

May 9th, 2008  
Supplement to In Business Las Vegas

**IN BUSINESS** Las Vegas

# **BUSINESS RESOURCE GUIDE '08**

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## The Accomplishment Journal for Moms

By Jeannette Green Davies  
Special Publications writer

**M**om entrepreneurs, Gina Robison-Billups and Brenda Prinzavalli, are co-authors of the Accomplishment Journal for Moms, a booklet that offers women, those who work at home or the office, the opportunity to document daily accomplishments, outline goals and evaluate business progress. More than the average day planner, the Accomplishment Journal for Moms includes motivational quotes and timesaver tips.

"It has been said that you can make more money, but you can't make more time," Robison-Billups said. "As a working mom, time is my number one priority because once it's gone, it's gone."

Robison-Billups is president and founder of the Moms in Business Network and the local International Association of Working Mothers (IAWM). Robison-Billups has a marketing background and Prinzavalli is the CEO of Balanced Organizing Solutions.

"Accomplishment journals are for working moms who want balance, enrichment, growth and wisdom to guide them through the day," Robison-Billups said. "Journals [the Accomplishment Journal for Moms] can be purchased on our Web site at [www.mibn.org](http://www.mibn.org)."

Prinzavalli and Robison-Billups plan to expand the line of accomplishment journals to other professions like accountants, managers and business owners. They will also customize accomplishment journals and include a company logo and/or motto for in-house training seminars. According to Prinzavalli and Robison-Billups, many companies purchase them to commemorate anniversaries or specific campaigns.

In addition to the accomplishment journal, Robison-Billup offers women the opportunity to join the Effectiveness Club, a group that offers support and encouragement. Women in the club act as a sounding board for new ideas or to discuss and explore business and parenting challenges. "We all need support and coaching, but why do we seek that from people who don't understand what it's like to be a working mom or business owner?" Robison-Billups questioned.

Mom-to-mom and one businesswoman to another is how Robison-Billups views the exchange between women within the Moms in Business Network, the IAWM and the Effectiveness Club. Armed with an Accomplishment Journal for Moms and an entire network of women, all women can move forward into the business world bound for success.

# Business coaches help improve the bottom line

By Jeannette Green Davies  
Special Publications writer

**F**loria Jackson is a business coach who doesn't stand on the sidelines. She's a team player who offers business owners the opportunity to strengthen their business through her company BusinessCoach.com.

Jackson places all of a company's tools, from the mission statement to the strategic plan, on the table before she starts the coaching process. Next, she explains the three phases of business coaching that include assessment, implementation and maintenance. "True business coaching is about changing the bottom line," Jackson said. "A business coach's ability to evoke effective conversations within the company is a talent that serves companies well."

During the initial assessment, Jackson observes the organization's business culture and determines the organization's overall health. Through a series of assessments and questions, Jackson discovers what works, what doesn't and what's missing from the company's work environment. At the implementation phase, Jackson monitors and measures action that the organization has taken to meet their goals, such as a new sales pitch. The maintenance phase addresses the organization's immediate needs or concerns and can occur at any time during coaching. The process usually lasts a year and includes a follow-up contact.

Jackson takes a holistic approach to cure business woes. She's a certified business coach with a Bachelor of Science in business management and a Master of Arts in communication from UNLV. Jackson also has a Master of Boardmanship certification from the California School Boards Association from her stint as an elected trustee in California. She's also been an adjunct professor in communication at UNLV.

"Passion, commitment and planning are what make a business successful," Jackson said. "Being passionate about what you are selling [product] or providing [service] takes the work out of the business and replaces it with the challenge of success." BusinessCoach.com's founder, Gary Henson, has a passion for business. Henson, who is also Jackson's mentor, felt unfulfilled as a successful real estate professional and decided he'd rather teach businesses how to put their best face forward. Now, he offers his business name, management sensibilities and training materials to affiliates across the country that have individualized contracts with BusinessCoach.com.



Henson has a strong commitment to his business coaches. Each week, he communicates ideas and practices via conference calls with coaches across the country. "As business coaches, we must practice what we preach," Henson said. "Monday morning pep talks are mandatory because they motivate us to walk through the door of companies all over the United States armed with the latest in business practices."

Jackson said business coaches take the pressure off decision makers and help manage company and employee expectations. Jackson trains people to recognize commitment and planning as essential elements that require them to take a close look at their company's strengths and challenges. A team that shares and expresses the company's vision, mission and core values is critical, according to Jackson, who offers the ability to develop and implement tools to measure success. She follows businessman Simon T. Bailey's philosophy who said, "Failure is not final, it's feedback."

Feedback and accountability are two reasons to hire a business coach. Jackson, who has extensive engineering knowledge, has clients that include architectural and construction firms.

Time management is another coaching area where Jackson offers ideas and tools to help balance work and personal life. Jackson says organization is the key to manage the balance.