

# Women's Division

Motivate • Support • Grow

Women for Women

This month's program sponsor:



THINK  
DIFFERENTLY

Energy Efficiency Is **Your** Business

*It's easier than you think.*



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August newsletter sponsor:



**Betty Magee**

ASR, ASP, E-pro, ABR, CRS., SRES

[HomesByBetty.com](http://HomesByBetty.com)

STAGE MY HOME  
August 24<sup>th</sup>  
6:30 p.m.

Setting the Stage for  
Selling Your Home

for Top Dollar... **FAST!**

For reservations call

1-866-927-4771 ext. 114



2828 W Parker Rd, Ste 105  
Plano, TX 75075  
972-985-4747

Coming next month – WEDNESDAY, SEPTEMBER 8<sup>th</sup>:

***Create Your Own Current...Ride YOUR Wave to Success!***  
***Darlene Ellison, High Touch Alliances***

Who is the "real you" and how does "she" influence your actions and performance? When you stand knee-deep in the ocean, how easy is it to move *against* the current? In this great big "ocean of life," do you stand still for fear the current will knock you down, do you swim against the current because you rationalize it will somehow make you stronger despite fatigue and frustration, or do you **Create Your Own Current?**



Darlene Ellison, M.S.  
darleneellison.com  
214.803.9769

A must-have presentation for female audiences, Darlene uses her own "ocean of life" stories, experiences and strategies to move women in the direction of their own unique current. Her love of the beach is exemplified as she moves women through a series of ocean-related metaphors, leaving them energized and inspired to:

- Embrace collaboration and minimize competition
- Maximize networks and alliances with a "make friends first" strategy
- Avoid the "sharks," including the self-sabotaging ones
- Know when to tread water (Quiet Zone) and when to swim their best stroke (Strike Zone)
- Realize how, when and why to "hit the beach chair" and take time for themselves
- Use their uniqueness as a WOMAN to ride the wave to personal and professional success!

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. Networking is from 11:30 am – noon, followed by the program, which concludes at 1 pm.

Reservations are required and can be made on-line. The Chamber must receive reservations **by NOON on FRIDAY, SEPTEMBER 3<sup>RD</sup>**. See the Chamber website for more information: [www.planochamber.org](http://www.planochamber.org)





**Crystal Monson  
Hampton Inn**

4901 Old Shepard Place  
Plano, TX 75093  
(972) 519-1000  
crystal.monson@hilton.com

**I hail from:** Houston and am now raising a family in Allen, TX.

**When I'm not hard at work, my "Play Time" includes:** fishing, camping, shopping and entertaining with friends and family – my husband is a chef by training and I consider myself an accomplished party planner. © We do not need much cause for celebrating at our house, just call and the planning begins.

**A bit of wisdom or suggestion I can share with another woman, or person, in business is:** "When there is No wind...Row." - Irish Proverb. When I find myself wishing and dreaming for the easy life or easier success – I use these wise words to keep myself motivated. Some days you have a favorable wind – other days we have to use life's paddles & row!

**The greatest thing about networking with the Women's Division is:** sharing in the success of others. I continue to meet amazing women that are inspiring and challenging. Not only with their careers, but the way they are helping one another with referrals and promoting each other.

**I am making connections in 2010 by:** helping others with a "Heart for Hospitality" – by doing this, the return is so spectacular. Just by opening your heart and being receptive to others needs, you receive the blessing as well.

**Fall Business Wake Up Tips**

*Kelly McCausey - host of Work at Home Moms Talk Radio*

1. Give your website an autumn mini makeover. You don't have to redo the whole website, just freshen up the look with some seasonal images and references. Let visitors see that your website is up to date and ready to do business!
2. Rearrange your products to feature the products most likely to be popular in the fall.
3. Develop a great autumn special or contest. Feature it on your main page and submit contests to all if the contest websites.
4. Kick off a new customer newsletter if you don't already have one. You need a way to capture your visitors email address so that you can keep them coming back.
5. Be active online. Ask for feedback on your website and seek out complimentary website link exchanges. Don't just start spamming lists with your ads, participate!

**Upcoming Chamber Events**  
*(Please RSVP in advance)*

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

**Aug. 17: 5:00 - 7:00pm**  
Young Professionals of Plano - LIVE @ 5  
sponsored by COAST Global Seafood

**Aug. 19: 5:30 - 8:00pm**  
Business After Hours  
Crest Auto Group

**Aug. 20: 11:30am - 1:00pm**  
3rd Friday Ambassador Luncheon  
Abuelo's Mexican Food Restaurant  
\$11.00 per person

**Aug. 24: 7:00 - 10:00pm**  
YPP Event - Frisco Rough Riders  
Dr. Pepper Ball Park

**Aug. 25: 11:30am - 1:00pm**  
"Success In Business" – Plano Chamber  
Brown Bag! FREE for Chamber Members  
\$5 for non-members

*Unless noted, please RSVP by phone:  
(972) 424-7547  
or Email: [info@planochamber.org](mailto:info@planochamber.org)*

Don't be afraid to try something new this fall. Marketing on the internet is always changing. What worked last year may not produce results for you this year. That is why we need to stay in the know and be willing to adjust our approach when needed.

Some areas to consider stretching into:

**-PPC Advertising**  
You can get started with Google AdWords for only \$5 and five cents per click.

**-SEO (Search Engine Optimization)**  
So some keyword research and tweak your pages and add good description text to your products.

**-Copywriting**  
There is a right and wrong way to say everything and it's easy to learn which is which.

**-Article Writing**  
Incorporate your business into topics of interest to your target market and then distribute it to be used without cost.

Now that you have some new ideas to roll with, have fun putting your plan into action! And remember, as soon as you feel you have your website set up for the fall, it will be time to make plans for the holidays!

**2010 Women's Division Board of Directors**

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