

**METRO OMAHA
WOMEN'S
BUSINESS CENTER**

**CALENDAR OF
EVENTS**

November 18
Forum - Andy Greenberg will present unique insights into **MOTIVATIONAL LEADERSHIP** so you can then apply them to propel yourself, your business and yes your customers to a higher level of life and professional. **RSVP:** www.mowbcf.org/events. \$15
7:30 - 9AM at UNO's Thompson Alumni Center.

Each year MOWBC supports families with their Thanksgiving and Christmas Holiday meals. Additionally we provide gifts for the children in December. If you would like to nominate a family in need, or donate to this effort, please email: events@mowbcf.org

December 16 Holiday Event, "December Dreams - New Year Rings." Council Woman Jean Stothert will captivate, inspire and provoke us to thought. Be uplifted by International Cabaret singer Carmelita de La Guardia, enjoy a gift exchange (all leave with a gift), and a shopping market place. Invite your friends and co-workers to help us celebrate. 7:30 - 9AM at UNO's Thompson Alumni Center. www.mowbcf.org to register for this event.

Inspire!

METRO OMAHA WOMEN'S BUSINESS CENTER NOVEMBER 2011



METRO OMAHA WOMEN'S BUSINESS CENTER



Thanks Giving is my favorite day; I celebrate it daily. I'm thankful for life, family, clients, and those who help me in daily tasks and projects. I give thanks to those who encourage and coach me and for friends and mentors who stretch me.

Giving thanks, giving back helps me to be all I can be. **It provides me with favor**, it hones my skills and keeps me humble. **Giving thanks often, lets people know you appreciate them and are**

grateful for their contribution, as well this is a win/win.

I think when you wait a whole year to give thanks you have missed it. It just makes sense to me to be thankful, daily, for whatever your situation. You may say "*I'm not where I want to be,*" or "*I'm not doing what I want to do, I need this or that.*" Perhaps, if you would take out time to just say "*thank you,*" to those who are important to you more

than once a year, you may just see a difference in your daily life.

MOWBC gives thanks by providing holiday meals for three families in need, if you know a family and would like to nominate them please send name and phone number to events@mowbcf.org.

THANK YOU!!

BC Clark, President

Please support Omaha women start-ups!

January 28, 2012 is the evening of our first "annual" MOWBC Start-up Grant Event and this year it is a Masquerade Ball!!!! We all have that dress that we don't know where to wear, this is the event! Get dolled up, don a mask and help us support this year's recipients of \$500 (or even \$1,000) start-up grants.

Our grants are funded through our annual Ball. They are given to select, eligible woman start-ups who are recommended by the Nebraska Business Development Center or SCORE, according to our application requirements. These recommended applicants are then reviewed and selected by our Board of Directors and are publicly announced at the MOWBC Ball in January. All funds raised through ticket sales to this event, less expenses, make up the grant money.

Watch our tally rise!
Buy your tickets now,
invite friends and family!
www.mowbcf.org/event



Masquerade Ball
MOWBC Start-up Grant Fund Raiser
January 28, 2012, 5:30 p.m.,
Ramada Inn 72nd & Grover
Music, Cash Bar, Dinner,
Entertainment, Auction and more!

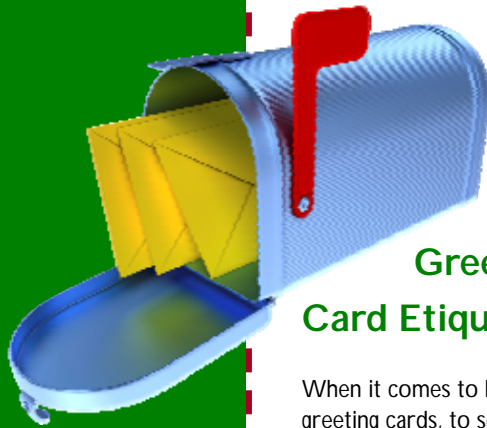
Please support Omaha women start-ups!

Tickets \$60 single, \$110 couple and \$500 for a table of ten

www.mowbcf.org/event

MORE DETAILS TO COME

Marketing Nuggets



The Eight Rules of Business Greeting Card Etiquette

When addressing a letter or making an introduction, never separate the man from his last name "Mary and John Doe" is the proper format

When it comes to holiday business greeting cards, to send or not to send is the question. Once you have decided to send, you then have to determine who to include on your list, what kind of business greeting card to choose, and how to address the envelope.

Business greeting cards can:

- enhance your current business relationships
- attract new customers
- remind old clients that you exist
- show appreciation to supportive clients

Use proper business greeting card etiquette. What is a well-meaning gesture can offend the people you want to impress when it is not done properly.

The 8 Rules of Business Greeting Card Etiquette

Buy Quality Cards: Start with a good quality business greeting card to show that you value your clients and colleagues. Skimping on your selection can be interpreted in a number of ways. Your recipients might take it as a sign that business

has not been good or that they aren't worth a little investment.

Update Your List: Make sure your list is up-to-date with correct names and addresses. If you do this on a regular basis, it does not become a dreaded holiday chore. As you gain new contacts throughout the year, take time to add them to your database for your business greeting card group. This way you won't embarrass yourself by sending the card to the old address.

Sign Cards Personally: Even if you have preprinted information on the business greeting card such as your name, you need to add your handwritten signature. The most impactful business greeting cards should have your personal signature and a short handwritten message.

Handwrite the Address: If you are ready to throw up your hands at this point and forget the whole project, then have someone else address the envelopes for you. Don't use computer-generated labels. They are impersonal and make your holiday wishes look like a mass mailing. You may save time and even money, but can lose a client in the process.

Mail to Home Address: Mail your business greeting card to the home if you know the small business owner. Be sure to include the spouse's name. The card is not sent to both husband and wife at the business address unless they both work there.

Use Titles: Whether you are addressing the envelope to an individual or a couple, titles should always be used. It's "Mr. John Doe," not "John

Doe," or "Mr. and Mrs. John Doe," rather than "Mary and John Doe."

Be Sensitive to Traditions: Find out whether your business greeting card recipients observe Christmas, Hanukkah, or Kwanzaa. Make sure your message is appropriate for each individual. If you decide to go with one card, choose a generic one that will not offend. "Season's Greetings" and "Happy Holidays" are safe bets.

Avoid the Mail Rush: Mail your business greeting cards in time to arrive for the designated holiday. If you find yourself addressing the envelopes on Super Bowl Sunday, keep the cards until next year and send out a high-quality note thanking people for their business during the previous year instead. To avoid the last minute greeting rush is to have all your envelopes addressed before Thanksgiving. Then during December you can leisurely write a short message - one or two lines are all that is necessary on each card, sign your name and have them in the mail with a minimum of hassle.

You now have all the time in the world for the shopping, baking, decorating and celebrating that accompany the holiday season.

Article from Lydia Ramsey, a business etiquette expert, professional speaker, corporate trainer and author of "Manners That Sell - Adding the Polish That Builds Profits" For more information visit her web site www.mannersthat sell.com

To Your Health

Can happiness improve your health?

You may ask – what does happiness have to do with health?

According to the New Psycho-Cybernetics, "Happiness is a mental habit which can be cultivated and developed." Abraham Lincoln said, "Most people are about as happy as they make up their minds to be."

On the other hand, deferred happiness can cause unhappiness because we are always going to be happy when my ship comes in, when I become a size four, my house is clean, etc.

Stop giving your circumstances the power to control your happiness. Just *decide* to be happy during this Holiday season. Allowing yourself to get all stressed out actually shuts down your immune system according to Dr Bruce Lipton, a highly renowned and respected cell biologist. He also states that stress is the cause of at least 95 percent of illness and disease.

According to Alexander Lloyd, the Author of the Healing Code," the immune system is capable of healing any issue you may have with amazing speed and efficiency."

The Sage Epictetus said "Men are disturbed not by the things that happen, but by their opinion of the things that happen."

How are you going to improve your immune system this Holiday season with all the bugs and virus' being passed around? What if you could stay well and stress-free this winter just by practicing being happy? Think about it....



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www.Dietwellbeing.com, 402-669-9972

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Procurement Technical Assistance Center

Free counseling services to Nebraska businesses wishing to compete and win contracts with the government. From basic contracting questions and registration to advanced areas on how you can improve your bids, our services are designed to enable your company to be effective competitors for government contracts. unoptac@mail.unomaha.edu

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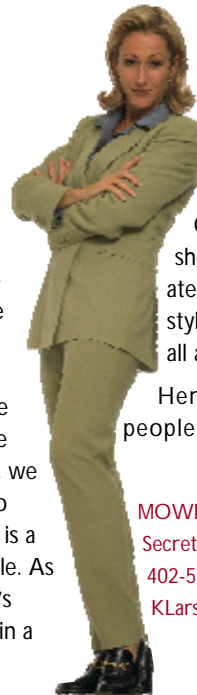


Lessons in Leadership

Understand Behavior Styles

Have you ever noticed that people are different? Some people are more social and enjoy a conversation before getting into business while others want to get to the point and get things done. Another style might want all the facts and details before making decisions when their co-worker goes with her gut feeling. Some people are calm collected and don't like to rock the boat and others love to shake things up and make waves. Some can get moving with little assistance and others need more guidance.

So...what do we do as leaders to accommodate all these differences? First off, we want to understand our own behavior style. The more we understand ourselves the better off we are in discovering how to communicate more affectively with others. There are all kinds of assessments out there to assist with this process. And once we understand our own style better, we can start exploring more fully how to recognize other people's styles. This is a pretty big eye opener for most people. As we learn to quickly identify a person's style, we can adapt to communicate in a way that matches their style better.



Great Leaders are *aware* of how they show up, *accept* others, and *adapt* to create a synergistic team with a variety of styles, ideas, and energy that are valued in all areas of the organization.

Here's to valuing and honoring people's differences!

MOWBC member Kathy Larsen, Author of 77 Secrets to Leadership Success.
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METRO OMAHA WOMEN'S BUSINESS CENTER

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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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The Power of Play

While playfulness can be a state of mind, play is more than an attitude and more than action. It is about pure enjoyment. Think of play as an autonomous intrinsically motivated activity. We do it spontaneously, just because it is fun.

You can't afford NOT to have fun

Studies have shown that play reduces stress hormones in the bloodstream. We all know that over a period of time, continuously high levels of stress in our system wreaks havoc on the body. Play refreshes us and recharges us. It restores our optimism. It changes our perspective, stimulating our creativity. When we can think more creatively, we find better ways of doing things.

You may be thinking "I can't have fun when our 401k is down, or our house is a disaster, I have so many errands to run, or I haven't dusted that shelf for five months – But scheduling a small amount of fun on that to-do list can make you feel better and may help you get it all done a little more efficiently.

How we play is related in many ways to our core sense of self. Play is an exercise in self-definition. It reveals what we choose to do, not what we HAVE to do. Some like to play in ways that test physical skill, others prefer games of pure strategy like chess. Some opt for puzzles or word games. Perhaps Scientists and writers are the lucky ones who are able to accomplish this at work and play with ideas.

Eight play personalities – which is your style?

Joking – As simple as a parent being silly with an infant by blowing raspberries or making silly faces and sounds to hear them laugh.

Moving – This includes athletes, but involves anyone who is happiest moving, whether it's dancing, swimming or walking.

Exploring – We entered the world exploring it. This can be physical or emotional, searching for a new feeling or deepening what is known through music or movement.

Competing – If playing games and keeping score is up your alley, you already know this category. You can be on the field or get the same benefits off the field as a fan.

Directing – These people love to plan parties or vacations, or create great scenes in a movie or a play.

Collecting – This could be gathering music or wine or baseball cards. Everything is fair game if it is special to you.

Storytelling – Imagination rules this mode of play. This can be as loony as having an imag-

ined cooking show in your kitchen one night, or sending funny short video clips off to YouTube. Reading and watching movies falls into this category.

Creating Art – Maybe you draw or paint. Maybe you like redecorating a room. Or maybe you just like taking things apart and making them new again.

Play allows our brain to exercise its flexibility. It helps us to maintain and perhaps even renew the neural connections that embody our human potential to adapt and learn to meet possible challenges. The opposite of play is not work – it's depression, so go out and PLAY!

Excerpt from MOWBC Member Kim Hodge's talk at Women Rock

