



LA LUZ CHAPTER OF THE  
AMERICAN BUSINESS WOMEN'S ASSOCIATION

ABWA 65 Year Going Strong!



# The La Luz Lamplighter

October 2015 Vol. 28 Issue 3

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## Want to get better at negotiating? Start at a yard sale, says this ex-military supply officer

*by Staff, The Business Journals*

**Eldonna Lewis Fernandez** spent 23 years in the Air Force. Her job, for a good chunk of that time, was to buy things — everything from office supplies to plumbing equipment to furniture to industrial-sized paper shredders.

And every time you buy anything, it's a negotiation, she said during the National Association of Women Business Owners national conference in San Antonio this week.

"[It's] basically just the technical term for discussions or conversations to reach an agreement," Fernandez explained. "We're negotiating each and every day of our lives."

So in two decades, she got good at negotiating those deals and contracts. When she retired from the Air Force as a master sergeant, she did the same thing for Raytheon and other defense contractors. Her experience now spans contracts from \$1 to \$100 million.

"As I like to say sometimes, I can negotiate the paint off a wall," she said.

At the conference, she highlighted five common negotiating mistakes — and better yet, what you should be doing instead:

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## IMPORTANT DATES

October 1	La Luz Board Meeting
October 15, 16, & 17, 2015	<a href="#">2015 ABWA Annual Conference Albuquerque</a>
October 22	La Luz Chapter Meeting
November 5	La Luz Board Meeting
November 19	La Luz Chapter Meeting
December 10	La Luz Board Meeting
December 17	La Luz Chapter Meeting

### Count Down to National Women's Leadership Conference October 15 -17, 2015 Albuquerque, NM

#### The following members are celebrating Anniversaries in October

*Jeanne Banks*

*Sandy Garcia*

#### Happy Birthday to the following La Luz members celebrating birthday in October

*MyChelle Andrews 10/4*

*Kathleen Raymundo 10/28*



#### Committee Square

Please log into WIN to find the Board Meeting minutes there  
[ABWA Women's Instructional Network \(WIN\)](#)

"Don't forget to download your district newsletters located in the WIN National Library/ District Newsletter folder!"

## Want to get better at negotiating? Start at a yard sale, says this ex-military supply office cont...

### **Mistake #1: Not having confidence**

**What to do instead:** Go to a yard sale — and jump out of a plane.

A yard sale gives you practice.

"Think about it," she said. "You just make offers, and at first, if you're not used to it, it may feel kind of, 'Oh, I don't like that.' But those are low-stakes environments."

And practice makes perfect.

"You do actually need to do negotiation to get good at it," she said.

Jumping out of an airplane — or, she clarifies, doing anything that falls outside your comfort zone — ups your confidence overall. Fernandez, for example, learned to ride Harleys.

"Confidence creates captivation in people," Fernandez said. "So if you don't have confidence in an area, start building yourself up and do that out-of-the-box thing."

### **Mistake #2: Not building relationships first.**

**What to do instead:** Ask, 'So where are you from?'

When Fernandez was trying to draw people into her seminar Monday, she didn't just rush around and plead for attendance. She tried to form a connection first. She asked almost everyone who walked up where they were from. Chances are, she'd know something about that area, and it would form the basis of more conversation.

She had the same experience in the military when she was deployed to Qatar after 9/11.

Remember, she was a buyer, so she went armed with a pad of purchase orders, a bag full of cash, a Chevy Suburban and a list.

She and her team would drive into town to make those purchases, but you couldn't just walk in, buy something and leave. The culture demanded that you spend 45 minutes to an hour making conversation.

And the amount of time you spent and the relationship you built determined the price.

"You have to take the time to build relationships first," she said. "It's not the quantity of the connections; it's the quality of connections."

### **Mistake #3: Not being prepared.**

**What to do instead:** Pretend.

In addition to the yard sale experience, Fernandez recommends the mock negotiation. Think about your bottom line, and how you want to convey it. And think about the best way to present your case.

"Your body doesn't know if it's real or imagined," she said. "Then you feel a little more confident. You've already spoken it."

You've already done it."

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**Mistake #4: Not documenting**

**What to do instead:** Write it down — even if it's a text.

Yes, texts count, she said. She helped a client get money back from a deposit once when a text contradicted the contract.

It's also critical for clarifying a conversation after the fact — because often times what you think you said and what the other person thinks you said are two very different things.

Plus, it's protection.

Fernandez shared a story of a business she started with a boyfriend selling Harley parts out of their garage. She was in love and didn't take the time to put anything related to the business in writing.

When he left her, just before they were about to open a storefront, he cut her out of everything.

Ultimately she decided not to take him to court because she knew he would have fought mercilessly. And she knew it would have been a tough fight because nothing was documented.

"Had I had something in writing, I would have had a leg to stand on," she said.

**Mistake #5: Not asking the right questions.**

**What to do instead:** Ask for *exactly* what you want

"People say no three times before they say yes," she said. "Sometimes it takes 15 times; sometimes it takes one. Sometimes you have to ask somebody else."

Don't let that deter you, though.

"You aren't going to get if you don't ask," she said. "Get that in your DNA."

GROW YOU  
GROW TOGETHER



**The La Luz Vision  
Statement**

*Within the next five years, La Luz will be a Best Practice Level I chapter and have a reputation in the community for Empowering our Membership through*

**ABWA Mission  
Statement**

*To bring together business women of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and na-*



### ABWA Proud Code of Conduct

1. All members will serve as goodwill ambassadors for ABWA
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission
3. Members will always treat their member colleagues, guests, vendors, and sponsors with honesty, respect, fairness, integrity, responsibility, kindness and in good faith
4. Members will maintain compliance with ABWA National, Chapter and Express network Bylaws
5. Members will not use their personal power to advance their personal interests
6. 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

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#### ABWA 2014-2015 National Officers

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[www.abwa-laluz-abq.org](http://www.abwa-laluz-abq.org)

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**Do you have an idea or story for the Lamplighter?**

**Do you have accomplishments you would like to share with other chapter members?**

**Do you have pictures or an event to share with the Chapter?**

Send your articles, pictures, or ideas to  
Felecia Schreier at [F\\_Schreier@yahoo.com](mailto:F_Schreier@yahoo.com)



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