

# COMMUNIQUÉ



March/April 2014

## What's Inside

March After Hours Event .....	1
March Networking Luncheon .....	2
Welcome New Executive Director .....	2
Article from Our March Luncheon Sponsor .....	3
April Networking Luncheon .....	3
Reinvented 9th Annual CampExperience™ Moves to Colorado Springs September 19-21 .....	4
Helping Women in Our Community .....	5
Save-the-Date .....	5
Coffee Connections .....	5
Public Affairs Breakfast Meetings .....	6
Networking Luncheon Sponsor – Update .....	6
<b>NEWS AND INFORMATION:</b>	
Alliance Networking Events, Member News and Information .....	7-11
Business Source .....	12-14
Calendar .....	15

THE ALLIANCE OF PROFESSIONAL WOMEN

**Executive Director**

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

Connecting Women Personally, Professionally and Philanthropically

## March After Hours Event

Join APW members and friends for a relaxing evening exploring the ancient **art of Venetian Mask Painting**. We provide this opportunity for you to embrace your inner artist and get to know other APW members and have some fun.

We will gather at the beautiful setting of **La Piccola Venezia**, co-owned by APW member **ZARA SAREFAZ**. We will each create a mask to take home as a wonderful memento of a fun night spent with members, family, and friends. All are invited to join the fun.

Date: **Thursday, March 6, 2014**

Time: **6:00 - 8:00 pm**

Where: **La Piccolo Venezia**, 250 Steele Street,  
#200, Denver CO 80206

Cost: **\$35 members**

RSVP: Reservations needed by 5:00 pm, Monday,  
March 3, 2014, \$5 late charge applies thereafter



The painting session includes one mask per painter (they have more than 20 to choose from), an instructor's guidance and delicious Italian appetizers. Other items available for purchase at La Piccola Venezia: cash bar, coffee bar, and dessert.



**CLICK HERE  
To RSVP**

All registrations are needed by 9:00 am, Monday, March 3. We have room for 50 so don't delay, register today.

**Luncheon Sponsors**

Elizabeth B. Moore  
 Ryan, Gunsauls & O'Donnell, P.C.  
 February 2013  
 CampExperience™  
 March 2013  
 Sullivan Financial Planning  
 April 2013  
 Alliance Foundation  
 June 2013  
 Laura Srsich, Eidy Bailly  
 July 2013  
 Leigh Miller, Juice Plus+  
 September 2013  
 Elizabeth B. Moore  
 Ryan, Gunsauls & O'Donnell, P.C.  
 November 2013  
 Laura Kaplan  
 Rodan + Fields  
 March 2014

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

**Corporate Members**

**KUAN YIN MEMBER**  
 Bauerle and Company, P.C.  
 Kutak Rock LLP

**CERRID MEMBERS**  
 FirstBank  
 Alexander Smith Design  
 CampExperience™  
 Coordinated Financial Services, Inc  
 CU Advanced Reproductive Medicine  
 Eide Bailly  
 Harper Hofer & Associates, LLC  
 Holland & Hart  
 Lutz Zuber & Associates  
 Moye White LLP  
 REALART  
 Ryan, Gunsauls & O'Donnell, P.C.  
 White and Steele, P.C.

**Sustaining Alliance Member**

Susan Borgos  
 Kate Hagerty

Be advised that the Communiqué is not private, only the APW Member Directory is restricted to members only, and can be viewed on the Internet.

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

**Communiqué Committee**

Pauline Huddleson, Editor  
 Sandy Smith, Co-Chair  
 Cindy Rold

## March Networking Luncheon

Join us for another great Networking Luncheon on **March 13** at **McCormick & Schmick's** in DTC, at 8100 E. Union Avenue, Denver 80237.

We have a "new member or prospective member orientation" at 11:00 am. The luncheon begins at 11:30 with open networking till noon, then we sit for a great meal, announcements, and hear from our luncheon sponsor, **LAUREN KAPLAN**, of **Rodan + Fields Dermatologists**, followed by more networking at the tables. The luncheon ends at 1:00 pm.

**Entrées:**

Classic Shrimp Louis Salad- Crisp Lettuce with Shrimp, Tomato and Hard Boiled Egg **OR**  
 Classic Caesar Salad- Grilled Chicken, Garlic Croutons and Grated Parmesan Cheese **OR**  
 Vegetarian Entrée upon Request - Chef prepared.

Coffee, tea, soda and warm dinner rolls are included.

**Door Prize Drawings:** Gift Certificate donated by **McCormick & Schmick's**; Gift from our luncheon sponsor **LAUREN KAPLAN**; and the book "*Living Traditions*" and gift certificate for a two-hour design consultation, donated by **GINNY TAYLOR** of **A Better View Décor**.

Cost: \$30 members; \$40 non-members, reservations needed by 5 pm, Monday, March 10. \$5 late charge applies thereafter.

**CLICK HERE  
To RSVP**

## Welcome New Executive Director

The **Alliance Foundation** welcomes **ANGELIA (ANGIE) JONES** as the **new Executive Director**. Angie will also be helping to plan the **Helping Women + Changing Lives luncheon**. Angie has a BFA in Graphic Design and over 14 years experience in the corporate world. She has previous experience with event planning and working with various non-profits over the years. She can be reached at (303) 204-5144 or alliancefoundation1@gmail.com.

**Communiqué Sponsors**

Sandy Smith/Alexander Smith Design  
[www.alexandersmithdesign.net](http://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 Pauline Huddleson at [execdir@apwcolorado.org](mailto:execdir@apwcolorado.org)

[\[Back to What's Inside\]](#)

**Leadership****EXECUTIVE COMMITTEE**

**Chelsey Burns**, President  
White and Steele P. C.

**Stephanie Brooks**  
Immediate Past President  
Daniels College of Business  
University of Denver

**Leah Dirks**, Secretary  
FirstBank

**Chris Camper**, Treasurer  
docuLynx

**Alexandra Tune**, At-Large  
Deloitte

**Laura Srsich**, At-Large  
Eide Bailly, LLP

**Sheila Drew**, At-Large  
Creative Financial Staffing of Colorado

**BOARD MEMBERS**

**Chelsey Burns**, President  
White and Steele P. C.

**Stephanie Brooks**  
Immediate Past President  
Daniels College of Business  
University of Denver

**Leah Dirks**, Secretary  
FirstBank

**Chris Camper**, Treasurer  
docuLynx

**Alexandra Tune**, At-Large  
Deloitte

**Lisa Austin**, At-Large  
The Service Factor Training Company

**Dana Lynch**, AICI FLC  
At-Large Member  
Elements of Image

**Pam Fischer**, At-Large  
Design A La Carte

**Sheila Drew**, At-Large  
Creative Financial Staffing of Colorado

**Samantha Dardano**, At-Large  
Dardano Properties - Metro Brokers, Inc.

**Nora Kelly**, At-Large  
Nora V. Kelly, P.C.

**Anne Moore**, At-Large  
The Avatar Course

**Cindy Rold**, At-Large  
Maverick Coaching & Speaking

**Shae Thurman**, At Large  
ER Document Solutions

**Laura Srsich**, At-Large Member  
Eide Bailly, LLP

**Lauren Kaplan**, At-Large  
Rodan + Fields Dermatologists

**Leslie Garske**, At-Large  
AXA Advisors, LLC

**EMERITUS BOARD MEMBERS**

**Emilie Ailts**, **Melinda Harper**,  
and **Charlene Wilson**

## Article from Our March Luncheon Sponsor

### Rodan + Fields, Redefining Business Ownership and Our Product Philosophy

This is a particularly compelling time to be part of Rodan + Fields as a convergence of important trends is creating new business opportunities and making traditional business models obsolete.



\$2.9 billion is spent each year on skincare products designed to reduce the signs of aging\*

- Rodan + Fields offers transformational skincare products for aging skin that are clinically proven to deliver visible results
- Rise of social economy shifts power from corporations to individuals
- Business model and compensation plan provides substantial income potential with minimal upstart costs

The power of the Rodan + Fields Business System is already evident. In 2007, Rodan + Fields was a leading clinical skincare brand in high-end department stores. Since withdrawing from department stores and launching the direct selling program, numerous Rodan + Fields independent business owners are experiencing the income associated with sales volume that far exceeds what leading department store chains were able to achieve. By 2010, Rodan + Fields was recognized as the “Rising Star” by the Direct Selling Association (DSA), and the accolades have continued, resulting in prestigious industry awards for three years running. Today, the company is listed as one of the top 100 Direct Selling Companies globally.

While everyday skin conditions can be complex, the solutions don't have to be. That's why our products are based on a philosophy of Multi-Med Therapy—using the right medicines and active cosmetics, in the right formulations, in the right order. As practicing dermatologists, Dr. Rodan and Dr. Fields know that treating the underlying cause of a problem works and yields long-term benefits.

To see real changes in your skin, you must use real medicines. Our product development strategy is to combine OTC (over-the-counter) medicines and active cosmetic ingredients to create safe and effective formulations. We take safety and efficacy very seriously, and we know that it takes the right concentration of an OTC drug or active cosmetic to achieve the desired result without adverse effects. This understanding and expertise comes from Dr. Rodan and Dr. Fields' years of experience in treating their patients, and they are the inspiration for the products we create.

**CLICK to View Real Results**

**LAUREN KAPLAN**, phone: 303-912-2576, email: [lauren@thekaplans.com](mailto:lauren@thekaplans.com)

*\*Euromonitor ©2010 Rodan & Fields, LLC. All Rights Reserved.*

## April Networking Luncheon

**SAVE THE DATE, April 10**, to attend our **April luncheon**, 11:30 am – 1:00 pm. Full details will be on our website soon. We are looking forward to hearing from our Luncheon Sponsor, **BETSY WIERSMA of CampExperience™**.



Article from our April Luncheon Sponsor:

## **Reinvented** 9th Annual CampExperience™ Moves to Colorado Springs **September 19-21**

“**Reinvention is the theme, and we walk our talk!**” shouts **CampExperience™** founder **BETSY WIERSMA** as she excitedly describes the new plans for the 9th annual retreat for amazing women. We are back in our sweet spot the third week in **September**, and we are even closer to Denver at the beautiful **Cheyenne Mt Resort** in **Colorado Springs**.

“Reinvention” includes a slightly adjusted schedule with Amazing Adventures on Friday and Saturday afternoons, a theme party Friday evening and an earlier ending on Sunday with a Celebration Brunch. **MARIANNE RICHMOND**, nationally-known artist, author and jewelry designer is back for two creative adventures and we are featuring the film **Perfect Strangers**, produced by award-winner Stanford University Professor **JAN KRAWITZ**. Other keynote speakers include **TAMRA RYAN**, **LYNN PRICE** and **TAMA KIEVES**.

CampExperience™ is an annual retreat and full year of events designed for the education, inspiration and connection of amazing women. Our “sisterhood by choice” builds each other’s businesses and personal lives, while helping other women in need. Now in its 9th year, CampExperience™ has raised over \$240,000 in cash, 30,000 pounds of donated goods and 1000 hours of donated time for our Charity Partners. **Charity Partners for 2014 are Dress for Success Denver and Project WISE.**

**See all the details and register** for our year of **Pre-Camp** events including the **March 12 Business Building Workshop** and the **May 16th MiniCamp** at [www.CampExperience.com](http://www.CampExperience.com).

**BETSY WIERSMA**, Wiersma Experience Marketing Founder,  
CampExperience™



*Amazing Women*  
**BIG LOVE**

*The BEST women's retreat  
you will EVER attend*

**CampExperience**  
EDUCATION · INSPIRATION · CONNECTION  
**Sept. 19-21, 2014**  
Cheyenne Mountain Resort - Colorado Springs, CO  
[CampExperience.com](http://CampExperience.com)

Sign-up  
early.  
Space is  
limited.

## Helping Women in Our Community

We are **LOOKING FOR VOLUNTEERS** to help us serve dinner to the clients of **The Delores Project**. The Delores Project in Denver provides safe, comfortable shelter and individualized services to unaccompanied women experiencing homelessness. The APW Outreach served dinner there twice last year, and it was such a success we are doing it again!

**Tuesday, March 18**, 5:30pm – 8pm. The location will be sent to the people who sign up to serve. We are looking for people to be there that night to help set up dinner, serve, and clean up, but if you can't make it and would still like to help, we need food donations as well. **You can sign up online for serving and donating food at [www.slyreply.com/app/sheets/18mqjjp7q5zb/](http://www.slyreply.com/app/sheets/18mqjjp7q5zb/)**

**For those just donating food**, please get in touch with **JOANNE PETERSON** to arrange a pickup. If you have any questions about this, please email Joanne Peterson at [joanne@NewWorldOffice.com](mailto:joanne@NewWorldOffice.com)

## Save-the-Date

Mark your calendars and plan on joining us this year for our **3rd annual Helping Women+Changing Lives luncheon** which will be held on Thursday, **September 11**. The luncheon will again take place at the PPA event center located at 2105 Decatur Street, Denver, CO 80211.

If you are interested in helping with the event, please contact **ANGIE JONES** at (303) 204-5144. We are in need of table captains, sponsors, and set-up and check-in on the day of the event. We are very excited about this amazing event and hope you can make it!



Grab a cup of coffee, tea, or breakfast and join other APW members, or if you are considering becoming a member--join us. **Coffee Connections** is an opportunity to meet and share about our businesses and discuss business-related topics. Leave when you need to; the start and end times are approximate. There are two locations to choose from; they rotate each month. The Coffee Connections gatherings are typically held the third Friday of the month.

### Upcoming dates:

Downtown – **Friday, March 21**, 8:30 – 10:00 am, **Corner Bakery**, 500 16th Street #150 Denver Pavilions, Denver, CO 80202. RSVP attendance to **LESLIE GARSKE**, [lgarske@BAMadvisorygroup.com](mailto:lgarske@BAMadvisorygroup.com) or 720-635-2686.

Denver Tech Center – **Friday, April 18**, 8:30 – 10 am, **Woody Creek Bakery**, 5073 S. Syracuse Street, Denver 80237. Hosted by **LEAH DIRKS** and **LAUREN KAPLAN**, RSVP attendance to **LAUREN KAPLAN**, [lauren@thekaplans.com](mailto:lauren@thekaplans.com) or 303-912-2576.

## Public Affairs Breakfast Meetings

---

Tuesday, **March 18**, 7:00 am - Networking; 7:30 am - Speaker  
 RSVP: **NORA KELLY** at [nvkesq@qwestoffice.net](mailto:nvkesq@qwestoffice.net) or (303) 866-9868

**STACEY SAGGESE** will speak to us about a local micro-finance organization that is working to mentor low-income budding entrepreneurs. **The Rocky Mountain MicroFinance Institute** (RMMFI) is a non-profit organization that provides learning, lending, and coaching to support entrepreneurs in their quest to build income-generating businesses and embark on a path to self-sufficiency and self-worth.

Stacey has worked in the non-profit micro-finance sector for more than seven years. In her current role as RMMFI's Development Director, she is responsible for fund and resource development. She was a member of a subcommittee of the Colorado State Economic Development and Poverty Reduction Task Force and graduated from the 2011 Colorado Nonprofit Leadership & Management Program through the Community Resource Center. She also participated in the 2013 University of Denver's Institute for Leaders in Development.

Tuesday, **April 15**, 7:00 am - Networking; 7:30 am - Speaker  
 RSVP: **ARLENE ABADY** at [gazebo1@q.com](mailto:gazebo1@q.com) or (303) 237-0360

At our April meeting, we are honored to host **EVIE HUDAK**, a former Colorado State Senator and well-known advocate for children, women's rights and public education. At our January meeting, we heard **CHAER ROBERT** talk to us about several bills that were introduced in this legislative session from the Economic Opportunity Poverty Reduction Task Force and the Early Childhood School Readiness Legislative Commission. Evie will follow up on these bills, as well as speak about the legislation from last year and this year on elder abuse.

Evie was elected to the State Senate in 2008 and re-elected in 2012, but resigned in 2013 to prevent a recall election. Before serving in the Senate, she spent 8 years as an elected member of the Colorado State Board of Education. Evie is an active member of PTA, Colorado Business Women, the League of Women Voters, and her local chambers of commerce in Arvada and Westminster.

Our meetings are informal. We buy our own meals and chip in to cover the breakfast of our speaker. We start at 7:00 am to allow a half hour of networking and the speaker to order breakfast before the formal meeting begins at 7:30 A.M. The meeting is generally over by 9:00 am. **Please join us!**

## Networking Luncheon Sponsor – Update

---

A Networking Luncheon Sponsors receive the following benefits:

- **A five-to-ten minute promotional presentation** at the sponsored APW lunch meeting. Fee includes lunch for the sponsor and a guest. Sponsor will be asked to provide a small gift for a drawing during lunch (i.e. complimentary one hour consultation, gift certificate to a restaurant, etc).
- **Newsletter sponsorship**, which includes a full-page article in the newsletter as well as a full-color business card size ad and link to the article and sponsor website in the newsletter e-mail. This full-color, formatted newsletter e-mail is distributed to over 1,500 professional women in Denver!
- **Exclusive distribution/display** of materials at place settings or on chairs at luncheon.
- **Business cards or electronic spreadsheet** of all luncheon attendees collected and sent to you after luncheon.
- **Recognition** as a sponsor at each of the monthly luncheons.
- **Active link** to your company website on the front page of APWcolorado.org. This 12-month listing will boost your own website's search engine ratings because APW consistently returns top level results in search queries.
- **Highlighted** as a sponsor in the Communiqué every other month with a feature article on the sponsor during the month of your sponsorship.
- **Spotlight** piece on you as a sponsor, a month after your sponsorship, in the Communiqué.

Networking Luncheons will be reserved on a first-come-first-serve basis, call to reserve your month by contacting **PAULINE HUDDLESON** at (303) 368-4747 or [execdir@apwcolorado.org](mailto:execdir@apwcolorado.org). We have July and August open for the remainder of the year.

*The cost of a Network Luncheon Sponsorship is \$300. Sole Proprietors may split the cost and benefits of hosting a network luncheon. Our member feedback has been that it takes approximately three weeks to one month to recoup the cost of business gained through exposure at the luncheon and in our newsletter.*

[\[Back to What's Inside\]](#)

## Alliance Networking Opportunities

### WHAT: NETWORKING EVENTS COMMITTEE MEETING

When: Tuesdays, **March 4**, and **April 1**, 11:30 am – 1:00 pm  
Where: **Vitamin Cottage**, Colorado Blvd and Evans  
RSVP: **ANNE MOORE** [avatar.anne@gmail.com](mailto:avatar.anne@gmail.com), or 773-551-2810

### WHAT: OUTREACH COMMITTEE MEETING

When: Wednesdays, **March 5**, and **April 2**, 5:30 pm  
Where: Home of **PAM FISCHER**, 2218 Franklin Street, Denver, CO 80205  
RSVP: **SAMANTHA DARDANO** [Sam@DardanoProperties.com](mailto:Sam@DardanoProperties.com) or 303-331-6700

### WHAT: MARCH NETWORKING LUNCHEON

When: Thursday, **March 13**, 11:30 am – 1:00 pm  
Where: **McCormick & Schmick's**, 8100 E. Union Avenue, Denver 80237  
Cost: \$30 for Alliance members and \$40 for guests  
RSVP by 5:00 pm, Monday, March 10, \$5 late fee thereafter!  
RSVP: [CLICK HERE](#) to be there!  
Parking: Free street parking

### WHAT: PUBLIC AFFAIRS COMMITTEE MEETING

When: Tuesday, **March 18**, 7:00 am - Networking, 7:30 am - Speaker  
Where: **Zaidy's** in Cherry Creek, 1st & Adams  
RSVP: **NORA KELLY** at [nvkesq@qwestoffice.net](mailto:nvkesq@qwestoffice.net) or 303-866-9868

**STACEY SAGGESE** will speak to us about a local micro-finance organization that is working to mentor low-income budding entrepreneurs.

### WHAT: COFFEE CONNECTIONS

When: Friday, **March 21**, 8:30 – 10:00 am  
Where: **Corner Bakery**, 500 16th Street #150 Denver Pavilions, Denver, CO 80202  
RSVP: **LESLIE GARSKE**, [lgarske@BAMadvisorygroup.com](mailto:lgarske@BAMadvisorygroup.com) or, 720-635-2686

### WHAT: APRIL NETWORKING LUNCHEON

When: Thursday, **April 10**, 11:30 am – 1:00 pm  
Where: Stay tuned for details on the location and reservations

### WHAT: PUBLIC AFFAIRS COMMITTEE MEETING

When: Tuesday, **April 15**, 7:00 am - Networking, 7:30 am - Speaker  
Where: **Zaidy's** in Cherry Creek, 1st & Adams  
RSVP: **ARLENE ABADY** at [gazebo1@q.com](mailto:gazebo1@q.com) or 303-237-0360

**EVIE HUDAK**, a former Colorado State Senator and well-known advocate for children, women's rights and public education will be our featured speaker.

### WHAT: MEMBER SUPPORT COMMITTEE MEETING

When: Wednesday, **April 16**, 11:30 am  
Where: **Woody Creek Bakery**, DTC  
RSVP: **LEAH DIRKS**, [leah.dirks@efirstbank.com](mailto:leah.dirks@efirstbank.com)

### WHAT: COFFEE CONNECTIONS

When: Friday, **April 18**, 8:30 – 10:00 am  
Where: **Woody Creek Bakery**, 5073 S. Syracuse Street, Denver 80237  
RSVP: **LAUREN KAPLAN**, [lauren@thekaplans.com](mailto:lauren@thekaplans.com) or 303-912-2576.

## Other Networking Opportunities

### WHAT: 9TH ANNUAL CAMPEXPERIENCE

When: **September 19-21**  
Where: **Cheyenne Mt Resort** in Colorado Springs

See complete details and register for our year of Pre-Camp events including the March 12 Business Building Workshop and the May 16th MiniCamp at [www.CampExperience.com](http://www.CampExperience.com)

**JUST TIPS:**  
Tips on Microsoft  
& More



### Mission Critical Training

For **FREE** Tips from **Mission Critical Systems**, your training partner, visit... [www.mcstech.net](http://www.mcstech.net)

**Computer Training • Professional Development • Private Training**

SMALL CLASS SIZES | INDIVIDUAL ATTENTION | HANDS-ON LEARNING  
LIVE TRAINING | CUSTOMIZED TRAINING | CLASS RETAKES



## Member News &amp; Information

## New Members

**SHIRLEY POTENZA**—Forensic Accounting, **RGL Forensics**, 720-889-4843, [shirleypotenza@gmail.com](mailto:shirleypotenza@gmail.com)

**CAROL MILLER**—Director, **Alzheimer's Association**, 720-635-9991, [cmiller@alz.org](mailto:cmiller@alz.org)

**WENDY WEEKS**—Bank Officer, **Firstbank**, 303-798-3000, [wendy.weeks@efirstbank.com](mailto:wendy.weeks@efirstbank.com)

**HELEN RALEIGH**—Chief Investment Officer, **Red Meadow Advisors, LLC**, 720-315-4339, [helen.raleigh@redmeadowadvisors.com](mailto:helen.raleigh@redmeadowadvisors.com)

**ELIZABETH MITCHELL**—Attorney, **Ambler & Keenan LLC**, 303-407-1543, [beth@ambler-keenana.com](mailto:beth@ambler-keenana.com)

**SUSAN BAKER**—Business Performance Advisor, **Insperty**, 303-398-2122, [Susan.Baker@Insperty.com](mailto:Susan.Baker@Insperty.com)

**LAXMI KONDAPALLI**—Assistant Professor, **CU Advanced Reproductive Medicine**, 720-648-1970, [laxmi.kondapalli@gmail.com](mailto:laxmi.kondapalli@gmail.com)

**LAUREN ROTH**—Physician, **CU Advanced Reproductive Medicine**, 303-724-8089, [lauren.rott@ucdenver.edu](mailto:lauren.rott@ucdenver.edu)

**SERENA DOVEY**—Assistant Professor, **CU Advanced Reproductive Medicine**, 303-393-9721, [serena.dovey@ucdenver.edu](mailto:serena.dovey@ucdenver.edu)

**ANNA KATHRYN ELLIS**—Director of Business Development, **Payroll & Benefit Solutions**, 205-271-5407, [aellis@pbspay.com](mailto:aellis@pbspay.com)

**GABRIELLE CARDWELL**—Community Liaison, **InnovAge**, 303-915-7834, [mcadwell@myinnovage.org](mailto:mcadwell@myinnovage.org)

**LEIGH VADAS**—Strategic Sales Specialist, **About Talent**, 720-379-1845, [Lvadas@abouttalent.com](mailto:Lvadas@abouttalent.com)

**JAMIE SHAPIRO**—Executive and Wellness Coach, **Connected Executive Coaching**, 720-502-4110, [jamie.shapiro@connectedexecutivecoaching.com](mailto:jamie.shapiro@connectedexecutivecoaching.com)

**JULIE SEQUEIRA**—Insurance Agent, **J Sequeira Agency**, 720-733-2597, [jsequeir@amfam.com](mailto:jsequeir@amfam.com)

## New Member Profiles

**SHIRLEY POTENZA**—Forensic Accounting, **RGL Forensics**, 720-889-4843, [shirleypotenza@gmail.com](mailto:shirleypotenza@gmail.com)

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

I rejoined the APW after being gone for a year or two (due to a job relocation to Boulder). I was thrilled when I returned to the Denver area and was able to reconnect with amazing women from all professions via my APW membership. I always meet interesting women and hear remarkable stories at the luncheons and other APW net working events.

### 2. What are your hobbies?

One of the reasons I enjoy the APW is the variety of restaurants we go to each month. I am a bit of a foodie and that, along with reading, skiing, mountain biking and going to concerts, (especially at Red Rocks) are some of my favorite hobbies.

### 3. What is your position/business?

I am a forensic accountant / expert witness at RGL Forensics. Although I primarily do litigation support, RGL offers other services (primarily in the insurance sector) internationally.

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

My favorite bands to see live are Green Day and Foo Fighters but I will go to almost any concert if it is at Red Rocks. In fact, I was onstage with Chris Isaak years ago when he opened for Bonnie Raitt at Red Rocks.

**HELEN RALEIGH**—Chief Investment Officer, **Red Meadow Advisors, LLC**, 720-315-4339, [helen.raleigh@redmeadowadvisors.com](mailto:helen.raleigh@redmeadowadvisors.com)

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

I appreciate an organization which provides a platform for a group of high achievers who also know how to have fun.

### 2. What are your hobbies?

I love public speaking, writing, reading, travelling and golfing.

### 3. What is your position/business?

I am a firm believer that wealth is freedom! Everyone can achieve economic freedom if he/she works hard, saves diligently and invests smartly. I strive to be a trusted partner to help others to build a better financial future. Therefore, I founded Red Meadow Advisors, LLC, a fee-only independent wealth management firm.

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

I am writing a book about personal journey from China to the US. Hopefully it will be published by the end of the 1st quarter of 2014. I like exercise and I am a certified Zumba (Latin dance flavored exercise) instructor. My next goal is to be certified to teach Taiji (traditional Chinese exercise).

Continued on Page 9



## Member News &amp; Information

**New Member Profiles**

Continued from Page 8

**ELIZABETH MITCHELL**—Attorney/ **Ambler & Keenan LLC**, 303-407-1543, [beth@ambler-keen.com](mailto:beth@ambler-keen.com)

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

I love the APW. I'm back after taking a year off and excited to reconnect and to see great women working together and making a difference in our community and our world.

**2. What are your hobbies?**

Does work count as a hobby? I like travel, reading, volunteering.

**3. What is your position/business?**

I am an estate planning and elder law attorney with Ambler & Keenan, LLC.

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

I play the violin and piano.

**ANNA KATHRYN ELLIS**—Director of Business Development, **Payroll & Benefit Solutions**, 205-271-5407, [aellis@pbspay.com](mailto:aellis@pbspay.com)

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

I was involved in a similar organization in Alabama and wanted to find an organization of women that I could net work with and learn from.

**2. What are your hobbies?**

I enjoy traveling, reading, trying new restaurants, The University of Alabama football, all things sports, hiking, skiing, and pretty much anything outdoors.

**3. What is your position/business?**

I am the Director of Business Development for Payroll & Benefit Solutions. I am responsible for expanding our presence in Colorado by networking and calling on small to medium sized businesses.

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

I don't like chocolate or peanut butter.

**JULIE SEQUEIRA**— Insurance Agent, **J Sequeira Agency**, 720-733-2597, [jsequeir@amfam.com](mailto:jsequeir@amfam.com)

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

I wanted to be affiliated with a group of professional women.

**2. What are your hobbies?**

I enjoy exercising, hiking, visiting new places and spending time with friends.

**3. What is your position/business?**

I am the owner of an insurance agency where I work providing coverage for families and businesses.

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

I am a Shaman.

**Anniversaries**

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

15 years

**PATRICIA FOLEY HINNEN**.....Capital Sisters International

6 years

**LEE WEISBARD** .....Lee Weisbard DDS

3 years

**CHRIS CAMPER** .....docuLynx

1 year

**BRENDA MAHONEY** .....CAbi

**MIMI DEOLLOQUI**.....M. Bellinger Design

**JAIMEE REED** .....Cairn Insurance Services, Inc.

**LYNN AMERSON** .....First Western Trust

**DORIANA FONTANELLA** .....Flinders Bandy McDaniel

**KAREN SHIRLEY** .....Holmes Shirley Law

**Alliance Thanks!****January Networking Luncheon**

We had a wonderful luncheon at **La Piccola Venezia** in January. Our luncheon hosts were **JEANE DOLE**, of **à la carte DESIGN**, and **NICOLLE LEWIS** of **FirstBank**. Jeane and Nicole did a wonderful job of planning and hosting this great event. We all enjoyed our speaker, Kim Shannon, who gave us much to think about in learning to say No! at times. A big thank you goes to APW member **ZARA SARFARAZ**, Marketing Director/Half Owner of **La Piccola Venezia** for donating all three of our door prizes this month.

**February Networking Luncheon**

**The Squeaky Bean** in downtown Denver was home to our February Luncheon. We thank all the member and guests that joined us; we completely filled the room.

Thanks to our two hosts, **KATHARYN TRUAX**, of **Wells Fargo Advisors, LLC**, and **JOANNE PETERSON**, of **New World Office**, for a nice job of leading this event. The luncheon food was delicious, and I think we will all want to return for more of it. We thank our door prize donors, **The Squeaky Bean** for a gift certificate, **BRENDA MAHONEY** for her scarf and gift certificate donation, and to **ROBIN BERG** for a bottle of wine.

## Spring Decorating?

**Renew / Refresh** – it is 2014 and people like to update décor so here are a few tips from a window treatment expert:

1. **Try roman shades** on bay windows. It helps create a soft and elegant ambiance. If you use a neutral color shade, then they will be really versatile to work with many colors you may choose for accents in the rest of the room. Right now, I like to accent with bright tangerine and light stormy grey / macadamia nut cream color combinations of fabric pillows with neutral romans.
2. **You can help control light** more with wooden blinds. You can help a space look more casual, and it is easy to tilt blinds to control the amount of light that comes in. Wood blinds also happen to be very economical.
3. **You can help save your energy bill** by using cellular shades. The insulation properties on these shades are also a lot higher when using double honeycomb or Hunter Douglas Architella products. This can help keep the cool inside in the summer and the heat inside in the winter, and ultimately help you save a lot on your energy bill for heating and air-conditioning.
4. **When using faux or composite wood products**, you can forget about any moisture or extreme sun issues. It creates the look of real wood without warping when you have moisture or extreme sun penetration. That's why they would work perfect in any bath rooms. Shutters can be made in this durable material. I also recommend window tinting (or energy efficient glass coating) for Colorado windows in many residential and commercial settings.
5. **Sometimes one window grouping may have one, two, or three treatments on the same window.** The finishing touches on a room could also include an accent pillow or bedding or chair cushion or upholstery. Coordinating privacy, functionality and decorative finishes can be tricky, so here are some ideas: Wood blinds with stationary ripplefold side panels mounted on a rod half way above the top of the window and the ceiling, or perhaps consider a decorative board mounted cornice board above the window that coordinates with a dust ruffle on the bed or a new bench seat cushion.
6. **When you have a room with soft colored walls**, such as a light yellow, using white blinds will pop against the color. You can also add a soft sheer curtain over the top with a decorative pole to add a warm and inviting look.
7. **If you have a covered porch** and want to keep the sun's rays at bay, you can add sheer curtains or grommet top Sunbrella fabric draperies. They will flow in the breeze, and create an "up in the clouds" feel. There are many great durable outdoor fabrics now in the marketplace that make decorating with fabric outside just as easy as the inside of the house.
8. **Decorative hardware** has long been dominated by metallics and sparkle, but now it is starting to return to wood and natural textures. Bamboo tends to also be popular for its sustainable, environmentally-friendly quality. Textured shades using sustainable materials from around the world (like wood woven roman shades) are my most popular items right now.
9. **Simple**, sleek lines continue to dominate window fashions. Creating silhouettes in a window lend to a clean, modern style. I love Hunter Douglas Silhouettes for a classic look and there is an awesome new product called Allure that allows light control in a unique way. A quick way to get a streamlined look is with panel-track systems (I like to ceiling mount this product framing a window) or just add a simple roller shade made out of a translucent SheerWeave material (with a cool stainless steel headrail) that allows your eye to focus on the outside while adding privacy and light control. It's easy to clean with mild soap and water – perfect for above a sink.
10. **If you want to add some spunk** to a room, stripes and bold prints are the way to go. Patterns and graphic geometric shapes are becoming a lot more important in the designing process. This can add a lot of pizzazz to any window fashion. Having an experienced window fashion consultant come into your home can open your eyes to the possibilities and also help you understand the costs so you can budget for what you really want to make your home your sanctuary that defines your personality – exactly right exactly you.



Written by, APW member **GINNY TAYLOR**, Decor Consultant and Window Treatment Expert [ginny@abetterviewdecor.com](mailto:ginny@abetterviewdecor.com), 720-333-6934  
(I will have a few photos for this as well)

## Showcase Your Business at the Member Appreciation Luncheon!

---

Our **8th Annual Member Appreciation Luncheon** is just around the corner; SAVE the date of **May 8**, from 11:00 am to 1:00 pm, to be at the **Denver ChopHouse and Brewery** in LoDo!

**Great news**—again this year, for only \$35 APW members, \$45 non-members, you can sign up to be a swag bag sponsor at this luncheon and get noticed by all of the dynamic women who attend our special 2-hour springtime event. Provide a special giveaway or goodie to be given to all attendees at this luncheon, this year our “Bag” sponsor (the container) is **FirstBank**.

### Sponsorship information and dates:

- **Deadline for sponsor sign-up** of SWAG bag contents—**04/15/14**  
Cost \$35 – members, \$45 – non-members.
- **Deadline for drop-off** of SWAG contents—**04/28/2014**. Drop off locations to be announced and provided later.

### How it works:

We will provide a Blacktie link on our website to sign up for being a SWAG sponsor. Then, you prepare 100 gift-type items/items of value to be put into the bags and be given to each attendee. Our theme for this year's Member Appreciation is “Connection,” to be interpreted in your own unique way. Have some fun finding a creative gift to showcase your business!

We will also be posting a link to RSVP to attend the event; this will be a separate link from the SWAG bag sponsorship link. If you don't have someone to get your fun swag ordered from, consider APW member **JOANNA JOHNSON**, Email: [joanna@e2businessgifts.com](mailto:joanna@e2businessgifts.com)

## Member News

---

**LAURA SRISICH**, APW member, is featured on the cover of the latest copy of the Denver Business Journal. Behind the List: **Eide Bailly's** Denver office a key to firm's expanding footprint...

[CLICK HERE](#) to ready the entire story. **Congratulations Laura!**

## New Member Referrals

---

**Thank you** to all of the following members who have referred a brand new Alliance member since our last Communiqué. We are grateful to **LORNI SHARROW** for referring **CAROL MILLER**, **LEIGH MILLER** for referring **HELEN RALEIGH**, **JEANE DOLE** for referring **SUSAN BAKER**, **HILARY SILVER** for referring **LAXMI KONAPALLI**, **LAUREN MILLER** and **SERENA DOVEY** (all from CU Advanced Reproductive Medicine), prior member **SARAH NORGAARD** for referring **ANNA KATHRYN ELLIS**, **NANCY THAUVETTE** for referring **GABRIELLE CARDWELL**, **COLLEEN KILDUFF** for referring **LEIGH VADAS**, **LESLIE SCOTLAND-STEWART** for referring **JAMIE SHAPIRO**, and **ELIZABETH MOORE** for referring **JULIE SEQUEIRA**. THANK YOU ALL---GOOD JOB!

We appreciate you sharing our fabulous organization and are pleased to run complimentary business card ads in the Communiqué for members who make referrals, as a small token of our appreciation.

# Business Sources

THE ALLIANCE OF PROFESSIONAL WOMEN'S COMMUNIQUE

**edox**

Shae Thurman /

621 17<sup>th</sup> Street, Suite #1700, Denver, CO 80293

o: 303.293.3335  
c: 720.984.7157  
f: 303.293.3336  
e: shae.thurman@edoxusa.com

edoxusa.com



**NewWorldOffice**  
Professional Office Organizing

Joanne Peterson, President  
303.517.4506

NewWorldOffice.com

Joanne@NewWorldOffice.com

Your office will be a whole new world!

Planning for  
**Peace  
of Mind**

**Trusts & Estates Attorneys**

Estate Planning & Probate  
Protecting Against Financial Fraud  
Planned Giving

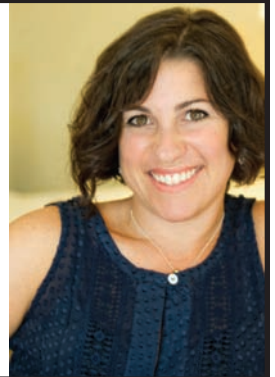
**Moye|White** LLP Attorneys at Law

contact Lorn Sharrow  
16 Market Square 6th Floor 1400 16th Street  
Denver CO 80202-1486  
tel 303 292 2900 fax 303 292 4510  
www.moyewhite.com



**silver therapy group**  
the relationship specialists

Hilary Silver, LCSW  
303.321.3750 • silvertherapygroup.com



**RODAN+FIELDS**  
prescription for change™

Lauren Kaplan  
Executive Consultant  
303-912-2576

lkaplan.myrandf.com  
lkaplan.myrandf.biz  
Lauren@thekaplans.com



**Red Meadow Advisors, LLC**  
Preserve and Grow Your Wealth

**Helen Raleigh CFA, PMP, MBA**  
Principal & Chief Investment Officer

Denver, Colorado 80127, USA  
Helen.raleigh@redmeadowadvisors.com  
Http://redmeadowadvisors.com

Office: 720-315-4339



**Alexander**  
SMITH DESIGN

We explore, visualize and  
create design solutions  
that drive results.

Creative partnerships produce results.

www.alexandersmithdesign.net • [303] 759-0401

branding print media advertising web design packaging



# BUSINESS SOURCES

THE ALLIANCE OF PROFESSIONAL WOMEN'S COMMUNIQUE



Domestic, Commercial, and Personal Litigation and Mediation

**Kelly L. Snodgrass, Attorney**

6000 E. Evans Ave.  
Suite 1-121  
Denver, CO 80222

303.647.4770  
direct 303.647.4775  
kelly@lasherlegalresolution.com  
www.lasherlegalresolution.com



720-841-0779

**SHERÉ CHAMNESS**

5390 Mohawk Road  
Littleton, CO 80123  
www.Planet-Realart.com  
www.CozmicSeeds.com

shere@planet-realart.com

**Kate Hagerty**

Career & Relationship  
Intuitive Coach

303.562.8530  
katehagerty@yahoo.com  
www.katehagerty.com

I See Your Dream Job Certified  
I See Your Soul Mate Certified



CERTIFIED PUBLIC ACCOUNTANTS

*Ann Broderick  
Meredith Goss  
Sarah Biehn  
Stephanie Jason  
Julie Gilbert*

7887 E. Belleview Ave., Ste. 700  
Denver, CO 80111

MAIN: 303.759.0089  
FAX: 303.759.2189  
www.bcdenvr.com



**Ginny Taylor**  
Window Treatment  
Expert & Décor  
Consultant

Window Treatments ~ Upholstery ~ Bedding

720.333.6934  
ginny@ABetterViewDecor.com  
aBetterViewDecor.com

**SPENCER FANE  
& GRIMSHAW LLP**  
ATTORNEYS & COUNSELORS AT LAW

Jamie N. Cotter  
Of Counsel  
T: (303) 839-3826  
F: (303) 839-3838  
jcotter@spencerfane.com

## PRACTICE AREAS

Real Estate Development • Labor and Employment  
Litigation and Dispute Resolution • Eminent Domain  
Bankruptcy, Restructuring and Creditors' Rights



litigation support + business valuation  
+ consulting

1775 SHERMAN STREET, SUITE 2900  
DENVER, COLORADO 80203-4324  
303.407.8016 MAIN

IT ALL ADDS UP TO US.

www.lzacpa.com



**EXCEL BROKERS**  
Since 1998

**RAMONA L. McDOWELL**  
Broker/Owner, GRI

Direct: 303.667.3858  
ramonamcdowell@msn.com  
www.excelrealtypro.com



13791 E. Rice Place  
Aurora, CO 80015



# Business Sources

THE ALLIANCE OF PROFESSIONAL WOMEN'S COMMUNIQUE

## MODIS

**COLLEEN KILDUFF**  
BUSINESS DEVELOPMENT MANAGER

T: 303-222-2456  
C: 201-993-9696  
F: 303-796-0096  
E: COLLEEN.KILDUFF@MODIS.COM  
7887 EAST BELLEVIEW AVENUE  
SUITE 400, ENGLEWOOD, CO 80111

## 1STBANK

Krysta Gerstner

303-347-5954 9409 S University Blvd  
Highlands Ranch, Colorado 80136



**LEE WEISBARD D.D.S.**  
Excellence in Dentistry

303.773.3373 TEL  
303.773.3380 FAX  
www.weisbarddental.com

5460 S. Quebec St., #390, Greenwood Village, CO 80111

**For All your Real Estate Needs**  
When Buying or Selling



**Wendy Glazer 303 906 9000**

*Opening Doors For You!*

bdglaz@aol.com  
www.wendyglazer.com



## à la carte DESIGN

**Jeanne T. Dole**  
303.885.7706 c  
303.200.8176 f  
jtdole@alacartedesign.com  
www.alacartedesign.com



Certified Public Accountants

Shareholder

5590 East Yale Avenue  
Suite 201  
Denver, Colorado 80222

Tel 303.758.5558 ext \*119  
Fax 303.756.1741

www.rgo-cpa.com



**Sheila Z. Drew**  
Branch Manager

1670 Broadway, Suite 3000  
Denver, CO 80202  
t. 303.831.5006 f. 303.831.5032  
e. sheilad@cfs-co.com  
www.cfstaffing.com

*An Affiliate of The GHP Financial Group*



**Advanced Reproductive Medicine**  
UNIVERSITY OF COLORADO

**Lauren Roth, MD**  
**Laxmi Kondapalli, MD**  
**Serena Dovey, MD**

3055 Roslyn Street, Suite 230  
Denver, CO 80238  
Phone: 303-724-8089 Fax: 303-724-8149  
http://arm.coloradowomenshealth.com



# calendar of events

You can now find an RSVP link to upcoming Alliance Events on our homepage! Go to [www.apwcolorado.org](http://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 7 for event information, event codes or contact for the event.

## MARCH 2014

S	M	T	W	T	F	S
						1
2	3	4 <b>NTWK Events Committee MTG</b> 11:30 am - 1:00 pm, <b>Vitamin Cottage</b> , CO Blvd and Evans, <b>ANNE MOORE</b> 773-551-2810 <a href="mailto:avatar.anne@gmail.com">avatar.anne@gmail.com</a>	5 <b>Outreach Committee Meeting</b> 5:30 pm, Home of <b>PAM FISCHER</b> , 2218 Franklin Street, Denver 80205 <b>SAMANTHA DARDANO</b> 303-331-6700 <a href="mailto:Sam@DardanoProperties.com">Sam@DardanoProperties.com</a>	6 <b>After Hours Event</b> 6:00 – 8:00 PM <b>La Piccola Venezia</b> , Cherry Creek <a href="#">CLICK HERE</a> to register	7	8
9	10	11	12	13 <b>Networking Luncheon</b> 11:30 AM - 1:00 PM, McCormick & Schmick's, Denver Tech Center <a href="#">CLICK HERE</a> to register	14	15
16	17	18 <b>Public Affairs CM</b> Networking from 7:00-7:30 AM, Speaker at 7:30-9:00 AM <b>Zaidy's</b> of Cherry Creek <b>NORA KELLY</b> 303-866-9868 <a href="mailto:nvkesq@qwestoffice.net">nvkesq@qwestoffice.net</a>	19	20	21 <b>Coffee Connections</b> 8:30 - 10:00 am, Corner Bakery, Downtown Denver, RSVP to <b>LESLIE GARSKE</b> , <a href="mailto:lgarske@BAMadvisorygroup.com">lgarske@BAMadvisorygroup.com</a> or 720-635-2686	22
23 30	24 31	25	26	27	28	29

For more event information see PAGE 7 or for event updates visit [www.apwcolorado.org](http://www.apwcolorado.org)

## april 2014

S	M	T	W	T	F	S
		1 <b>Networking Events Committee Meeting</b> 11:30 am - 1:00 pm, Vitamin Cottage, Colorado Blvd and Evans, <b>ANNE MOORE</b> 773-551-2810 <a href="mailto:avatar.anne@gmail.com">avatar.anne@gmail.com</a>	2 <b>Outreach Committee Meeting</b> 5:30 PM, Home of <b>PAM FISCHER</b> , 2218 Franklin Street, Denver 80205 <b>SAMANTHA DARDANO</b> 303-331-6700 <a href="mailto:Sam@DardanoProperties.com">Sam@DardanoProperties.com</a>	3	4	5
6	7	8	9	10 <b>Networking Luncheon</b> 11:30 AM - 1:00 PM, Stay tuned for details <a href="#">CLICK HERE</a> to register	11	12 <b>CampExperience™ Pre-Camp event</b> Business Building Workshop Visit <a href="http://www.CampExperience.com">www.CampExperience.com</a>
13	14	15 <b>Public Affairs Committee Meeting</b> Networking from 7:00-7:30 am, Speaker at 7:30-9:00 am <b>Zaidy's</b> of Cherry Creek <b>ARLENE ABADY</b> , 303-237-0360 <a href="mailto:gazebo1@q.com">gazebo1@q.com</a>	16 <b>Member Support Committee Meeting</b> 11:30 am, Woody Creek Bakery, DTC, <b>LEAH DIRKS</b> , <a href="mailto:leah.dirks@efirstbank.com">leah.dirks@efirstbank.com</a>	17	18 <b>Coffee Connection - Downtown Denver</b> 8:30-10:00 am, Woody Creek Bakery, <b>LAUREN KAPLAN</b> 303-912-2576 <a href="mailto:lauren@thekaplans.com">lauren@thekaplans.com</a>	19
20	21	22	23	24	25	26
27	28	29	30	31		