

METRO OMAHA  
WOMEN'S  
BUSINESS CENTER

CALENDAR  
OF EVENTS

September 16th  
MOWBC Forum's  
WOMEN ROCK!  
Information, moti-  
vation, elevation-  
packed, Women  
Rock is expanded  
two more hours  
compliments of our  
sponsor Prudential.  
Rock your career,  
your finances, your  
health and your  
personal brand.  
You don't want to  
miss this - bring a  
friend! RSVP:  
www.mowbcf.  
org/events. The  
first 50 members  
are FREE!!  
7:30AM at UNO's  
Thompson Alumni  
Center.

MEMBER NEWS

Member Kris Bockerman, A Fabulous You, Inc. diet wellness coach received SCORE's award for Outstanding Accomplishment in Small Business during 2010.



# Inspire!

METRO OMAHA WOMEN'S BUSINESS CENTER



## METRO OMAHA WOMEN'S BUSINESS CENTER

### Opportunity! Opportunitad! Opportunité!'

Opportunity knocks. No matter what language, how it feels, or what it does, opportunity knocks. Sometimes loudly; other times as a quiet tap yet if we are lucky, most of us hear the loud knocks. The small taps are trickier to hear.

Say you are working hard as a career professional, you're putting in 110% and you have your eye on that promotion. The expectation is there and you're anticipating it. You are called into the big office; you are on Cloud Nine. The only words you hear are "You have done a great job, we commend you on all your effort; *However, due to company reorganization we have to let you go.*" Is that a loud knock or quiet tap? It's opportunity none the less.

Unexpected opportunities are reality checks. We have to have them to build positive mindsets. They cause us to stop and think, to smell the roses, to take a second look. The unexpected allow us to refocus, re-think, try different things, go different places and execute strategies to move ahead in a different manner. Opportunity!

A friend shared with me that he almost missed an opportunity because when it knocked; to him it seemed a quiet tap. Two weeks passed and the opportunity knocked again and, this time, he listened. The opportunity was actually a loud knock and he jumped on it. He shutters to think he could have missed it. He says that now he slows down and takes a listen to all knocks – quiet or loud. They are opportunity **none the less**.

September 16th in collaboration with Prudential, we present our **Women Rock Forum**. Transform your life and business through this extended, half day forum. Rock your Career, your Finances, your Health and your Personal Brand. Great speakers, activities and even a fashion show! Be sure to bring a friend to this one – and the first 50 members who register via [www.mowbcf.org/events](http://www.mowbcf.org/events) get in FREE! There are table exhibit opportunities as well, contact [events@mowbcf.org](mailto:events@mowbcf.org) today. Get a piece of the Rock - Women Rock on September 16th. Please join us.

*BC Clark,  
President*



## Business Tool Box

### Register with the Government to get more work!

Nebraska business ranks 43rd out of 50 states in earning a portion of the \$600 billion worth of government contracts awarded annually. Now more than ever Nebraska and Iowa small businesses need to register with the Federal, State, City and County governments. Soon the government will declare our area a flood disaster and enact the Stafford Act which means any and all clean up work to be done must go to local owned businesses first! If our companies are not registered, we can't get any of that work. **Why shouldn't we get a bigger piece of the pie?**

There are a variety of certifications - small business, emerging small business (that's me) women-owned (me, too) hubzone (area of town you live and work), minority owned, disadvantaged owned, veteran owned and so forth. The more certifications, the better your chances of earning work from the government.



Also, don't think the government would not need your type of product or service. I have learned through the process that the government is just like you and me. They need clothes, food, shelter, cleaning, consulting and yes - lucky me - marketing services! **Even as part of the flood recovery.**

Do not be intimidated by the process - we have a bunch of professional to hold our hand and support us through the process - and those experts are the fabulous folks at PTAC. Not only are they extremely helpful and nice - the service is FREE!

I cannot more strongly urge you to take advantage of this opportunity to grow your business. Help our state. Help your business. It's easy and it is free. It really makes no sense not to. Sign up as a client with PTAC today.

<http://ptac.unomaha.edu/> or contact Andy Alexander, Procurement Technical Assistance Program, (402) 554-6253, [alalexander@unomaha.edu](mailto:alalexander@unomaha.edu)

MOWBC member Lori Benton, Marketing Strategies for Small Business, [smlbizmktg@gmail.com](mailto:smlbizmktg@gmail.com)

# Marketing Matters

## Social Media or Not?

INTERVIEW WITH JOE FROST OF V180MEDIA.



**Lori:** Not all businesses need to connect via Social Media (SM) do they?

**Joe:** Yes they do. Connecting with SM is the next best thing to a one-on-one conversation with a prospect. By engaging with SM you allow your prospects to interact with you on a different, and perhaps more comfortable, level.

**Lori:** Being a small business owner, my time is limited. How can I effectively yet efficiently utilize SM?

**Joe:** You can easily accomplish an effective SM effort by "doing it" a half -an-hour a day or less...when you have a plan.

**Lori:** Plan?

**Joe:** A plan with consistency and relevancy. Write it down: Mondays you

post about what good you are doing for your clients (projects); Tuesday you post your new business efforts, Wednesday you post new ideas you are considering, and so on. Make sure your daily posts are relevant to what your prospects want to hear from you and do it consistently.

**Lori:** LinkedIn, Facebook, Myspace and good grief now Google+. Where may I stop and not lose opportunity?

**Joe:** If you only have time for one SM platform, I say write a blog. It can do it all for you in one fell swoop.. as long as you have a plan and recruit followers.

**Lori:** I am constantly told I need Search Engine Optimization for my website. I think, I don't use my website as a lead generation vehicle, I use it as my on line brochure; therefore, I don't need to worry about SEO. True?

**Joe:** No. Today most folks search the Internet first. If they Google, "Leading Omaha

Womens' Business Network," will they find MOWBC? The Internet is like the phone book of the past, if you do not SEO, you're likely not "in the book."

**Lori:** Why Tweet?

**Joe:** To educate, entertain, and engage. Have fun here because very few folks Tweet and those who do, want to be educated (value nuggets from you), entertained (share your personality) and engaged (through lessons learned ...or failed..we ALL engage through STORY.)

**Lori:** Thanks Joe!

*V180 Media is a video production and New Media Strategy company who works with small businesses to enhance business and create greater impact. [www.V180media.com](http://www.V180media.com).*

*This interview is shared with you by MOWBC member Lori Benton, Marketing Strategies for Small Businesses, [smllmktgbiz@gmail.com](mailto:smllmktgbiz@gmail.com); 404-694-0846.*

LIKE US ON  
FACEBOOK  
[FACEBOOK.COM/  
MOWBC](http://FACEBOOK.COM/MOWBC)  
START A  
CONVERSATION!



#66 - Catch people doing things right...often! Share it verbally or put it in writing.

## To Your Health

### Can you really speed up your Metabolism?

I'm sure many of you know that the faster your metabolism runs the more calories you burn and the more you burn, the easier it is to lose inches.

Eating breakfast is key! Not eating breakfast can put your body into starvation mode. Your metabolism slows down and you burn fewer calories.

American Journal of Epidemiology study results showed volunteers who received 22 to 55 percent of their total calories at breakfast gained only 1.7 pounds on average over four years. Those who ate zero to 11 percent of their calories in the morning gained nearly three pounds. In another study published in the same journal, volunteers who reported regularly skipped breakfast had 4.5 times the risk of obesity compared to those who took the time to eat.

A "Physiology & Behavior" study found that the average metabolic rate of people who drank caffeinated coffee increased 16 percent over that of those who drank decaf. Caffeine stimulates your central nervous system by increasing your heart rate and breathing, says Robert

Kenefick, Ph.D., a research physiologist at the U.S. Army Research Institute of Environmental Medicine. Honestly, could there be a more perfect beverage?

Chase your morning coffee with an ice cold glass of H2O. Researchers at the University of Utah found that volunteers who drank eight to 12 eight-ounce glasses of water per day had higher metabolic rates than those who had only four glasses. They believe that your body may burn a few calories heating the cold water to your core temperature, says Madelyn Fernstrom, Ph.D. Though the extra calories you burn drinking a single glass doesn't amount to much, making it a habit can add up to pounds lost with essentially zero additional effort.

Consuming two to four cups of green tea per day may burn an extra 50 calories. That translates into about five pounds per year. Next month Part 2 .

MOWBC Board member Kris Bockerman, GKCC, [www.Dietwellbeing.com](http://www.Dietwellbeing.com), 402-669-9972



## Member Highlight



### Mr. Handyman of Papillion

"Spend hundred\$ now in maintenance or thou\$and\$ later in repairs." Maintain your home and the repair costs could be ten times less costly. Let Mr. Handyman help. MOWBC Member Jackie Webster (402) 502-5212. Listen to Jackie, "Ask Mr. Handyman," Saturday's @ 9:30AM on KCRO 660 on the AM dial for Home maintenance & repair tips.



## Choosing Accounting Services?

### Services needed:

List the services you think you need, such as tax preparation, financial reports, balance sheets, invoicing, payroll services, general bookkeeping, someone to set up your books or suggest cost savings. Some firms may handle it all, or you may need to split the tasks. And don't forget about **Enrolled Agents**. EAs are licensed by the Federal government to prepare tax returns and have either worked for the IRS or have passed a rigorous IRS exam. They are savvy tax experts, but generally don't have the degrees of CPAs and tend to charge less.



**Cost:** Fees vary greatly, from \$50 per hour to \$300 or more. Some accountants will provide a specified list of services for a flat monthly fee, and may provide less costly help for bookkeeping and other tasks that don't require CPA-level training.

**Who will you be working with:** If you are considering a larger accounting firm, find out which people you will be working with directly.

**Philosophical fit:** Try to match your general philosophy with a firm that is as conservative - or aggressive - as you are on tax matters.

**T**here is a life you want to live. To experience that life, become the person who will live it. If the circumstances of your life are not yet what you desire, there is a reason. It is because you have not yet become the person you desire to become. The outer circumstances of your life will change for the better precisely to the extent that you change for the better inside. Become the person who can live your dream, and that dream will become real. You cannot directly control everything in the world around you, but there is no need for that anyway. By controlling your own thoughts, feelings and actions, you can bring about anything you truly desire.

**Success grows from the inside out.**

## Lessons in Leadership

### Connect with a BULB!

Sometimes being a leader can be a lonely thing... I have found in working with leaders (or anyone really) it is important to have a support system to assist us along the way. So...I created another tool for the journey called:

### BULB (Beacon Uv Light Buddy)

Having a safe place to share our stories, experiences, dreams, and goals can be extremely helpful in gaining clarity, inspiration, and validation for our next steps. And...sometimes a little nudge (or kick) in the right direction can help too. The key word here is 'safe'! Safe means you trust the conversations will be kept

confidential, you know you will be accepted no matter what you say, and you will get helpful suggestions when appropriate.

Some people have close friends, colleagues, or family to rely on as supportive **BULBs**. Others hire someone, like a coach, to play that role in their life. Some have a variety of **BULBs** and/or they belong to one or more groups to fill this need.

There is something quite healthy about having positive people in our lives to listen to us, encourage us and provide that safe place to connect on a regular basis...

Here's to your **BULBs** shining bright in your life!

MOWBC member  
Kathy Larsen,  
Author of 77  
Secrets to  
Leadership Success. 402-537-1077,

[www.KathyLarsen.com](http://www.KathyLarsen.com)  
[KLarsenTLC@aol.com](mailto:KLarsenTLC@aol.com)





# METRO OMAHA WOMEN'S BUSINESS CENTER

11218 Elm St, Ste A , Omaha, NE 68144  
402.201.2334 , bc.clark@mowbcf.org  
[www.mowbcf.org](http://www.mowbcf.org)

Metro Omaha Women's Business Center endeavors to accelerate the success of women in all aspects and at all business and professional levels by helping to create economic opportunities through signature MOWBC programs and entrepreneurship. MOWBC will support this entrepreneurial development by providing educational-based seminars, workshops, legal and other resources and it is our vision to one day have a permanent center from which to offer all these services..

## EXECUTIVE BOARD MEMBERS

- Kris Bockerman, Exec Admin, [Admin@mowbcf.org](mailto:Admin@mowbcf.org)**
- BC Clark, President, [Admin@mowbcf.org](mailto:Admin@mowbcf.org)**
- Kathy McGuire, [Kathy.mcguire@prudential.com](mailto:Kathy.mcguire@prudential.com)**
- Amy Wagner, [Awagner@sacfcu.com](mailto:Awagner@sacfcu.com)**
- Madeline Moyer, [Madeline\\_Moyer@usc.salvationarmy.org](mailto:Madeline_Moyer@usc.salvationarmy.org)**
- Marlene Hansen, [Mhansen@ralstonareachamber.org](mailto:Mhansen@ralstonareachamber.org)**
- Andy Alexander, [Alalexander@mail.unomaha.edu](mailto:Alalexander@mail.unomaha.edu)**
- Donna Ehrlich, [Dehrlich@CSM.edu](mailto:Dehrlich@CSM.edu)**
- Lee Pankowski, [Lee@lpcustodial.com](mailto:Lee@lpcustodial.com)**

## BOARD

- Mary Onken, [Meonken@cox.net](mailto:Meonken@cox.net)**
- Jane Onken, [Jane@soa-cpas.com](mailto:Jane@soa-cpas.com)**
- Nancy Sempek, [Christensendrywall@gmail.com](mailto:Christensendrywall@gmail.com)**
- Stacie Neussendorfer, [Sneussendorfer@orizongroup.com](mailto:Sneussendorfer@orizongroup.com)**
- Kim Hodges, [Pumpitupomaha@cox.net](mailto:Pumpitupomaha@cox.net)**
- Traci Miller, [Tracimiller@unomaha.edu](mailto:Tracimiller@unomaha.edu)**
- Ora Prince, [Ora@mail.unomaha.edu](mailto:Ora@mail.unomaha.edu)**
- Maria Danker, [Mdanker@cox.net](mailto:Mdanker@cox.net)**
- Lori Benton, [Smllbizmktg@gmail.com](mailto:Smllbizmktg@gmail.com)**



## Next Month is WOMAN ROCK! Don't miss it. Sign up now.

**First 50 members get in FREE! Register at [www.mowbcf.org/events](http://www.mowbcf.org/events)  
You're going to want to have a marketing table display at this one!!!  
Contact [events@mowbcf.org](mailto:events@mowbcf.org) today.**



# Summer Home Maintenance Checklist

- Clean and adjust ceiling fans
- Change hose and nozzle washers start up and check for leaks
- Remove storm windows and install screens
- Trim and shape shrubbery
- General exterior cleanup
- Clean, inspect and reattach gutters as required
- Change indoor air filters
- Tighten screws and nails on decks and patios
- Clean and seal all decks and railings
- Seal cracks in concrete
- Sharpen lawnmower blades
- Repair drywall dings and use touch-up paint
- Clean out fridge condenser coils and drip pan
- Start up sprinklers and check each zone
- Turn on exterior house faucets
- Inspect chimney cap and masonry

**Listen to MOWBC member Jackie Webster on "Ask Mr. Handyman" Saturday's @ 9:30AM on KCRO 660 on the AM dial for Home maintenance & repair tips.**



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