

Women's Division

Motivate • Support • Grow

2011 Theme: *Women in Motion*

This month's program sponsor:

Together, Sharon Easley and Lisa Marquis have more than 40 years of experience as lawyers. They have formed a powerful, all-female firm of competent and compassionate attorneys with varying levels of experience and personalities who can meet the needs of any client facing the stress of a difficult family situation. The expertise and family-oriented approach of all the attorneys at Easley & Marquis allow them to strategically guide their clients through every step of the process. Individuals who want to do things right the first time and receive a high level of quality representation choose Easley & Marquis. Clients find that their cases are top priority, regardless of the issue. Each attorney provides exceptional legal counsel and creative, cost-effective solutions to the client's legal issues. As a special service, we provide answers to frequently asked questions about family law matters at www.easleyandmarquis.com at the tab entitled "FAQS."



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February newsletter sponsor:



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Coming next month – WEDNESDAY, MARCH 9th:

Security Practices for Successful Women in Business
Kevin D. Mellott, president of ERASE Enterprises

Cyber crime is rampant. Business scams are flooding the market. Identity theft is ruining lives at a record pace. Employee integrity concerns are growing.

We invite you to learn how to prepare yourself for these business issues.

Kevin Mellott has over 35 years of experience in the field of public safety. Prior to founding ERASE Enterprises, he was an Assistant Chief in the Department of Public Safety for the City of Pittsburgh, Pennsylvania. He is internationally recognized as an expert in emergency response and disaster operations, and has been involved in special rescue operations since 1978. He has also been selected as the lead instructor for many special rescue projects for the United States Military.

Numerous awards have been bestowed upon Mr. Mellott for outstanding performance from many federal agencies including the United States Department of the Treasury, United States Department of Defense - National Security Agency, United States Army - Military District of Washington D.C., and the United States Congress for his services as an expert witness.

Mr. Mellott has certifications and licenses in the fields of fire fighting, hazardous materials, special rescue operations, disaster preparedness, incident command, emergency medical services, private investigation, personal and executive protection, security consulting, and security officer training.



Kevin D. Mellott
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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, MARCH 4th**. See the Chamber website for more information: www.planochamber.org*





Deborah Hill, Ph.D.
Campus Dean

Strayer University
2701 N. Dallas Pkwy. #300
Plano, TX 75093
972-535-3700

I hail from: Plano, TX and now live in Plano, TX again after being in St. Louis for 6 years and Durham, NC for 10 years. So, I'm home!

When I'm not hard at work, my "Play Time" includes: reading good suspense and mystery novels, watching movies, watching sports, especially football and college basketball, and working out.

A bit of wisdom or suggestion I can share with another woman, or person, in business is: think positive! I love the saying, "If you think you, you can, and if you think you can't, you can't, or won't." I think having a positive attitude is the most important thing. It's too easy to be negative.

The greatest thing about networking with the Women's Division is: meeting new people and sharing stories. Strayer University is new to the area, but has been around since 1892. Most people in this area don't know about us, so networking is very important!

What makes you a "Woman in Motion" in 2011? As a Dean, I am constantly busy. Starting a brand new campus is very demanding and challenging, but very rewarding. Between advising students, hiring faculty, and handling student issues and concerns, my days fly by!



Judy Groening was recently awarded the Plano Chamber's "Top Sales Award" for the second year in a row.

Thank you for your dedication and service.

Congratulations, Judy!

Upcoming Chamber Events
(Please RSVP in advance)

Every Friday: 7:30am

Networking at Business Interchange
Plano Chamber of Commerce Office

Feb. 18: 6:00 - 9:00pm

YPP "Go Red Happy Hour"
Blackfinn American Saloon, Addison

Feb. 22: 5:30 - 8:00pm

Power Networking
Plano Chamber of Commerce Office

Feb. 23: 10:00 - 10:45am

Prospective Member Orientation
Plano Chamber of Commerce Office

Feb. 23: 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*

Remaining 2011 Luncheon Dates:

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| March 9 | April 13 | May 18 |
| June 8 | July 13 | Aug. 10 |
| Sept. 14 | Oct. 12 | Nov. 9 |
| Dec. 14 | | |

2011 Top Ten Resolutions for Women Business Owners

*Read more from Janet W. Christy
www.LeverageandDevelopment.com*

- 1) If a task or decision is nagging at you, take action.** Taking action will not only put the nagging voices to rest, it will probably move you forward on some significant goal.
- 2) Be certain you know who your customers/clients are.** Look back at the misses and successes of the last two years and use that data to help you reassess your idea of your real customers/clients and prospects.
- 3) Speak in the language of your prospects, customers and clients.** Knowing the language of your customers/clients means you must know who they are as discussed in the previous resolution.
- 4) Do not let desperation cloud your thinking.** Don't let your fear or false hope override your good sense.
- 5) Adopt the philosophy that some revenue is better than none.** Do not stall your success because you 1) are afraid partnering will reveal your secrets to a potential competitor, 2) do not want to share the revenue, 3) do not want to be seen as "too small" or not capable, or 4) do not want to do the research and negotiation necessary to establish a working relationship with another company.
- 6) Put it in writing.** Things can happen that will alter the original circumstances - people leave, new factors arise, funds are delayed - and if you are not protected by having terms in writing, you could jeopardize your revenue and/or reputation.
- 7) Follow Up and Follow Through.** How well a vendor follows up or follows through on promises is part of the test to determine if they will be a quality supplier.
- 8) Treat marketing activities as you would any task or project for a customer/client.** And we all know that if you do not market your business, you will eventually have no business.
- 9) Research.** Research is an investment of time to insure that you find the right prospects, do the right thing, use the most compelling words, avoid pitfalls, minimize mistakes and reap the most benefits.
- 10) Avoid spending too much time "getting ready" instead of "doing".** You will know when you reach the point where preparation turns into avoidance, when you reach that point - act.

2011 Women's Division Board of Directors

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