



NWBOC NEWS Spring 2006

An e-newsletter of the National Women Business Owners Corporation (NWBOC)
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Doing Business with other WBEs

Women doing business with women! NWBOC will conduct a complimentary conference call training session for our certifieds and their staff on purchasing from other certified women business enterprises using our E-Commerce MarketPlace. It will take place Thursday, March 23, at 2:00 p.m. EST. If you are interested, please e-mail to info@nwbooc.org and information will be sent to you. NWBOC's telephone conference partner is AT&T.

Success Stories of Our Certified WBEs:

Douglass Screen Printers, owned by Lisa Kaiser Hickey, was recognized by DiversityBusiness.com as one of the Top 500 Women Owned Businesses in the U.S. and one of the Top 100 Diversity Owned Businesses in the State of Florida. Additionally, the firm was named one of the top 75 Women Owned Businesses in the Tampa Bay area by the Tampa Bay Business Journal.

Maria Sobrino, owner and founder of Lulu's Desserts, is featured in a full-page Supplier Diversity advertisement for Wal-Mart.

Marketing Tip

Selling your services to big corporations is an attractive proposition. The contracts are larger than with small businesses and individuals, and often longer-term. There's the possibility of repeat business worth many billable hours at respectable rates. But the best clients are not always the easiest to get. If you don't grasp the realities of the corporate environment, you may sabotage even a hot lead.

If you want to capture the interest of a busy person, you need to tell them exactly how you can help them. Calling just to introduce yourself will not get their attention. What do the people in your target market perceive to be the greatest problems they face, or the biggest goals they wish to achieve? Ask these questions of the people you serve and the other businesspeople who serve them. Read trade literature or special interest publications and educate yourself on the key issues in your marketplace. Then tell your prospects in every communication how you can help address these needs.

Calendar of Events

Janet Harris-Lange, President of NWBOC, presented at the NAWBO Charlotte University Speaker Series - Session 2: "Becoming a Certified Woman Business Owner", March 16, in Charlotte, NC.

SBA Small Business Week

April 12-13, 2006
Washington D.C.
www.sba.gov/sbw

WIPP 2006 Spring Leadership Conference

May 11-12
Washington D.C.
www.wipp.org

National Association of Women Business Owners Annual Conference

June 1-3, 2006
San Francisco, CA
www.nawbo.org

New Certified

Bradford Industrial Coatings, Inc.

Debra Bradford, President
Lithia, FL

CT-Innovations of Missouri, L.L.C.

Cynthia Brussee, President
Chesterfield, MO

Emerson Human Capital Consulting, Inc.

Tricia Emerson, President/CEO
Alameda, CA

Farrago Holdings, Inc. dba Latus Point

Megan Burton, Owner
Cumming, GA

Fusion Technology Solutions, Inc.

Shannon Purdy, CEO/President
Ballwin, MO

Geostrategy Consulting, L.L.C.

Loraine McLellan, President
Ardmore, PA

Innovative Design Ideas

Lisa Levison, President/CEO
Tallahassee, FL

Interline Cash Systems, Inc.

Margaret Kinley, President
Estero, FL

Lisa Schmitz Interior Design, L.L.C.

Lisa Schmitz, Managing Member
Kansas City, MO

Mid Ohio Employment Services, Inc. dba Spherion
Beth DeLaney, President
Mansfield, OH

Precision Electrical Contractors, Inc.
Cheryl Kennedy, CEO
Austell, GA

RAH Marketing, Inc.
Robin Marple, President
Apple Valley, MN

Wire World, Inc.
Mary Sauve, President
Greeley, CO

DeRiggi & Evans, L.L.C.
Danamarie DeRiggi, CEO
Atlanta, GA

Myles & Creighton Consulting L.L.C.
Peggy Myles, Partner
Bryson City, NC

Kargilis Business Solutions L.L.C.
Marilyn Kargilis, President
Livonia, MI

Klein Contracting Corp.
Candace Klein, President
Doraville, GA

Recertified in '06

5Think, L.L.C.
Accudyn Products, Inc.
Administrative Controls Management, Inc.
Aeroflite Enterprises, Inc.
Age of Travel, Inc./Monumental Meetings
API Graphics, Inc.
Biotechnical Services, Inc.
Burpee Company
C Moor, Inc. dba The C Moor Group
CB Bovenkamp, Inc.
Champion Uniform Supply, Inc.
Cognitive Technologies Group, L.L.C.
Commercial Tenant Real Estate Representation, Ltd.
Crawford Consulting Services, Inc.
Diversified Services Group, Inc. Dorian Construction, Inc.
East Coast Petroleum Corporation

Ebner Design Associates, Inc.
Edwards Consulting Firm, Inc.
Faust Corporation
Finished Art, Inc.
Florida Silica Sand Company
General Aviation Terminals, Inc.
Greentree Consulting, Inc.
Griffith Electric Supply Company, Inc.
Iconma, L.L.C.
Imagination 2000
Information Solutions Services, Inc.
Integra International, Inc.
J.Anthony & Associates, Inc. of Florida
JT/SC Enterprises, Inc. dba Solutions Staffing
McRae Signs & Displays, Inc.
Media 1 Interactive, Inc.
Prima Computers Corporation
Prime Power Services, Inc.
Print Pro!, Inc.
Rocket Studio, Inc.
Seymour of Sycamore, Inc.
Shrader Analytical & Consulting Laboratories, Inc.
Ski and Sea International, Inc.
Sky Cap, Inc.
Synchronix Information Strategies, Inc.
The Baron Group, Inc. dba Baron Sign Manufacturing
The Main Line Embroidery & Design Co.
Thompson Electric, Inc.
Thompson's Construction Management, Inc. dba TCM Northwest
Tri-Pen Management Corporation
TRIKO, Inc.
Turner-Doughty Corporation
Wyndemere Incorporated
Zoya, Inc.
4D Printing, Inc.
Acloche, L.L.C.
ADM Corporation
Allied Ventilation, Inc.
Alta Mfg. Co., L.L.C.
Bergeson & Campbell, P.C.
Berry Industrial Group, Inc.
Bodrie Trenching, Inc.
Commercial Custom Concepts, Inc.
Complete Facilities Management, Inc.
Computer Consultants of America
CPS Technologies, Inc.
CSI, Inc. dba Sir Speedy
Gayle Lantz, L.L.C.
Gruggen Buckley, inc.
Heard & Associates, Inc.
High Time, Inc. dba The Fulfillment Company
Integrated Control Corporation
International Engineering & Technologies, Inc.
IS Leaders, Inc.
John Myers Photography, Inc.
Juba Aluminum Products, Inc.
Label Makers, Inc.
Link Electric Company
Lowden & Associates, Inc.
M.S. Contracting Services, L.L.C.
Martin-Grace Benefit Group, Inc.
Media Buying Services, Inc.

Motional Multimedia
Net Global Distribution, Inc.
NetEffect Solutions, Inc.
Physical Advantage, Inc. dba PA Consulting, Inc.
Quigley Manufacturing, Inc.
Reidsville Commercial Warehouse Storage & Handling
Sandra Heath & Associates, Inc.
Software Lifecycle Solutions, Inc.
SRUQ Spectrum, Inc.
Suretec Data Solutions, Inc.
TDK Technologies, L.L.C.
The Bailey Company, Inc.
Tri Made Marketing, Inc.
Advanced Technology Solutions, Inc.
AP Supply Company
Bonus of America, Inc.
Business Relocation Services, L.L.C.
Car Care Products, Inc.
Colorado Cleanup Corporation
Commonwealth Supply Company
D & S Electrical Contractors, Inc.
Direct Link, Inc.
Freedom Supply, Inc.
HRU, Inc. Technical Resources
Insite Design Studio, Inc.
J.R. Bowman Construction Co., Inc.
Kitson Landscape Management, Inc.
Lilly's Gastronomica Italiana
LR Sales, Inc.
Management Decisions, Inc.
Manpower, Inc. of S.E. Michigan
Micro Visions, Inc.
Noble & Associates Consulting, Inc.
Nu-Safe Floor Solutions, Inc.
Patricia A. Glass, Inc. dba The Art Company
Perfection Equipment, Inc.
Preferred Way Transportation
Sanders Financial Management, Inc.
Steelman & Associates, Inc. dba Bama Jammer Promotions
Total Response, Inc. dba The Jackson Group
Travel Horizons, Inc.
Weldex Sales Corporation
Wilson Building Maintenance, Inc.
Workforce Solutions Group, Inc.

Corporate Partners

NWBOC thanks our major corporate partners for their continued support:

National City

AT&T

Digital Electronic Technologies, LLC

The NWBOC e-Newsletter is distributed by the National Women Business Owners Corporation. (NWBOC). NWBOC created the first national certification program for women enterprises. NWBOC's certification program offers an alternative to the costly, time-consuming and duplicative agency-by-agency and corporation-by-corporation certification process.

If you have information for the NWBOC Newsletter, please send it to mary@prworks.ms or fax to 928-204-9835. If you no longer want to receive this e-newsletter, hit REPLY and put UN-SUBSCRIBE in the subject line. To change your e-mail address or add someone new, please e-mail mary@prworks.ms.