

LOOK INSIDE: Get Rid of the Fat....Foods That Zap Abdominal Fat

WOMEN BUSINESS

May/June 2008

www.womenbusinessmagazine.com

**HOW TO
BECOME A
SOMEBODY IN
YOUR NICHE
MARKET**

MAKING PEOPLE
LISTEN TO EVERYTHING
YOU HAVE TO SAY

**TOP 10
SUMMER
TRAVEL
DESTINATIONS**

**AFRAID
OF THE
ECONOMIC
SLOWDOWN?**

STRATEGIES TO
IMMEDIATELY
RECESSION-PROOF
YOUR BUSINESS

**10 THINGS
YOU SHOULD
NEVER WEAR**

BALANCING ACT

Discovering Early On an Entrepreneurs Priceless Gift
of Maintaining Business, Life and Community

ALISON DIBOLL, Founder of
Diboll & Associates Marketing
and Public Relations

CONTENTS



06 COVER | Inside ENTREPRENEUR, ALISON DIBOLL

Who is this extraordinary woman, you ask? President of Diboll & Associates Marketing and Public Relations

09 | **AFRAID OF THE ECONOMIC SLOWDOWN?**
6 Surefire Strategies To Recession-Proof Your Business

11 | **WHAT IS CO-REGISTRATION?**
How is it Making Those Who Use it a Fortune

13 | **KILLER PROMO EMAILS THAT CAN MOVE YOUR READERS AT WILL!**

14 | **MYSPACE MARKETING AND SOCIAL NETWORKING**
Most Ads on Social Networks – Not Clicking With Consumer

16 | **GET RID OF THE FAT**
These Foods Zap Abdominal Fat

20 | **Can “Honey” Really Do That?**

21 | **10 Things You Should Never Wear**
But what about those items that should not be in there

22 | **The Best Swimsuit for Your Body**
If you asked women to write down their most loathsome experiences, chances are swimsuit shopping would be at the top of the list

23 | **When To Toss Your Makeup**
The Top Signs to Look Out For

25 | **Top 10 Summer Travel Destinations**
From the walkabouts to the rain forests of Queensland to the Great Barrier Reef

How To Reach Us

VISIT US ONLINE at www.womenbusinessmagazine.com

SUBSCRIPTIONS For address changes or other subscription-related mail write: Women Business Magazine

500 S. Broadway Suite 120 Santa Maria, CA 93454 • Call (805) 614-7200: Fax (805) 928-4820 • email: subscriptions@womenbusinessmagazine.com

EDITORIAL for all non-subscription correspondence and letters to the editorial, email editorial@womenbusinessmagazine.com or write

Reader Mail, Women Business 500 S. Broadway St Suite 120 Santa Maria, CA 93454; Call (805) 614-7200 or fax (805) 928-4820.

We reserve the right to publish and edit your letters; please include your telephone number for verification. When requesting a reply, include phone number and address

Balancing Business, Life and Community

President of Diboll & Associates Marketing
and Public Relations, Alison Diboll





Who is this extraordinary woman, you ask?

She is Alison Diboll, Founder of Diboll & Associates Marketing and Public Relations (www.dibollandassociates.com).

Alison started out working with large Marketing and PR firms and realized, like most entrepreneurs she could do it better. She's a strong female entrepreneur who started her own business in San Francisco, CA in 1997. She was also looking for time to balance work and family. As President of Diboll & Associates Marketing and Public Relations, Alison Diboll brings more than 18 years of communications expertise and strategic vision to the select group of companies that comprise the agency's client roster. Diboll founded Diboll & Associates in 1997 specifically to strengthen and grow dynamic companies in a range of industries, shaping their communication direction through targeted guidance and outreach.

SUCCESS

For the past 11 years, Alison has worked primarily with fast-moving companies across a range of industries, including Hewlett-Packard, Amazon.com and Red Rock Ventures, helping to bring them to the pinnacle of success in the media and the public eye. Diboll has achieved outstanding successes for clients including Amazon.com, CAPS, Certain Software, Clear Ink, ConsumerReview.com, Dana Commercial Credit, Hewlett-Packard, OpenShelf, Pay by Touch, Protégé, Red Rock Ventures, RxList, and Silkstream, among others. Clients have been recognized in local and national media from *The Wall Street Journal*, *New York Times* and *San Jose MercNews*, to *Vogue* and *BusinessWeek*, to ABC Nightly News and CNN, honored with accolades such as the "Upside Top 100" award, and sold at uptick valuation thanks to strong identity and awareness.

STAYING CONNECTED TO THE COMMUNITY

In fact, one of her major accomplishments, Diboll spearheaded a global communication program for the United Nations' World Food Program in Zambia. The program educated worldwide audiences on famine conditions in six Southern African countries and chronicled global public policy issues surrounding the United Nations' donation of genetically modified foods.

BEGINNINGS

In senior positions at agencies including Edelman Worldwide in New York, Copithorne & Bellows and Connors Communications, both in San Francisco, Diboll managed strategic program development and tactical direction for Ciba-Geigy, Hewlett-Packard, Iomega, Golden Publishing, and other noted corporations. Additional clients for whom Diboll has created and led award-winning programs include Hertz, Kraft General Foods and Radio City Entertainment.

UNIQUENESS AND BALANCE:

Diboll was honored with the prestigious Public Relations Society of America Big Apple Award for excellence in public relations, is a senior judge for the Dalton Pen awards, and is a frequent speaker at industry events such as the SiliconValley.com Roundtable, IABC conferences, Women in Communication and more.

EDUCATION

Diboll earned a B.A. from the University of Colorado and La Sorbonne in Paris. Actively involved in the Back on Track student-mentoring program, Diboll also participates in fund-raising activities for Outward Bound Scholarship Program and other organizations. A native of New Orleans, Diboll now resides in San Francisco.

OVERCOMING CHALLENGES

Each client that works with Diboll & Associates benefits from something that is not offered at any major agency, a team comprised of seasoned professionals whose expertise and talents have been honed at top-tier agencies and companies, on award-winning campaigns, handling and managing their accounts. Small and dynamic, young and nimble, the team at Diboll & Associates works together to provide each client the valuable resource of having an all senior-level team managing its account. This novel way of creating senior-level PR teams is beneficial for the client, as there will be less turn-around by account executives, and for the media, as the PR



pros already have established and long-term relationships with them.

PERSONAL RELATIONSHIPS

Aware of her place in a larger community, Alison is also aware of the importance of personal relationships. This is exemplified in the way she views her team. “I think one of the most important things I learned early on—from other people I worked for or worked with—was to treat the team with respect and to listen to them, and really involve them in the day to day business, and not have them just come in and do their shift and leave. I feel if I treat them well and we have a good rapport that they’re going to be happy doing what they’re doing.”

SOMEONE TO LEAN ON

“I’ve tried to incorporate them into the whole thing as much as possible,” Alison says. When her staff offers suggestions for improvements, she is willing to listen. “I’ll let them do a lot of it instead of saying ‘This is the way it goes.’” She sees her staff as one of her biggest assets, and it helps, “that I have a team of seasoned and experienced professionals surrounding me.”

ALISON’S ADVICE FOR OTHERS WANTING TO BECOME ENTREPRENEURS

Entrepreneurs have to have many traits, but the most important are: work at least one year in your chosen field with a top company, the ability to thrive independently, discipline in managing personal freedom and self-made competitiveness, the ability to make strategic moves quickly, and brace for the storms that will come your way and be prepared.

TAKING A RISK

Life is all about taking risks. What separates achievers from ordinary folks is their willingness to take optional as well as necessary risks. We, too, have to shed our skin, the skin called “our comfort zone.” We hate changes. We dislike breaking our routine. We detest trying something new because anything we’re not used to doing is uncomfortable. But if we’re always doing the same thing, how can we grow? We are snakes, but we don’t know it. We are meant to grow, meant to experience the unlimited adventures offered by life. So, let’s practice shedding our skin, bursting through our present comfort level. Let’s keep stretching by regularly taking risks.

FEARS

As with many business people concerns about the future of the economy, Alison’s suggestion to survive an economic downturn requires some planning and creative decision making, which helps our clients through the hard times as well as the good times. One of the hallmarks of a creative company is a willingness to listen to everyone within the organization and pay close attention to their ideas and suggestions. Number one advice is listening to your customers.

THE FUTURE

Looking forward to their next 10 years in business, Alison and her team have produced a creative, high-quality PR boutique in which their clients will thrive. To hear more about Alison’s vision, please contact her at 415-673-1971 or email her at info@dibollandassociates.com or www.dibollandassociates.com. □