

# Helping women in the workforce for the past 40 years.

Women have always worked. And we have no doubt they always will. But will they be recognized? Will career opportunities be fair? Will rewards be just? And will they be free to choose the work they want?

This marks the 40th year we've been helping women reach their goals and realize their dreams in the workforce. Times have changed dramatically since we began this company. There is much to celebrate but there remains much more to achieve. And we look forward to leading that charge for the next 40 years.



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**acloché**<sup>40</sup>  
we know people

## NAWBO: The Organization for Women Business Owners

The Columbus Chapter of the National Association of Women Business Owners (NAWBO) represents the interests of all women business owners in all industries. Membership is open to sole proprietors, partners and corporate owners with day-to-day management responsibility.

NAWBO works to advance women business owners economically, socially and politically by:

- **Developing and growing a strong, profitable businesses**
- **Building strategic alliances, coalitions and affiliations**
- **Transforming public policy and influencing public opinion**
- **Affecting changes in business culture**

*For more information about NAWBO, call (614) 392-1558, or visit [www.nawbocolumbusohio.com](http://www.nawbocolumbusohio.com).*

# If you're not a member, here's what you're missing:

### Monthly Meetings

The chapter holds monthly luncheon events to educate, inspire and support women business owners. Listen to successful experts speak on topics relevant to women business owners, while you network with other business owners and gain exposure for your business.

Luncheons are held on the second Thursday of the month. Non-members are welcome to attend to discover how NAWBO can benefit their business success.

### Women Business Owner Roundtables

NAWBO's Roundtables, comprised of eight to twelve non-competing business owners, offer active NAWBO members informal peer advisory boards. By combining the intelligence, experiences and efforts of successful women business owners, each group member can become more powerful and productive.

### Visionary Awards

Join NAWBO for the eleventh annual Visionary Awards Luncheon on July 10, 2008 at the Hilton at Easton from 11 a.m. to 1:30 p.m. to celebrate exceptional women business owners. One inspiring woman will be honored for her business success, industry community achievements and commitment to mentoring others. The afternoon's emcee of ceremonies will be the inspiring WBNS 10TV anchor woman, Andrea Cambern.



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## Join NAWBO

"NAWBO's success relies on the knowledge, abilities and strength of its members. To continue to grow and flourish, NAWBO needs you, your expertise and your commitment. It is our goal to share ideas and insight between women business owners to help your business succeed. With your participation, in conjunction with the already amazing members, NAWBO proves to be an excellent resource for you and your company."

—NAWBO Columbus President Mindy Hedges

*If you're interested in becoming a member of NAWBO, contact Kathie Cesa at (614) 392-1558 or by e-mail at [administrator@nawbocolumbusohio.com](mailto:administrator@nawbocolumbusohio.com).*



# 2008 Visionary Finalists



**Lynn Elliot**  
President | eWynn Inc.  
d.b.a. Columbus  
Window Cleaning

Window cleaning is not glamorous—Lynn Elliot, president of Columbus Window Cleaning (CWC), will be the first to tell you that. However, this

company takes window washing, literally, to new heights. While perched on a chair just 24 inches long and 12 inches wide, Elliot's employees have cleaned windows for some of the tallest buildings in central Ohio and surrounding areas including: The Columbus Dispatch headquarters, Nationwide Children's Hospital and Hitchcock Hall, College of Engineering at The Ohio State University.

Since becoming president, Elliot has diversified services offered to customers in order to combat the changing market as well as placing greater emphasis on working with team members to improve on-the-job safety and customer satisfaction, resulting in a 25 percent increase in its client base. Furthermore, this is the only union window cleaning company in central Ohio. In an industry stifled by a high turn-over rate, CWC has an outstanding retention rate, with an average employee tenure of fifteen years—offering customers an unparalleled degree of expertise.



**Ellen Grinsfelder**  
President | Inn & Spa  
at Cedar Falls

Originally the vision of Ellen Grinsfelder's mother, Anne Castle, the Inn & Spa at Cedar Falls was built as an oasis for urban dwellers to revel in the natural splendor

of Hocking Hills. Together, the two women ran the business from opening day in 1987 until Castle's death in 1991. To this day, Grinsfelder and her husband continue their innkeeper status and have since built five additional log cabins, expanded the dining hall to accommodate 25 more guests, constructed a cozy tavern, added a deluxe spa and gift shop, and erected 12 supplementary cottages. Moreover, Grinsfelder has also executed additional guest services including: developing an award-winning restaurant, implementing wine tastings and cooking classes, and participating in local and state tourism events such as Shoot the Hills and the Indian Run.

Since Grinsfelder took on her mother's role, she has been committed to upholding Castle's original vision of simplicity, hospitality and the art of welcoming humanity. By not giving into worldly technological advancements, Grinsfelder welcomes guests with unpretentious amenities that invite relaxation tucked within the effortless beauty of the Hocking Hills.



**Darla King**  
President & CEO | King  
Business Interiors Inc.

Ten years ago, Darla King's innate entrepreneurial spirit and expertise in the office furniture industry inspired her to develop King Business Interiors. In addition to furnishing offices throughout the

central Ohio region, King has added services to the company's repertoire to include warehousing and inventory management and, most recently, a contract flooring division. She prides herself on the company's customer satisfaction and is motivated by offering only the best services. Through this strategy, King secured the position of the only preferred Haworth furniture dealer in central Ohio. Combining all these successful attributes, the business has grown from a five-person start-up company to a successful business with 47 employees and boasting over \$21 million in annual sales.

King spent a number of years in furniture sales and design prior to beginning her own business. Her experience working within the basic fundamentals of the industry up through senior management has provided King with the essential knowledge for a successful office furnishing company. She understands what it takes to get the job done and appreciates the hard work necessary to accomplish those tasks. Through this, King is an excellent mentor for her staff and continues to earn her employees' respect.



**Dorothy Martin**  
President | Optimum  
Companies

Ask Dorothy Martin the key to her successful banking printing and supply company and she'll tell you, "The number one priority

for entrepreneurs is to schedule time every week to work on their business instead of in it." It is through this disciplined ritual that Martin has been able to drive strategic and tactical moves for Optimum Companies to stay ahead of the curve and continue to be successful. In addition, Martin is actively involved with the inner-workings of the industry. By actively networking new contacts, paying close attention to the successes and failures of rival companies, and maintaining useful relationships with others in the industry, Martin has become a very savvy player and has kept the business thriving.

In anticipation of the economic downturn, Martin initiated specific actions in 2006 and 2007 to stay afloat in times of hardship. These actions are now paying off and have enabled Optimum Companies to increase clientele and sales revenue while other competitors are struggling through 2008. Likewise, some newer initiatives include: benchmarking performance in all departments, implementing a profit sharing incentive program for employees and reinforcing employee recognition with programs like Employee of the Year to maintain a happy and productive workplace.



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Delta Energy, LLC  
2674 Federated Blvd  
Columbus, OH 43235  
phone: (614) 339-2600  
fax: (614) 339-2700

www.deltaenergyllc.com

**Frank Voytko**  
frank.voytko@rsmi.com

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