



Central Alabama Women's Business Center

Serving Jefferson, Shelby, St. Clair, Blount, Walker, Talladega & Tuscaloosa Counties

The Newsletter

A Newsletter for Women Entrepreneurs in Alabama



November/December 2003

First Annual Women in Business Conference & EXPO a SUCCESS!!!

The first annual Women's Business Conference and EXPO was held on September 11, 2003 at the BJCC and our numbers exceeded our goals:

- 75 to 80 for the Breakfast session
- Almost 200 for the Lunch session
- All workshops were full
- 54 booths and over 250 attendees for the EXPO.

Ms. Lucinda Yates was the keynote speaker at breakfast and shared her story of transforming a life crisis of being homeless into a successful business venture. Lucinda, a jewelry designer, used her talents to design unique pins that are sold only to nonprofit organizations to help them raise funds for their programs. She has assisted organizations across the country raise thousands of dollars.

The lunch keynote speaker also provided inspiration. Ms. Janet Hill shared her story of being the wife and mother of professional athletes, the daughter of entrepreneurial parents and her own journey to entrepreneurship. Ms. Hill has a successful consulting practice and is the mother of Grant Hill who plays professional basketball.

Workshop topics included "Public Relations for Small Businesses", "Managing Your Cash Flow", "What You Didn't Learn in Kindergarten about Running a Business", and "Small Business Ethics". The afternoon was devoted to the EXPO where over 60 businesses displayed their products and services, including women owned businesses and companies that want to market to women.

We want to thank our corporate sponsors for their generous support of the conference and EXPO, these include:

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|--|------------------------------------|
| Office Depot | AmSouth Bank |
| Alabama Small Business Development Center | The Tutwiler Hotel |
| Concept | SCORE |
| City of Birmingham | Birmingham Business Journal |
| Birmingham Regional Chamber of Commerce | BellSouth |

We have already begun planning for the 2004 Women's Business Conference which will be held in September 2004. If you would like information regarding the 2004 conference please contact our office.

Success is not a destination but a journey

Services:

- One-on-one counseling
- Business Plan
- Marketing Plan
- Financial Assistance
- Technology Use (Internet/ E commerce)
- Employee Management
- Mentoring Programs
- Networking opportunities
- Certification
- How to successfully grow/maintain your business
- Asset/ cash flow management
- Corporate/ government procurement processes

Central Alabama Women's Business Center

A project of the Schlarb Foundation for Women Entrepreneurs

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Women Business Profile:

Valerie Boyd and Caroline Bundy came together to establish a retail outlet that specializes in gourmet foods. Their reasons for this are (1) lack of these types of stores and (2) the growing demand for them. The Grand Opening was held October 2003. Both Valerie and Caroline have experience in the hospitality industry and are both connoisseurs of wine.

Q: What do you love about being women business owners?

There is a real sense of pride. There are a lot of women in business for themselves today, so there is a true sense of community, of shared accomplishment.

Q: What key words of encouragement can you pass on to future

entrepreneurs?

Don't give up! There will be bumps along the way, just figure out how to go around them. Be smart...don't just forge ahead blindly, have a good plan...and don't listen to those who ask what your "exit strategy" is!

Q: What has been a defining moment for you as business owners? When the Birmingham Weekly called out of the blue and asked for an interview for their paper. It resulted in a full page article with a picture of us!

Q. What large obstacles have you encountered as women business owners?

None, really. Have a good business plan for your loan requests at ALL of your banking interviews.

Q: What are the future plans for Home Grown Special Foods?

We have a 2,500 square foot store we want to fill to the roof with food and wine. We want to know our customers likes and dislikes. We want to be a force in our community—very involved.

Q: How has the Central Alabama Women's Business Center been helpful to you?

We wouldn't be where we are as quickly as we were if it were not for Edith Ingram, Business Coach. What a great program CAWBC has! Thank you Edith!

Home Grown Special Foods is a retailer for specialty gourmet foods which includes sauces, cheese, coffee, tea and pasta. They are also a wine cellar.

Partners & Sponsors

- Citigroup
- Alabama Power Foundation
- Birmingham Business Resource Center
- Community Foundation of Greater Birmingham
- Concept Printing
- The Women's Fund
- The Abilities Fund

It's Never Too Late.....To Start a Business

If you have been pondering the entrepreneurial tract for sometime but now feel you have passed the "**best when started by**" date due to your age; you are in for a real surprise. Many successful business owners have jumped on the entrepreneurial bandwagon well passed their so-called prime, and in fact believe it to be the best thing to have happened to them. Don't believe me? Well, our own Executive Director, **Trudy Phillips** is a member of the late bloomer brigade. Excluding the Elizabeth Conwell Schlarb Foundation and the Central Alabama Women's Business Center, Trudy established her first venture, a microfilm business called Files on Film, in 1984 during her 40s. She hasn't looked back since.

There are a great number of benefits to starting a business later in one's life. These can include knowledge, the wisdom from life experiences, patience, a potential network of contacts and possibly savings. However, as with any new business owner, **you must prepare and plan** for the business. You need to understand all the risks involved and that includes asking yourself pertinent questions towards your readiness. It also involves developing a sound plan.

Technology Corner



Protecting Your Computer

One of the biggest problems for internet users today is protecting yourself from viruses and worms. Every week we get announcements about a new worm that is destroying systems in workplaces and homes. Here are some simple facts about Worms and how to protect yourself.

A worm is a human made program that attaches itself to emails and when you open the attachment, the worm executes itself and can send emails to your entire address book without your authorization and destroy programs and files. Sometimes the worm is clever enough to send you an email telling you that you have just sent the worm to your address book and you need to notify them with a specific fix.

What to Do.....

- Get up to date virus protection from McAfee or Norton. Subscribe to their web based service so you can get updates when needed.
- Don't open any email attachments from a source you do NOT know, and be careful of attachments that don't make sense or have unusual names. Make sure your virus scan is equipped to review your email.
- If you receive a worm, go to your virus protection vendor web site and download the fix immediately, www.symantic.com or www.mcafee.com.

DON'T respond and act on any email that instructs you to fix a worm that has been delivered to you. This is another way the worm will execute itself.

If you would like additional information, please contact Patricia Todd at 250-6380 or at patricia@cawbc.org.

Friends, Partners and Supporters of CAWBC, We NEED your help!

As a friend of CAWBC we depend a great deal on your contributions in order to continue helping women entrepreneurs. Your contribution is tax deductible.

Checks payable to : ECS Foundation

- \$100.00 and under Friend \$500 Donor \$1000 Partner
 \$1500 Advocate \$5000 Supportor

Name _____

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Recommended Reads



Too Young to Retire: An Off-The-Road Map to the Rest of Your Life

By: Marika and Howard Stone

The resource for ageless adventurers seeking inspiration, ideas and tools for living. The purpose of this book is to guide you to experiences you might not have considered for the time of life formerly known as retirement.

Second Acts: Creating the Life You Really Want, Building the Career You Truly Desire

By: Stephen Pollan, Mark Levine

The goal of this book is learn how to create dramatic life changes that will lead to personal fulfillment and happiness. Second Acts is a guide to reinventing your life. A second act can mean changing careers, starting a business or dropping everything to pursue a life dream.

I Could Do Anything if I Only Knew What is Was

By: Barbara Sher, Barbara Smith

A life without direction is a life without passion. The dynamic follow-up to the phenomenal best-seller *Wishcraft, I Could Do Anything If I Only Knew What It Was* (the *New York Times* Bestseller) guides you, not to another unsatisfying job, but to a richly rewarding career rooted in your heart's desire. And in a work of true emancipation, this life-changing sourcebook reveals how you can recapture "long lost" goals, overcome the blocks that inhibit your success, decide what you want to be, and live your dreams forever.

Wish List

Color Copy Paper
File Folders
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