



Entrepreneurial Mothers Association
Tucson Chapter
March 2009 Newsletter

Entrepreneurial Mothers Association (EMA) provides the opportunity for self-employed mothers to enhance their professional and personal development by offering support, exchanging information, and sharing resources and referrals.

Top O' The Day EMA Members

March has come in like a lion with all the new changes and challenges in our nation's economy. Isn't it great knowing you have a support group like EMA to help understand and conquer all of them. I am excited for the 2009 year with our continuing EMA Board and growing membership.



Unfortunately, we did not receive any new nominations for the vacant positions of Treasurer and Secretary but I am confident someone will step up eventually help us out and provide their valued participation.

Thanks to Jeré Webb for attending our February meeting as a guest speaker. Her advice was valued and appreciated. Also a big thanks to Ginger, our member speaker, for her valued and needed education on nutrition. Contact Maggie if you would like to be a speaker at one of our meetings and share your business with the group.

We also had a good turnout at our meeting on March 5th. There was a lot of discussion about business in these tough economic times. Our April 2nd meeting should be exciting as we welcome Erin Nurss, Miss Arizona, as our guest speaker.

Remember your raffle item and to always keep your EMA members in mind when recommending a referral.

Sincerely,
Rochelle Browne
EMA President

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Tucson Chapter Contact Information

Please check out the EMA website at <http://www.emausa.org>
You can mail us at EMA Tucson Chapter, PO Box 64512, Tucson, AZ 85728-4512

Meeting Information

Our Next Meeting—Thursday, April 2

Location: Old Pueblo Grille, 60 N Alvernon Way
Time: 11:30 AM — 1:00 PM
Cost: \$15 for members, \$20 guests
RSVP: Sally Haslett needs to know by 6 PM Tuesday!
haslettsbaz@wbhsi.net or 825-4442
If you RSVP and don't attend, you will be charged.

Every meeting includes introductions, important messages, guest speaker or discussion topic, member speaker, lunch, member announcements, a raffle and time for networking!

Member Speaker: Cindy Hilton, Mary Kay Products

Guest Speaker: Erin Nurss, Miss Arizona



A 2007 Graduate of the University of Arizona with a Bachelor's degree in Nutrition, Erin is currently working toward a Master's degree in Public Health and one day hopes to work in nutrition education and obesity prevention. To date she has spoken with over 8,000 people about the importance of a healthy lifestyle, and she recently won a non-finalist talent award at the Miss America pageant in Las Vegas in January!

Be a Member Speaker

Part of networking is to get to know one another better. That's why we have time for getting to talk with one another at all of our luncheons. But how would you like to get up in front of the group and talk in more detail about yourself, your business and your passion. What better way to let us know more about you. Member speakers are needed for the rest of the year. Contact Maggie Hammarstrom at 955-3676 or sweetwaterdesign@cox.net to get scheduled now.

Future Meeting Dates

- May 7
- June 5
- August 6 (evening mixer)
- September 3
- October 1
- November 5
- December 3

Raffle Prizes

Our raffle money helps raise money for our chapter. Please consider bringing a gift and buying tickets. Tickets are \$1 each or 6 for \$5. Those bringing a guest or donating a raffle prize will get one ticket as well. Thanks to all who have donated prizes in the past two months.

February

- ◆ Jennifer Wilson Diez
- ◆ Joy Paul
- ◆ Rochelle Browne
- ◆ Camille Harman
- ◆ Heidi Kirkland

March

- ◆ Jennifer Wilson Diez
- ◆ Joy Paul
- ◆ Rochelle Browne
- ◆ Chris Bartfai

Thank You to Our New Members and Guests

New Members

Jennifer Wilson Diez (February)

You've seen Jennifer and her wonderful jewelry at several of our past meetings. She owns Dancing Raven Jewelry and can be reached at www.dancingravenjewelry.com, jennifer@dancingravenjewelry.com or 349-1913.

Paula Fox (February)

We were surprised to receive a membership request from Paula via US Mail. We hope we all get to meet her soon. Paula is with Promotion Notions and can be reach at www.promotionnotionsaz.com, promonotions@gmail.com or 631-8168.

Sharon Nightingale (March)

Sharon represents two businesses: Nightingale's Nest (a bed & breakfast) and Stonecroft Ministries. She can be reached at mex1nightingale@yahoo.com or 795-1778.

Guests

As you know, we are trying to attract new members by encouraging everyone to bring a guest or two. Attending our March meeting were:

- Michelle Martin, Marana Insurance Agency/Martin Insurance Consultants
- Katherine Nelson, Arizona Community Connections Magazine
- Kathleen Harris, future businesswoman

Information about joining our EMA chapter is available at <http://www.emausa.org/join-ema.html>.

Send your application and check for \$60 (annual dues) to:

EMA Tucson Chapter
PO Box 64512
Tucson, AZ 85728-4512

From Sharon Nightingale, Stonecroft Ministries

What to do when your Parachute Rips

As a successful entrepreneur, coming from a family of entrepreneurs, Tamela lived by the theory that *"if business isn't successful, you're not working hard enough"*. She wasn't prepared for that belief to let her down.

For years, Tamela had succeeded at everything she tried. Her reputation as a dynamic business consultant flourished, and contracts with big companies were readily available. Then, in 2008, everything she had counted on started to unravel. Her very successful work as an executive educator hit an unexplained dry spell. Her "parachute" started to rip.

Her first response was to dig in and work harder to get new clients. She utilized every business skill she knew, pursued every lead she could find and still the work eluded her. In January a large contract cancelled; a new business opportunity backed out at the last minute, former clients chose not to renew their contracts. When a job opening in a new company came up for which she was highly qualified, she couldn't even get an interview. The ultimate blow came when she discovered that one of the credit agencies had listed her as deceased!

After many sleepless nights in which she asked God to help her understand what was happening, God reminded her of Matthew 6:33, to seek Him first. She started realizing that her success had become an idol in her life. As she wrestled with what this should look like in practice, she started looking for ways to make Him first in her life again.

Three lessons came out of the trials of this past year. Her troubles aren't over, the jobs have not been restored, but Tamela's faith has grown. These are the lessons God taught her; three lessons she shared with us, in hopes that her message will inspire others who find themselves with a torn parachute:

Seek Him First (Matthew 6:33); "If God is your co-pilot, switch seats."

Rest in Him (Psalm 37:7); An active, vibrant relationship with God that trusts in Him to provide the outcome

Connect with Others (Eccl 4:10) We were never meant to be lone rangers. God comforts, strengthens and encourages us through others.

This article comes from Navigator's group "Women at Work," Albuquerque, NM.



EMA Website Has a New Look

The EMA website <http://www.emausa.org> has a new look. Please take a look and see what's new. Any Tucson updates will need to be sent to Sherry Goncharsky (sherry@TucsonComputerSkills.com) so that they can be coordinated any others. As I write the newsletter, I'm waiting for updates to be made to the list of members and I am preparing updates for the Tucson Chapter page. So keep looking for updates and keep me informed of needed changes..

And take a look at the new features:

- There is a calendar of events so you can enter non-EMA events that would be of interest to EMA members.
- There is a bulletin board where discussions can take place. Sign up and you can join in or start a new topic.
- You can view newsletters and information from other chapters.

Add to our Newsletter

One of the things that makes newsletters exciting is interesting information. And your Tucson EMA newsletter is no exception. We are always on the lookout for articles that offer further insight into your business or parenting in general. These board will be the final decision point as to whether articles are acceptable for publication. If you have something you would like to see published, please contact Sherry Goncharsky (sherry@tucsoncomputerskills.com or 721-0658) so it can be included.

Needs, Leads, and Announcements

EMA belongs to all of us. Therefore, we have a time at our meetings to talk about Needs, Leads and Announcements. This is a time to talk about

- Things we are looking for, both personally or in our business. Examples are a plumber or an office location.
- Leads would be something of general applicability like a new business coming to town or a special offer you think is of general interest. Specific leads can be given personally.
- Announcements gives you the opportunity to talk about a special event your business is holding, a new offering, discount pricing, or to have a forum to say thank you.

Officers Needed

Don't forget that we still have open positions on the EMA board. We are in need of a secretary and a treasurer. Both jobs should take you about 1 hour per month with our board meeting preceding each luncheon. Call Rochelle (rbrowne@gotucson.com or 400-7723) to volunteer or for more information .

Doing Business in Today's Economy

I (your newsletter editor, Sherry) thought I'd try to summarize what I thought were the high points from this month's roundtable discussion. Unfortunately, you'll be getting my bias as well.

Getting Outside Recognition

Camille mentioned a service Help A Reporter Out (HARO) which publishes 3 emails a day of requests from various reporters looking for information. You might get mentioned in an article if the reporter uses your information. Check out <http://helpareporter.com> for details and to sign up.

Networking: Tips and Events

We all need to keep the following in mind whatever we are doing when looking for business:

- Does it increase my reach?
- Does it increase my frequency?

In the past, EMA has been a part of Tucson Business Connections' networking events. These events are held the first Wednesday of each month at Pearl, 445 W. Wetmore Rd., from 5:00pm until 7:30pm. The nice part of this opportunity is that there are no door fees, dues or association affiliations. Included is offer a cash bar with Happy Hour drink prices, complementary appetizers, door prizes and plenty of high quality networking. There is no need to RSVP. Check out their website at <http://www.tbcnetworking.com> or join the meetup group at <http://www.meetup.com/Tucson-Business-Connection/>

Another group you might be interested in joining is Tucson Networking Association. They have a social networking site (<http://www.mytucsonbiz.com>) as well as monthly mixers. The nice thing about joining the networking site is that it is intended solely for Tucson businesses. It doesn't have all of the personal chit-chat of a Facebook or MySpace account. This group holds their mixers on the last Thursday of each month. The location has varied so you will need to check the website. The next mixer is Thursday, March 26 at El Charro Cafe, Wilmot & Broadway, from 5:30pm until 7:30pm.

And of course, don't forget to attend our EMA meetings. By attending and bringing guests, there are opportunities for all of us to expand our businesses.