-775-7654.

Washington, D.C.
December 11-13, 2006

Consumer Health World Inaugural Conference. NAFE is an association sponsor for this conference: a groundbreaking event that will explore the issues defining the consumer demands on the health care delivery system. CHW also provides special programming around healthcare marketing including information on the New Healthcare Consumer, Consumer Direct Access to Healthcare & Retailization, and the Boomers Business - a phenomenon that has sparked a national movement and ushered in the age

of consumerism in health care. This premier, multi-conference event brings together all of the stakeholders of the consumer-driven health care industry; the employer, provider, health plan, pharmaceutical, leading technology products, and technology solution providers. Dates: December 11th - December 13th. Location: Omni Shoreham Hotel, Washington, D.C. Discounts for NAFE members: Register using code **NAFE20PCT06**.

- Log onto the **NAFE website** (use your last name and NAFE member number) to view our ever-expanding **Calendar of Events** for opportunities around the country. The new Search function makes the Calendar even more useful and accessible.
- Use the Event Submission Form online to let us know about events in your area. Events submitted for the website will also be considered for the *NAFE E-Newsletter* - **twice the exposure for one listing!**