

**METRO OMAHA
WOMEN'S
BUSINESS CENTER**

**CALENDAR
OF EVENTS**

October 6th
Lunch & Learn -
Healthy by
Choice not by
Chance!

FREE Subway
lunch and info
from Wellness
Expert Dr. Kelly
Hinrichs.
Hampton Inn
Westroads.
Lunch at 11:30,
program
concludes at
1:00pm. **RSVP:**
www.mowbcf.org/events.

October 21st
Forum - Over-
come your **FEAR**
and step into
your power! Also
speed coaching,
networking and
more. **RSVP:**
www.mowbcf.org/events. \$15
7:30 - 9AM at
UNO's Thompson
Alumni Center.

MEMBER NEWS

Member Lori
Benton's com-
pany, Marketing
Strategies for
Small Business is
now certified as a
small, woman-
owned business
and as such is
entitled to pursue
government con-
tract work. She
is using this as
horizontal growth
strategy in her
business plan.

Inspire!

METRO OMAHA WOMEN'S BUSINESS CENTER SEPTEMBER 2011



METRO OMAHA WOMEN'S BUSINESS CENTER



F - E - A - R!

It is amazing to me the number of individuals who are willing to share their success stories, yet are reluctant to share their not-so-successful stories. Those stories are PART of the success! So I was surprised when a childhood friend, who has a successful company doing business with the federal government, recently shared with me what, at the beginning, seemed a not-so-successful story.

The story went that when she was a child, she was so afraid of the dark her parents provided her a night light. Growing up, she shared, she had not conquered her fears and because of that she was non-confrontational, was not assertive and would not go after

things she wanted if she detected fear as any part of it.

At the age of 40 she experienced a power outage in her city. She was living alone and at that moment of complete darkness she froze and couldn't move. Her fear of the dark paralyzed her. After her panic subsided, she coaxed herself to run to her bedroom and cover up in bed. "I'm safe," she thought.

Yet, deep down inside she heard a voice say, 'if you don't get up and take control you will never overcome this.' She reasoned with this voice for hours. Finally and reluctantly after four hours she concluded that she was the only one to remedy this situation. It was up to her to get out of the bed,

step into the darkness and light some candles.

And shed some light she did. With the candles lit she realized that fear is merely False Evidence Appearing Real. She squelched her fear of darkness and stepped into her power that day.

Our next Forum on October 21 focuses on real solutions to conquer FEAR and step into your own power. We will also have "Speed Coaching" and a number of business experts from SBA, SCORE, NBDC/PTAC the City of Omaha, Midlands Latino CDC, and others with whom to connect. See you there!

BC Clark, President

Nebraska Business Development Center

Today's economic climate is focusing even greater interest on innovative businesses that will create tomorrow's jobs.

For more than 30 years, NBDC has provided expert technical assistance to businesses in Nebraska, contributing to the growth of the state's economy. Today, NBDC offers a comprehensive group of targeted services to assist the entrepreneurs, innovators and researchers who will pioneer a new century of Nebraska business.



Venture Forward Entrepreneurship A fast-paced education program designed to provide business fundamentals to researchers, innovators and entrepreneurs.

SBIR/STTR Assistance The Small Business Innovative Research (SBIR) program, an important grant resource for entrepreneurial innovators, evaluates proposals for the feasibility of commercializing an idea. NBDC business services can help prepare a successful SBIR proposal. An NBDC consultant can help the grant candidate under-

stand the SBIR and the Small Business Technology Transfer (STTR) (requiring University/ entrepreneur collaboration) process.

Capital Access NBDC assists entrepreneurs in analyzing the capital needs of their business. NBDC is highly successful in supporting the pursuit of debt capital and of angel equity investment. NBDC also assists businesses in an interactive process of budget and operations analysis so that capital needs are kept to a minimum.

NBDC Licensing Assessment NBDC consultants use TechAssess™ to evaluate intellectual property for complications of ownership rights, the best level and method of protection (patent, copyright, trademark, or trade secret), market potential for the innovation, the costs of production and profit potential.

Manufacturing Assistance NBDC's lean-certified manufacturing consultants help innovators evaluate the potential of ventures that require manufacturing processes.

Nebraska Business Development Center
402-554-2521, Español: 402-554-6267

Marketing Matters

SWAG IS an Effective Marketing Tool

SWAG – Stuff We All Get – is a very effective marketing tool. These give aways or promotional merchandise items can be decorative, eye catching, functional or fun and are proven to increase sales and repeat orders, especially when the message is catchy or clever.

US Businesses alone last year spent nearly \$6 billion on SWAG. Studies show that 70% of recipients recall the name of the company whereas only 53% can remember the company name from magazines and newspapers. Fifty percent tend to retain their free gifts for more than a year, and tend to patronize AND refer that company.

How many of you have attended a business show and received free stuff from booth vendors? Have any of you

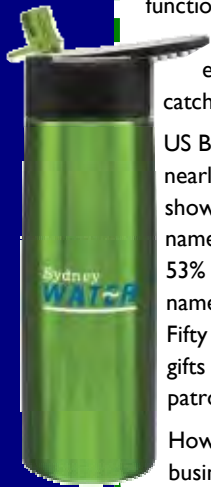
received promo gifts in the mail? From a restaurant or store? At my house we have coffee mugs, chip clips, rubber jar openers, a calendar and a few t-shirts... all promoting their company every time we see or use the item. That's advertising worth its weight in gold!

Keep in mind your company's target customer and choose an item THEY would like. Promotional packaged sweets and kitchen accessories are very popular (like my house, kitchen items are kept longest. How many swag magnets do you have on your fridge?) Regularly used items are popular, like writing utensils, note paper, measuring sticks, tape measures, and mini flash lights. Other popular choices are umbrellas, nail files and book marks. When targeting children choose something fun! Don't forget the office environment, calculators, mouse pads, sticky notes and stress balls can be used every day.

And make sure your most important info is on the item, at the very least your company name and phone number. If you have the space for a catchy or clever phrase, add it!

Research shows that promotional merchandise increases sales more than the Internet, phone books, television and roadside billboards. They are constant visual reminders to patronize your business. When considering efficient and effective marketing tactics, be sure to consider promotional items.

MOWBC member **Lori Benton**, Marketing Strategies for Small Business, smllmktgbiz@gmail.com; 404-694-0846.



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START A
CONVERSATION!



#2 - Identify expectations clearly and hold people accountable for them.

To Your Health

Can you really speed up your Metabolism? PART 2

As I mentioned in last month's article, the faster your metabolism runs the more calories you burn and the more you burn, the easier it is to lose inches. Here are more tips to help speed your metabolism.

Dairy - Enjoy a calcium rich afternoon snack, like eight ounces of milk or six ounces of yogurt. Calcium helps your body metabolize fat more efficiently by increasing the rate at which it gets rid of fat as waste.

Chili Peppers - It turns out capsaicin, the compound that gives chili peppers their mouth-searing quality, can also fire up your metabolism. Eating about one tablespoon of chopped red or green chilies boosts your body's production of heat and the activity of your sympathetic nervous system (responsible for our fight or flight response), according to a study published in the Journal of Nutritional Science and Vitaminology. The result: a temporary metabolism spike of about 23 percent. Stock up on chilies to add to salsas, and keep a jar of red pepper flakes on hand for topping your low Glycemic pizzas, pastas, and stir-frys.



Work Out - You're always looking for a way to shorten your workout, right? Well, step up your intensity and you'll burn the

same number of calories or more in less time. In one Australian study, female volunteers either rode a stationary bike for 40 minutes at a steady pace or rode for 20 minutes, alternating eight seconds of sprints and 12 seconds of easy pedaling. After 15 weeks, those who incorporated the sprints had lost three times as much body fat, including thigh and core fat., compared with those who exercised at a steady pace.

Sleep - When you sleep less than you should you throw off the amounts of leptin and ghrelin-hormones that help regulate energy use and appetite that your body produces. Researchers at Stanford University found that people who sleep fewer than 7.5 hours per night experienced an increase in their body mass index. So make sure you get at least eight hours of rest.

Rev up your metabolism for a healthier you!

MOWBC Board member **Kris Bockerman**, GKCC, www.Dietwellbeing.com, 402-669-9972



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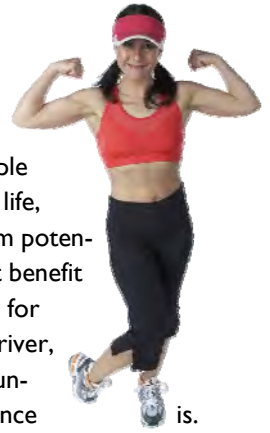


Lori Benton
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Stop Being Weak!

“I’d like to tell you something that goes against all of the rules you have ever been taught or have ever believed about weaknesses: From this moment on, stop working on your weaknesses. Why? Well, it’s very simple. It’s because we are weak in our weaknesses, so stop doing these things that you’re not any good at. “Success is knowing your purpose in life, but it’s more than that. You also need a growth plan to help you reach your maximum potential. It’s not only about knowing what you should do, but also about growing in that area to maximize and highlight the things you do well. That’s continual growth.

“Highly successful people know their purpose in life, grow to their maximum potential and sow seeds that benefit others. They don’t live for themselves. They’re a river, not a reservoir. They understand what significance is. Significance is adding value to others.”
John C. Maxwell: The Two Greatest Days in Your Life, Success magazine September 2011



Article contributed by MOWBC Board Member Mary Onken, co-founder of Genesis Vision Group, LLC. genesisvisiongroup@gmail.com or me-onken@cox.net

The Top 10 Steps to Mastering Change

1. Accept that change is inevitable.
2. Keep your body, mind and spirit in peak condition.
3. Repeat the serenity prayer often.
Grant me the serenity to accept the things I cannot change, courage to change the things I can and the wisdom to know the difference.
4. Focus on possibilities, not problems.
5. Reach out for support.
6. Avoid chemicals that numb feelings.
7. Practice an attitude of gratitude for many good things in life.
8. Let go and let growth.
9. Know that life goes on and this too shall pass.
10. Practice mindfulness: The past is gone, the future is unknown, the present is now... that is why we call the present a gift.

Lessons in Leadership

Opens the Door to Success!

In most cases leaders feel like they have to have all the answers. Well...I am here to tell you that this is not the truth! This belief creates unnecessary stress for an empowering leader and hinders creativity from staff. So, I created another simple formula to help develop engaged employees, enhanced performance, and a happier you.

DVT (Discover Vs. Tell)

What this means is as a leader we ask the person (**Discover**) what they think, how they would proceed, what ideas they have, how they

experienced a situation, etc. Many times leaders (**Tell**) people what to do, how to do it, and solve problems with no input from those who are in it every day.

Sometimes the person or team will come up with the same solution we had for the situation and sometimes they come up with **better ideas**. The bottom line is that when it is their idea, they are more motivated to do it on time with a smile and it takes the pressure off of you thinking you need to know it all.

So...next time you have the urge to **tell** people what to do. stop for a moment. Ask yourself, would it be better to help them **discover** what to do instead?



Here's to your DVing Success!

MOWBC member Kathy Larsen,
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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.

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Micro Loans Help Small Businesses Start, Grow and Succeed

Wondering where to turn for a small loan to start a business or upgrade technology for your growing enterprise? Whether you need financing to start a one-person, home-based business, or you're feeling growing pains and need to upgrade your business infrastructure, an Small Business Administration (SBA) Micro Loan may be just the answer.

The mission of the SBA is "to maintain and strengthen the nation's economy by enabling the establishment and viability of small businesses and by assisting in the economic recovery of communities after disasters."



SBA loans are made through banks, credit unions and other intermediary lenders who partner with the SBA. The SBA does not provide grants or direct loans with the exception of Disaster Relief Loans. Instead, the SBA guarantees up to 90% against default a certain portion of these loans made by the lender.

SBA's Micro Loan Program provides small loans of under \$500 and up to \$35,000 to start-up, newly established, or growing small businesses. While the microloan program is open to all entrepreneurs, the program especially supports underserved markets, including borrowers with little to no credit history, low-income borrowers, and women and minority entrepreneurs in rural and urban areas who generally do not qualify for conventional loans, or other, larger SBA guaranteed loans.

The primary use of the program is to make loans for longer repayment periods based in part upon looser underwriting criteria than normal commercial business loans. Lower payments, longer terms and relaxed criteria allow some businesses to borrow more money than otherwise possible.

Helping a new business get off to the right start and assisting business owners as they grow successful enterprises is the ultimate goal of SBA's Microloan Program. Small businesses interested in applying for a microloan need to first contact a micro loan intermediary such as the Omaha Small Business Network, Nebraska Enterprise Fund or your local bank or credit union to get the SBA Micro Loan application started.

MOWBC member Dennis O'Connell, Compound Profit Advisors, doconnell@cprofit.com

Fall Home Maintenance Checklist

- Seal, patch blacktop drive
- Check, tighten and adjust fences, gates and doors
- Fill all sinks, drain and check for leaks
- Check toilet for leaks
- Change indoor air filters
- Check and tighten all light fixtures, wall plugs and wall switches
- Align and adjust all cabinet doors
- Check trim and woodwork for scratches, cracks or pulling away
- Flush hot water heater and refill
- Check crawl-space for moisture and leaks
- Check and clean air registers and grills
- Check fire extinguishers

- Clean dryer vents and exhaust vents
- Inspect roof for missing shingles and gaps around pipes and corners
- Check linoleum for rips, tears and curling
- Check for erosion or shifting around house
- Bury exposed sprinkler, wiring or cable lines
- Wash windows



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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Interested? Contact us at: marketing@mowbcf.org