

The Whirlwind



Washoe Zephyrs Chapter Newsletter

March 2006

P. O. Box 20268, Reno, NV 89515-0268	2006 ABWA Spring Conference
<p>Meeting is 3rd Tuesday of ea. Month 5:30 p.m. Networking 6:00 p.m. Meeting/Dinner</p> <p>Our New Location: La Pinata Restaurant 1575 Vassar St, Reno 323-3210</p> <p>Call Sherry Fairchild at 673-8576 or Betty Mullins at 329-3026 before noon the Friday prior to the meeting.</p> <p><i>Reminder – A Reservation Made is a Reservation Paid.</i></p> <p>Board Members</p> <p>Sherri Simmons, President 787-0144 or 250-4010</p> <p>Deborah Shadaram, Vice-President 450-4455</p> <p>Debbie Frambola, Secretary 554-9319 or 853-9991</p> <p>Rita Perry, Treasurer 853-1291</p> <p>Sherry Fairchild, Correspondence Sec. 673-8576</p> <p>Newsletter articles are due by the last Friday of the month. Please email Sherry Fairchild @ csilover@netzero.com</p>	<p>April 7-8th, Lake Tahoe, NV. Horizon Casino Resort – Chartered bus departs Reno airport Thursday, 11 a.m. and 1 p.m., round-trip \$33. Only return times provided were Sunday, 8:30 a.m. and 10:30 a.m. Friday seminars: 101 What is ABWA? 1 p.m. – 2:30 p.m.; 102 Impact Programming for Award Winning ABWA Chapters & Networks 3:15 p.m. – 5:15 p.m. Friday Night Opening Session & Banquet 6:30 p.m. – 10 p.m. Saturday seminars: 588 Customer Service: Obtaining & Retaining Devoted Customers 8:30 a.m. – 11:30 a.m., 557 Saturday Luncheon 12 p.m. – 1:30 p.m. 589 Customer Service: Obtaining & Retaining Devoted Customers 1:30 p.m. – 4:30 p.m. Closing Networking Event 5 p.m. – 6 p.m. \$299.00</p> <p>Register online at www.abwa.org</p> <p><u>INVOCATION</u></p> <p>In the quiet of this hour, we come to thee for wisdom and for power, To view thy world through only love filled eyes; To grow in understanding; to be wise. And sure to see thy guiding light; And thus to know each other as thou knowest us.</p> <p>Amen</p>

From the President's Desk

Happy St. Patrick's Day (a little late)! Wow, hard to believe it is already Spring. Time flies and we have sooooo.....much to do!

As you know, we have the Women's Expo coming up April 7-9th at the Reno Convention Center. It is an important event for visibility and recruiting, and a chance to spend some time with your colleagues and get to know them better. You also get a chance to roam around, check out the other booths, seminars, and entertainment. Trust me; if you have not gone before, this is a big event and a lot of fun. Come network, shop, and learn!

There is also the ABWA Spring Conference in Lake Tahoe, Friday, and Saturday of the same weekend sponsored by the Las Vegas Chapter. There are several people going to represent our chapter, so if you are not going we will be reporting to you what is learned. Keep your fingers crossed that we have good weather!

We are starting nominations for Woman of the Year and will be designating the nominating committee for the 2006-2007 board elections. This is a great opportunity to learn more about ABWA, make good friends, develop some new skills and benefit from all the organization has to offer! If you would like to be nominated for any of the positions available, please let current board members know! We have experienced members that are always willing to help guide and support you (and trust me, this is very important) and that is not available with all organizations.

Also, don't forget to check in on our wonderful new website periodically for updates! www.abwa-reno.com

It is going to be a fun and exciting month for both the Northern Nevada Chapters of ABWA, so let's get going!

Sherri Simmons
Washoe Zephyrs Chapter President, ABWA

Mission Statement

The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow professionally through leadership, education, networking support and national recognition.

Nevada Women's Expo

April 8-9th, Reno Convention Center, 10 a.m - 6 p.m.

Corporate Sponsors: Washoe Medical Center, IGT, No. NV Business Weekly, Les Schwab Tire Center, Wild Oats Marketplace, Starbucks, Atlantis Casino Resort Spa, Southwest Airlines, Allegra Print & Imaging & a nice blend of numerous exhibitors for this dynamic marketing, selling and networking tool for businesses and associations to reach women in northern Nevada.

By 2010, women are expected to control \$1 trillion, or 60% of the country's wealth, according to research conducted by Business Week and Gallup. Women purchase or influence the purchase of 80% of all consumer goods, including stocks, computers and automobiles. Women earn more than half of all accounting degrees, four out of every 10 law degrees and almost that many medical degrees. More than half of all new Web users are women, according to Juniper Media Metrix. The solo woman's market, defined as never married women ages 25 to 44, will approach \$200 billion by 2006, according to Packaged Facts, a division of MarketResearch.com

The Expo offers:

- 12 hours (over 2 days) of face-to-face contact with a highly targeted audience
- Building rapport with current and prospective customers
- Presenting demonstrations, food tastings, literature samplings, video displays and more
- Increasing your company's visibility within the community
- A potential opportunity to give an on-stage presentation
- Writing sales orders, booking appointments or building mailing lists
- Recruiting employees or volunteers
- Generating leads for future sales
- Generating excitement around a new product
- Getting publicity
- Networking
- Checking the pulse of the industries
- Door prize drawings

Something to Think About

Membership Drive

Bringing in new members is great for networking and building a stronger organization. We all need to bring someone new to our meetings to spark their interest in joining our chapter.

Overcome the “I Don’t Know Anyone Syndrome”
Get women to ask you about ABWA:

- Wear your name tag or ABWA pin to work the day of your ABWA meeting.
- Contact shopping malls in your area and ask to set up an ABWA information booth for a day.
- Open chapter fund-raisers to the public.
- Wear an ABWA T-shirt while running errands or working out. Carry an ABWA tote bag to work or shopping.
- Put a picture of you and ABWA friends in an ABWA picture frame on your desk at work.
- Leave your ABWA newsletter or an issue of Women in Business® on your desk or in the break room at work for others to pick up & read.
- Obtain a listing of local seminar schedules and request to set up an ABWA booth on-site.

Whom do you know at...

- Your church
- Your doctor’s offices
- Your bank
- Your hair salon
- Your animal clinic
- Your health club
- Social activities
- Your neighbors & relatives
- Your favorite restaurants
- Your children’s school
- Your travel agent
- Your florist
- Your lawyer, insurance agent

Think of the staff at each of these places, not just the person you already know. Be friendly and proactive; assuming they are interested and have been waiting for an invitation to attend the meeting. *(The cup is half full not half empty – The worst thing that can happen is they say no they are not interested.)*

Butter vs. Margarine Continued

Margarine was originally manufactured to fatten turkeys. When it killed the turkeys, the people who had put all the money into the research wanted a payback so they put their heads together to figure out what to do with this product to get their money back. It was a white substance with no food appeal so they added the yellow coloring and sold it to people to use in place of butter. How do you like it? They have come out with some clever new flavorings.

DO YOU KNOW... the difference between margarine and butter? Both have the same amount of calories. Butter is slightly higher in saturated fats at 8 grams compared to 5 grams.

Eating margarine can increase heart disease in women by 53% over eating the same amount of butter, according to a recent Harvard Medical Study.

Eating butter increases the absorption of many other nutrients in other foods. Butter has many nutritional benefits where margarine has a few only because they are added!

Butter tastes much better than margarine and it can enhance the flavors of other foods. Butter has been around for centuries where margarine has been around for less than 100 years.

And now, for Margarine.. Very high in trans fatty acids. Triples the risk of coronary heart disease.

Increases total cholesterol and LDL (this is the bad cholesterol) and lowers HDL cholesterol, (the good cholesterol)

Increases the risk of cancers up to five fold, lowers quality of breast milk, decreases immune response, decreases insulin response. And here's the most disturbing fact....

Margarine is but ONE MOLECULE away from being PLASTIC. This fact alone was enough to have me avoiding margarine for life and anything else that is hydrogenated (this means hydrogen is added, changing the molecular structure of the substance)

You can try this yourself: Purchase a tub of margarine and leave it in your garage or shaded area. Within a couple of days you will note a couple of things:

Stress Management Continued

* no flies, not even those pesky fruit flies will go near it (that should tell you something)

* it does not rot or smell differently because it has no nutritional value; nothing will grow on it Even those teeny weeny microorganisms will not find a home to grow. Why? Because it is nearly plastic. Would you melt your Tupperware and spread that on your toast?

Stress Management

A lecturer, when explaining stress management to an audience, raised a glass of water and asked, "How heavy is this glass of water?" Answers called out ranged from 20g to 500g. The lecturer replied, "The absolute weight doesn't matter. It depends on how long you try to hold it."

"If I hold it for a minute, that's not a problem. If I hold it for an hour, I'll have an ache in my right arm. If I hold it for a day, you'll have to call an ambulance. In each case, it's the same weight, but the longer I hold it, the heavier it becomes."

He continued, "And that's the way it is with stress management. If we carry our burdens all the time, sooner or later, as the burden becomes increasingly heavy, we won't be able to carry on. As with the glass of water, you have to put it down for a while and rest before holding it again. When we're refreshed, we can carry on with the burden."

"So, before you return home tonight, put the burden of work down. Don't carry it home. You can pick it up tomorrow. Whatever burdens you're carrying now, let them down for a moment if you can. Relax; pick them up later after you've rested. Life is short. Enjoy it!"

And then he shared some ways of dealing with the burdens of life:

1. Accept that some days you're the pigeon, and some days you're the statue.

2. Always keep your words soft and sweet, just in case you have to eat them.
3. Drive carefully. It's not only cars that can be recalled by their maker.
4. Never put both feet in your mouth at the same time, because then you won't have a leg to stand on.
5. Nobody cares if you can't dance well. Just get up and dance.
6. Since it's the early worm that gets eaten by the bird, sleep late.
7. The second mouse gets the cheese.
8. When everything's coming your way, you're in the wrong lane.
9. Birthdays are good for you. The more you have, the longer you live.
10. You may be only one person in the world to some people, but to one person, you may be the world.
11. We could learn a lot from crayons. Some are sharp, some are pretty and some are dull. Some have weird names, and all are different colors, but they all have to live in the same box.

A truly happy person is one who can enjoy the scenery on a detour

BENEDICTION

O Guiding Spirit, Guardian of our days,
Be with us as we go our separate ways.
Help us to feel those thoughts that lift
and bless, to know a closer bond of
friendliness. To see Thy beauty, always,
every day, translated into living, this we
pray.

Amen