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## Letter from the President

Dear Members,



February, the height of the winter doldrums. I don't know about you, but when it's grey and cold, I sometimes wish I could just stay home, curled up with a book. The fresh energy of Spring seems far away. But, no matter how sluggish we may feel, we've all got work to do, and that means communicating with others.

Some of you have to write lots of emails in the course of a day; others of you write memos, grant proposals, or e-newsletters. You may give sales presentations or speeches to promote your business, or you may lead meetings. Every job and business (for that matter, every relationship) revolves around communication.

This month, I encourage you to beat the winter doldrums by taking one step toward boosting your skills as a communicator. Find a website on business communication and read all the articles; attend a Toastmasters meeting to pick up tips on public speaking; go to a writing workshop; take advantage of the programs offered at our AWC lunches. Expanding your skills and knowledge is energizing as well as practical. Who knows where it will lead?

Denise Baker  
DRB Electric

## The Power of THANKS®

*At last month's luncheon, Bob Sugar and Brad Stevenson gave a great presentation titled "The Seven Secret Principles That Can Transform Your Life." Because living the principles brings personal and professional success, I asked Bob and Brad to tell us more about THANKS®.*

*Cindy Barrilleaux, Editor*

Each of the seven THANKS principles-- Trustworthiness, Honesty, Amends, Neutrality, Kindness, Surrender, Gratitude--are the bedrock of conscious living, transcending the day-to-day activities we all get engrossed in pursuing, so that we communicate who we are from the inside out.

Demonstrating **trustworthiness** to everyone your life touches communicates dependability and reliability. Being **honest** with yourself and others communicates a capacity to live with and practice humility. This requires integrity, which allows you the freedom to be forthcoming with information, avoid making excuses and passing blame. This, in turn, allows you to own your mistakes and transgressions and to make **amends** when necessary.

The best communicators have the ability to listen. They are capable of understanding others' feelings, thoughts, and perceptions. They are fully present and stay in the moment. They dwell in a state of **neutrality**, communicating genuine interest in what is being shared.

We have opportunities to practice acts of **kindness** each day. It could take the form of a word or action that communicates a genuine caring and interest in others, without ulterior motive.

Living in a state of **surrender** generates a quiet mind and loving heart, and communicates to others your ability to let go of control. You become very approachable and attract good people and resources.

The Power of THANKS® principles are generative, absolute, and impersonal. The more we live out of them, the more we live with an attitude of **gratitude**. When living in gratitude, you become a beacon that draws people to you from all walks of life. Success is an inevitable by-product.

*Bob Sugar and Brad Stevenson are the co-founders of The Power of THANKS® program. Bob is a therapist; Brad an entrepreneur and business owner. For more information about their program and courses, go to <http://www.thepowerofthanks.com> or contact them at 266-3614.*

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## Resources and Tools

(Recommended books, websites, or free resources to advance your professional life)

For excellent articles and tips about how to give a good speech, visit

<http://www.toastmasters.org/MainMenuCategories/FreeResources.aspx>

## Three Cardinal Sins That Will Derail an Executive Conversation

by Judith Filek—President, Impact Communications, Inc.

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Most business people make presentations to executives, whether it is internally to senior managers for status updates or externally to clients or customers for purchase approval. Often, these are one-time golden opportunities. They require careful planning and flawless execution. Yet surprisingly, instead of capitalizing on the moment, they end up sabotaging themselves. They commit three cardinal sins.

**1. They show up unprepared.** The first error regarding executive conversations is that people waltz into the Decision Maker's office unprepared. In fact, Decision Makers state this is their #1 pet peeve. They simply do not have the time or inclination to educate their visitors on products, problems, or strategy. Their expectation is that the individual took the initiative to consult the website, speak to internal contacts or read what is in print about the company, its products and services beforehand.

Part of being prepared also means the individual anticipates the tough questions. Executives are astute at zeroing in on critical issues. Knowing the answers to hard questions affects how an executive reacts. Having the appropriate charts, graphs, or financial data available demonstrates the individual has done the appropriate homework.

**2. They present an unclear strategy.** Executives will tell you they deplore presenters who offer blurred or confusing strategies. Speakers must translate their message into words Executives understand. They must highlight key points with solid data and anecdotal

evidence so that the Decision Maker can evaluate the relevance of the information and see the ROI.

Simple strategies are obviously best. The more complicated the strategy, the harder it is to see value. If ideas align with the desired conclusion, and if the speaker has stitched his ideas together with the finesse of a surgeon, it becomes a “no-brainer” for the Decision Maker to move forward.

**3. They appear nervous.** Executives always notice when speakers lack confidence or are timid. Speakers with lots of “filler” words, “ums, ahs, and you knows,” and speakers with scattered eye contact never make a positive impression.

Executives like doing business with those who seem on equal footing. Thus, it is critical to get the butterflies to fly in formation. A speaker's body language should not undercut how others perceive him or her. One's body language should engender trust and confidence.

It is a disservice to waste the time of a busy executive with poor planning, an unclear strategy or a nervous demeanor. Executive conversations should not hinge on chance. Success depends on understanding the executive's issues, developing a message that solves those issues and delivering it with strength and conviction.

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*Judith Filek is the owner of Impact Communications, Inc., which consults with individuals and businesses to improve their face-to-face and over-the-phone communication skills. To learn more about her services or to sign up for her newsletter, go to <http://www.impactcommunicationsinc.com>*

## What's Happening in and Around Albuquerque

If you want to stay on top of what's going on in the community, check out the [Events Calendar](#) for February – April.

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## You Can Get Involved

*Board member Debbie Dapson, who tirelessly creates and sends out the announcements of programs and events to keep you up-to-date, sent this note to members a couple of weeks ago. It so captures her warmth and spirit—and that of everyone in AWC--that I decided to reprint it here. I can attest to the real pleasure it is to work closely with the board and other members.*  
Editor

Hello my friend,  
There is a saying that you only get out of an organization what you put into it. As a board member of this fine organization, I can only say "Amen" to that sentiment. Women in Communications is a vital and intelligent organization and it has been my privilege and pleasure to add my volunteer hours. Having said that, I would like to offer you the opportunity to have as much fun as I have been having. There are some board & committee openings the job description of which are attached. Also our Membership and Programs committees are taking inquires & need help and I am looking for someone to mentor who would be interested in taking on the Eblast chair down the road.

If you are interested in volunteering, please email me at [ddapson@breakthru.com](mailto:ddapson@breakthru.com) or our President, Denise Baker at [denise@drbelectric.com](mailto:denise@drbelectric.com) and tell us how you would like to serve.

## New Member Orientations

Discover the benefits that come with your membership in AWC, get to know the Board, and make new friends at one of the New Member Orientations. Refreshments will be served.

**Date:** February 22 and April 19

**Time:** 3:30 – 4:45 pm

**Place:** IronStone Bank, 4701 Lang Ave, NE (1 blk south of Paseo del Norte off Jefferson)

**RSVPs are required; please email**

[nmawcorientation@gmail.com](mailto:nmawcorientation@gmail.com)

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## Next Month's Luncheon and Program:

**"The Ethical Communicator, Part II: The Business and Non-Profit and Government Sectors"**

**Date:** Wednesday, February 10th

**Place:** Hotel Albuquerque in Old Town: 800 Rio Grande Blvd, NW - Albuquerque, NM 87104

**Registration for Luncheon and Networking:** 11:15 AM

**Luncheon and Program:** 11:45 AM - 1:00 PM

**Cost:** Members - \$25 and Guests - \$35, Walk-ins - \$45

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**PANELISTS:** David Campbell, Chief Administrative Officer, City of Albuquerque  
Margaret Gunter, Ph.D., President and Executive Director, Lovelace Center Foundation (LCF) Research  
Pam Schneider, Vice President, Rick Johnson & Company  
Megan Kamerick, Senior Reporter, *NM Business Weekly*

**MODERATOR:** Hilary A. Noskin, Ph.D. and attorney-at-law, Peacock Myers, P.C.

**Thanks to our February sponsor!**

**Peter Rinn - Breakthrough Solutions Group, LLC**

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**Mark Your Calendars for other upcoming AWC Events:**

**Luncheon, Wednesday, March 10<sup>th</sup>: Women's History Month, Women Who Shaped New Mexico**  
Sponsored by Scott "The Bear" Chazdon, owner of Maintenance & More

**Luncheon, Wednesday, April 14<sup>th</sup> "Non-Violent Communication"**  
Sponsored by Lucy Rosen owner of The Business Development Group, Inc.

**Thanks to all our 2009-2010 sponsors:**

Mary Rothman, owner of Advertising Art Design Studio  
Gayle Williams, Regional Owner, BNI Southwest  
Denise Baker, Owner, DRB Electric  
Peter Rinn of Breakthrough Solutions Group, LLC  
Scott "The Bear" Chazdon, owner of Maintenance & More  
Lucy Rosen owner of The Business Development Group, Inc.  
Jane Blume of Desert Sky Communications  
Diane Furie, Celebration of Excellent Women  
Susan Simons, Susan G. Komen For the Cure, Central New Mexico  
Jennifer Cole, Cole Financial Consulting, LLC  
Angie Thurman of Premier Designs Jewelry  
Karen Randall, owner of Que Bonita,  
Leszlie Ann Kinney, Bright Ideas Promotional Products Galore!