



Central Alabama Women's Business Center

WOMEN IN BUSINESS

The Newsletter for Women Entrepreneurs in Alabama

Oct./Nov./Dec. 2005 Edition

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Opportunities for YOU...

CAWBC has the following services available to you at a very low cost:

- Xerox Phaser color printer to produce your brochures, business cards, posters, etc.
- A training room for meeting with clients
- Office space with phone and internet connection; available hourly, daily, weekly or monthly

WOMEN IN BUSINESS CONFERENCE SET FOR MARCH 2006

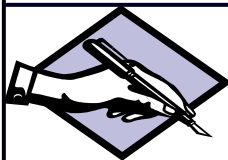
Mark your calendar immediately, because the Central Alabama Women's Business Center "Making Connections that Work" Women in Business Conference is an event no businesswoman or entrepreneur can afford to miss.

The two-day event is planned for March 6-7, 2006 at the Hilton Birmingham Perimeter Park Hotel.

CAWBC's popular "Business-to-Business Matchmaking Event" will kick-off the first full day, matching current business owners with purchasing agents representing large corporations and government agencies.

March 7 will include both the morning "Breakfast with Success" event as well as workshops tailored to provide attendees a variety of speakers and topics relevant to business success. Featured keynote luncheon speaker Kennette Reed of California-based Kennette Reed and Associates will speak on "Discovering Your Passion: The Thing that Makes Your Heart Sing."

For more information on CAWBC's "Making Connections that Work" Women in Business Conference, please call the Center at (205) 453-0249.



SEND THE RIGHT MESSAGE!

Jane Jones, while climbing the corporate ladder, is unknowingly descending the social scale. She is charming, intelligent, a good conversationalist; certainly a plus for any gathering. Yet her list of friends is shrinking. What's wrong? Simply put, Jane sabotages herself by not replying to invitations. Clueless, she ignores the RSVP. Her social blunder sends a strong message to the host—"You and your event are unimportant."

RSVP is a social command! It is the abbreviation for *repondez, s'il vous plait*, or French for *please reply*. Extending an invitation is a compliment and people rightly expect the courtesy of an answer. Entertaining uses our valuable resources of energy, time and money, but, more importantly, it is an emotional issue. To plan a party with enthusiasm and great expectations and then be left with trays of untouched food and beverages leaves the host feeling rejected and angry. "No shows" are remembered.

If you are the host, what is the best way to request an answer? Use *regrets only* and you will not be sure the invitation was received. (Continued on back page)

Do you have questions, comments or story ideas for your newsletter? If so, we'd like to hear from you. Please contact CAWBC newsletter editor Julie Moore at (205) 453-0249.



YOU GO GIRL!

Featuring: Sherhonda Watts of Cross Connection Industries, Inc., located at 8705 Spruiell Street in Leeds, Ala. Cross Connection Industries, Inc. serves as a training facility for backflow prevention and sells products pertaining to backflow. Watts began her business five years ago, and says she started in this field because of the element of familiarity. Her father has worked in the industry for many years, and she was raised in the environment.

Q: What do you enjoy the most about being a woman business owner?

A: I enjoy the creative freedom used to grow my business, and also the flexibility of being able to service the needs of the customer.

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

A: Believe in yourself, know your product and market and be flexible in your ideas.

Q: What is a large obstacle you have encountered as a woman business owner?

A: My market has been predominantly male. My product line is related to water and plumbing, and that area has usually been occupied by men.

Q: How has CAWBC been helpful to you?

A: CAWBC is an excellent resource for all business types, and is equipped with a knowledgeable staff and great seminars. The Center is a great benefit for anyone thinking of starting their own business.

CAWBC has received rave reviews for yet another successful “**Business-to-Business Matchmaking Event**” on Sept. 21. Many of those in attendance gave positive feedback that it was both a well organized and efficiently-run event. Thirty purchasing agents and 75 vendors participated, and a luncheon panel included representatives from Alabama Homeland Security, Bellsouth and Shelia Benson of Employment Screening Services. We thank all those who helped make the 2005 Matchmaking Event a success!



Photo taken at the 2005 “Business-to-Business Matchmaking Event”

(Send the Right Message, cont.)

Instead, put RSVP or *please reply* in the lower left hand corner with a telephone number or address beneath. In a more formal invitation, a reply card and stamped addressed envelope may be enclosed. For a small gathering, a telephone call followed by a reminder card stating the occasion, date, time and place will ensure a quick and accurate count.

What about a guest who hasn't replied? Cross your fingers and use the *considerate lie*, a strategy that allows one to save face. Call and casually say something like, “John, I sent you an invitation for Friday night but I haven't heard from you. These days, the mail is so unreliable, I want to be sure you got it. I do hope you'll be here.” Inconsiderate John has an excuse, and you have an answer.

Finally, how should you respond? In the same manner as the invitation was sent. If written, write. If there is a telephone number, you may call. Yes, you may fax or e-mail an invitation or reply, but, according to the Protocol School of Washington, it puts you in the category of the ordinary. Be gracious and take the time to make your friends feel special.

Little things mean a lot and polished social graces count. Harvey MacKay said it best- “Good manners are free but they are also priceless.”

Tish Spaulding, founder and president of Spaulding Protocol, is a business protocol, social etiquette and cross-cultural consultant to corporations and individuals throughout the U.S.

From the Desk of Trudy Phillips...

We would like to express our sincere gratitude for the financial support given by the following companies and institutions in the 2005-2006 fiscal year:

- Wachovia Foundation; Alabama Power Foundation
- City of Birmingham
- Alabama Power Company
- Jefferson County Community Arts Fund administered by the Cultural Alliance of Greater Birmingham
- Southern Progress Corporation
- Hilton Perimeter

Without their generosity, CAWBC would not be fully capable of continuing its mission to help women entrepreneurs transform their business-owning dreams into reality.



This US Small Business Administration (SBA) Cooperative Agreement is partially funded by the SBA. SBA's funding is not an endorsement of any products, opinions or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Please call Edith Ingram, 2 North 20th Street, Birmingham, AL 35203 at 205-453-0249.