

METRO OMAHA
WOMEN'S
BUSINESS CENTER

CALENDAR OF
EVENTS

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.

January 28th MOWBC Start-up Grant Masquerade Ball, 6:30pm, Ramada Plaza Omaha Hotel and Convention Center, 3321 South 72nd Street, Formal attire and masks suggested, \$60. www.mowbcf.org to register for this event.

Sampling of Ball Auction Items:

- Hotel stays
- Cooking lessons
- Fashion party
- Original design by local clothing designer
- Singer for your next party
- And so many more!

MOWBC Member Shayne Fili with Auction Solutions will make this auction one you won't want to miss!

Inspire!

METRO OMAHA WOMEN'S BUSINESS CENTER JANUARY 2012



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2012 Year of the Reality Check (Authentic or Fluff)

This is the new year, It appeared everyone was ready for 2011 to get out of town including me. We welcome this new year with new found wisdom and experiences. To get things done a plan of Action is needed to get started, you may not have started that business, you hate your current job (you friends are tired of hearing about it), that degree you want to go back and finish when you have time (uh hum), and what about that deep desire to move to that next level of **success, it's waiting for you. Go for it now, if not now then when?**

My experience has proven that once you know yourself, the path becomes clear. Is it time for you to find out who you are? Have you travelled many roads to not quite reach your desired destination?

Could it be because you don't know yourself that you do not attain direction? This New Year, take some time to answer these following, simple questions. The answers, generated with courage, can change your direction and maybe even change your life.

- About what are you passionate?
- What problem (s) do you want to solve?
- What makes you angry?

- Who or what organization do you want to help?
- What are your values?
- What are your goals?
- What do you believe in that keeps you solid and on point?

For 2012 it is my desire that you spend time listening to your inner most voice and become the powerful, authentic woman you are meant to be. Allow MOWBC to help you bring out the **AUTHENTIC WOMAN in you, let's do it as a team.** See you at the next MOWBC forum February 17, 2012.

BC Clark, President



KFAB's Lucy Chapman



Humorist Susan Williams



R Style Band

Support Omaha Woman Entrepreneurs Buy your Ball tickets today!

Don your finery and a colorful mask to join us Saturday night, January 28th for our first fund raising Ball! The 2012 Masquerade Ball generates MOWBC operations and grant money and this evening we bestow \$500 (maybe even \$1,000) grants to deserving woman-owned businesses.

Our Mistress of Ceremonies is KFAB's Lucy Chapman. Host Couple is Council Woman Jean and Dr. Stothert. Shayne Fili with Auction Solutions will manage our auction brimming with fun and unique items. Author Susan Darst Williams debuts her style and humor as our keynote speaker and the evening is rounded out with dancing to the live music our R Style band. Tickets include dinner. Cash bar is available.

Single tickets are \$60, \$110 for couples and it is only \$500 for a table of ten - buy your tickets today at <http://masqueradeball2012/eventbrite.com>.

We are still collecting auction items and sponsorships! Contact committee chairman Amy Wagner at 402-618-4752 if you wish to participate either way.



Marketing Matters

Signs: Don't ignore the tried and true

You can market your small business in a lot of new ways, but hold on. Don't overlook one of the most tried-and true ways to let people know about your business.

I'm talking about signs.

The concept is hardly ground breaking, but that's why they're easily forgotten. Signs are cheap and easy, but best of all they work.

Signs come in all forms and sizes -- a billboard on a busy corner, an awning over your restaurant's front door, the name of your construction company on the side of your truck, someone standing on a corner wildly waving a sign pointing to your furniture store.

They can be inside or outside your place of business -- a banner printed at a copy shop announcing a blow-out sale or a hand-printed sign on a "staff favorites" shelf at a book store.

Signs get people's attention. Besides being pretty inexpensive, another advantage is that typically they're persistent -- unlike a TV or website ad that disappears in 30

seconds or a Facebook posting that gets pushed down within an hour.

Invest in them once, and they generally stay around a long time without social media's ever-present need to update. Once you design the sign, you may not have to think about it for years.

When considering signs for your business, carefully consider what they'll look like and where you'll place them:

-- Keep the colors, type style, logo, and tagline consistent with all your other corporate identity and branding.

-- Make your message very brief, perhaps as few as seven to 10 words, as they'll have to be understood quickly.

-- Use type large enough to be seen from the street or further away if necessary.

-- Make sure your signs are visible to people coming from every direction whenever possible.

-- Use high-contrast colors. Black text on a yellow background is considered the most readable combination, followed by black text on white, and white on black.

-- Keep your sign distinctive from its surroundings. If the sign will be surrounded by trees, avoid using too much green. Also try to make your sign different in shape, size, and style from other signs around it.

-- Make sure your sign is well illuminated if it needs to be seen at night.

Just because a location seems like a great place for a sign doesn't mean you can put your sign there.

Even at your own place of business, it's likely there are regulations strictly limiting the size and nature of the sign you can put up -- how large, whether it can have lighting, at what hours, and so forth.

It's also illegal to post signs or posters in most public locations or on others' private property. And you can't just put up a poster at a bus stop. You have to pay the transit authority for that privilege.



Rhonda Abrams newest book is the 5th edition of [The Successful Business Plan: Secrets and Strategies](#). Register for Rhonda's free newsletter at www.PlanningShop.com.

Leadership Lesson #41 - Demonstrate a genuine care and concern for people in your daily activities. They will notice it and pass it on to others.

Lessons in Leadership

Anything is Possible!

This is the time of year to get clear! A time to reflect on all the happenings of 2011 in a state of gratitude and then move gracefully into the refreshing space of new beginnings for 2012... **The door is open, we have a clean slate, and... Anything is Possible!**

For those in leadership positions, this time of year is great for setting the stage for what you want to create in your organization or on your team. It is a perfect time to

bring people together to build the synergy needed for clear sailing into the daily activities necessary for a successful year...

So...you might want to consider having a brainstorming meeting and asking your team this question: *If time, resources and dollars were not an issue, what would you like to create in our organization or on our team this year?* Write down each idea no matter how crazy it may seem. This is what gets things rolling. When you start from the space of *Anything is Possible*, the

creativity is contagious, it's fun, it only takes a few minutes, and something quite new, different, and doable comes out for exploration. It is amazing what can be created when everyone is engaged in the process...

Here's to...Anything is Possible in 2012!!

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



To Your Health

Does a New Year's Resolution work?

How is that New Year's resolution of getting healthy coming along? What's keeping you motivated? Is someone keeping you accountable? Are you *really* tracking everything you're eating? Foods and beverages you don't track will eventually sabotage you. You may ask, "Are New Year's fitness resolutions really the ticket?"

From my experience as a Nutritional and Health Coach and someone who has both failed and succeeded with fat loss, gradual and steady life-style modifications – not New Year Resolutions - have turned out to be the key to success for me and countless others. With a lifestyle modification approach, you can start your 24 hours again at any time, learn **what works for you and what doesn't and move forward. You can begin from where you are; you're in control.**

Physical exercise, as part of getting healthy, also works best with incremental lifestyle modification.

Often, people have a poor attitude about exercise:

- Punishment for bad eating
- An obligation
- Painful

- Time consuming
- Impossible to sustain over a long period of time
- Boring

Instead, look at exercise as:

- A break away from a stressful day
- A way to boost your mood and energy
- Time to yourself
- An opportunity to get physical and let your mind rest
- An opportunity to reward your body
- An opportunity to improve your quality of life

Incremental changes in diet, exercise, mind-set, and lifestyle will help you achieve your goals. Be gentle with yourself. Start slow and steady. Pay attention to science not fads. If it sounds too good to be true, it is. Begin to make small life-style changes every day and by next year you'll have to come up with another resolution!

MOWBC Board member Kris Bockerman, GKCC, DNAC www.Dietwellbeing.com, 402-669-9972, with Personal Trainer, Jacey Gengenbach, NSCA-CPT*D, jcgengenb@yahoo.com, 402-871-7786.





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Kris, GKCC, DNAC, Nutrition and Wellness Coach

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Jacey, NSCA-CPT*D, Personal Trainer

"What Will Matter?"

By Michael Josephson

How will the value of your days be measured?

What will matter is not what you bought,
but what you built;

not what you got, but what you gave.

What will matter is not your success,
but your significance.

What will matter is not what you learned,
but what you taught.

What will matter is every act of integrity,
compassion, courage or sacrifice that enriched,
empowered, or encouraged others
to emulate your example.

What will matter is not your competence,
but your character.

What will matter is not how many people
you knew,
but how many people will feel a lasting loss
when you're gone.

What will matter is not your memories,
but the memories that live in those who
loved you.

What will matter is how long
you will be remembered,
by whom, and for what.

Living a life that matters
doesn't happen by accident.

It's not a matter of circumstance but of choice.
Chose to live a life that matters.





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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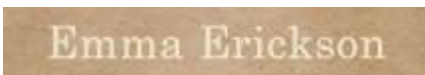
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Masquerade Ball 2012 Sample of Sponsors and Donors



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