

METRO OMAHA
WOMEN'S
BUSINESS CENTER

CALENDAR
OF EVENTS

June 17
MOWBC Forum
Inspired Leadership
- like another day at
the beach.

June 30
MOWBC Success
Series - Empower-
ing ourselves every
minute of the day
with Mark Wehner,
CEO of Results
Coaching AND Rita
Rocker, Communi-
cations and Image
Specialist with
Transformation
Academy, providing
self-esteem boost-
ers to ride the
roller coaster of life
in high gear! Details
in next newsletter.

June 30
Defend Yourself!
MOWBC Member
Appreciation Event
at Hampton Inn
Westroads, 5:30 -
7:00PM. Learn
quick and effective
self defense moves
to keep you safe.
Members FREE.
Guests \$10.

July 15
MOWBC Forum-
Third Anniversary
Celebration !

Inspire!



METRO OMAHA™
-Women's Business Center-

EMBRACE, EDUCATE, EMPOWER

MAY 2011



Letter from BC Clark

I saw someone flying a kite the other day and it reminded me of the time I rode on a hot air balloon. I was embarking on a new adventure and felt excited, fearful, and uncertain. It was emotional taking that step to say the least. Once the balloon lifted off the ground with me in the basket, I felt extreme adrenaline; my heart beat faster as we got higher. It was a life altering experience.

Looking around I was amazed at how far the eye could see. I dreamt of impossibilities on the ground being

possible. Up! Up! High Above it all seemed very possible and it gave me hope and courage. It was a time to be free from whatever was hindering me, free from the day-to-day, free from distraction. All of this empowerment came from a simple change in perspective. Sometimes just a different outlook can give you renewed hope, a new idea, a new momentum. Join us June 17, for the next forum. I promise it to be educational, unique, and energizing; and, the information you take away may change your life.

"Far away there in the sunshine are my highest aspirations. I may not reach them, but I can look up and see their beauty, believe in them, and try to follow where they lead."

—Louisa May Alcott

SEE our very own BC Clark talk about professional networking on wowbiztv.com. Click on business relationships in the middle, gray column.



Business Tool Box

Nebraska Business Development Center

NBDC is a cooperative program of the U.S. Small Business Administration (SBA) and the College of Business Administration of the University of Nebraska at Omaha. Through the Small Business Development Center program, NBDC provides direct management and technical assistance to more than 2,000 businesses in Nebraska each year. NBDC staffs locations throughout the state.

NBDC consultants are business assistance providers with credentials and experience in business start-up, valuation and exit planning. They are also certified consultants in government contract-

ing, lean manufacturing and sustainable business practice. They can provide assistance to Spanish speaking clients.

Some business start-up consulting services are free. Fees are negotiated for assistance that requires significant time or expertise—such as on-site consulting, business valuation, market research, and web development.

Services are provided to anyone who wishes to start or improve a Nebraska-based business. NBDC reserves the right to decline service in some cases where minimum requirements are not met.

Go to nbdc.unomaha.edu/ to find out if you can benefit from NBDC services.

To Your Health



When I hear people say that they really LOVE a food it's typically a food that is high on the glycemic food index and not good for you!

Did you know watermelon is water, sugar and almost no fiber to slow the conversion of the sugar, therefore it falls in the high glycemic category?

The Glycemic Index is illustrated similar to the stop light –

- **Green** for go. Example: **Peach** – lots of fiber, little sugar and hard to digest.
- **Yellow** for caution. Example: **Banana**, less fiber and more sugar, and easier to digest.
- Last, **Red** for stop. Example: **Watermelon**.

Do you LOVE your body? Then give it what it craves nutrition, fiber and less sugar.

Kris Bockerman, GKCC
www.Dietwellbeing.com
402-669-9972

TELL US!

WHAT IS YOUR BIGGEST TECHNICAL CHALLENGE AS A SMALL BUSINESS OWNER?

From email to cloud computing - let us know and we'll invite an upcoming Forum speaker to answer all your questions.

Contact as us at:
marketing@mowbcf.org



Marketing Matters

Be Your Own PR Department



Wooing the media doesn't require a lot of money or connections, yet it does take some effort. Here are some tips for handling your own PR.

Start small. You do not need to have your first press mention in the Omaha World Herald.

Create a press list. Do your homework here and learn which journalists cover your industry. Send personalized pitches to them.

Follow reporters. It's easier to craft your pitch if you know what reporters are working on. Follow their Tweets, link up on LinkedIn. You can also find reporters in need of sources on a site called Help a

Reporter Out. This free service lists publicity opportunities. Technorati, an online index of blogs, offers a directory by topic. Getting mentioned on a well-trafficked blog can be just as valuable as an appearance in print or on television.

Be current. Many magazines publish editorial calendars on their websites; the calendars list some of the publications' upcoming articles for the year. If you can comment or be a source on an upcoming article – offer to. You will also have a better shot at getting coverage if you tie your pitch to recent news, upcoming events, or seasonal topics. Many publications plan stories way in advance. Send out pitches related to the winter in June and July.

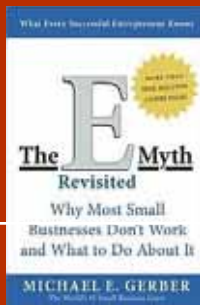
Look for ways to stand out. Perhaps mail a product sample to a reporter.

Get on YouTube. Remember our friend Lynn Hinderaker can help with this at www.wowbiztv.com. MOWBC members get a wonderful discount.

Follow up -- but not too much. When someone does write about you, send them a nice note. Whenever you get press, spread the word through your blog, Facebook, and Twitter.

To get the most mileage out of your publicity, create a media kit for your website that includes your articles, photos, videos, and your contact information.

Lori Benton, Marketing Strategies for Small Businesses, smllbizmktg@gmail.com, 404-694-0846.



E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do about It
by Michael E. Gerber

Attorney Advice

Can I run a business out of my home?



Zoning laws on home-based businesses vary considerably among the communities. It may depend on the nature of the business, whether you have any employees or business visitors, your hours of operation, parking and delivery issues, etc. Before getting into legal hot water, it pays to check out the zoning rules on what you can and cannot do in your area before you decide to set up shop. One more thing--many localities have begun to impose license fees on home-based businesses to generate money for local coffers.

The City of Omaha Municipal Code (§55-767(c)) allows "secondary" use of a residence as a business, but only on the following conditions:

- The home business must be a service business only; the Code prohibits the "on-premises display, purchase or sale of commodities" or products;
- The home business may not employ any individuals other than residents of the home;

external effects attributable to the home business may be noticeable outside of the home;

- There must be no deliveries or service by commercial vehicles or trucks, but the resident may park at the premises his or her own properly licensed vehicle, pick-up truck or van which is used in the business;
- The home business must be conducted within the residence itself, and not in a garage (unless it is an attached garage which is converted to habitable space);
- The home business may attach a sign (no larger than two square feet) to the wall of the residence. Advertising through yard signs, however, is prohibited (Code, § 55-830);
- The City of Omaha does not require a permit or license for a home business. Keep in mind, though, that a construction permit may be required if structural changes are made to the home for the business use.

Mike Mills, Gettman & Mills Attorneys, 402-320-6000, MMills@gettmanmills.com

Member Highlight

Lee Pankowski with LP Custodial and Supply. Lee says a good portion of her success is due to her regular, personal client attention. "Clients want to see the boss," says Lee.

www.lpcustodial.com
lee@lpcustodial.com
402-250-2652



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Money Talks

Shop for money before you need it.



their ability to create business credit separate from their personal credit.

We wouldn't go on a cruise vacation and only start shopping the day before. No, we would start assembling our needs as soon as we sign up for the cruise. So do the same with your financial future.

Most people start their business using their personal credit. They don't think to look for business credit until they have used up all their personal credit and their credit score is falling. By waiting too long, they jeopardize

Finances are one of the most boring parts of a business and one of the hardest for most folks to understand. Find someone who can talk about all your options and makes the complex simple. If they don't, find someone else. My advice, interview prospective financial advisors until you find one you trust and helps you!

- Dennis O'Connell, 877-386-3716 ext. 144

To Your Good

Whatever you enjoy, you improve. Enjoy where you are, and suddenly where you are has more value.

Enjoy the moment you're living. And suddenly the moment offers new and positive possibilities.

Enjoy what you're doing. By so doing, you transform your effort into a pathway to success and achievement.

You can always find a reason to be miserable. But being miserable will accomplish nothing.

Being joyful, on the other hand, will put you in a positive, productive, effective frame of mind. You'll be well positioned to accomplish and succeed.

Whatever this day may hold, find something to truly enjoy about it. And you will have found your own best path forward.

Lessons in Leadership

The SECRET to Leadership Success!

Over the years, people have asked me "What is the most important and valuable SECRET to leadership success?" And... the answer is always the same. This secret holds true whether we are top executives, team leaders, managers, spouses, friends, co-workers, or parents. When it *is not* there people can feel annoyed, disengaged, defensive, unworthy, undervalued, and more. When it *is* there people light up! They feel important, engaged, open, honest, creative, respected, and they seem to follow through on things in a more complete and positive way....

So...Here It is... **THE KEY SECRET** to Leadership Success...and to almost any connection we have with people!

♥ Listen ♥ Listen ♥ Listen ♥

Some of us are natural listeners and some of us need a little boost to be better. The key is to become aware of how we show up in the area of listening effectiveness. There are many tools to assist us in this process. Bottom line is when we become great listeners we become great leaders, great communicators, great friends, great spouses, great parents, and the list goes on and on.

So...best wishes as you LISTEN yourself into success in all area of your life!

Kathy Larsen, Author of 77 Secrets to Leadership Success 402-537-1077 www.KathyLarsen.com KLarsenTLC@aol.com





Metro Omaha Women's Business Center endeavors to accelerate the success of women in all aspects and at all business and professional levels by helping to create economic opportunities through signature MOWBC programs and entrepreneurship. MOWBC will support this entrepreneurial development by providing educational-based seminars, workshops, legal and other resources.

Embrace, Educate, Empower

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We welcome membership input, feedback, and underwriting sponsorships for INSPIRE!
Please contact Lori Benton at marketing@mowbcf.org.

MEMBER EVENTS

May 25

Grow your online and social media presence. Learn how small businesses use affordable online tools (**Facebook, email marketing, and local listing services**) to promote, market, and grow their business! Come with plenty of business cards and be ready to connect for success! 8:00am - 12:30pm, UNO, Mammel Hall, \$10. For more info visit: <http://nbdc.unomaha.edu/socialmedia/>

June 3

Affordable Social Media Tactics, ITT Technical Institute, 9814 M Street. 7:30am - 11:30am. \$49. Make and deliver your "commercial" in less than 30 minutes, transmit no cost ads using a Blog, Facebook and/or Twitter, Get "seen" by Google, get immediate customer feedback from your posts. Refreshments will not be provided. To register or for more info visit www.socialmedia101omaha.com or contact MOWBC member Deborah Walters, RN, Quality Case Management/NuSkin Enterprises . at 402-699-2170.

June 4

SAFE - Safety, Awareness, Fitness & Education. Kids learn how to have safe summer fun with Omaha Police and Fire officers during the annual SAFE event. Free food, face painting, clowns, and safety demos plus bike raffles and prizes. 1:00pm to 4:00pm, The Salvation Army Kroc Center, 2825 Y Street , Geri_Michellic@USC.salvationarmy.org , 402-905-3525, www.OmahaKroc.org

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Your sponsorship message will reach nearly 250 professional women and others who read INSPIRE! cover-to-cover.

Interested? Contact as us at: marketing@mowbcf.org

