



WOMEN IN BUSINESS

The Newsletter for Women Entrepreneurs of Alabama

Central Alabama Women's Business Center

2 North 20th Street, Suite 830 - Birmingham, Alabama 35203 - (205) 453-0249 - www.cawbc.org

Summer 2006 Edition

Judy Moriarty Lewis
Executive Director

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CAWBC ANNOUNCEMENTS

-1-

Have you been in Business at least 3 Years?

Want some Additional Training?

Then apply for a \$1,000 Scholarship!

-2-

Do you have a solution to an unmet consumer need?

Win a \$20,000 Invention Grant from Whirlpool.

SEE www.cawbc.org FOR MORE DETAILS.

WOMEN IN BUSINESS CONFERENCE "Making Connections that Work"



CAWBC's third annual Women in Business Conference "Making Connections that Work" was held March 6 and 7, 2006 at the Hilton Birmingham Perimeter Park Hotel and was considered a relative success.

On March 6, an all-day Business-to-Business Matchmaking Event matched small business owners to buyers from large corporations and government agencies. There were 17 organizations in attendance, which resulted in 283 face-to-face appointments.

One attendee, Kathy Mann of MRM Services, found the event helpful by making a contact with Charles Coleman of the Alabama Department of Transportation. She stated, "He has helped me understand the process of getting government contracts. Now I have enough to follow-up for the next 2 to 3 years. Thanks for everything!"



Kennette Reed of Kennette Reed and Associates & Tomi Selby of Information Transport Solutions.

March 7th was the conference which included our Breakfast with Success, keynote luncheon and various workshops. Our keynote speakers were Tomi Selby owner of Information Transport Solutions and Kennette Reed owner of Kennette Reed and Associates. Both speakers were informative and highly motivational. Participants of the conference were appreciative and gained a great deal in knowledge and contacts.

Do you have questions, comments or story ideas for your newsletter?

If so, we'd like to hear from you Please e-mail us at info@cawbc.org or call (205) 453-0249.



Founder of Schlarb Foundation and Former CAWBC Executive Director Receives Leadership Award

On March 24, The Birmingham Times celebrated its 42nd Anniversary, and joined local community leaders at the "Women Who Make A Difference" luncheon in recognition of the importance of women's commitment, achievement, and community service.

This year, the **Bruno's Business Commitment Award** was given to the Founder of the Schlarb Foundation and retired Executive Director for the CAWBC, Ms. Trudy Phillips. This award honors an individual or organization which demonstrated a long-standing commitment to the growth and development of a minority business and has succeeded in fostering that business in the African American community on a tremendous level.

According to Jesse J. Lewis, Sr., Founder of The Birmingham Times, "It was about time we recognize all women for their contributions regardless of how large or small."

Congressman Artur Davis (7th District) welcomes new CAWBC Executive Director



Congressman Artur Davis welcomes the Center's new Executive Director Judy Moriarty Lewis.

Thanks to our Donors:

- Wachovia Foundation
- Alabama Power Foundation
- Alabama Power Company
- Allstate Foundation
- City of Birmingham
- Southern Progress Corporation
- Jefferson County Community Arts Fund administered by the Cultural Alliance
- The Daniel Foundation of Alabama
- Hilton Birmingham Perimeter Center
- Wachovia Bank
- The Women's Fund (Community Foundation)
- South Regions Minority Business Council
- Women's Business Center Gulf Coast/WBENC



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.

"Secrets to Help You Deal and Win," by Lee Sumner

Fail-safe your business

It's good to develop a plan and put it into action. Consider backing up your files, protecting confidential hard copy items, developing an employee handbook, enhancing your insurance policies and more.

Develop standard operating procedures

If you've been in business at least one year, it's time to develop some standard operating procedures. As things progress and become more complex, always add and update what you have. You will be the wiser for it and your employees will have more focus.

Coordinate your marketing materials

Consistency is key! Make sure your business cards, letter head, brochures and even your web site look consistent. To do this, consider such issues as font type and size, logos and tag lines, as well as colors. Also, determine if the message in your brochure is consistent with your web site and other media materials.

Update your web site

Freshen up the look of your web site and update any dated information. Also, make sure your web address has not expired.



Lee Sumner is a local Certified Professional Coach. Her "Secrets to Help You Deal and Win" were adapted from the book "Leg the Spread: A Woman's Adventures inside the Trillion-Dollar Boy's Club of Commodities Trading," by Cari Lynn. For more information visit www.nolimitscoach.com

Food for Thought :

"Ambition is the path to success. Persistence is the vehicle you arrive in."

Bill Bradley

You Go Girl! Featuring...



**Glyn Denton owner of Crave Chocolatier
Crave Chocolatier store opened November 19, 2005
in Patton Creek Shopping Center.**

What is your business experience?

I spent my career in the Advertising and Marketing fields. Although I worked in a multitude of industries, my career has focused on Big Box retailers. Most recent I was Executive Vice President at O2 ideas in Birmingham.

Why did you choose to establish a chocolate shop?

I have always had an entrepreneurial spirit. It was important to me to bring something unique and different to Birmingham and to fulfill an unmet need in the city. Crave Chocolatier is a one-of-a-kind boutique, specializing in the deepest, darkest form of indulgence imaginable – gourmet chocolate. Crave features handcrafted creations made on-site as well as imported chocolates from some of the world's most renowned chocolate designers. We specialize in gifts for every occasion. Our signature popcorn drenched in chocolate is downright addicting. "Life is too short not to have great chocolate."

What has been a defining moment for you as a business owner?

It was taking the first step. Saying goodbye to great friends and walking away from a wonderful job with excellent benefits.

What are the future plans for Crave?

It is important that we continue to provide an atmosphere to your senses in superb chocolate, made with wholesome ingredients by artisan chocolatiers. Also, we will continue to provide regular in-store tastings by our friendly, knowledgeable staff. When the time is right we plan to open several more locations.

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

I have received counseling on my business plan, learned of resources to strengthen my areas of weakness and discovered alternatives for financial support. As I grow my business, I will be facing new and different challenges and will be looking to the Women's Business Center for guidance.

Do you have suggestions for the YOU GO GIRL next edition?
If so, please e-mail us at info@cawbc.org or call (205) 453-0249.

VISIT THE CAWBC ON THE WEB AT www.cawbc.org

CAWBC congratulates its clients and sponsors in being nominated at the Chamber's Small Business Week Awards!!

- **Small Business Person of the Year (Category 1)**
Roy Brewer, Jr., Capstone Development International
Gerriann Fagan, The Prism Group, LLC
Deborah B. Boswell, Professional Speech Services
Marlene Wallace, Career Concepts, Inc.
- **Small Business Person of the Year (Category 2)**
Winner: Shelia Benson, Employment Screening Services
- **Jesse J. Lewis, Jr. Community Service Award**
John O'Malley, Strategic Visions, Inc
- **Small Business Advocate of the Year Honoree**
Winner: Gaynelle A. Jackson, Advanced Planning Services

The Schlarb Foundation Welcomes Its New Board Members

Ashley Copeland, Copeland Communication LLC

Ashley has more than eight years of public relations, event planning, publicity and promotional services. A Communications and French Graduate from Auburn University, she currently owns and manages her Birmingham-based Copeland Communications,

Ed Fields, Bham Regional Chamber of Commerce

Ed is the Vice President of Business Development with the Birmingham Regional Chamber of Commerce where he develops strategic direction for core business initiatives. He is a Business Administration Graduate from Alabama State University, and is currently in the Executive Masters of Business Administration program at the University of Alabama in Tuscaloosa.

HOW TO CONTRIBUTE TO THE CAWBC...

We, at the Central Alabama Women's Business Center, love helping and empowering women in their businesses.

Your contributions are **NEEDED** to continue our mission. These contributions are tax deductible and can be made to "Schlarb Foundation". Thanks for your support.

- \$ _____ (Write in Other Contribution Amount)
- \$100 Friend
- \$500 Donor
- \$1000 Partner
- \$1500 Advocate
- \$5000 Supporter

Name _____
Address _____
Phone _____ Email _____
Credit card # _____ exp. ____/____/____

Mail Contributions to:
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