

The Key

TO THE FUTURE



MARCH 2009

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Special Events

Paula Bornus

Spotlight Tables

Brenda Dunham

Web Master

Barbara Star

The Clay County Women's Exchange meets the second Tuesday of the month at Finnigan's Hall, 503 East 18th Avenue in North Kansas City. Reservations are required and can be made by calling 816.464.1120 or going online to www.ccwe.org.

Reservations must be placed by noon on the Thursday prior to our meeting date. The cost of lunch is \$15 for members with a reservation placed by the deadline, \$18 for guests and \$30 for members attending without reservations. We do accept checks and cash. Sorry, we do not accept credit or debit cards.

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March's Guest Speaker

Brenda Tinnen

Senior Vice President and General Manager of Sprint Center

Brenda Tinnen was named Senior Vice President and General Manager of Sprint Center on November 29, 2005, by AEG's President & CEO Timothy J. Leiweke. Tinnen noted, "I am absolutely thrilled to 'come home' to Kansas City to launch Sprint Center, a world class, state-of-the-art sports and entertainment arena that I believe will set a new standard for venues and firmly establish Kansas City as a 'must-play' stop on every artist's concert tour."

Tinnen's efforts to assemble a staff of local-based employees with experience in a variety of roles related to "guest service", operations, and hospitality areas has been lauded. Tinnen has previously held similar development and operational roles with other AEG owned or controlled venues including STAPLES Center, and Kodak Theatre, home of the Academy Awards.

Tinnen can be credited with bringing a variety of diverse acts to Kansas City including Rascal Flatts, Van Halen, Billy Joel, Chris Brown, Reba McEntire, Kelly Clarkson, Kid Rock, two sold out Bon Jovi shows and nine record breaking sold out shows by Garth Brooks — including a live broadcast into more than 300 movie theaters around the world. POLLSTAR, the entertainment industry's leading trade magazine, maintains the world's largest database of international concert tour information recently released its 2008 Mid Year Special Edition in which Sprint Center earned the #30 spot among the Top 100 Worldwide Arena Venues. In addition, 30 of the Top 100 Worldwide Tours will make an appearance at Sprint Center during its inaugural year.

More than 21,000 guests visited Sprint Center during its ribbon cutting ceremony and open house on Oct. 10, 2007. Elton John's grand opening concert on Oct. 13, 2007, was the first of several sold out performances during Sprint Center's inaugural year. Home to the College Basketball Experience, Sprint Center hosted the 2008 Big 12 Men's Basketball Championships and will see first- and second- round action of the 2009 NCAA Men's Basketball Championships and 2010 NCAA Women's Basketball Regional. Originally projected to host 90 events and welcome nearly one million guests in its inaugural year, due to Kansas City's phenomenal reception of Sprint Center programming, attendance projections have been exceeded with more than 1.1 million guests attending 117 events at Sprint Center as of July 20, 2008.

Since joining AEG in 1999, as a member of the STAPLES Center development team, Tinnen and her staff have overseen the overall day-to-day support for award winning arena's tenants, clients and partners including the Los Angeles Lakers, U2, The Eagles, multiple Grammy Awards shows, NHL and NBA All-Star games, and the 2000 Democratic National Convention among many others.

Tinnen and her staff was also instrumental in the successful creation and opening of the Home Depot Center in Carson, California. Recently named an official U.S. Olympic Training Site, The Home Depot Center is southern California's new home of world-class competition and training facilities for amateur, Olympic, collegiate and professional athletes.

Prior to moving to Los Angeles, Tinnen served as Sr. Vice President, Marketing and Sales with the Phoenix Coyotes where she directed all aspects of team marketing and ticket sales. Prior to this, she served as the Houston Rockets' Vice President of Customer Services and spent six years with the Minnesota Timberwolves and Target Center where she was responsible for the team's ticket operations and events. During her first year with the "T-Wolves," the team averaged over 26,000 fans per game, a NBA record. While with Target Center, Tinnen's role also included event management and marketing in that arena and the State an Orpheum theatres in downtown Minneapolis for such shows as "Miss Saigon," "Grease," "Jesus Christ Superstar" and family shows including "Sesame Street Live," "Nickelodeon Super Sloppy Double Dare" and David Copperfield.

Brenda and her husband, Greg, are parents of three adult children: Susan, Ari, and Gregory. They are also grandparents of two.

Meeting and Reservation Information

Tuesday, March 10th, 2009

Networking 11:30 AM to 12 PM

Luncheon 12 PM to 1 PM

Finnigan's Hall • 503 E. 18th Avenue
North Kansas City

Cost Reservations Required

\$15 for members • \$18 for guests • \$30 for members without reservations. Due by noon Thursday, March 5th. Reserve at 816.464.1120 or www.ccwe.org

Luncheon menu on page 4

Spotlight Tables

A great way to market your product or service...

If you have been a CCWE member for 3 months, or more, you are eligible to participate in our Spotlight Table program.

Each month we will feature 3 businesses. This is a great way for you to let our members and guests know who you are, what you do and why we need to know you.

For participating with a Spotlight Table you have the opportunity to submit a short bio about your business or service which will appear in our monthly newsletter prior to the meeting. You will have 1 minute at the podium to talk about your business or service during our monthly meeting; plus you will get a free business card ad in the newsletter the following month.



This month's Spotlight Tables will feature:

Barbara Fleming
The Pampered Chef

Glenda Kleppinger
Alpha Omega Wellness

Jennifer Madsen
Premier Designs Jewelry



Make plans now to promote your business or service with a Spotlight Table in 2009. Tables are on a first come - first served basis.



Contact Brenda Dunham at bdunham@pgnfinancial.com to book your table.

Barbara Fleming

The Pampered Chef - Real Solutions

You're probably cooking and entertaining at home more. After all, you're keeping a close eye on your family budget. The good news is we are, too. Our high-quality products and budget-friendly recipes offer you real solutions for everyday living. As the weather gets warmer, you want to get together more with friends. And with our versatile products and budget-friendly recipes, gathering with friends can fit anyone's budget.

Our main dish recipes help you put dinner on the table for a lot less money - many for around \$2 per serving! And they get you in and out of the kitchen in 30 minutes or less.

As a consultant, I offer a full range of services from fund-raisers, Bridal showers and wedding registries, to catalog and cooking shows. I'd love to help you experience the difference quality kitchen tools can make in your life. www.pamperedchef.biz/barbfleming or 816-734-3732

Glenda Kleppinger

Alpha Omega Wellness

In 2000 as my younger child was going off to college, I took a long hard look at my health and decided I did not like what I saw. I found out that I had Fibromyalgia and so my journey for wellness began. As a registered nurse of 30+ years working in both small and large hospitals, I had seen a lot of sickness and was coming to realize that there was more and more chronic illnesses. That was not what I wanted for myself or for those I loved.

After 3 years of trying many different remedies, without sustained success, I was introduced to a 'Wellness Home' concept. When I saw the missing piece was restorative sleep of 7-9 hours nightly, I immediately established a Wellness Home for my family. (My husband was dealing with the aftermath of prostate cancer therapy at age 50.)

An unfriendly environment on the outside can have a disastrous impact. What about the environment within the home where we spend most of our lives? Could a home's own ecosystem make the difference between sickness and health? The Wellness Home addresses ALL eight causes of disease by creating an environment developed to bring the necessary ingredients for the body to regain balance and heal from the inside out.

Within 2 weeks both of us were sleeping deeper and longer, having energy for the day. His elevated eye pressure went down, as well as, his PSA. He no longer has any cancer care or concern over eye pressure. I am 95% well, using no drugs, feel better and have more energy today than I did at 40. I know also that I am having a positive impact on the health of my family.

I now regularly see improvements in people with all types of malfunctions, because they have found technology that works with the physics of the body in the areas of restorative sleep, environment, whole food nutrition and fitness. All have increased quality of life.

In the Wellness sphere, I help in the development of a Wellness Lifestyle, which is having the time and money to do what you want with your life, and the health and longevity to enjoy that life. I use a philosophy known as the 5 Pillars of Health to do this: healthy body, mind, family, society and finances. What I do is to create plans that help my client to balance these 5 areas of their lives. Our home is certified as a Wellness Home and we educate and empower those who want a "life makeover" to have the key tools to transform their attitude, health and life.

Jennifer Madsen

Premier Designs Jewelry

I am a wardrobe paramedic! I show ladies, just like you, how to accessorize last year's wardrobe and bring your personal style back to life!

My name is Jennifer Madsen and I have been with Premier Designs Jewelry www.premierdesigns.com for 2 years. Premier Designs offers a wide array of beautiful, affordably-priced jewelry to suit a variety of fashion styles — from classic elegance to contemporary, vintage romantic to naturally simple. Our catalog includes more than 700 pieces of jewelry, with an average item retailing for about \$30. And not only is Premier Designs jewelry beautiful and affordable, it's created according to standards of quality to ensure it "keeps its good looks" through many seasons of wear. Premier also backs each item of jewelry with an exceptional Golden Guarantee.

I am looking for ladies who would like me to entertain their friends at a private showing of Premier Jewelry and in turn I will give you lots of your favorites FREE. We are also looking for women in this area to join our team of jewelryladies. Ask me about how to make an additional \$1500 a month or \$15,000 a month working part-time or full time respectively.

NETWORKING CORNER

Advertising with Postcards Works

With no envelope to open, vibrant postcards cut through mailbox clutter and allow customers to see your message right away. As a direct mail format, postcards offer the following benefits:

- **They're Personal:** You have control of all messaging and images, allowing you to appeal directly to your target audience.
- **They're Versatile:** Postcards come in various sizes and can be used as mailers, handouts or leave-behinds.
- **They're High Impact:** With no envelope to open your marketing message makes an immediate connection.
- **They're Cost Effective:** While postcards are relatively low in cost, their real benefit is the response and profits they generate.
- **They're Measurable:** Track the response rate of multiple mailings to find the message that produces the best results.

*Submitted by Carol Birkey, Business Coach.
You can reach Carol at www.carolbirkey.com*



Happy Birthday To You....

March Birthdays

- 10 Kathy Chambers
- 13 Joy Lamas
- 14 Margaret Tosti
- 20 Judy Robinson
- 22 Donna Stilwell-Kronick
- 24 Margaret Heitman
- 27 Brenda Dunham
- 28 Barbara Star
- 28 Susan Henson

April Birthdays

- 7 Sharon Kavanaugh
- 8 Lisa Keefe
- 17 Carrie Martsching
- 26 Ginny Young
- 27 Janette Andrews
- 30 Penny Johnson

TO YOUR GOOD HEALTH

Americans now eat 175 lbs. of sugar a year on average.

(Weston-Price Foundation)

How can you fuel your body in a better way?

Avoid most added sugars! Especially processed and artificial.

To find out # tsp. of sugar in a product – Take the grams on the label and divide by 4.

- **Raw Sugar goes through 17 processings**
- **White sugar goes through 37 processings**
- **Avoid High Fructose Corn Syrup (highly processed fructose) – very unnatural in the body**
- **Avoid Artificial Sweeteners (Aspartame, Nutrasweet, Splenda etc.) – synthetic - The Worst!!!!**
Alternatives to White Sugar:
- **Stevia - no processing**
- **Raw Honey & Real Maple Syrup - no processing**
- **Sucanat “Sugar Cane Natural” - only 2 processings- great for baking! (1:1 ratio for sugar)**

*Submitted by Paula Bornus, Juice Plus+ Whole Food Nutrition.
You can reach Paula at paulabor nus@hotmail.com*

March Board Meeting

Friday

March 20, 2009

12:00 PM to 1:00 PM

at the

Clay County Annex

1901 NE 48th Street

50/50 Split

Lisa Brosnick

guest of Gina McLean
winner of the 50/50 Split.

February Guests

*We would like to recognize our February meeting guests,
and thank the members that invited them.....*

Linda Fulghum - lindafulghum.com

guest of Angie Clark

Carol Tuepin - Kendallwood Retirement Home

guest of Mary Oleshefski

Pat Pierson - Imaginative Designs

guest of Traci McKown

Emily Sicks - Townsend Communications

guest of Caryl Goodman

Kim Freese - Isagenix International

guest of Karen Allenbrand

Tammy Ebright - First Community Bank

guest of Barbara Fleming

Shani Enns - Institute of Transformational Studies

guest of Sarah Breedlove

Andi Enns - Marketing & PR Consultant

guest of Sarah Breedlove

When you invite a guest, please be sure they register so we may recognize them and thank you.

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Pure, Safe, & Beneficial skin care



*These products SELL
themselves!*

Grace Harriger

16217 NE 136th ST
Kearney MO 64060

beneficial4you@yahoo.com

816-806-4433

Mary Olshefski

Independent Representative

Fine Sterling Silver Jewelry

maryolshefski@kc.rr.com

mysilpada.com/mary.olshefski

Home 816.452.4450

Cell 816.590.1557

» SILPADA[®]

find yourself in it™

Kelly Wesley

Curves - Multi-Club Owner

Kelly Wesley is an owner of 3 local fitness franchises known as Curves. Her company is named Inner Light, Inc. because she believes every woman has an "inner light" trying to shine through.

She started her business 3 years ago after taking a buy-out" from a demanding corporate job. After neglecting her health for several years, she decided to join Curves. She was hired as a part-time employee and was soon asked to manage two clubs. A few years later she found herself the owner of her first Curves and within 18 months was the owner of 3 Curves; Smithville, N. Oak and Barry Rd and Greehills & Hwy 152.

Each March, Curves holds a Food Drive which encourages women to bring a bag of groceries in exchange for waiving the joining fee. Curves raises several million pounds of food annually and all the food goes to area food banks. The club locations serve as local food drop-off points to the general public during the month of March.

Come check out Curves and their wonderful staff. With 30 minutes, they can change your life.



Kelly Wesley
Owner

8518 N. Oak Trafficway
Kansas City, MO 64155
Tel: 816-468-0032
Fax: 816-468-0032
wesleycurves@yahoo.com

8560 N. Greenhills Rd.
Kansas City, MO 64154
Tel: 816-584-2878

Toni Cracraft

Voyages Plus Travel Shoppe

I am Toni Cracraft your resident CCWE travel agent! It was a pleasure to be spotlighted at the February meeting. As a Certified Travel Agent and Destination Specialist for many areas of the world it is always my pleasure to receive your vacation requests and to be able to help you see the world. Contact me anytime so we can discuss an exciting adventure for you. I can help you see the world! Voyages Plus Travel Shoppe 816.471.3900 or 888.859.9191 or email www.voyagesplus.com

P.S. Looking for a fun new adventure? I am partnering with DeDe Shields of Shields Manor Bistro to create a Singles Supper Club. Our next event is "Journey to the Eastern Mediterranean" on March 25th. enjoy an Italian dinner with fine Italian wines, Espresso and Tiramisu. Enjoy a great presentation on the Mediterranean following the meal. Call today for more information 816.858.5557.

Voyages Plus Travel Shoppe



Toni Cracraft
Group Travel Specialist

816-471-3900
888-859-9191
voyagesplus@aol.com

Design Presentation

Sue Shores, owner of *Changeit Redesign & Home Staging* has joined with Design by Exchange to present to you a monthly design dilemma presentation:

3rd Thursday Think Tank
March 19th, 2009 at 6:00pm,
Design by Exchange, 6295 N. Oak
Trafficway

Topic: *Outdoor Decor*
presented by *Sue Shores* of *Changeit Redesigns & Home Staging* with special guest *Dee West* - master gardener. 816.584.1393
Join us, have fun and solve design dilemmas

CCWE Luncheon & Reservation Information

Program

Brenda Tinnen

Senior Vice President and General Manager of Sprint Center.

Luncheon Menu*

Salisbury Steak, Oven Roasted Potatoes,
Green Beans, Tossed Salad and Rolls.
Bread Pudding for dessert.

*Finnigan's is a banquet facility and cannot accommodate individual meal requests. We offer a Vegetarian Option for those who would prefer a meatless choice. If taking this option, please specify such when placing your reservation.

Cost

Reservations Required

\$15 for members • **\$18** for guests • **\$30** for members
without reservations

Reservations due by **noon Thursday, March 5th**
Reserve at 816.464.1120 or www.ccwe.org

Your Clay County Women's Exchange pull-out Membership Index is on the last page.

MONEY MATTERS

How Long Do You Have To Keep Your Statements?

A year? Seven years? It depends.

You have probably heard that you should retain copies of your federal tax returns for 7 years. Is that true, or a just myth? How long should you keep those quarterly and annual statements you get about your investment accounts? And how long should you keep bank statements before throwing them away?

Tax returns? The Internal Revenue Service urges you to keep federal tax returns until the period of limitations runs out – that is, the time frame you have to claim a credit or refund, or the time frame in which the IRS can levy additional taxes on you. (This is a good guideline for state returns as well.)

If you file a claim for a credit or refund after you file your tax return, the IRS would like you to keep the relevant tax records for 3 years from the date you filed

Money Matters continued...

your original return or 2 years from the date you paid the tax, whichever is later. If you claim a loss from worthless securities or bad debt deduction, you are advised to hang onto those records for 7 years. If you ... uh ... filed a fraudulent return or no return, you should keep related/relevant documents for 7 years. The IRS also advises you to retain employment tax records for at least 4 years after the date that the tax becomes due or is paid – again, whichever is later.¹

Some tax and financial consultants advise people to keep their tax returns forever, but concede that canceled checks, receipts and other documents supplemental to returns can usually be safely discarded after 3 years. (The standard IRS audit goes back three years.)

Tax records relating to real property or “real assets” should be kept for as long as you hold the asset (and for at least 7 years after you sell, exchange or liquidate the asset). These records can help you figure appreciation, depreciation, amortization, or depletion of assets with regard to the property.¹ You also might want to keep receipts and tax records related to major home improvements – if you sell your home, you can show tomorrow’s buyer how much you put into the house.

Securities statements? The annual statement is the one that counts. When you get your yearly statement, you can toss quarterly or monthly statements (unless you really want to keep them). You might want to quickly glance and make sure your annual statement truly reflects changes of the past four quarters.

You want to keep any records showing your original investment for capital gain or loss purposes. Your annual statement will tell you the dividend or capital gains distribution from your investment; as you may be reinvesting that money, you have a good reason to keep that statement.

IRA and 401(k) statements? You get a new one each month or quarter; how many do you really need? The annual statement is the most relevant. Additionally, you want to hang onto your Form 8606, your Form 5498, and your Form 1099-R.

Form 8606 is the one you use to report nondeductible contributions to traditional IRAs. Form 5498 is the one your IRA custodian sends to you – it is sometimes called the “IRA Contribution Information” or “Fair Market Value Information” form, and it usually arrives in May. It details a) contributions to your traditional or Roth IRA and b) the fair-market value of that IRA at the end of the previous year. Form 1099-R, of course, is the one you get from your IRA custodian showing your withdrawals (income distributions).²

If you are 59½ or older and have owned a Roth IRA for 5 years or more, the assets in your account become tax-free, lessening your need to save these forms. However, you will want to keep a paper trail before then – if you somehow need to make early or tax-free withdrawals or write off a loss, you need the documentation.²

Bank statements? The rule of thumb is 3 years, just in case you are audited. But some people shred them after a year, or immediately, fearing that such information could be stolen. In certain cases, it may be wise to hang onto them longer - in case of a divorce, for example. If someone tries to take you to court in the future, or if a creditor comes knocking, you may want to refer to them. Your bank may provide you with archived statements online or on paper (but there is sometimes a fee for supplying you with hard copies).

Payroll documents? Most financial and tax consultants advise you to retain these for 7 years or longer if you are

a small business owner or sole proprietor. The IRS would like you to keep them around at least that long. Again, should there be a lawsuit or a divorce or any kind of potential legal dispute involving your company or one of its employees, a detailed financial history can prove very useful.

Credit card statements? You don’t need each and every monthly statement, but you may want to keep credit card statements that contain tax-related purchases for up to 7 years.

Mortgage statements? The really crucial records are most likely on file at the County Recorder’s office, but it is recommended that you retain your statements for up to 7 years after you sell or pay off the mortgaged property.

Life insurance? Keep policy information for the life of the policy plus 3 years.

Medical records and medical insurance? The consensus is 5 years from the time treatment ends (or from the time medical services are rendered, with regards to insurance). If you think you can claim medical expenses on your tax return, then follow the IRS suggestion and retain records for 7 years following the end of the year in which they are claimed.

These are the views of Peter Montoya Inc., not the named Representative nor Broker/Dealer, and should not be construed as investment advice. Neither the named Representative nor Broker/Dealer gives tax or legal advice. All information is believed to be from reliable sources; however, we make no representation as to its completeness or accuracy. The publisher is not engaged in rendering legal, accounting or other professional services. If other expert assistance is needed, the reader is advised to engage the services of a competent professional. Please consult your Accountant or Tax Advisor for further information.

Citations.

¹ irs.gov/businesses/small/article/0,,id=98513,00.html [4/8/08]

² kiplinger.com/columns/ask/archive/2004/q0206.htm [2/6/04]

*Submitted by Kari Jo Bear, a representative with InterSecurities, Inc.
You can reach Kari at 816-781-8782 or kjbear@kcnet.com*

Announcement

Visage- Promotional Marketing Solutions is celebrating 10 excellent years of business 1999-2009. We’ve revamped our website and starting in March we are offering clients “PromoBucks” so they can earn Free Product with their orders. Check us out at www.visage-inc.com

For more information contact Kerri@visage-inc.com or 816-564-3020 cell 816-891-9550 office

New Contact Information

Dr. Sharon Kavanaugh, Metro North Chiropractic, moved her office in January. Her new address is 1001 NE Barry Rd., Kansas City, MO 64155. Phone: 816-468-1825.

The Membership Index on the following page was designed to compliment your 2009 Electronic Directory. It lists members by business types. For your convenience it was setup on a separate page so you could print and save.

©The Key is published monthly for Clay County Women’s Exchange by Johnson Creative Service at 816.781.9208

Clay County Women's Exchange Membership Index

Accounting -----	Cheryl McCann
Advertising, Graphic Design -----	Penny Johnson
Announcements/Invitations -----	Caryl Goodman
Banking -----	Harlene Bowman
	Annette Craft
	Angela Miller
Business Coach -----	Carol Birkey
Chiropractic -----	Sharon Kavanaugh, D.C.
Commercial Real Estate Development -----	Michelle Paul
Computer Services -----	Traci McKown
Cookie Bouquets, Personal and Business Gifts -----	Mary Ulmer
Elder Law & Special Needs Attorney -----	Mary R. McCormick
Financial Planning -----	Kari Jo Bear
	Brenda Dunham, ChFC
	Colleen Konieczka
Fine Arts -----	Holly Schenk
Fine Dining -----	DeDe Shields
Greeting Cards -----	Lea Cable
Health and Wellness -----	Glenda Kleppinger
Health Coach -----	Elaine Adcock
Home Shopping Service -----	Mary Jane Watson
Housing for Homeless Families -----	Becky Poitras
Insurance -----	Laurie Arbuthnot
	Maridan Christensen
	Tracy Johnson
	Donna Stilwel-Kronick
Jewelry -----	Margaret Heitman
	Jennifer Madsen
	Mary Olshefski
Job Board Management and Database Search Firm -----	Margie Lee
Kennels -----	Janice Williams
Kitchen Products -----	Barbara Fleming
Legal Services -----	Juliann W. Graves
	Carrie Martsching
Locksmith -----	Barbara Perry

Massage Therapy -----	Jutta Malgadey-Geldersma
	Diane Ostrom
Member -----	Liz Besser
	Sharon Dean
	LeAnn Greer
	Carolyn M. Kirby
	Michele Shields
Mortgage Loans -----	Gina McLean
Music -----	Kathy Chambers
Nutrition -----	Paula Bornus
Photography Studio -----	Marcia Immelt
Picture Framing -----	Angie Clark
Pilates -----	Sarah Breedlove
Promotional Marketing Solutions -----	Kerri Nobrega
Real Estate -----	Angela Seymour
Redesign & Home Staging -----	Sue Shore
Retail Jewelry -----	Judy Robinson
Rubber Stamps & Scrapbooking Supplies -----	Karen Calkins
Shaklee Products -----	Ginny Young
Skilled Nursing Facility -----	Lisa Keefe
Skin Care -----	Karen Allenbrand
	Grace Harriger
	Carole Wood
	Michelle Jerred
Small Business Administration -----	Linda Rusche
Specialty Medical Supplies -----	Becky Wills
Telephone Directory -----	Margaret Tosti
Travel & Shopping -----	Kathy Sievert
Travel Agent -----	Toni Cracraft
Tutoring Grades K-6 -----	Jeanette Andrews
Video Production -----	Joy Lamas
Web Design -----	Barbara Star
Window Cleaning Commercial & Residential -----	Dana Mauzy
Women's Fitness -----	Kelly Wesley