

Colorado Springs, Colorado

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▶ Register Online



CARYN AUGUST

Friday, November 11

Dressing for the Holidays

Going from "the office" to "the office party" on a budget and with style!

Dressing for the Holidays may seem challenging but can be done easily and inexpensively. Come and see some of your fellow CSWEN members model these festive holiday looks!

▶ Read more on Page 4



Mary Kelly, PhD
CSWEN President
mary@productiveleaders.com
(443) 995-8663

President's Message November 2011

Your 2011-2012 CSWEN board is in its 4th month and we want to give you a quarterly report on our connections, careers, and communities.

Our goal is to provide connections that our membership needs to help their careers flourish. We are trying to do that with a mix of monthly programs for business and personal development, combined with fun. The November meeting features **Caryn August**, who is going to help us maximize the resources we have in our closets, with clever ways to combine clothes and accessories, just in time for the holidays.

To help us with our jewelry, **Pam Wilson** of Casey's Jewelry Creations is going to be at the November and December meetings to fix our broken jewelry! Earring, necklaces, and bracelets that just need a quick fix will be done at the lunch. For anything that requires more work, Pam will take the jewelry with her and return it at the December meeting (or you can make other arrangements with Pam to pick it up). Pam has graciously agreed to donate half of the proceeds from the meeting repairs to CSWEN. Thanks, Pam!

The December meeting is our Christmas party! This is a purely fun networking party! We are going to enjoy the Garden of the Gods holiday buffet and a gift exchange activity at the tables. If you would like to participate in the gift exchange, please bring a wrapped \$10 gift.

Too busy to get a gift? On your December registration, there is an option for one of the CSWEN board elves to get your gift FOR you. One less thing to think about for the holidays!

We love the Garden of the Gods Club, and by your surveys, you do too, but their prices (like everything else) have been going up. **Sheryl Gunn**, our President-Elect, is working with the club on different menu options, but we are going to have to raise the lunch prices in January to \$30 for members and \$35 for non-members. Thanks for understanding.

The focus on building communities also remains strong. Thanks to everyone who donated to **Barbara Harris** October Coat and Cans drive. In November, **Linda Jacob** is collecting small gifts and cash for senior citizens who are without visitors during the holiday season. In December, we are collecting for All Breed Rescue, to honor **Terry Zarsky**, the business librarian of the Pikes Peak region. She is a passionate volunteer with All Breed Rescue and is an active foster parent.

We are all fortunate to have great friends in CSWEN who help us, advise us, and celebrate with us. As the season of gratitude is upon us, I give thanks for my CSWEN connections!

See you on Veteran's Day, November 11th and Happy Thanksgiving!

Warmly,
Mary

National News Fall into recruiting with ABWA Sept. 1 to Nov. 30, 2011

If every member of ABWA recruited just one member this fall, we'd double the size of the Association in just a few short months. Imagine having twice as many members in your Express Network, increasing the size of your circle and doubling the personnel resources of your Association. Women need a strong and vital community like ABWA - so we stay strong together.

Make a commitment today to introduce just one woman to the community of ABWA. As a member of the American Business Women's Association, she will become a part

of an organization with over 60 years of experience in leadership, diversity, education, and National recognition for businesswomen; an Association that is constantly evolving to meet the needs of today's changing business environment. Share your favorite issue of Women in Business or login to the Women's Instructional Network (WIN) and give her a sneak-peek of the latest features. There are hundreds of ways you can show a potential new member the benefits of joining ABWA.

Who will be your one new member? Login into WIN to share your recruiting ideas with your fellow members!



2011-2012 ABWA National Board of Directors



www.abwa.org/win

Mission

The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.



Monthly Program

Friday, November 11

Dressing for the Holidays

Going from "the office" to "the office party" on a budget and with style!

Dressing for the Holidays may seem challenging but can be done easily and inexpensively. At this fun and interactive presentation you will learn:

- How to put together a holiday outfit by shopping in your closet.
- Where the best places are to shop for holiday clothes on a budget.
- How to quickly change your outfit to go from "the office" to "the office party".
- Come and see some of your fellow CSWEN members model these festive holiday looks!

About the Guest Speaker

Caryn August is a Personal and Professional Image Coach. She has been in the fashion industry for 10 years, previous to that she was in social work. Marrying her fashion sense with her degree in social work background she focuses on helping women and men look good and feel good. She can teach you how to look like a million dollars without spending it. She will advise you as to what you have in your closet that you can use to build outfits that will mix and match by adding only a few items to give you much more versatility.

Caryn moved to Colorado Springs 9 years ago after spending time in New York and Arizona. She feels that Colorado Springs combines the best of both states. She loves the theatre and arts world available in the Springs.

Caryn has two kids and a poodle. She is very active in the community and volunteers with Tessa, the Women's Resource Agency, Safe Passage and is a scout leader for her daughter's troop. Her mother started her on volunteering and now she sets the example for her children as well.

Visit Caryn's website: www.carynaugust.com

Luncheon Menu

Greek Salad with chopped romaine, feta, olives, grilled pitas, yogurt lemon and mint dressing

Maple Brined Roasted Turkey Breast with cranberry chutney, roasted garlic mashed potatoes, green beans, buttermilk jus

Caramel Apple Bread Pudding with cinnamon whipped cream



CARYN AUGUST

Personal and Professional Image Coach

Regular Monthly Meetings

Every second Friday of the month

11:15 am to 1:00 pm

Garden of the Gods Club

Menu includes a delicious salad entrée, bread, coffee, tea and yummy dessert.

Register online at www.cswen.org.

Choose the pay online with PayPal, or pay at the door with a check.

Register by the Tuesday Prior for \$25.

Wednesday prior, \$35.

Thursday or walk-in, \$40.

▶ Register Online

Member Network News

Upcoming Luncheon Program

Friday, December 9



HOLIDAY NETWORKING PARTY

Gift Exchange*
WIN Café with prizes
Silent Auction
Networking

buffet-style meal
...and more

▶ December Luncheon Registration

*Use the special registration form for December!

Praise for CSWEN's Past Programs by Nancy Trout

If you were unable to attend our September luncheon featuring **Molly Lord** you missed a toe-tapping good time. Molly had us singing and dancing in our seats listening to music that touched our souls and our funny bones.

We all have certain types of music that we relate to and enjoy but Molly demonstrated that music is much more than entertainment. Our inner guides or Archetypes when partnered with music help shape our mood, health, perspective, and spirit in life.

Thank you Molly for thoroughly entertaining us while presenting some new and interesting material. And to our members, please take the opportunity to hear Molly Lord in person at one of her Tuned-In Productions workshops. It may just help "change the tune" of your life.



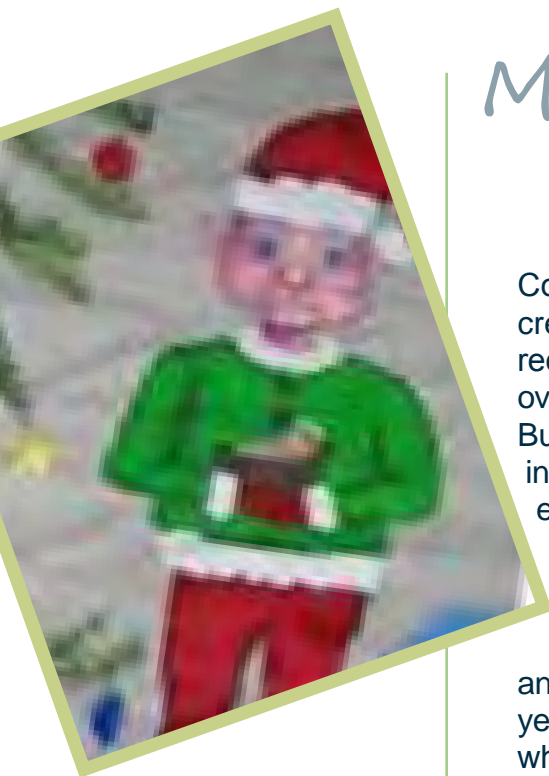
Molly Lord
Connecting to the Soundtrack of Your Life



Don Cooper
The Myth of Price

What differentiates you from your competition? Do you know the real meaning of value or the role price pays in closing a deal? These are some of the questions posed and answered by our October speaker, **Don Cooper**, The Sales Heretic. In an action packed hour Don kept our attention using humor to entertain while offering invaluable information that can be applied to all of our business strategies. We learned how to engage our clients, how to explore their issues, and educate them resulting in negotiating the best transaction for all parties involved. Thank you Don; we've already started to make use of your principles!

Share your thoughts and continue the conversation on Facebook!
www.facebook.com/groups/CSWEN



Member Spotlight

Corky Reed-Watt

by Debi Bauer

Hewlett Packard & 2-Watts Creative

Corky is a very busy business woman who still finds time to cultivate her creative side as an artist. Corky, a Worldwide Project Manager who was recently promoted to "Expert", works at Hewlett Packard with people all over the world, including China, India, Europe, and all of the Americas. But, she didn't always work for HP, she learned to develop her skills early in her career working as an accountant in the Army Civil Service, an events coordinator, database programmer and doll-making Mom.

During her non-HP hours, Corky shares her creativity with her husband Steve. For 8 years, Corky and Steve owned and managed a store called 2-Watts Creative (now we know what the "2" represents!) and grew it to such a successful business they were able to sell it a year ago. During the time they owned it, they taught people, the ones who said "I'm not creative", how to tap into their inherent creativity and make their own art from pottery to canvas, much to their surprise! Even though Corky and Steve no longer own the store, they stay active in their community teaching seniors art (glass fusing, ceramics and canvas), supporting school fairs and arts and crafts fairs with their artwork – most specifically during Monument's "Small Town Christmas" event.

Corky is known best for her whimsical or characterized portraits, so much so that she illustrated a published children's book that hit the 500+ mark in sales. This could be the reason Corky and Steve were honored again this year by the town of Monument by being asked to paint banners that appear all over town. Corky's banner (you can see it in the picture above on the left) shows a whimsical elf putting up the Christmas manger, Steve's shows a shepherd watching the sky so be sure to look for them when you visit Monument.

When not making wonderful art, Corky and Steve share 8 grown children and 11 grandchildren, make most of their Christmas gifts, and occasionally have time to take a vacation. Corky's heritage is Matis – French Canadian Indian and visited relatives in Winnipeg, Manitoba this year.

It makes you wonder when she has time to sleep but explains the passion Corky has for everything she does!

Business Buzz

by Barbara Harris

Customer Service-Going the Extra ½ Inch

There are lots of businesses that tout superior customer service as part of their brand. I don't know about you but most of the time I am disappointed when I have the opportunity to experience their "superior customer service". What the upper echelon of management believes as their mantra doesn't seem to filter down to the employees that their customers interact with. So it is my pleasure to share with you an account of superb customer service that I encountered recently at the local Kuni Lexus automobile dealership.

I had decided to purchase a previously owned vehicle and had searched via internet to narrow down the choices. I needed to find a vehicle that would fit my needs for my business including a trunk large enough to hold a For Sale sign. I went to some of the largest dealerships in the city and met frustration head on. Most of the sales persons were more interested in selling me a car instead of listening to my wants and needs. I really felt I was nothing more than a dollar sign in their eyes and that they weren't really interested in my needs. I didn't feel I could recommend any of the dealerships I had visited.

I was just about resigned to give up my search when I decided to pull into the Lexus dealership. From the moment the salesman introduced himself to me, my experience changed dramatically. The salesman asked me questions and then listened as I answered his questions. He suggested a few vehicles within the dollar limit I had set. He was definitely knowledgeable about his product but he also seemed very interested in knowing more about me, what I would be using the car for and what I liked about the vehicle I was currently driving. It wasn't long before I felt comfortable around him and began to trust his suggestions.

The salesman showed me a car that had just come on to the lot that he thought might work perfect for me. He went to get the key and pulled the car around the front of the dealership so I could take a good look at it. I was definitely impressed with the car but I asked if I could put my real estate sign in the trunk. I held my breath as we maneuvered the sign into the trunk. It was just about a half-inch too long. The salesman excused himself and soon came back with the owner of the dealership. The owner suggested that if I liked the car enough to purchase it, he would solve the problem by cutting a half-inch off my sign frames. All 25 of them!

The salesman had listened to my needs, established a relationship with me so that I would feel comfortable and trust him and then became my problem solver. There was no question-I purchased the car!



Business Buzz Articles

Do you have a article for the newsletter? Share your business savvy with the CSWEN membership! Submissions must be educational and conform to CSWEN's Mission. For more information or to email your article and any pictures, please contact Brianne Powell, newsletter editor at info@cswen.org.



Barbara Harris
CSWEN's VP Marketing & Public Relations

continued on the next page ►

Corky's Banner for the Monument Town Center

Member Spotlights are chosen during each monthly luncheon door prize drawing.

Sponsored Advertisement

Forest Financial Accounting Services LLC
 Irish Grialva
 CPA MBA
 719.495.4808
 Individual & Business Taxes
 Custom Budgeting & Profit Analysis
 Small Business Services
 CFO Qualifications
 www.forestfinancial.net
 11580 BLACK FOREST ROAD, SUITE 60

Welcome New Members!

Patricia Breithaupt
Maytag Aircraft Corporation

Valerie Caruso
WineShop at Home

Mary Pearsall
CABi

Karin White
Sir Fix Alot

Continued from page 7

The service didn't end there. The salesman took me around the dealership introducing me to the receptionist, the service manager, and the parts manager. Each person I came in contact with asked questions about my purchase and consistently validated that I had made an excellent choice. They knew their product and spoke highly of it. Each person thanked me for the purchase and shared that I could contact them if I ever needed anything. The message was consistent everywhere I went in the dealership. We value your business and we are here to serve you.

I have been back to the Lexus dealership since I purchased the car and I have yet to be disappointed. The employees from the car wash technician to the service department employees have all been a delight to work with. The message is consistent and appears sincere- "the customer is valued and appreciated". It doesn't take much to make a customer feel valued. In my case it was a half inch. Every time you interact with a customer keep your message consistent and sincere from the person that answers the telephone all the way to the top management. And remember, it may be something as little as a half inch that can win a client for life!

Barbara Harris is the owner of Barbara Harris Team Realty
www.barbaraharristeam.com

American Business
Women's Association
Annual Theme 2011/12

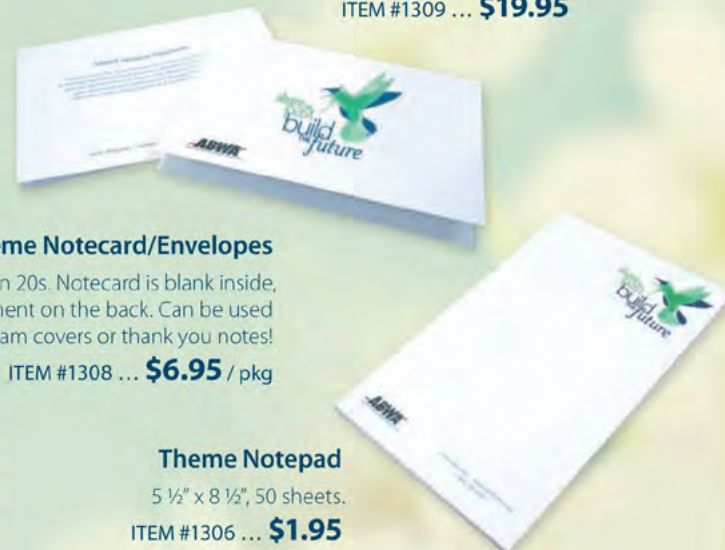
Check out these new items
featuring ABWA's annual
theme for 2011/2012!

Shop online at www.abwa.org
or call 800-228-0007 to order.



Theme Tumbler

Double-wall acrylic tumbler, acrylic straw with stopper. BPA Free. 16oz.
ITEM #1307 ... **\$8.95**



Theme Notepad/Envelopes

Packaged in 20s. Notepad is blank inside, mission statement on the back. Can be used for program covers or thank you notes!

ITEM #1308 ... **\$6.95** / pkg

Theme Notepad

5 1/2" x 8 1/2", 50 sheets.
ITEM #1306 ... **\$1.95**

Hummingbird Lapel Pin

Gold-plated enamel, CZ crystal accents. Approx. 2 in.

ITEM #1309 ... **\$19.95**



Social Networking

by Brianne Powell

Safe Facebook Surfing

How to avoid scams on Facebook

With more than 750 million active users, Facebook offers plenty of opportunity for personal and professional interaction. Here are some tips to keep your information secure and safe for a better experience on this social networking site.

Impersonation

Double check that friend request and make sure it really is someone you know. If you don't recognize the name or you don't recognize the picture, don't add that person as a friend. Same thing goes for applications on the site. Make sure it's a trusted application and that a page is legitimate before you like it. Avoid liking pages just for offers of coupons, especially if it's an ancillary site for the main company page. By keeping your friends close and staying away from impersonators, you are less likely to have your Facebook account hacked.

Phishing Scams

Some pages ask for you to share your personal information when you "like" it. Don't ever share personal information like your social security number or credit card number with these application pages. If you have to pay to use a game, make sure it's the real deal before you sign up. According to Symantec's Global Internet Security Threat Report, these scammers make up to \$30 per credit card number, up to \$850 per bank account username and password, and up to \$20 per Social Security number (including name and birthdate). If a scammer can get a phishing message out to just 1 percent of Facebook users and if just 1 percent of them fall victim to the scam, that could potentially net him/her \$1.5 million for credit card numbers.

Clickjacking (likejacking)

Be careful clicking on messages even if it came from your friend's wall. Clicking on malware messages causes spyware and viruses to download on your computer. The more outrageous the message, the more likely it is to be a bad link. Also, watch out for messages that try to scare you. For example, a link to help you secure your Facebook account may not be legitimate sites.

So what can you do to protect your Facebook Account?

1. Adjust your privacy settings. Control the information you share by grouping friends and acquaintances. Check out the privacy guide for Facebook at www.facebook.com/privacy/explanation.php

2. Set up secure browsing for Facebook. By changing your settings to secure you can mitigate others stealing your login or passwords. Go to Account > Account Settings > Account Security and change to browse with "https."

3. Set up login alerts. If a strange computer tries to login to your account, you'll get a notification by going to Account > Account Settings > Account Security and turning on the alert.



@ABWA_CSWEN

Twitter Tips

Geo-Location for Twitter

Location is a great way to distinguish yourself from the wide world of Twitter business accounts.

Set up your profile with your city, or better yet, use "near" your city to generate a higher search result. By putting "near Colorado Springs" in your profile you'll show up higher when someone tweets "new model homes" if you're a real estate or home construction business.

Then when you've found someone looking for your services in your location you can send them a direct message to tell them what you can offer. Make sure your offer is genuine and don't use an auto-responder.

Twitter is about keeping the conversation going. It's a social community, so keep it social, local and real and you'll get more business that way.

Let's Get Social!

Follow CSWEN and keep the conversation going...





www.abwa.org/win

Logging into WIN is as easy as 1 2 3!

1. Visit www.abwa.org and click on "Member Login"
2. At the login screen, type your email address and your temporary login code: Password1
3. At the welcome page, click "Enter Now!" enter the WIN Community

Note: if you purchased your membership online, you've already created your password.



ABWA Community Women's Instructional Network

ABWA introduces a new level of achievement for the inner circle, providing current members with a new way to be recognized, get motivated, and recruit new members to the association.

As a member of the American Business Women's Association, you are part of an organization with over 60 years of experience in leadership, diversity, education, and national recognition for businesswomen; an association that is constantly evolving to meet the needs of today's changing business environment.



Through ABWA's inner circle program, special recognition and awards are earned by enthusiastic ABWA members who have shown their active desire to see the American Business Women's Association grow. Now there's a new level of the inner circle to aspire to—the 100+ club. To join this elite group of ABWA members, you need to either reach the 100 level of the inner circle, or if you've already recruited 100 members, you'll need to recruit just 10 more. In the process, you help grow your team, your express network, your own networking circle, and the association.

Become a member of the inner circle's 100+ club on or before July 30, 2012, to be recognized on stage at the ABWA National Women's Leadership conference in Memphis, Tenn. Find out more by logging into WIN at www.abwa.org/win.

Philanthropy All Breed Rescue Network



The mission of All Breed Rescue Network, Inc., is to provide a vehicle for the fostering and rehoming of abandoned purebred dogs, to assist in increasing the adoption of shelter dogs by promoting awareness and working with shelters, and to educate the community regarding responsible dog ownership including the spay/neuter of companion animals. Their vision is to end euthanasia of adoptable dogs in Colorado.

CSWEN members and guests can help support this cause by donating money or serving as a foster home for an abandoned dog. Learn about more ways to help at www.AllBreedRescueNetwork.com

American Cancer Society Update

Caryl Schrab's daughter, Jennifer Hedden sends a "BIG Thank You" to members who donated to the American Cancer Society. Your donations put her over her goal of raising \$1250 to run the Denver Rock n Roll Marathon on Oct. 9 in memory of her dad who died of cancer when she was 12. She did her best time of 4 hours 11 min. (26.2 miles!) Over \$80,000 was raised by 63 runners and 99% of the money raised directly went to the ACS. In all, there were over 17,000 runners that day!

Funtivity Activity

Chef's Catalog Holiday Baking Workshop

Wednesday, December 7, 2011 | \$65
6:15 to 8:15pm
5070 Centennial Blvd.
Colorado Springs, CO 80919

To reserve your spot, call 719.272.2700.

Learn to create tasty baked goods just in time for the holiday season. Pastry Chef Angela Valencia, from Tinta de Tora, will lead this hands-on class. Please bring an apron.



This class is open to the public and registration is limited to the first 8 paid reservations. Catalog also offers a 15% discount for merchandise purchased the evening of the class.

Contests

Members who register by the Tuesday prior to the luncheon are eligible for multiple door prizes at the luncheon, including books, gift certificates, member spotlight article in our award-winning newsletter, and other great sponsored gifts. The member with the most number of guests will win a 30-minute massage!

Luncheon Gift Certificate Sponsor



Each month, members and guests who register for the monthly luncheon by the Tuesday deadline will be entered in a drawing to win a free luncheon (regular registration price valued at \$25) and you can be the sponsor of this drawing for only \$10!

Click here to sponsor a luncheon this year!



November Sponsor:
Linda Jacob
Integrity Bank & Trust

ABWA's Proud Code of Conduct

- All members will serve as goodwill ambassadors for the American Business Women's Association.
- Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
- Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
- Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
- Members will not use their personal power to advance their personal interests.
- Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

2011-2012 Executive Board Colorado Springs Women's Express Network

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* Your Primary Contact

Announcements & Contributions

Do you have an upcoming event to announce? If you have an important announcement, article, or event to share, we'd love to post it here in our newsletter. Please email your content and any pictures of to include in next month's newsletter to **Brianne Powell** at info@cswen.org. Announcements should be related to upcoming community events for non-profits or other organizations, or free events you're sponsoring. Any content that are self-promoting or for multi-level or network marketing in which you are selling a product must be included in our paid advertising section.

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CSWEN Book Club

The Barefoot Executive: The Ultimate Guide for Being Your Own Boss and Achieving Financial Freedom

For the person who longs to run their business from home, author and highly successful entrepreneur Carrie Wilkerson says it is possible (she doesn't just say it though, she shows you how). In *The Barefoot Executive*, Carrie helps readers of all types understand the necessary ingredients in starting and running a lucrative home-based business. You'll learn how to reclaim your time, determine your income, and change your lifestyle—all while keeping personal priorities intact.

Successful at running her own seven-figure business from home and being an active speaker on the subject, Carrie demonstrates business models with tables and charts in an easy-to-understand format. Chapters include such subjects as finding a target markets, developing marketing strategies, and brand development. Especially important are the common pitfalls listed to avoid in starting a business from home.

The Barefoot Executive will have you energized by the possibilities and embracing the extraordinary life that is well within your reach!

Advertising Rate Sheet

Advertising in the CSWEN Newsletter is another networking opportunity that accompanies your membership. Your paid newsletter advertisement comes with free web advertising on our website (www.cswen.org).

Advertising includes 12 consecutive months of newsletter/web placement, one month feature article, and can begin anytime during the year. Ads should be camera ready and emailed to the VP of Communications, Brianne Powell info@cswen.org.

Annual Rates

Full page	color only	7.5" x 9"	\$200.00
Half page	color only	3.75" x 9"	\$150.00
One-Fourth page	color	3.75" x 3.75"	\$75.00
One-Fourth page	black & white	3.75" x 3.75"	\$50.00
One-Eighth page	color	3.5" x 2"	\$50.00
One-Eighth page	black & white	5.3" x 2"	\$40.00



Show Your ABWA Spirit!



Jewelry Round Compact Mirror
Silver-plated case, glitter stones cover with lacquer coating. Size: 2 3/4" x 3" x 3/8"
ITEM #7041 ... **\$24.95**



Business Card Holder
This acrylic business card holder is a conversation starter. "Ask me about ABWA" is imprinted on the front.
ITEM #7045 ... **\$8.95**



Photo/Mirror Key Tag
The photo/mirror key tag is a perfect place to put a picture of loved ones! 1-5/8" x 1-1/8" h
ITEM #7044 ... **\$6.95**



Wave Frame
Main surface is brushed metal. Two sides feature a slightly raised polished surface with a wave design. Holds a 5" x 7" photo.
ITEM #6024 ... **\$11.95**



Ceramic Mug with Silicone Base
Silicone base provides a skid-proof bottom. Silicone base is removable for easy cleaning. Wide square integrated handle for a firm grip. Dishwasher safe in top rack. Microwave safe. Remove silicone base before placing in the dishwasher or microwave. 14oz.
ITEM #8514 ... **\$9.95**



Tumbler
Double-wall acrylic tumbler, acrylic straw with stopper. BPA Free. 16oz.
ITEM #8515 ... **\$8.95**

Shop online at www.abwa.org or call 800-228-0007 to order.

Inside the Next Newsletter

ABWA Mission:

To bring together business women of diverse occupations and to provide opportunities to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

CSWEN Vision:

To foster a community of growth and leadership through sustained relationships and mutual, supportive respect.

- Upcoming holiday programs
- Funtivities
- Special Events
- and more!

Colorado Springs Women's Express Network is located in Colorado Springs, Colorado, and is a network of the American Business Women's Association: www.abwa.org



American Business Women's Association

Colorado Springs
Women's Express Network
c/o Your TaxLady, LLC
401 Windchime Place
Colorado Springs, CO, 80919
www.cswen.org

