

COMMUNIQUÉ



August 2008

• Connecting Women Personally, Professionally and Philanthropically

What's Inside

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Receive a FREE Ad for referring new members to The Alliance!

As a small thank you for referring a new member to The Alliance, you will receive a complimentary business card ad in the Communiqué.

Take NOTE!

Our newsletter is NOW interactive! CLICK on any **bolded purple** text and launch websites, send emails, register for events, or move to a different part of the newsletter!

THE ALLIANCE OF PROFESSIONAL WOMEN

Executive Director

Karen Alexander [303] 368-4747
E-Mail: execdir@apwcolorado.org
Website: www.apwcolorado.org
P.O. Box 480384, Denver CO 80248

How The New Improved APW Website Benefits You!

By Shere Chamness

Have you ever received a business card at a luncheon – from someone whose business you are truly interested in – yet later, when you need the service or product, you cannot locate the card? For one reason or another, sometimes new contacts slip through the cracks.

We've taken steps to make all APW member information available to other members at any time, so you never have this problem again!

EXCLUSIVE ONLINE MEMBERS-ONLY DIRECTORY

As a APW member, you can log in to the Members-Only section where you'll find a comprehensive directory of current APW members listed alphabetically by last name and by profession.

This expanded list includes each member's company name, home and work address and phone number, email address, website and a detailed description of her profession.

Listings also feature the member's photograph if one has been submitted. You'll recognize familiar faces from networking events.

And to protect each person's privacy, this information is not accessible to the general public.

HOW THE WEBSITE STRUCTURE BENEFITS YOU

The new improved APW website is divided into two sections. The general public area is visible to anyone searching the web, anywhere in the world.

Your automatic inclusion in the public member list means that any person searching for your services or products is more likely to find you using Google or Yahoo, or any search service.

You also benefit from being listed both by profession and by your name, with your company. A clickable website link allows potential customers to jump directly to your website.

SEARCH ENGINE RATINGS

Search engine ratings change constantly, but the new www.apwcolorado.org site almost always appears on the first page of listings! What's more, The Alliance often gets the coveted top position.

This high status means that you receive more visibility and your website's search ratings will be elevated.

Continued On Page 2



Shere Chamness of Planet-RealArt has over 30 years' experience in graphic and fine art with twelve year's experience creating websites. [303] 797-2821 www.planet-realart.com

CONNECTING PROFESSIONALLY

Leadership

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*The Alliance is a member of
 and proudly supports:
 Colorado Women's Lobby, and The
 International Alliance for Women*

How The New Improved APW Website Benefits You!

Continued From Page 1

In this way, APW expands the scope of your advertising, making it more powerful without additional pay-per-click costs.

EVEN MORE ONLINE ADVERTISING OPPORTUNITIES

Members who join at the Networking Connection level (and higher) are entitled to business card-sized ads which appear on pages in a randomized fashion.

These ads are only the tip of the iceberg, so to speak. Not only are the ads clickable to jump to your website, but the ads are specially coded to convey even more information about your company to search engine robots.

EVENTS

You can always find upcoming events listed on the new home page, with additional information on the Events page. You can sign up for luncheons and all events using the handy RSVP link.

MAKE YOUR OWN CHANGES

If you want to change your address, add a new cell number, or edit the job description, log-in to the Members-Only section. Click the link entitled "Change Your Directory Listing."

HOW TO LOG IN

If you have not yet visited the Members-Only section, we encourage you to do so right away.

Go to www.apwcolorado.org and click on the Member's-Only Section link at bottom left of any page. Enter your email address in the blank provided. A temporary password has been assigned as your work phone with no spaces, dashes, dots or any kind of punctuation. Example: 3035551212. (If you joined without a work phone, type in your home phone number).

If you run into problems and are a current APW member, you can type in your e-mail address and click the "Forget your password?" link directly below the password box. Your currently listed password will be emailed to you immediately.

We highly recommend that you log in and personalize your password as soon as you can. It's best to use approximately 8-10 characters, word fragments interspersed with numbers that you can easily remember. And write your password down in a secure location!

www.apwcolorado.org IS YOUR WEBSITE!

If you have any suggestions, requests or questions regarding the website, please contact APW executive director **KAREN ALEXANDER** by phone at (303) 368-4747 or by e-mail at execdir@apwcolorado.org.

The Alliance Member Benefits:

- Community Activism
- Committee Involvement
- Connecting Women Personally & Professionally
- Dental, Vision Prescription & more through Direct Dental Plans of America, Inc.
- Discounts on Professional & Business Services
- Educational Programs
- Friendships & FUN
- International Alliance for Women (TIAW) member
- Leadership Development
- Membership Directory
- Membership in the Eagle Legacy Credit Union
- Member Support
- Monthly Newsletter
- Monthly Networking Luncheons
- Networking Opportunities
- Personal Growth/Development
- Political Activism
- Social Events
- Support Networks
- TOM, your Trouble-free Online Manager

CONNECTING PERSONALLY

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Editor Notes

From The Editor

The deadline for submitting articles for the COMMUNIQUE is Noon on the **15th** of each month. All submissions must be **electronic**. The COMMUNIQUE provides stories of interest & information to Alliance members. Please send **ideas, comments, contributions, and questions** to execdir@apwcolorado.org



Dear Dana,

It's been so hot lately! Do you have any tips for dressing professionally in this heat?

I know...it's crazy hot out there! Now, let me share a secret. Some days when it's really hot, and I'm trying to decide what to wear for work, I stand in front of my closet thinking, "All I really want to wear is a pair of shorts, a tank top, and flip flops." However, since this isn't a reality, I've put together some great tips for what to wear to the office to beat the summer heat and still maintain your authority, credibility, persuasiveness, and overall professionalism.

The first thing to do when deciding how to dress in these "dog days of summer" is to consult your company's dress code. Unfortunately, many of the dress codes are a bit nebulous these days, so your next strategy is to "Follow the Leader." Look to executives, mid-level managers and other authority figures you admire in your industry, and take your cue from their mode of dress.

That said, here are more specific tips:

- Certainly, light colors are much cooler than dark colors. Think of camel, tan, khaki, off white/winter white, or white for your suiting. Fabrics to rely on include cotton, linen, silk, tropical weight wool, and cotton blends.
- Although a little more on the casual side, a new warm weather option I've seen in the stores for women is the short sleeved sweater set. Choose one in a fine-gauge knit, and you'll benefit from the clout of the sweater set while staying a bit cooler. Beware, this isn't the best option for serious meeting days. Keep a neutral colored jacket in your office at all times for unexpected meetings and client visits.
- Most of us are lucky enough to work in an air conditioned office; so often times it's coming and going from work that poses the biggest challenge. Underneath jackets sleeveless, short sleeved, and cap sleeved shells and blouses are an option. While it is acceptable to take your jacket off in your personal workspace, keep your jacket handy for strolls down the hall and interaction with others for the most consistent image.
- You can get away with a low cut top when you fill the neck line in with the scarf. The easiest thing to do is tie it in a slip knot or square knot. Then when you're in your car or personal office, you can slip it off like a necklace.
- For an extremely casual dress code or when you're engaging in activities where you need to be able to move easily, a long sleeved, crisp, cotton blouse worn open over a modest tank top is a cool, comfortable option.
- Skirts also provide some relief from the heat. The important thing to remember is that skirts should remain tailored no matter how high the mercury rises. Stay away from ultra-lightweight, cotton skirts and especially ones with large prints. They just seem to scream, "summer and leisure."
- Look to more traditional, structured skirt styles with a small print if any. Knee length and longer will always be the most appropriate for the office.
- Look to dresses for beating the heat and getting dressed with ease. A tailored dress is a wonderful, easy alternative! Again, "tailored" is the key word. Short sleeved and 3/4 length sleeved shirt dresses made in firm fabrics are most appropriate. Wrap dresses are another good choice. Be sure they're not too tight, clingy or low cut. A camisole underneath is a great solution if this is a concern. Lastly, classic sheath dresses worn with a matching blazer work well for traditional, professional environments.

Continued On Page 4

CONNECTING PERSONALLY

A Full And Interesting Year For The Public Affairs Committee

- **Health reform is a hot topic** for the presidential candidates now. But did you know that a Colorado Blue Ribbon Commission on Health Reform spent almost 18 months studying 31 proposals in an attempt to find the best way to provide health care coverage for all Coloradoans? At the September 2007 meeting of the Public Affairs Committee, **BARB CRAWFORD** explained the four proposals that the Commission picked to undergo extensive cost/benefit analysis. **CHAE ROBERTS** of the Denver Women's Commission provided a preview of the coming 2008 legislative session at the October meeting. Likewise, **REP. ALICE BORODKIN** of Denver reminded our members in November that the U.S. is the only country to have signed, but not ratified, the U.N. Convention for the Elimination of All Forms of Discrimination Against Women. President Carter signed and submitted it to the U.S. Senate in 1980! (Rep. Borodkin was successful in getting a Colorado House Joint Resolution passed in the 2008 session that will go to the U.S. Senate to encourage its action.)
- **Does it sound reasonable that a high school graduate have some level of English proficiency?** We thought so and invited **SEN. SHAWN MITCHELL** to tell us about his bill to enact that requirement. Sen. Mitchell both enlightened and charmed us at the March meeting. (Unfortunately, Sen. Mitchell's bill did not make it into law.)
- In May, we heard about the **deceptively titled Civil Rights Initiative ballot** measure from **LINDA MERIC** of www.9to5.org. It prohibits discrimination and/or preferential treatment by government, with the primary goal of eliminating affirmative action programs. However, things like training programs that target any specific group (women, disadvantaged, etc.) also fall by the side of the road as well.
- **DEB ARMBRUSTER** filled in for a sick speaker in April and provided us with a full update on **pay equity issues** in June. I'll bet you didn't know that you still make \$0.79 on each dollar your male counterpart makes! This news comes to you straight from the Colorado Pay Equity Commission.
- **What you don't know about the cosmetics you use may hurt you!** **EMILY ARELL** from the Colorado Women's Lobby alerted our members in January 2008 to the Campaign for Safe Cosmetics - you can get more information at www.safecosmetics.org.
- In February, we heard from **TONI PANETTA** of NARAL Pro-Choice Colorado about the **Fertilized Eggs as People** ballot initiative. While it may seem like a simple concept to recognize a fertilized egg as a person, the concept has many unintended, or perhaps intended, consequences, depending on your point of view. Toni carefully explained those consequences.

As you can see, we had a full and interesting year on the Public Affairs Committee. We will continue to try to do the same for the upcoming year, beginning in September. Any member of the APW is invited to join our regular meetings - our only purpose is to inform you! We regularly meet at **Zaidy's** in Cherry Creek at **7:30 am on the 3rd Tuesday** of each month. Hope to see you there. For more information and to get on our email list, contact **BARB CRAWFORD** at bcrawford@cchealthlaw.com.

Dear Dana,

Continued From Page 3

Although summer is hot, and playtime is so alluring, following these tips can help you feel fresh, look professional, and maintain your professionalism you worked so hard to gain all winter, spring and fall. Sending out non-verbal messages through your image that you're serious and ready to do business even in the sweltering heat can give you the professional edge that will help you achieve success.

Dana Lynch is the owner of **Elements of Image**, an image consulting firm specializing in taking the stress out of getting dressed and teaching professionals how they can use the power of image to gain an edge in the workplace. Visit www.elementsofimage.com for more information and to subscribe to Dana's e-Style Tip of the Month or contact Dana at [303] 463-4839.

MEMBER NEWS & INFORMATION



Alliance Networking Opportunities, Events, Activities & More

WHEN: WEDNESDAY, AUGUST 6TH 2008 • 5:30 PM

What: Outreach Committee Meeting

Where: On the Border Restaurant in Tamarac Square

RSVP: ALEXIE TUNE [303] 312-4035

atune@deloitte.com

WHEN: THURSDAY, AUGUST 14, 2008 • 11:30 AM–1:00 PM

What: August Networking Luncheon

Where: Dazzle Supper Club, 930 Lincoln Street

Cost: \$25 for Alliance members/\$35 for non-members

RSVP: www.apwcolorado.org

Choose from a "dazzling" selection of luncheon choices including:

- Curry vegetable rice noodle bowl OR
- Summer seasoned half chicken over mashed OR potatoes and sweet peas
- Grilled salmon over basmati rice and veggie stir-fry

Dessert: Creme brule

Bring your business cards for drawings including a complimentary facial from Joyce Branson with Complexions by Joyce.

www.complexionsbyjoyce.com

WHEN: TUESDAY, AUGUST 26, 2008 • 5:30 – 8:30 PM

What: 2nd Annual Family Night at Warren Village

Hosted by the Outreach Committee

Where: Warren Village

To Volunteer: Contact ELIZABETH MOORE [303] 758-5558

emoore@rgo-cpa.com

WHEN: FRIDAY, AUGUST 29, 2008 • 11:45 AM

What: Member Support Committee

Where: Wash Park Grill

RSVP: KRISTI SULLIVAN [720] 524.6848

kcmsullivan@yahoo.com

WHEN: THURSDAY, SEPTEMBER 11, 2008

11:30 AM TO 1:00 PM

What: September Member Appreciation Networking Luncheon

Where: Inverness Hotel & Spa, 200 Inverness Drive West, Englewood, CO 80112

Cost: \$30 for Alliance members/\$40 for non-members

RSVP: www.apwcolorado.org



The Alliance is thrilled to announce **Lara Merriken** CEO/Founder of **Larabar** (www.larabar.com) will be our speaker at this Member Appreciation Luncheon. After kicking a life long junk food habit, she realized hiking one day that

there wasn't a single convenient product on the market made of food without ingredients that defy pronunciation. Off she went to her cuisinart and the rest is history. Today, millions of Larabars are produced each month and Larabar is available in thousands of stores world wide. Hear her remarkable story at the luncheon!

Other Networking Opportunities

WHEN: AUGUST 10 • 4:00 PM - 6:00 PM

What: Learn about Mi Casa and SBA's New Grant to Help Start Women-Owned Businesses

Where: Laughing Bean Café

WHEN: AUGUST 30 • 8:00 MM - 10:00 PM

What: Thunder in the Rockies Motorcycle Rally - Salute to American Families

Special Saturday Fundraiser by APW Member ERIN SEABOLD with Boutique for the Soul

Where: Budweiser Event Center / The Ranch Compound Loveland, CO

Info: ERIN SEABOLD [303] 972-0557

▼ Take NOTE!

- Our newsletter is NOW interactive! CLICK on any **bolded purple** text and launch websites, send emails, register for events, or move to a different part of the newsletter!
- You can now find an RSVP link to upcoming Alliance Events on our homepage! Go to www.apwcolorado.org and click on the bold RSVP link – it will take you directly to the **BlackTie RSVP** page for the event!

MEMBER NEWS & INFORMATION

Dear APW Members,

I'd like to introduce myself. My name is **KAREN ALEXANDER** and I'm the new executive director for APW. It's an honor to be part of this wonderful organization.

I have 6 years experience working in the nonprofit industry as a marketing professional with the objective to support the organization's goals and mission. I look forward to doing the same for APW. My door is open to you all. Please don't hesitate to contact me.

Karen Alexander
execdir@apwcolorado.org

New Members

ROBYN KASHIWA, Attorney, **Holland & Hart LLP**
 [303] 290-1096, rakashwa@hollandhart.com
 Robyn's practice is focused on state and local tax issues as well as energy and telecommunications regulatory matters.

BARBARA ROWE, Non-profit – Hospitality, **YMCA of the Rockies**
 [303] 632-8377, browe@ymcarockies.org

BETH KLEIN, Attorney, Denver Personal Injury Attorney, **Beth Klein, P.C.** [303] 448-8884, beth@klein-law-firm.com
 Beth Klein, P.C., is a Denver area personal injury law firm specializing in car accidents, bike accidents, and wrongful death cases. Lead counsel Beth Klein was voted by Law Dragon as one of the top 500 lawyers in the United States.

KERRY KRUPKA, Attorney, [303] 572-7838
kerrykrupka@lycos.com

AIMEE RUDELL, Financial Advisor, **Ameriprise**
 [303] 689-7473, aimee.s.ruddell@ampf.com
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Anniversary

18 years **MAUREEN REIDY WITT**, Holland & Hart LLP
 12 years **DEBRA ARMBRUSTER**
 11 years **KAREN ROSEN**, The Alliance Foundation
 10 years **SUSAN STEIN**, CIS Financial
SHEILA DREW, Creative Financial Staffing of Colorado
 7 years **SHELLEY SPIEKER**, Ph.D., Holland & Hart LLP
 6 years **PAMELA BRUNSON**, Holland & Hart LLP
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PRUDY J. CREWS, Holland & Hart LLP
ROBIN PEGLOW, MA, HHC, Signs of Life Health
CAROL WARNICK, Holland & Hart LLP
 2 years **SHELLY RENO**, Merrill Lynch
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TIAW World Of Difference 100 Awards 2008

The **TIAW** (The International Alliance for Women) World of Difference 100 Award recognizes "unsung heroines", women whose efforts have advanced the economic empowerment of women locally, regionally or worldwide. We want you to tell us the stories of ordinary women achieving extraordinary things. We will announce the top 100 at the TIAW awards gala November 10, 2008 in Toronto, Canada. **DEADLINE is Friday, September 12th, 2008 at 5pm Eastern time.**

For more information please contact **KAREN ALEXANDER** at execdir@apwcolorado.org.

MEMBER NEWS & INFORMATION

Call For Articles

Do have tips to share with fellow members?

We want to hear from you! Share your valuable information by submitting an article for the Communique. Send me an e-mail at execdir@apwcolorado.org.

Articles can't be sales-oriented. Submissions will be reviewed.

APW For The Cure!!!



Save the date and register today for Team Alliance and make a difference in the fight against Breast Cancer! Race Day is **Sunday, October 5, 2008** at the Pepsi Center – online registration closes at 12 noon on October 1, 2008. We will rendezvous at our special location beforehand for a special pink continental breakfast! There will be free parking and within easy walking distance to the start of the race. This year's theme is **"APW Cowgirls for the Cure"**! Team members should pick up unique pink items such as pink bandanas, boas, sunglasses, socks, leggings, t-shirts, face paint, rings, etc. More information will come after you register.

To register, go to www.raceforthe cure-denver.com and click on "Register Now!" and then "Join an Existing Team". Scroll down to the bottom of the page and search by the keyword "APW" in the Team Name field to find our team registration page. The Alliance Team will be doing the 8:30 am Co-ed 5K Walk/Run, feel free to sign up spouses, children, or invite friends or co-workers to join in the fun! It will be fine if you would like to do the Competitive Race or the Family Fun Walk instead, you will just not be walking with the group. The registration fee for adults is \$30, \$20 for seniors 65 and older, and children 18 and under or you can do a Family Four Pack (2 Adults/2 children) for \$90.

Don't want to come on race day?



Register for one of these great alternatives:

- Sleep In
- Work Out
- K9 for the Cure
- Or you can just register as a Fundraiser Only.

The Race for the Cure® supports the **Komen Foundation**, one of the greatest advocates for women's health! Contact Team Captain, **JESSICA LYNCH**, at [303] 870-8395.

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CALENDAR OF EVENTS

You can now find an RSVP link to upcoming Alliance Events on our homepage! Go to www.apwcolorado.org and click on the bold RSVP link – it will take you directly to the **BlackTie RSVP** page for the event for **ON-LINE REGISTRATION**. See **PAGE 5** for event information and event codes or call the contact for the event.

AUGUST 2008

M	T	W	T	F	S
				1	2
3	4	5	6 OUTREACH COMMITTEE 5:30 pm, On The Border Restaurant in Tamarac Alexie Tune [303] 312-4035	7	8
10	11	12	13	14 NETWORKING LUNCHEON Dazzle Supper Club, 930 Lincoln On-Line Pre-Registration www.apwcolorado.org	16
17	18	19	20	21	22
24 31	25	26 2ND ANNUAL FAMILY NIGHT OUT AT WARREN VILLAGE 5:30 -8:30 pm, Warren Village Elizabeth Moore [303] 758-5558	27	28	29 MEMBER SUPPORT 11:45 am at Wash Park Grill Kristi Sullivan [720] 524.6848
					30

SEPTEMBER 2008

M	T	W	T	F	S
	1 LABOR DAY	2	3	4	5
7	8	9	10	11 MEMBER APPRECIATION NETWORKING LUNCHEON Inverness Hotel & Spa, 200 Inverness Drive West, Englewood On-Line Pre-Registration www.apwcolorado.org	12
14	15	16	17	18	19
21	22	23	24	25	26
28	29	30			