

Come Grow with Us!



I

In this month's edition of the NAWBO SEVA e-newsletter, you'll discover:

- 21 ways to grow your business with NAWBO SEVA
- Meet the 2007-2008 Board of Directors
- See Members in the News AND
- Find out how you can get publicity using this month's featured benefit!
- Other local events and resources

Word Count: 929 Words to Help You Grow Your Business!

Time to Read: Just 4 1/2 to 5 minutes

Come Grow with Us!

Welcome to the revised format of the NAWBO SEVA e-newsletter. In the upcoming year, we'll be launching new programs and benefits to help you grow your business while we work together to expand the NAWBO SEVA chapter.

Here are just a few of the highlights ... with many more to come. Watch for more information in upcoming newsletters and meetings.

- This year's theme: *COME GROW with US.*
- Our goal this year: Grow to 125 Members by June 18, 2008.
- Many new programs will be announced in the September meeting. So, put 9/19 on your calendar now and invite other business owners. You won't want to miss this meeting!

Why is chapter growth important?

Because it expands your sphere of influence as well as the chapter's.

It increases your opportunities to build meaningful strategic alliances, make solid business contacts, get referrals and additional support to help you grow your business.

It also helps us attract and retain our corporate partners because they benefit too when we grow. Chapter growth goes beyond being a WIN-WIN for everyone, because everyone grows. We need to work together to make it happen; the volunteers serving on the board and in committee positions can't do it alone.

Make a commitment to grow with NAWBO SEVA this year. Together we can leverage our contacts, knowledge and unique talents to help one another grow our respective businesses while we grow our local chapter.

Keep reading to discover 21 simple strategies you can use to grow with NAWBO SEVA!

Strategies to Grow with NAWBO SEVA

1. Do business with other NAWBO members and Corporate Partners!
2. Create your personal & business NAWBO SEVA goals and then actively pursue them. *What do you want to get out of your membership?*

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YOUR MEMBER BENEFITS:

[Get Publicity for Your Business](#)

Did you know, as a NAWBO SEVA member, you can submit information about your business events for publication in this newsletter?

and ...

You can also submit press releases about your awards and accomplishments. We'll submit them to over 30 local media contacts.

How to Submit:

Email your information to enews@nawboseva.org on or before the last Thursday of each month for publication in the upcoming month's e-newsletter.

Acceptance and publication dates for items submitted for general media release are determined by each publication's governing authority.

WELCOME NEW BOARD MEMBERS

I'd like to thank both the incoming and outgoing Board of Directors for their commitment and enthusiastic support for helping other women business owners! There are so many things that go on behind the scenes and without their ongoing support, we would not have a local chapter of NAWBO.

Please join me in welcoming the 2007/2008 Board of Directors.

President: [Laura Cardone, Profits with Purpose, Inc.](#)

Past President: [Vivian Honeycutt, Honeycutt Financial Services, LLC](#)

membership:

3. Attend the meetings.
4. Join a committee. It's a small time investment that can yield big personal & professional returns.
5. Ask a member or corporate partner to tell you about their most successful marketing strategy.
6. Connect with members between meetings! Work your contacts to build alliances, partnerships, referrals networks, and solve common business problems.
7. Read this newsletter and visit [NAWBO SEVA](#) for more opportunities to grow your business.
8. Share your ideas with other members.
9. *Bring guests!* If 50% of our membership brings in just 1 new member, we can easily reach our goal this year.
10. Refer business to other members. Visit The [SEVA Member Directory](#) to update your local business profile or to find a local NAWBO member business.
11. Host a networking event or take on a project that highlights your unique talents!
12. Make your membership work for you. Visit the local and national sites to learn more about your benefits.
13. Submit information about other local events (*including your own*) that may be helpful to other members.
14. Build PR for your business using the [NAWBO PR Newswire Partnership](#).
15. Get more traffic to your web site by linking to your business site from your NAWBO SEVA Business directory listing.
16. Build relationships with NAWBO members throughout the U.S. by using the online directory on the National Site. Log on and go to Membership Directory. (*Please no spamming.*)
17. Access an international business network. See [www.tiaw.org](#) for more information.
18. Attend the regional and national conferences to build your business skills and expand your network.
19. Gain national visibility. Submit your business information to the member national spotlight. See [nawboseva.org](#) for more information.
20. Share what works. Submit your ideas for growing your business and the chapter to [enews@nawboseva.org](#) so we can include it in an upcoming edition.
21. Use 1 or 2 of these simple strategies each week!

Upcoming NAWBO SEVA Events

JULY SPEED NETWORKING!

July 18th, 2007; 5:30 PM - 8:00 PM

Town Point Club

Join us for Guided Speed Networking.

We'll guide you through the speed networking process and you'll have an opportunity to meet NAWBO members and other local business owners. Come prepared with at least one goal, such as meeting a potential strategic partner, doing business, getting a referral, or finding support.

Bring plenty of business cards and marketing materials ... and remember with speed networking, it's all about being clear, compelling and concise.

Enjoy appetizers and the incredible view from the Town Point balcony while you create contacts to help you build your business.

This event is open to both members and nonmembers, but you must register prior to the deadline to participate. We will not be able to process payments or registrations at the door.

AUGUST MEMBER & CORPORATE PARTNER CONNECTIONS

Wednesday, August 15th, 2007; 5:30 PM - 8:00 PM
Town Point Club

Members and Corporate Partners bring your spouse or significant other to network at the August meeting. This event will give you and your partner an opportunity to strengthen your connections with other members, corporate sponsors and their spouses and partners in a relaxed setting.

You'll have the entire meeting to learn more about other

President-Elect: **Mina Lucks**
[Long and Foster Real Estate](#)

Treasurer: **Tracy Colby-Urig**
Colby & Company, PLC

Secretary: **Jackie Gilmartin**
[College Park Executive Suites](#)

CEDC: **Susan Cunningham**
[Senior Resources Group, Inc](#)

Member Services:
Carrie Sterling
DC Investments & Wells Fargo

Public Policy: **Carla Bailey**
[USA Backgrounds Inc.](#)

Public Relations:
Sandy Dumont
[The Image Architect](#)

Special Events:
Dyanne Walker
[Web Teks, Inc.](#)

Corporate Partner Board Advisor:
Melinda Davis
[Goodman & Company](#)

[Board of Directors Contact Info](#)

WORDS TO GROW BY

One can never consent to creep when one feels an impulse to soar.
- Helen Keller

CORPORATE PARTNER ANNOUNCEMENTS

In the upcoming issues we'll be spotlighting our corporate partners.

Also, our Corporate and Economic Development Committee (CEDC) led by Sue Cunningham is working with our *Corporate Board Advisors*, past- Paula Smith

and present - Melinda Davis to work out the details of some new and exciting benefits for our valued partners. *More details will be going out shortly.*

LOCAL EVENTS & RESOURCES

Power of Hope Breakfast

Tuesday, July 17, 2007 at 8:30 AM
The Salvation Army Corps Community Center
5516 Raby Road, Norfolk
The Salvation Army will break ground this summer on H.O.P.E. Village, a transitional shelter program for women and children. To RSVP or sponsor this event, contact April Warren at 543-8100 or [april_warren@uss.salvationarmy.org](#).

[American Marketing Association Hampton Roads](#)

[Commercial Real Estate Women \(CREW\)](#)

[Department of Minority Business Enterprise](#). Information and resources for small, woman-owned and minority-owned businesses throughout Virginia's state procurement processes.

[Executive Women International \(EWI\)](#)

[Hampton Roads Chamber of Commerce Events](#)

You'll have the entire meeting to learn more about other businesses in your network and explore opportunities, referrals and potential partnerships and alliances. Heavy appetizers will be served and of course, bring your business cards and marketing materials.

The August meeting is open to Members, Corporate Partners and their Guests only.

[Click Here to Register for an Event:](#)

PLEASE NOTE: You must pre-register before 11:00 AM the day of the event to participate. No registrations or payments at the door. For early registration discounts, register by 3:00 PM the Friday prior to each event.

Member & Corporate Partner News

(Please submit to enews@nawboseva.org)

Sue Cunningham presented *Marketing to Seniors* at the 2007 NAWBO National Convention. [Click here](#) to get the presentation materials.

Melinda Davis was promoted to Partner at Goodman & Company effective July 1, 2007. *Congratulations Melinda!*

Sandy Dumont was appointed President of the Virginia chapter of the National Speakers Association ([NSA VA](#)). [Click on the link here](#) for more information about the organization.

Dona Storey was featured in the June 18th edition of *Inside Business*

Call for information - Local Women's Associations. Do you belong to another local women's organization or association? If so, please send the website url and contact information to enews@nawboseva.org so we can share it with other members.

[Hampton Roads Society for Human Resource Management](#)

[Hampton Roads Technology Council](#)

[Leadership Hampton Roads](#) Builds and strengthens regional leadership through education, partnerships and networking.

[National Association of Women in Construction \(NAWIC\)](#)

[National Speakers Association Va Chapter](#)

[Project Management Institute](#)
Visit their website for event and training information.

[Retail Alliance](#). Serves southeastern Virginia and northeastern North Carolina.

The Financial Planning Association Contact
eroussos@fpahamptonroads.com or

call 622-3622.

[Tidewater Builders Association](#)

[Virginia Beach Restaurant Association](#)

I hope you enjoyed this month's newsletter! Let me know if you like the new format and find it useful. Of course, feel free to share your ideas for additional features and benefits.

Please join us at the July meeting for speed networking!

Until next time, all the best!



Laura Cardone, President NAWBO SEVA | President [Profits with Purpose, Inc.](#)

Southeastern VA Chapter National Association of Women Business Owners