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## Women's Business Center, Inc.

### The Buzz About Biz...

April 1, 2009

**Welcome Friends!**  
**Marketing on a Shoestring Budget**  
**Ask A Coach: Your Small Business Advisor**  
**Client Spotlight: H2O Graphics, LLC**  
**Upcoming Events**  
**On the road with the Bizmobile Success Circles**  
**Community Events & News**

**Women's Business Center  
 Fifteenth Anniversary Gala  
 Celebration**



Call 251-660-2725 for sponsorship opportunities

**Date:**  
Thursday, April 23, 2009

**Place:**  
Renaissance Riverview Plaza Hotel

**Topic:**  
The Four Secrets of Women Who Get What They Want

**Speaker:**  
Kate White, Cosmopolitan Magazine, Editor-in-Chief & New York Times Best-selling Author

**Cost:**  
\$75 per person \$700 table for ten

To register, [click here](#).

### Welcome Friends!

As women, we all have our own idea of what success means to us. Many of us become our own bosses in order to create the lives we desire.

The key to success is creating work and life balance, setting professional and personal goals. How do **YOU** define and achieve your own idea of success in work, personal and spiritual life?

On April 23, [Kate White](#), editor-in-chief of [Cosmopolitan](#) magazine; nationally recognized author of several best selling books; recipient of the Matrix award, which honors "extraordinary achievements of outstanding women in the communications field" and sought out speaker, will be our keynote speaker at our 15th Anniversary Gala. Ms. White will speak on 'The Four Secrets of Women Who Get What They Want.'

Do successful women get what they want? [Click here](#) to register today! For more information about the 15th Anniversary Gala, [click here](#).

**What's the big deal about social networking? Want to learn about social networking, sign up today!** If you are interested in an upcoming teleseminar on using social networking, please email me at [sbrowder@womenbiz.biz](mailto:sbrowder@womenbiz.biz) with a subject line, 'interested in social networking for my business.' To see Sylvia featured in an Expert Q & A about social networking, [click here](#).

**In this issue**, look for useful tools that can be used in your everyday business life and the calendar of upcoming workshops and seminars.

This newsletter is for everyone, those just starting a new business, more experienced business owners and everyone in between.

Help us meet your business needs by sending your ideas, suggestions, questions or topics you would like to see included in our monthly newsletter to [sbrowder@womenbiz.biz](mailto:sbrowder@womenbiz.biz).

To your business success,

Sylvia Browder  
Project Director

### Marketing on a Shoestring Budget

As business owners, creative thinking can be a cost saving and effective marketing tool. It is important to look for innovative and inexpensive ways to promote your business.

For instance, many savvy business owners are using social media as a way to promote their products and services.

To learn more, read, '[Attracting New Business on a Shoestring Budget](#).'

Do you need a one-page marketing plan? Small Business Trends has



## Torchbearer Breakfast



On March 17, the Women's Business Center held its first Torchbearer Breakfast at the Bienville Club where Judy Culbreth, editorial director of Mobile Bay magazine served as moderator of the event.

Area women leaders in the community were invited to attend and the objective of the breakfast was to find out from these leaders, "What is the one thing that the Women's Business Center could do to make a difference in your business profession? We received some great feedback and will be looking into developing and implementing the recommendations.



**Thank You**

[Mobile Bay Business Journal](#)

Our partners are the life blood of the Women's Business Center, Inc. Without their commitment of resources, dollars, and in kind services, we would not exist.

[Become a Partner](#)

**SPOTLIGHT:**  
**Women's Business**  
**Center, Inc.**  
**Board of**  
**Directors 2008-09**

downloadable templates and samples. [Click here](#) to access site.

Attend Upcoming workshop, 'Marketing On A Shoestring Budget.'

- Do you have a business idea and not sure how to market it?
- Are you an entrepreneur and want to market your small business but you don't want to spend a lot of money?
- Do you want to learn about no cost and low cost ideas for getting the word out about your business?
- This very informative workshop is FREE!

Download flyers: [Atmore](#), [Brewton](#), [Evergreen](#) & [Monroeville](#)

## Ask A Coach: Your Small Business Advisor



**Dear Coach,**

What do you know about the stimulus package for small businesses? I own a small computer programming service and I could use some of that funding to grow my business. Thanks for your help.

L.J. Morriston - Mobile

The American Recovery and Reinvestment Act of 2009 (Recovery Act) was signed into law by President Obama on February 17, 2009. It is an unprecedented effort to jumpstart our economy, create or save millions of jobs, and put a down payment on addressing long-

neglected challenges so our country can thrive in the 21st century.

Please [click here](#) to learn more. If you need further assistance, you may contact us for additional resources.

To your business success,

Sylvia Browder

For general business questions, please print and fax this form to 251-660-8854 and email your question to [sbrowder@womenbiz.biz](mailto:sbrowder@womenbiz.biz).

**Disclaimer:** The information in this column is not guaranteed to be the appropriate solution for each individual.

## Client Spotlight:

### H2O Graphics, LLC

H2O Graphics, a Water Transfer Printing Company, also known as liquid printing is located in Excel, Alabama, a small town in South Alabama. The water transfer imaging process is derived from a 3D printing process also known as Cubic Printing or Hydrographic Printing which decorates the surface of an item.

H2O Graphics uses this technology to decorate plastic, metal, wood and many other items that can be submerged into water. Because of the technique used in this process, not only will the desired appearance be achieved, but the tough finish provides protection from UV and harsh environmental elements as in salt water.

For more information:  
 Gloria Cole  
 H2O Graphics, LLC  
 28 Main Street  
 Excel, AL  
 251-564-1426 or 251-564-6221





Elaine Goubil  
Senior Sales Manager  
[Mary Kay](#)

The Women's Business Center, Inc. announced today the selection of new officers and directors for its 2008-09 fiscal year.

To read article, [click here](#).



Quotes to Remember . . .

What is the origin of true ambition?  
There exists really only one place to find true ambition and that is within you - in every thought, in every movement, in every motivation.

Your ambition is an expression of who you truly are, your own self-expression.

::: Jim Rohn :::

**Become a  
Women's Business  
Center Alliance  
member TODAY!**



Current members, enjoy our new member-to-member discounts. For application, [click here](#).

**Join Us ...  
'Taste of Alliance'**  
WBCA members are invited to join

Website: [www.h2ographicsllc.com/](http://www.h2ographicsllc.com/)



## April Calendar

For a full description of each workshop, fees, times and dates, please [click here](#) to download our April calendar.

To register or obtain more information on any of our events, call the Women's Business Center at 251-660-2725 or email [info@womenbiz.biz](mailto:info@womenbiz.biz).

Please pre-register as events are subject to cancellation for lack of registration.

## On the road with the Bizmobile

**Do you want to start a business or are you a small business owner in need of technical assistance?**

**The Bizmobile will be in your city:**



### **Bizmobile in Conecuh County**

**Date:** April 1, 2009

**Time:** 10am - 2pm

**Location:** Evergreen (1st Wednesday)

Download flyer: [Evergreen](#)

### **Bizmobile in Clarke County**

**Date:** April 2, 2009 Grove Hill

**Date:** April 23, 2009 Thomasville

**Time:** 10am - 2pm

**Location:** Clarke County Museum Helm House and Grove Hill Area Chamber of Commerce (1st Thursday) & Thomasville (4th Thursday).

**Download flyer:** [Grove Hill](#) - [Thomasville](#)

### **Bizmobile in Escambia County**

**Date:** April 15, 2009 Atmore

**Date:** April 9, 2009 Brewton

**Time:** 10am - 2pm

#### **Location:**

Escambia County Industrial Development Authority (3rd Wednesday) and Brewton Area Chamber (2nd Thursday)

Download flyer: [Atmore](#) - [Brewton](#)

### **Bizmobile in Monroe**

**Date:** April 22, 2009

**Time:** 10am - 2pm

#### **Location:**

Monroeville Area Chamber of Commerce (4th Wednesday)

Download flyer: [Monroeville](#)

### **Bizmobile in Washington County**

**Date:** April 8, 2009

other Alliance members in a friendly and relaxing atmosphere.

House wine will be served at a discounted rate of \$4 per glass. Bring plenty of business cards to share!

**Taste! Wine Bar**  
2524 Old Shell  
Mobile, AL 36607  
Every third Thursday  
5:00 - 6:30

#### Quick Links...

[Our Website](#)

[Join WBCA](#)

[Join Advisory Council](#)

[More About Us](#)

[Womenbiz Directory](#)

[Join Our Mailing List!](#)

Time: 10am - 2 pm  
Location: Washington County Library  
(2nd Wednesday)  
Download flyer: [Chatom](#)

For more Information on these events or services of the WBC, call 251-660-2725 or toll-free 800-378-7461 or email LaToya Brooks at [info@womenbiz.biz](mailto:info@womenbiz.biz).

## Join Us at... Success Circles



**Success Circles are monthly roundtable discussions and mentoring groups for business women.**

Success Circle - West Mobile  
Schedule: Tuesday, April 7, 2009  
Join Dr. Sturm for a lively discussion on 'Financial Plan: Show me the money.'

Facilitator: Diana Sturm, Ph.D., Legacy Financial Planning, LLC

Success Circle - Eastern Shore  
Schedule: Tuesday, April 7, 2009  
Join us for a lively discussion "Marketing Plan: how you are going to present your business to your target market." This business focused group includes networking, mentoring and discussion on pertinent areas of business.

Facilitator: Beth Dotson, Huntington Learning Center

Success Circle - Daphne  
Schedule: Friday, April 3, 2009  
Join us for an informational discussion on products & services. What makes your business different from the competition?

Facilitator: Sherman Blosser, Women's Business Center

Success Circle - Fairhope  
Schedule: Wednesday, April 15, 2009  
Join us for a discussion about 'internet marketing: effectively using the internet to market your business.'

Facilitator: Suzanne Luker, TimePlus Payroll

Success Circle - Saraland  
Schedule: Thursday, April 16, 2009  
Join us for a discussion on products & services. What makes your business different from the competition?

Facilitator: Sherman Blosser, Women's Business Center

Success Circle - Citronelle  
Schedule: Thursday, April 23, 2009  
This is your opportunity to meet with other Citronelle area small business women to discuss business concerns in a supportive environment. Join us for a lively discussion on the components of a business plan.

Facilitator: Sherman Blosser, Women's Business Center

For more Information on these events or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at [info@womenbiz.biz](mailto:info@womenbiz.biz).

## Community Events & News

Women's Business Enterprise Council South presents its annual Women's Business Opportunity Expo. For information, [click here](#).

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The Mobile Area Chamber will host Business@Breakfast on Wednesday, April 8 at The American Café, 3662A Airport Blvd., from 7:30 to 8:30 a.m. B@B offers members the opportunity to wake up for breakfast and start networking with 45 seconds to introduce themselves and their business. Reservations are required by contacting Missy Hartley at 431-8638

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Mobile Technical Institute will host two upcoming Success Seminar Series workshops: High Impact Training, on Friday, March 27 and a HIPAA Overview on Tuesday, March 31. Both workshops will be at the MTI training center from 9 a.m. to 4 p.m. For more information call 478-6848 or visit [www.mobiletechwebsite.com](http://www.mobiletechwebsite.com).

The Women's Business Center, Inc., would like to thank you for your support of our mission. If you know anyone that can benefit from our newsletter, please forward to them.

To your business success,

Women's Business Center Staff



The Women's Business Center is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact LaToya Brooks at 251-660-2725, 1301 Azalea Rd, #201A, Mobile, AL 36693. [info@womenbiz.biz](mailto:info@womenbiz.biz).

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