

Women's Division

Motivate • Support • Grow

2011 Theme: *Women in Motion*

This month's program sponsor:

Every **37 seconds** another American dies of heart disease.*

Call **1.800.4BAYLOR** for a physician referral or to schedule your **calcium score screening**** at THE HEART HOSPITAL Baylor Plano. This noninvasive screening can **detect early signs of heart disease** so call now. Every second counts.



Five-star treatment for your heart. And you.™

*American Heart Association 2008 Statistical Update; data based on nationwide averages. ** Insurance does not cover screenings. Notice Regarding Physician Ownership: THE HEART HOSPITAL Baylor Plano is a hospital in which physicians have an ownership or investment interest. The list of the physician owners or investors is available to you upon request. Physicians are members of the medical staff at one of Baylor Health Care System's subsidiary, community or affiliated medical centers and are neither employees nor agents of those medical centers, THE HEART HOSPITAL Baylor Plano or Baylor Health Care System. ©2010 Baylor Health Care System BID_THHBP_238 12.10

January newsletter sponsor:



In January 1992, Sharon Easley began her solo practice in Plano, Texas, to give her more flexibility to continue to raise her four children and greater autonomy to develop her own career path. Her mission was to provide efficient, high-quality legal representation to her clients. Several years later, she met Lisa Marquis, who shared her vision and, together, they formed Easley & Marquis, to further that mission in family law.

Before forming Easley & Marquis in 1997, Sharon and Lisa had both practiced in large law firms. They brought their experiences to Easley & Marquis and they have grown the firm to a team of five female attorneys and six female staff members. Over the years, the firm has expanded its areas of practice to include guardianship, probate, small estate planning, wills and trusts.

Easley & Marquis, PLLC
 5000 Legacy Drive, Suite 400
 Plano, Texas 75024
 (972) 578-9597
www.EasleyandMarquis.com

Coming next month – WEDNESDAY, FEBRUARY 9th:

NOTHING BUT NETWORKING!

IMPORTANT: Bring LOTS of Business Cards to Pass Around!

It's time for the 1st "Nothing But Networking" session of 2011!

Never done this before? It's super simple! Just read below:

- After you check in at Registration, take a seat at your table.
- You will see a number in front of your place setting.
- When it's time, the Director will make the announcement - move to the table number that coordinates with the one you have in front of you. (Ex. If you have number 4, go to Table 4 next and sit at another number)
- Once everyone sits at your new table, a volunteer at the table will be "Time Keeper". **(Please stay on time to give everyone their chance)**
- Each person will have **30 seconds** to promote their business, and distribute business cards.
- When it's time to move again, look at the number in front of you, and off you go for another round! ☺

*The Plano Chamber of Commerce Women's Division luncheons are held on the 2nd Wednesday of each month at Gleneagles Country Club, 5401 West Park Boulevard. **Individual introductions begin promptly at 11:50am**, followed by the program at noon, which concludes at 1:00pm.*

*Reservations are required and can be made on-line. The Chamber must receive reservations **by 2:00pm on FRIDAY, FEBRUARY 4th**. See the Chamber website for more information: www.planochamber.org*





Three Key Tips to Launching into 2011!
Cindy Watts - Outta The Box Marketing, D/FW



Emily Gentry
Oncology Program
Coordinator
 Baylor Regional Medical
 4700 Alliance Blvd.
 Plano, TX 75093
 Phone: 469-814-6753

I hail from: Longview, Texas, and am now settled in The Colony.

When I'm not hard at work, my "Play Time" includes: enjoying family time with my five children (ages 7 to 20) and husband (Lynn); community service; creating a "welcoming" home; shopping, and hiking.

A bit of wisdom or suggestion I can share with another woman, or person, in business is: strong relationships are key. Be encouraged to continually work to strengthen the relationships that are important in your life - your family, friends, and mentors.

The greatest thing about networking with the Women's Division is: I enjoy getting to know the many women leaders in our community and the strength and wisdom they impart as they balance many daily demands. I am always learning bits of wisdom and new ideas from the women I meet at the Women's Division!

What makes you a "Woman in Motion" in 2011? An easy answer is working full time, marriage, raising five children. I hope as I look ahead to 2011, I can be a woman anchored in my faith, surrounded by family, friends, and colleagues striving to prioritize the "big rocks" in my life and not the mundane.

1. Plan Your Course of Action

Creating a marketing plan is key to successful marketing. Include all areas of marketing that you want to participate in: Networking, online, print media, TV/air, events, and direct mail, just to name a few. Create a 12-month calendar and financial plan to coordinate your monthly marketing activities. Don't forget to analyze your results monthly!

2. Packages

'One Stop Shopping' is convenient and this is important to people today. Packaging some of your services or products and adding an extra goodie can encourage prospects to purchase the package, instead of just one part. A golden opportunity which should not be overlooked is by packaging yourself with a synergy partner.

Working together with someone who would be a compliment to your services or products will only create an added benefit to the package.

3. Website

If you want your website to be a major marketing avenue for your business, you need to invest in a few tools/services:

- Grade your website to find out the areas which need improvement. Hubspot offers a free grader at www.websitegrader.com
- Develop a plan to get prospects to your website. Traffic is important if your website is the main avenue for driving revenue. Utilize ad words, e-mail marketing, print, TV, etc.
- Verify that your website is easy to navigate and prospects understand the "next step". Analyzing your website traffic numbers, may lead you to possible issues for potential customers.
- Keep it simple, but informative. Keeping your website on the first page of search engine keyword searches is important if your business generates most of the revenue from the website.
- Find a Search Engine Optimization company (SEO) to help your website rank higher online.
- Keep your content fresh!

Upcoming Chamber Events
(Please RSVP in advance)

Every Friday: 7:30am
 Networking at Business Interchange
 Plano Chamber of Commerce Office

Jan. 13: 11:30am - 1:00pm
 Plano First Annual Meeting
 "Celebrating 65 Years of Community"
 Collin College

Jan. 17: Chamber Closed
Martin Luther King Day

Jan. 20: 5:30 - 7:00pm
 Business After Hours
 Texas Back Institute

Jan. 20: 6:00 - 9:00pm
 Young Professionals Joint Event
 Brookhaven Country Club

Jan. 21: 11:30am - 1:00pm
 3rd Friday Ambassador Luncheon
 Plano Chamber of Commerce Office

Jan. 26: 11:30am - 1:00pm
 "Success In Business" - Plano Chamber
 Brown Bag! FREE for Chamber Members
 \$5 for non-members

*For more information and to RSVP,
 please visit the chamber website:
www.planochamber.org*

2011 Women's Division Board of Directors

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