

**METRO OMAHA
WOMEN'S
BUSINESS CENTER**

**CALENDAR OF
EVENTS**

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

December 16 Holiday Forum "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.

January 20th New Year Forum - Get Up! Get Educated, Get Healthy, Get Fit. Education to transform your health and life. Join us for this special high energy presentation. 7:30 - 9AM at UNO's Thompson Alumni Center. www.mowbcf.org to register for this event.

Inspire!

METRO OMAHA WOMEN'S BUSINESS CENTER DECEMBER 2011



METRO OMAHA WOMEN'S BUSINESS CENTER



In the beginning of the year we set goals and plan to achieve each one, but it is evident with just a few days left, many goals are left behind - there are still books to be written, songs to be sung, new businesses to start. Many of the goals not completed may hold the keys to positively impacting someone or something else. Ever thought about it that way? What you do or don't do impacts more than just you.

It is nearly 2012: what plans have you made, what are your goals? What are

you going to change or conquer?

Well I pray your holidays are safe and happy and you're ready to jump into the New Year with a "This Is My Year!" attitude. Yes! A year that will be filled with new found successes, a year of overcoming, a year that brings you a great new job, a year of increased sales or exciting new markets to explore.

You are in charge of your life and your choices. That means you can be selective about what you hear, so choose the positive sounds of life. It

means you can be selective about the actions you choose, so choose the forward moving ones. Let's do it together, shall we? All of us with MOWBC will together conquer our fears, open closed doors of opportunity, get educated and make informed decisions for getting to the next level of success. Come on 2012!

BC Clark, President

Local author and humorist to keynote ball

We are ecstatic to announce Susan Darst Williams as our keynote speaker for the Start-up Grant Masquerade Ball in January.



You can get a taste of what to expect from Susan at SusanDarstWilliams.com and MakingHeartsClap.com

MORE DETAILS TO COME

**UNIQUE
AUCTION
ITEMS
GOT ONE?**

Please donate for the ball

MOWBC START-UP GRANT MASQUERADE BALL

Masquerade Ball
MOWBC Start-up Grant Fund Raiser
January 28, 2012, 6:30 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

Winter home maintenance checklist

- Turn on and test gas fireplaces
- Hang "seasonal" lighting
- Check all pipes to prevent freezing
- Set floor registers and grills to maximize airflow
- Tighten handrails and grab bars
- Check appliance cords, plugs and fixtures for damage or overload
- Test GFCI's for functionality and safety
- Home safety check: trip hazards, loose carpet, loose steps, concrete, hanging & wires, slippery surfaces, holes, splinters, etc.
- Check all faucets and sinks for leaks and drainage
- Run and check garbage disposal
- Tighten door handles, hinge screws and towel racks

Contributed by MOWBC member Jackie Webster, Mr. Handyman

Year-End Tasks to Handle Now

If you're like most business owners, you've got a huge list of tasks that stay perpetually on the back burner. You know, like fixing the filing system that currently consists of two piles labeled (at least in your mind) "Hot" and "Procrastinate." Or addressing that long-neglected employee problem. Or bringing your embarrassingly outmoded website up to date. Now's the time to tackle those tasks with a vengeance, because leaving your business problems behind in 2011 is the best way to start 2012 off with a clean slate.

1. Review all your systems from top to bottom. Carefully examine what's working and what's not. Decide where the problems are, and figure out what can be fixed. You might be able to fix them yourself, or you might need outside guidance. Don't assume that just because you've had a certain system in place from day one that it's still adding value to your business or your customers. A system review can be an eye-opening experience for business owners--they're usually surprised to find their business has fallen into habits that are hindering them from being more successful.

the relationship mutually beneficial for you and for them? If not, don't be afraid to make a change. On the other hand, if you're happy with your vendors, tell them! Let vendors know you want to create a great relationship with them.

3. Determine who your best customers are. You may be surprised to find out that your best customers aren't who you think they are. Examine all your customers through a profitability lens. Just because you always seem to be doing something for certain customers doesn't mean they're the one who are the most profitable.

4. Touch base with your best customers. Now that you know who they are, be sure to tell them you appreciate their business and ask if there's anything you can improve on or do differently to help them grow their business.

5. Hold annual performance reviews. Discuss with your employees what they can do to help the company run more smoothly. Also take the opportunity to find out what they feel most passionate about in their work, and ask if there's another part of the business in which they'd like to play a larger role.

6. Engage your employees as partners. The best people to help you solve problems, particularly those involving customers, are the ones who deal with them on a daily basis. Your employees are a (possibly untapped) wellspring of ideas about how you can make your customers happier. Hold an end-of-the-year forum designed to get them to share those ideas. Listening to and implementing your employees' suggestions is a great

way to make them feel like valued business partners.

7. Do an early spring cleaning! Purge your office. It's time to get rid of all that stuff you either don't need or that doesn't work anymore. Your employees will like working in a cleaner environment--chances are all of you will be happier and more productive.

8. Review your marketing campaign. The end of the year is a great time to take a look at which marketing efforts are driving business and which aren't. Don't hesitate to make changes if you think your current efforts aren't paying off.

9. Overhaul your website. In the same way that retail stores move around their floor sets, you need to make changes to your website to keep people coming back. Make sure all your information is updated, and post any articles that have recently mentioned your work. And be sure to set your company's website as the homepage on your browser. That way, every time you go online you'll notice your website--it serves as a great constant reminder that you need to keep making updates and improvements.

10. Take a look at your business cards. Chances are, you're handing out your business cards to all kinds of people: your customers, your vendors, potential customers, everyone. Make sure all the information is up to date.

11. Review your professional magazine subscriptions. Are you really reading all those magazines that get delivered each month?

Continued on back page



To Your Health

How to make it through the Holidays without GAINING WEIGHT

How many of you still want to be able to wear that little black dress AND still have holiday fun? Here are a few quick tips:

1. Eat before you go to the party.
2. Fill your plate with high protein snacks, veggies with dip and low sugar fruits.
3. Eat the dips (you usually eat with crackers) with veggie sticks.
4. Avoid the bread.
5. Only eat the dessert you really want.
6. Savor the first bite of the holiday cookie or candy and give the rest away.
7. Concentrate on the conversations versus the food.
8. Ask people about themselves— most love talking about that particular topic. ;)



9. Bring a low glycemic (low carb) dish that you really prefer to eat.
10. Stay busy - help the host or hostess clear up the mess.
11. Stick to low glycemic drinks such as pure water, two glasses of wine or hard alcohol.
12. Be good to yourself and don't totally deny yourself at the party.
13. For the next few days after, concentrate on high protein, low carbohydrate snacks and meals.

God bless! Enjoy yourself and have a Merry Little Christmas!

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



Only 90 days
 for life long
 health & wellness
results
 AFabulousYou.
 Caring For Your Diet Well Being

Kristine Bockerman
 GKCC, DNAC
 Certified to educate in diet wellness
 by GKCA. Certification# GK10060703
 Recognized by IACM
 1359 S. 56th Street
 Omaha, NE 68106
 402.669.9972
 bockerman1@cox.net
 www.dietwellbeing.com

we'll walk side-by-side
 through your diet
 well being
 ...and beyond.
 short term instruction for life long results.

Lessons in Leadership

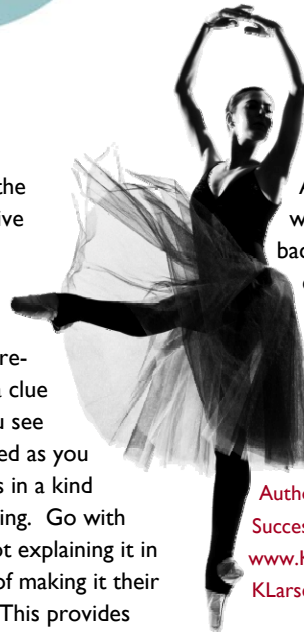
Giving Feedback Gracefully

Giving Feedback is an important role as a leader. Here are a couple tips that have been life savers for me in the giving feedback department:

Explain the feedback for change as something to consider or explore vs. a command. Beginning with these words "Something you might want to consider is..." provides a graceful way to move into the change of behavior requested. And...of course the tone of voice and non-verbals always play a key part of the process. Coming from a heartfelt place of helping the person instead of an authoritarian

place of ordering them allows the recipient to be in a more positive energy to want to make the change...and actually do it!

Keep your eyes, ears, and heart open to how people are receiving feedback. This will be a clue to their acceptance of it. If you see or feel that it isn't being received as you intended...stop and address this in a kind and caring way before proceeding. Go with the assumption that you are not explaining it in a way they can hear it instead of making it their 'issue' for not hearing it right. This provides for a much better outcome.



And, as a general rule, the more we focus on giving positive feedback to people on a regular basis, the easier it is for them to receive constructive feedback where new behaviors are necessary.

Here's to considering graceful ways of giving feedback!

MOWBC member Kathy Larsen,
 Author of 77 Secrets to Leadership
 Success. 402-537-1077.
www.KathyLarsen.com
KLarsenTLC@aol.com





METRO OMAHA WOMEN'S BUSINESS CENTER

PO Box 34065, Omaha, NE 68134-0065

402.201.2334 , bc.clark@mowbcf.org

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

BC Clark, President, bc.clark@mowbcf.org

Kris Bockerman, Exec Admin, admin@mowbcf.org

Kathy Mcquire, kathy.mcquire@prudential.com

Amy Wagner, awagner@sacfcu.com

Madeline Moyer, Madeline_Moyer@usc.salvationarmy.org

Marlene Hansen, Chamber@cityofralston.com

Andy Alexander, alalexander@mail.unomaha.edu

Mary Onken, meonken@cox.net

Lee Pankowski, Lee@lpcustodial.com

Year-end tasks continued from page 2 -

Chances are, you're letting at least some of them just pile up somewhere in the office (to the detriment of your de-cluttering efforts) or you're simply throwing them away soon after they arrive (to the detriment of your local landfill). Cancel magazine subscriptions that aren't valuable to you. It'll help you save money--every little bit helps--and keep your office tidy.

12. Consider technology upgrades. You need new computers or a new phone system to help things run more smoothly, the end of the year is a great time to make those upgrades. A new computer, phone system or other technology upgrade can make a huge difference in the daily lives of your employees by enabling them to spend less time attending to such problems as computer crashes or lost voicemails and focus more attention on the things that really matter. Just be sure everyone gets the appropriate training on the new technology.

13. Review your insurance policies. Insurance policies are set up and then put to the side, forgotten, until something bad happens. Then, too many business owners discover they're not adequately covered. Take some time to carefully review all your policies.

14. Update your minute books. If your business structure is such that you're required to keep corporate minutes, then you'll want to

make sure you keep your minute books up to date--it can save you from problems in the future. That's because, if you ever face a legal problem, the first thing your attorney will want to do is take a look at your minute books. If your books are already updated, it will help you get your legal case off to a good start and will allow your attorney to focus on the important details of the case.

15. Meet with your accountant. The end of the year is the perfect time to meet with your accountant to plan your taxes. Discuss with your accountant what you should do with excess cash and take a look at anything you can write off.

This may seem like an overwhelming list, but most of the items are easy to do. And like most things you procrastinate about, these tasks aren't as painful as you imagine once you jump in and take care of them. Make dealing with your "back burner" list your end-of-year resolution--you'll be amazed at how liberated you feel if you do.

When 2012 rolls around, you'll tackle your new goals without guilt over all the loose ends you're neglecting. You might even be surprised at how much more smoothly your company will run next year. It's a great feeling, and one that you'll be eager to replicate next year.

Source: Ty Freyvogel, Freyvogel Communications



Support Woman-owned Business Start-ups and
the Metro Omaha Women's Business Center!

Be a Masquerade Ball Sponsor.
Call Amy at 402-618-4752

