

COMMUNIQUÉ



April 2009

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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.

THE ALLIANCE OF PROFESSIONAL WOMEN

Executive Director

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

• Connecting Women Personally, Professionally and Philanthropically

Administrative Professional's Day

Administrative Professional's Day is April 22, 2009, and it is a good time to acknowledge those administrative professionals or secretaries that help make your business run smoother on a daily basis. While some would argue this is just another "Hallmark" holiday, it is a nice time to say Thank You. Here are a few gift ideas, including some from APW members' businesses:

Flowers. Send a flower or plant arrangement to brighten up their day and desk.

Unique Gift. Consider giving them a unique gift, such as those available at **Charmed By Suzanne** (www.CharmedBySuz.com), which include handcrafted wine charms, wine bottle gift cards and jewelry. Prices range from \$3 to \$30. **Enter coupon code APW20** at checkout on www.CharmedBySuz.com and **receive 20%** off your entire order!

In Office Lunch. Treat them to a little lunch in the office. You could do some sub or sandwich trays and a few sides, boxed lunches or a few pizzas to show your appreciation.

1/2 day off. Surprise your staff by sending them home after only working a half-day, but pay them for the full-day.

Pedicure/Manicure. Give them a gift certification for a pedicure or a manicure, which typically run about \$20.00 - \$50.00, depending on the level of service.

Lunch Out. Treat your employees to a nice lunch at a restaurant where they normally would not go. Be sure to do your research and know what your employees eat and make sure there is something on the menu for everyone. For example, don't take your secretary who is a vegetarian to a steak house!

Pet Care. Lots of folks would pamper their pet before themselves. If your administrative assistant is one of these individuals then why not help them splurge on their pet? Consider a gift certificate for in-home dog walking and pet care service from APW Member **AUBREY SCHWENK**, Pack Leader, at **The Pet Valet, Inc.** The Pet Valet also offers vacation care and overnight stays. Services range from \$15 to \$55 depending on the type and length of visit. To learn more, log onto <http://www.thepetvalet.biz> or call **303-832-1985**.

A Day at the Spa. Treat your administrative assistant or your secretary to a day at a spa or some select services, such as a massage... Many spas also offer a full day of pampering with lunch and/or wine included. Packages can range anywhere from \$75.00 up to \$500.00. Consider going to one of several APW member spa locations.

A Personal Note. A very nice, yet often overlooked, gift is a personal note. A personal note from the boss thanking the individual employee for specific action, or appreciated skill, will be remembered long after the card is sent. Don't underestimate the significance of a thank you card when it comes to employee appreciation.

No matter what the gift, be sure you remember to acknowledge your administrative assistant or secretary in some way. Even a small gift can go a long way to garnering loyalty and appreciation.

Leadership

EXECUTIVE COMMITTEE

President — Peggy J. Anderson
 President-Elect — Alexandra M. Tune
 Immediate Past Pres. — Emily Rae
 Secretary — Barbara Crawford
 Treasurer — Shirley Potenza
 At Large — Suzanne Sanchez
 At Large — Elizabeth Mitchell
 At Large — Elizabeth B. Moore
 At Large — Stephanie Brooks

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 LuciData
 McKenna, Long & Aldridge
 McKesson
 Planned Parenthood
 of the Rocky Mountains
 Ryan, Gunsauls & O'Donnell, P.C.
 Wise Women Communications

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

Get Ready To Blaze A Trail Across The United States



Our Passport to the United States event is right around the corner so make sure that it is marked on your calendar, you have your tickets, checked with your friends and co-workers and have called the babysitter as you are not going to want to miss this event.

This fabulous fundraising event **benefits our Alliance Foundation** whose mission is to help women achieve economic self-sufficiency and create better lives for themselves and their families. As you travel through the United States, this tantalizing event will include edible delights, tempting tastes of wine, live line dancing, jitterbug and swing dancing demonstrations (and lessons if you are brave enough) and our own drive-in movie theater.



We need your help with the *Music* at the event! Submit your five favorite American songs, artists or composers. We will be playing the five-song sets at our Passport to the United States Fundraiser on May 8th. Your five-song set, your name and company will be listed at the event and in the Communiqué. **PLUS** everyone who submits a song set will be entered to win a fabulous prize at the event. We will compile the lists into one play list to play that night. Send your playlists to **Karen Rosen** at execdir@apwfoundation.org.

Pick up your map of the United States when you arrive and make sure you visit every region before the end of the night to qualify for a fabulous prize.

Even during these difficult times, we need to get out and continue to build our networks AND have a little fun. This event is a great opportunity to experience a little bit of the United States, do a little networking, have some fun, enjoy a date night, and score some great deals at our silent auction and live auction all while helping women in our community and around the world.

Check out the flyers on pages 3-5 for all of the details including where you can get your tickets.

JUST TIPS:

Tips on Microsoft & More

Quick Tips and Tricks For Microsoft

Excel: Mortgage Payments

Learn to figure Mortgage payments and use advanced functions in Excel.

<http://blog.mcstech.net/index.php/training/microsoft/excel-microsoft-training/microsoft-excel-for-mortgage-payments/>

PowerPoint: Linking Excel

How do I link my presentations with live Excel spreadsheets?

<http://blog.mcstech.net/index.php/training/microsoft/powerpoint-microsoft-training/linking-excel-in-powerpoint/>

Excel: Fractions

Use Excel to display and calculate in fractions.

<http://blog.mcstech.net/index.php/training/microsoft/excel-microsoft-training/fractions-in-microsoft-excel/>

For More Free Tips from **Mission Critical Systems**, your training partner visit www.mcstech.net/news/

7TH ANNUAL

The Alliance Foundation Fundraiser

Passport to the United States

Red, White & Blue (jeans)

May 8, 2009



Please **SEND** us your **five favorite American songs, artists or composers. PLUS** everyone who submits a song set will be entered to **win a fabulous prize** at the event.

This year's passport fundraiser takes you through the United States. Think California wines, TexMex, Kentucky bourbon, BBQ, New England clam chowder, Philly Cheese Steaks and...Apple Pie. Enjoy line dancing, square dancing and jitterbug demonstrations with lessons, and a fabulous silent and live auction featuring items from around the country. Oregon wine baskets, Omaha steak gift certificates, beach baskets and rocky mountain getaways and more.

Entertainment

We are leaving the entertainment for our upcoming Passport to the United States in YOUR hands.

Passport Event Information

Time and Location:

6:00-10:00 pm, School of Hotel Restaurant & Tourism Management University of Denver, 2044 E. Evans Ave.

Dress:

Come dressed in your favorite Red, White & Blue (jeans)!

Cost:

\$50 per ticket or purchase our Economic Stimulus package of 10 tickets for \$450.

Registration Options:

Register online at www.blacktiecolorado.com/rsvp and enter the event code passport09.

For more info:

Karen Rosen • 303-618-0427
execdir@apwfoundation.org

Sponsored by:



This event benefits our Alliance Foundation. The mission of the Foundation is to support programs that improve the status and quality of life for women and girls in our community and around the world by helping them achieve economic self-sufficiency. Locally we offer scholarships to women to help them achieve their educational goals and internationally we support microcredit to help women start or expand a business.

Designed by: Alexander Smith Design

Help Create The Playlist For Our Passport To The United States Fundraiser



We are leaving the entertainment for our upcoming **Passport to the United States in YOUR hands**. Please submit your five favorite American songs, artists or composers. We will be playing the five-song sets at our Passport to the United States Fundraiser on May 8th. AND we are going to compile a commemorative CD of all of the songs. **PLUS** everyone who submits a song set will be entered to win a fabulous prize at the event. We will compile the lists into one play list to play that night.

Check out a couple of playlists we have already received:

LISA AUSTIN, The Service Factor Training Company

1. R.O.C.K. in the USA - John Cougar Mellencamp
2. California Girls - Beach Boys
3. I Don't Want to Miss A Thing - Aerosmith (Boston Band Yah!!)
4. Light On - David Cook (American Idol Winner)
5. You Give Love A Bad Name- Bon Jovi (New Jersey Boys)

KAREN ROSEN, Alliance Foundation

1. Little Pink Houses – John Cougar Mellencamp
2. Center Field – John Fogerty
3. Darlington County – Bruce Springsteen
4. American Pie – Don McClean
5. Mercury Blues – David Linley



May 8, 2009

TIME: 6:00 – 10:00 pm

WHAT: 7th Annual Alliance Foundation Fundraiser– Passport to the United States – Red, White & Blue (jeans)

WHERE: School of Hotel Restaurant & Tourism Management at the University of Denver, 2044 E. Evans Avenue

COST: \$50 per person or 10 tickets for \$450

RSVP: RSVP now! https://www.blacktie-colorado.com/rsvp/rsvp.cfm?eventcode=*28%3E%2C%23DRD04TF%5dP%20%20%0A

FILL OUT the form below and SEND IT to the Alliance Foundation at execdir@apwfoundation.org or fax it to 303-805-4358.



Please include my playlist for the Passport to the United States:

Name _____ Company _____

E-mail _____

1. _____
2. _____
3. _____
4. _____
5. _____

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Sponsorship Opportunities for The Alliance Foundation's 7th Annual Fundraiser

Help Us Help Women Help Themselves!

The Alliance Foundation is dedicated to supporting women both locally and globally and has created two programs to achieve these goals. Our Scholarship Program helps women in our community achieve their dreams of completing their education to create a better life for themselves and their families. Our Village Bank program targets the poorest of the poor; women who live on less than \$2 a day by extending small microcredit loans for them to start or expand a business.

Over 100 professionals attend this fundraising event! Don't Miss this Opportunity to Market your Business!

Sponsorship Levels

Old Glory - \$2,000

- Logo and recognition on all marketing materials for event (premium placement)
- Premium rotation on PowerPoint Presentation
- Table of 10 at event
- Logo and recognition in program (premium placement)
- Logo on Alliance Foundation and Alliance of Professional Women's websites with link
- One Free Networking luncheon sponsorship (value \$350.00)
- Opportunity to speak at event prior to live auction
- Four ¼ page ads in the Alliance's Communique and/or two articles in the Alliance Communique

Stars & Stripes - \$1,000

- Logo and recognition on marketing materials for event
- Rotation on PowerPoint Presentation at the event
- 6 tickets to event and reserved seating
- Logo and recognition in program
- Listing on Alliance Foundation and Alliance of Professional Women's websites with link
- Verbal recognition prior to the event at a luncheon/ability to give business information
- Two ¼ page ads in the Alliance's Communique and/or two articles in the Alliance Communique
- One-half page ad in the Alliance Directory
- Verbal Recognition at event

Betsy Ross \$500

- Logo and recognition on marketing materials for the event
- Rotation on PowerPoint Presentation at event
- 4 tickets to event & reserved seating
- Recognition in program
- Listing on Alliance Foundation and Alliance of Professional Women's websites with link
- Verbal recognition at event
- Two business card ads in the Alliance Communique

Star Spangled Banner - \$250

- Signage at event
- 2 tickets to the event
- Two business card ads in the Communique

Other Sponsorship Opportunities Available

Please contact **Karen Rosen** to explore other sponsorship opportunities including the Drive-In and Tasting Stations!

Silent and Live Auction Donations

- Recognition on silent auction table
- Listing in auction program
- Recognition in full-page thank you ad after event
- Silent & live auction donations may be tax deductible, consult your tax advisor.

Please make your sponsorship checks payable to The Alliance Foundation and mail it to P.O. Box 480384, Denver, CO 80248.

If you would like additional information on our event, please contact our Executive Director, **Karen Rosen** at 303-618-0427 or by e-mail at apwcolorado@comcast.net

Thank you and we hope that we can count on your support to help women achieve economic self-sufficiency and create better lives for themselves and their families.

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Luncheon Sponsors

Edward Jones
May 2008 Networking
Luncheon Sponsor

Your Dazzling Life
October 2008 Networking
Luncheon Sponsor

Four Seasons
Private Residences
November 2008 Networking
Luncheon Sponsor

CampExperience
March 2009 Networking
Luncheon Sponsor

*Interested in becoming a
Networking Luncheon Sponsor?
Call [303]-368-4747*

Sustaining Alliance Members

Peggy Anderson
Bonnie Busekrus
Barbara Rowe
Pamela Scharf
Anne Vitek
Charlene Wilson

Communiqué Committee

Pauline Huddleson, Editor
Sandy Smith, Co-Chair
Stephanie Brooks
Michelle Ferguson

Communiqué Sponsors

Sandy Smith/Alexander Smith Design
www.alexandersmithdesign.net

Editor Notes**From The Editor**

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



2009 Festival Of Women Benefits The Alliance Foundation



The Alliance Foundation is thrilled to be the charity recipient at the **2009 Festival of Women**. Enjoy a day of live music, well-known local speakers, workshops, demos, local women-owned business, the Colorado Rapids game and much more will be on hand throughout the day to inspire, educate and motivate the women of Colorado.

The Colorado Rapids have represented Denver's Major League Soccer fans since 1996. Boasting playoff contending teams and one of Denver's most impressive home records, the Rapids continue to build excitement for soccer in the Rocky Mountain region. The Rapids play at what is considered the largest soccer stadium in the world, **Dick's Sporting Goods Park** (which holds 18,000 fans). This event will feature the Rapids vs. DC United.

2009 Festival of Women: There will be 6 main sections of the festival, covering all things women; **The Boutique Marketplace** sponsored by **Boutique for the Soul**, **Artisan Alley** sponsored by **Minuteman Press**, **Home and Décor**, sponsored by **Workshop for Women**, **Healthy and Natural Living**, sponsored by **Natural Awakenings Magazine**, **Community Services** (a showcase of women-based non-profits in Colorado) and **The Inspiration and Education** area, sponsored by **Maverick & Company**.

Tickets to this special event are only \$15 and \$5 from each ticket will go to the Alliance Foundation. For more information go to www.boutique4thesoul.com/festivalofwomen.

Help Us Sell Tickets & Raise More Money for the Foundation!

The Colorado Rapids have offered up to 2,500 general admission tickets for this special event on consignment. Grab a group of your friends, bring your kids soccer team (or baseball, lacrosse, volleyball teams) to the game or gather your family for a fun summer night. Enjoy two great events for only \$15. AND remember, the Alliance Foundation receives \$5 from each ticket you sell. If you would like to get a stack of tickets to sell, please contact **KAREN ROSEN** at execdir@apwfoundation.org or call 303-618-0427.

Check out the flyer on page 7 for all of the details including where you can get your tickets.

The Alliance Member Benefits

- Community Activism
- Committee Involvement
- Connecting Women Personally & Professionally
- Discounts on Professional & Business Services
- Educational Programs
- Friendships & FUN
- International Alliance for Women (TIAW) member
- Leadership Development
- Online Membership Directory
- Member Support
- Monthly Newsletter
- Monthly Networking Luncheons
- Networking Opportunities
- Personal Growth/Development
- Political Activism
- Social Events
- Support Networks

2009 festival of women

june 20th, 2009
3:00pm - 9:30pm

Dick's Sporting Goods Park
North Stapleton

Please join Boutique for the Soul, the Colorado Rapids, and various women owned businesses and organizations in celebrating the spirit and inspiration of women. The 2009 Festival of Women will include:

- Live music • Well-known local speakers • Workshops • Demos
- Local women-owned business • The Colorado Rapids game vs. DC United
- And much more will be on hand throughout the day to inspire, educate and motivate the women of Colorado.

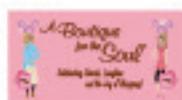
All day admission (which includes all 3 events) is \$15

\$5 from each ticket will go to the Alliance Foundation.

The Alliance Foundation was founded by members of the Alliance of Professional Women in 1994. It's mission is to help women achieve self-sufficiency and economic independence. Locally, the Foundation awards scholarships to women to attend college and internationally the Foundation provides small microcredit loans through their Village Bank program. www.apwfoundation.org.



To purchase your tickets online, please go to www.blacktie-colorado.com/rsvp and enter event code: AF09 (All one word, not case sensitive).



For more information, go to
www.boutique4thesoul.com/festivalofwomen

Produced by: **A Boutique for the Soul**



One Less To-Do!

We're a highly productive society and I've found that if we're not careful, when spring arrives complete with extra daylight, we can easily over do it. There is never a shortage of items for our to-do lists. I'll be super direct --the list is never going to get done. Really. I don't mean to be rude but there's actually relief in admitting it. We will always have more to do than time to do it. So we can continue to live with the stress-inducing illusion, or we can accept the truth and create a new possibility for ourselves.

Wouldn't it be great to enjoy a stroll at the Botanic Gardens, a wander at Wash Park or simply to sit in the sunshine in your backyard? Yes! It is time to try on a new way of thinking for spring. Rather than adding anything to your list, I recommend letting go of some things to make space for YOU and for fulfillment.

Let Go! (occasionally or permanently):

Attitudes

- Perfectionism. It's impossible and zero fun.
- Productivity Identity. You are not your productivity. You are YOU regardless of what you DO.
- Addiction to busy-ness. It is okay to sit down and do nothing. I promise.
- "Hard work + long hours = success." False. Success is defined and achieved in innumerable ways.
- The phrases: "have to," "I should/ could/ would," and "if only"—these leave you striving and exhausted.
- Guilt. Drop it, drop it, drop it! True motivation comes through inspiration.
- Control. Often we just have to surrender to the fact that we can't control everything and we have no idea what to do next. Let go and accept the mystery...it's liberating to stop thinking we have to handle it all.

Actions

- Making the bed nicey-nice. Get a big duvet or comforter and throw it over. It feels a little naughty but phew! Or be totally wild and leave it unmade. You will not be arrested.
- One+ hour(s) of TV or internet time (what delight might you enjoy in that hour?)
- That extra errand you think you can cram in on the way home. Seriously, can it wait?
- Over-scheduling yourself (which creates a constant sense of failure). Choose your top three must-do's and aim to complete them by 11:00 am.
- Pushing yourself when you feel tired. Listen to your body. It knows exactly what you need to stay healthy.
- Skipping meals and eating junk. You are not a machine. You need real food. Nutrients actually all have specific jobs, like coping with stress and preventing "the bulge."
- Trying to do it all. Challenge yourself --be willing to ask for help, and hire or delegate. You can either do it all and be exhausted, or you can have a support team and discover who you are when you're not running around.

Start small. Experiment with letting go of just one "to-do" and see what a big difference a small step can make!

Robin Peglow Berg is a member of APW and an Inspiration Coach of nine years. She is a writer, coach and speaker who supports individuals and groups to create powerful, inspired lives. www.signsoflifehealth.com robin@signsoflifehealth.com

2009 Dress For Success Denver Drive: Thank You!

Thank you to all of you who helped make this year's Dress For Success drive a huge success! Dress for Success (www.dressforsuccess.org) is a global non-profit organization that along with their affiliates are committed to helping disadvantaged women take charge of their lives. Because of your time and generosity, we collected numerous blouses and other professional attire to help support women seeking a professional job in the Denver area.

Special thanks to **Outreach Committee members PAM FISCHER, ALEXIE TUNE, ELIZABETH MOORE and JESSICA LYNCH** for donating their time and energy to help coordinate this event and collect and transport all donated items. Every year we hold a drive to raise donations for Dress For Success Denver, so remember to set aside the professional women's clothing and accessories you want to donate for next year's drive. Through your yearly donations, we can continue to help women on their path to self-sufficiency.

Spend Your Marketing Dollars Wisely In A Tough Economy!

As the economy slows down, most businesses and organizations are tempted to cut their marketing budgets. Marketing is often seen as overhead, when in fact, it should be viewed as an investment. The trick to marketing is to spend your money wisely, not widely.

Here are some tips to spend your marketing dollars wisely:

- ❶ **Start with a plan.** A marketing plan is a road map for success. Plans need not be complicated; they can be as easy as listing your target market, doing some research on where your customers look for information, and listing out how much you want to spend on your marketing efforts. Set goals, a timeline and assign tasks for completion and you've got yourself a basic marketing plan.
- ❷ **Develop a set of metrics.** Any marketing effort is worthless if you don't know how to measure results. You can measure results in any number of ways: increased foot traffic, referrals, sales, web hits, phone calls, and so on. When you write your marketing plan, set benchmark dates to hit a target, and track your progress as you go along. If your tactics aren't achieving your desired results, try something else.
- ❸ **Back to school.** Many colleges and universities have students looking for real world experience either through internships or class projects. Reach out to the business and communications departments to see if your business would be a fit for either an intern or project. Students can help develop marketing plans, do market research, write press releases and more. Best of all, they want this experience for their resume so it's a win-win for companies and students.
- ❹ **Strength in numbers.** Co-op advertising, shared office spaces, re-position employees; there is strength in combining your efforts with another small organization to maximize your budget. Join forces with a non-competitor and advertise both your services together. Have an existing employee assist you with marketing one day a week.
- ❺ **Do it online.** Facebook, LinkedIn, twitter and blogs aren't just for socializing anymore. Many companies are using them to either advertise or spread their message online using the power of word of "mouse" marketing. Facebook's display ads are remarkably inexpensive and you can segment and target those that see them so no ad is wasted on someone who is not in your target market. Twitter allows you to promote your business' success for no cost.
- ❻ **Think smaller.** Remember that research you did to develop your marketing plan? If you know where your customers go to find information, you can advertise or develop a presence in that medium. Is it in person networking at trade associations? Perhaps it's online at the apwcolorado.org? Or maybe it's a blog for business tips and services? Wherever your customer's look, it's not usually in the big daily newspaper or on radio or TV. Drill down to the exact publications your customers read or events they attend and only spend your marketing dollars there.

Alliance Foundation President Johanna Kelly Spoke At Minicamp

Alliance Foundation President **JOHANNA KELLY** spoke at **MiniCamp** on Saturday, March 14. MiniCamp was sold out and campers donated over 1,700 lbs of food to the **Denver Rescue Mission** and boxes of coloring books to the **Alliance Foundation's Village Bank** program. MiniCamp delivered on its theme of Dream BIG, Lead BIG and Live BIG. Guests enjoyed emcee **TAMMY ABRAMOVITZ** with a kick-off keynote by Camp-founder **BETSY WIERSMA**, followed by a fantastic resiliency assessment led by **BARBARA HUGHES**. After lunch **BARBARA STOKER** premiered her new keynote, followed by five back-to-back sessions filled with tactics and visualization. And after another bountiful dinner buffet and sweet potato fry bar, guests relaxed with **KERI BLAIR'S** fashion tips, Personal Services, and shopping from **Pine Creek Clothing Company**.



Alliance Foundation President Johanna Kelly



Alliance Networking

Opportunities, Events, Activities & More

WHEN: APRIL 1, 2009 AT 5:30 PM

What: **Outreach Committee Meeting**

Where: Lola's Restaurant

RSVP: **JESSICA LYNCH** at 303-870-8395 or
jessicasHomes@msn.com

WHEN: APRIL 2, 2009 FROM 11:30 AM – 1:00 PM

What: **Networking Events Committee Meeting**

Where: Whole Foods on Colorado Blvd.

RSVP: **DANA LYNCH** at 303-463-4839
dana@elementsofimage.com

WHEN: APRIL 9, 2009 AT 11:30 AM – 1:00 PM

What: Alliance Networking Luncheon

Where: Root Down, 1600 W. 33rd Avenue,
Denver, CO 80211

Cost: \$25 for Alliance members; \$35 for guests.
After early-registration date, price is \$30 for members; \$40 for guests

RSVP: [https://www.blacktie-colorado.com/rsvp/rsvp.cfm?eventcode=*>\):-%25%25'''1E%3DUI@](https://www.blacktie-colorado.com/rsvp/rsvp.cfm?eventcode=*>):-%25%25'''1E%3DUI@)

Join the APW for this not to be missed networking opportunity and have some fun, you deserve it! Bring your business cards for your name tag and raffle drawings!

Root Down is a "must try" new restaurant with a funky, playful atmosphere for fun while you meet and greet new and old members and friends. The restaurants building used to be a service station, still sporting the original garage doors. Most of the decor is from reclaimed materials-whether the bowling alley bar-top, the basketball dinning room floor, the colorful rotary phones wall art and the eBay booth and tables; all are total gems.

Menu Choices Include:

- Grilled Mahi, braised fennel, lemon aioli, and arugula on homemade foccacia **OR**
- Jamaican Jerk Chicken, plantains, sweet potato fries, collard greens **OR**
- Mediterranean Caesar Salad with grilled chicken, manchego cheese, gnocchi croutons **OR**
- Tofu Pot Pie (vegetarian option)

WHEN: APRIL 21ST, 2009, FROM 7:30 – 9:00 AM

What: Public Affairs Committee Meeting

Where: Zaidy's in Cherry Creek, 1st & Adams

RSVP: **BARBARA CRAWFORD** at 303-228-1622 or bcrawford@cchealthlaw.com

We are pleased to welcome **PROFESSOR THOMAS RUSSELL** of the **Sturm College of Law at the University of Denver** to our meeting. Professor Russell will brief us on the efforts of Healthcare for All to pass the Colorado Guaranteed Healthcare bill which would establish a single payer health care system in our state. He will also discuss the pro's and con's of a single payer system. Dr. Russell is an engaging speaker who is an expert on this subject, so please join us for a lively conversation on a timely topic and enjoy a great Zaidy's breakfast!

WHEN: MAY 8, 2009 FROM 6:00 – 10:00 PM

What: **7th Annual Alliance Foundation Fundraiser–
Passport to the United States – Red, White &
Blue (jeans)** See Pages 2-5

Where: School of Hotel Restaurant & Tourism
Management at the University of Denver,
2044 E. Evans Ave.

Cost: \$50 per person or 10 tickets for \$450

RSVP: RSVP now! https://www.blacktie-colorado.com/rsvp/rsvp.cfm?eventcode=*28%3E%2C%23DRP04TF%5dP%20%20%0A

Contact **KAREN ROSEN** at **303-618-0427** or **execdir@apwfoundation.org** or call 303-618-0427 for more information. This year's passport fundraiser takes you through the United States. Think California wines, TexMex, Kentucky bourbon, BBQ, New England clam chowder, Philly Cheese Steaks and...Apple Pie. Enjoy line dancing, square dancing and jitterbug demonstrations (and lessons if you are brave enough) and a fabulous silent and live auction featuring items from every region around the country. Oregon wine baskets, Omaha steak gift certificates, beach baskets and rocky mountain getaways and more. Mark this fabulous event in your calendar TODAY!

The entertainment for this event is in YOUR hands. **Please send us your five favorite** American songs, artists or composers. We will be playing the sets at our Passport to the United States Fundraiser. **PLUS** everyone who submits a song set will be entered to win a fabulous prize at the event.

Member News & Information

Alliance Networking Opportunities, Events, Activities & More

Alliance Networking

Continued from Page 10

WHEN: MAY 14, 2008 FROM 11:30 AM – 1:00 PM**What:** May Networking Luncheon**Where:** TBD**WHEN:** MAY 29, 2009 FROM 9:00 AM – 10:00 AM**What:** Member Support Committee Meeting**Where:** Paradise Bakery in DTC, east of I-25 at Bellevue**RSVP:** KRISTI SULLIVAN at 720-524-6848 or kristi@sullivanfinancialplanning.com

Other Networking Opportunities

WHEN: APRIL 4, 2009. SATURDAY, 5:30 PM**What:** NARAL Pro-Choice Colorado's 27th Annual Celebration and Auction**Where:** Denver Marriott City Center, 1701 California St., Denver CO 80202**Cost:** \$150 General, \$100 Young Professional (35 & under) Each Young Professional ticket includes 2 drinks**Contact:** To RSVP visit, ProChoiceColorado.org or call 303-394-1973 x.23

"Generation Choice" Enjoy cocktails and dinner with friends, place bids on one-of-a-kind items, and discuss key issues with lawmakers. Celebrate choice in Colorado. Black tie is optional. Ticket includes after-party entertainment. All guests will be entered to win 2-round trip tickets on Southwest Airlines.

WHEN: TUESDAY, APRIL 21, 2009 FROM 6:00 – 8:00 PM**What:** Camp Cooking with Supper Solutions and the Denver Rescue Mission**Where:** Supper Solutions SaddleRock kitchen at 6820 S. Liverpool, Unity B, Aurora, CO 80016**RSVP:** To register: www.campexperience.com/cooking

Come create meals for your family and the families of our **Denver Charity Partner the Denver Rescue Mission**. Make 3 Size Wise (feeds 2-3) suppers for \$36.00. (2 suppers for you and 1 to share), or 3 Full Size (feeds 4-6) suppers for \$75.00 (2 suppers for you and 1 to share) Choose menus on site. Enjoy wine and food samples; door prizes and fun.

WHEN: APRIL 28, 2009 AT NOON**What:** Equal Pay Day Rally and Press Conference**Where:** The west steps of the Capitol Building on Lincoln Street, between E. 14th Ave./E. Colfax Ave, Denver

We are asking all supporters of pay equity (women, girls and men) to come to support Equal Pay Day 2009 in Colorado. Agenda: **LINDA MERIC**, National Director of 9to5, National Association of Working Women, will kick off the rally. Featuring State Legislators, stories from the field, spoken word, poetry, and music.

WHEN: JUNE 20, 2009 FROM 3:00 – 09:30 PM**What:** 2009 Festival of Women**Where:** Dick's Sporting Goods Park, North Stapleton**Cost:** \$15 (\$5 of each ticket will go to the Alliance Foundation)**More Info:** www.boutique4thsoul.com/festivalofwomen

Please join the **Boutique for the Soul**, the **Colorado Rapids**, **Colorado Force** and various women-owned businesses and organizations in celebrating the spirit and inspiration of women. The 2009 Festival of Women will include: Live music; Well-known speakers; Workshops, Demonstrations; Local women-owned businesses; The 3rd Annual women's Soccer Celebration; and the Colorado Rapids game vs. DC United.

Alliance Thanks!

The APW **thanks** **SUSAN KIMBALL** who hosted March's Networking Luncheon.

Thanks also to **VALERIE PALMER** for referring new member, **MADISON CARTER!**

New Members

MADISON CARTER, Financial Advisor - **Smith Barney**, 303-925-9659, madison.anne.carter@smithbarney.com

My roles include marketing, client communications, and client event planning. My team helps our clients to develop holistic wealth management strategies to put them on a path towards achieving their short and long-term goals.

VALERIE PALMER, Registered Client Associate - **Smith Barney**, 303-925-9657. valerie.palmer@smithbarney.com

I manage the operations for my team of 4, supporting 2 financial advisors and servicing our clients. I serve as the primary contact for all the clients in our book of business. Facilitate implementing most of their needs and requests regarding their portfolios. Review trade orders and interface with investment companies and clearing-brokerage firm operations departments, prepare for client investment review meetings and presentations.

Continued on Page 12

Member News & Information

New Members

Continued from Page 11

All new members are welcomed to join a committee and lend a hand or idea, or simply attend one of the monthly meetings. New member orientations meetings are held at 11:00 am, before most of our monthly networking luncheons; this is a great place to come and find out about the committees that serve The Alliance of Professional Women.

New Member Profiles

MADISON CARTER - Financial Advisor, with the **Robinson Young Group Smith Barney**, a Division of Citigroup Global Markets. madison.anne.carter@smithbarney.com

1. Why did you join the Alliance of Professional Women?

I recently moved back to Denver, and I am interested in meeting other female professionals with similar goals and objectives. I had heard wonderful things about the APW, and I truly believe in the APW's mission and charitable efforts.

2. What are your hobbies?

I am very active and I enjoy many forms of exercise. I am a Pilates and personal trainer on the weekends. I also like to run, hike, and play tennis. My other hobbies include reading, traveling, cooking, fashion, and watching sports.

3. What is your position/business?

I am a financial advisor with The Robinson Young Group at Smith Barney. My team runs a holistic wealth management practice, and we specialize in financial planning for high net worth households, business owners, and foundations.

4. What is something that few people know about you?

I hate mascots or anything dressed up in a full mascot-like costume.

VALERIE PALMER - Registered Client Associate, with **Smith Barney**. valerie.palmer@smithbarney.com

1. Why did you join the Alliance of Professional Women?

Being fairly new to Denver and having been very involved in the past, I wanted to join an organization that allowed me to network with other professional women who shared in the same interest of success and community service.

2. What are your hobbies?

Hobbies are travelling, photography, dancing, and meeting new people.

3. What is your position/business?

I work in the Financial Services Industry as a Registered Senior Client Associate.

4. What is something that few people know about you?

I am Puerto Rican, Florida Alum, and know a little bit of Greek.

DANIELLE SCHMIDT - Career Coach and Recruiter –with **dms Careers**. danimari75@yahoo.com

1. Why did you join the Alliance of Professional Women?

I joined APW because I find it to be a strong business networking group with a group of women with very open and supportive attitudes.

2. What are your hobbies?

My interests and hobbies are music, movies, walking, horseback riding and some writing.

3. What is your position/business?

I am a career coach helping job seekers and changers and career transitioners clarify, identify and attain their next and best job ever. In particular, I guide College Graduates to find their first corporate job, mid-level corporate job seekers to find their next and best job and baby boomers to find their most satisfying work yet.

4. What is something that few people know about you?

I am an army brat so I have lived all over the world and throughout the US.

Join The Alliance of Professional Women

in **April** and receive 15 months of membership for the price of 12!

Contact **PAULINE HUDDLESON 303-368-4747**

Are you reading this newsletter, been to a few great APW networking luncheons and thinking about joining the Alliance? Contact PAULINE HUDDLESON 303-368-4747 for more information or to get you started!

Anniversaries

The Alliance wishes to **recognize and thank** the following women who joined The Alliance of Professional Women in April. We greatly appreciate your continued support of our organization.

- | | |
|---------|--|
| 8 Years | KATHLEEN S. BOWEN , Marketing Support Mind s Eye Resource Management, LLC
SHARI LUTZ ,
Harper Lutz Zuber Potenza & Associates, LLC |
| 7 Years | EMILY RAE , ING Funds |
| 4 Years | PAMELA DOMBROWSKI-WILSON , The Care Navigator |
| 3 Years | BONNIE BUSEKRUS , Clarity Coaching |
| 1 year | COLLEEN BUSH , The Staubach Company
DAWN WHISLER , DW Communications
JUDITH SEARS KAREEN HEAD
LOUISE FURCHE , CCE, B2B Credit Consulting, LLC
MELISSA CAPPLEMAN , Coach Melissa, LLC |

BusinessSources

THE ALLIANCE OF PROFESSIONAL WOMEN'S COMMUNIQUE




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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 10-11** for event information and event codes or call the contact for the event.

APRIL 2009

M	T	W	T	F	S	
		1 OUTREACH COMMITTEE MEETING, 5:30 pm, Lola's Restaurant Jessica Lynch 303-870-8395	2 NETWORKING EVENTS COMMITTEE MEETING, 11:30 am, Whole Foods, Colorado Blvd. Dana Lynch [303] 463-4839	3	4	
5	6	7	8	9 NETWORKING LUNCHEON 11:30 am-1:00 pm Root Down, 1600 W. 33 d Ave. Denver 80211	10	11
12	13	14	15	16	18	18
19	20	21 PUBLIC AFFAIRS COMMITTEE MEETING 7:30-9:00 am, Zaidy's in Chy Crk, 1st & Adams Barbara Crawford 303-228-1622	22	23	24	25
26	27	28	29	30	31	

MAY 2009

M	T	W	T	F	S	
					1	2
3	4	5	6	7	8 <u>PASSPORT TO THE UNITED STATES - RED, WHITE & BLUE (JEANS)</u> 6:00-10:00 pm School of Hotel Restaurant & Tourism, DU, 2044 E. Evans Avenue	9
10	11	12	13	14 <u>NETWORKING LUNCHEON</u> TBD	15	16
17	18	19	20	21	22	23
<u>24</u> <u>31</u>	25	26	27	28	29 <u>MEMBER SUPPORT</u> 9:00-10:00 am, Paradise Bakery, DTC Kristi Sullivan [720] 524.6848	30