

Uptown News beat

VOLUME 30, ISSUE 6

FEBRUARY 2014

UPTOWN BYLAWS

The Bylaws Committee is updating a few of our bylaws and adding a few changes to our Policy and Procedures.

We should have the proposed changes ready for the Board to vote on very soon. We will then send them to the membership for review and vote on them at the following business meeting.

These changes will be coming to the membership from President Gann, so please be watching for them and your participation is encouraged.

Thank you.

Glenda Knox

2013—2014 Bylaws Chair

Inside this issue:

Puerto Rico	2-3
5 Simple Ways	4
Birthdays	5
Go Red for Women	5
Quote	5
Gone Crazee	6

CALENDAR

Feb 7th—National Wear Red Day

Feb 12th—Holly Williams, Williams Law Firm, PC — Board Certified in Labor and Employment Law— Program Meeting Noon. Petroleum Club

Go RED for Women's Heart Health

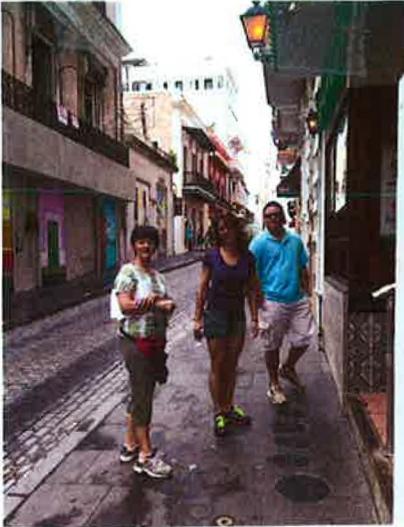
Feb 26th—Business Meeting, Petroleum Club—Noon

Mar 12th Hermann Eben, Trim Tab Solutions - Executive and Leadership Coach - Program Meeting— Noon—Petroleum Club



The mission of this organization is to equip all women for success in the workplace through education and Information And to recognize and honor the accomplishments of working women.

PUERTO RICO.....MARQUITA POTER



From a cold Arctic winter blast in West Texas to the warm, balmy Caribbean Island of Puerto Rico was our destination in January when my husband, Dan, son Drew & daughter-in-law, Amanda attended a business/pleasure trip. Included in our 4 days (definitely not enough time) were lots of beautiful scenery as well as an earthquake!! Yes , a 6.5 magnitude earthquake welcomed us just as we got to our hotel rooms and sat down to relax after a long day of travel. Thankfully no damage was reported and no other quakes were felt, so early Monday morning, we were dressed and ready for a full day of sight-seeing in Old San Juan. As you can see in the picture, the streets are brick and the shops/buildings date from the 1500's. We toured the El Morro Fort which was build to fend off French, Dutch & English pirates. Tuesday started with

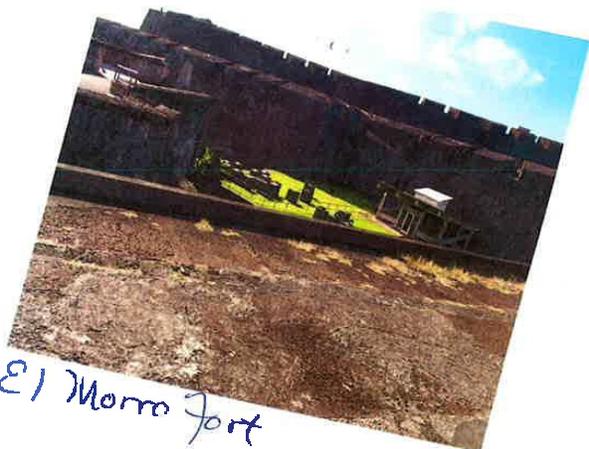
"business" and then off that afternoon to tour the Bacardi Rum facilities which are headquartered in San Juan. The 5th generation family-run operation has a very interesting background in which politics have played a huge part. Even though that afternoon was cool & cloudy, we took in some beach time at the Hilton Hotel whose back yard is the beach and ocean front. Actually these dry West Texans enjoyed the rain showers that popped up daily.

At dusk, frogs called Coqui (pronounced Ko-ki) begin their love songs. It is fascinating to stroll around the hotel/convention grounds at night and listen, but never see the Coqui. Everywhere you look are beautiful flowers, palm trees, good food & drinks. (Ask Amanda about the delicious Mojitos..) Puerto Rico is a popular port destination for cruise ships and every day one or two ships would be docked and tourists would spill out in the streets of Old San Juan.

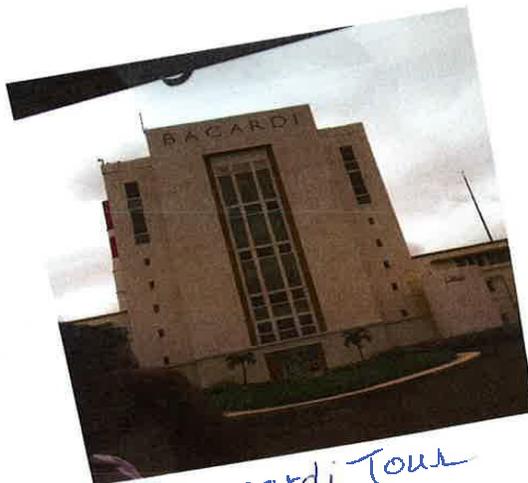
Wednesday morning we attended a convention breakfast featuring the speaker, Dakota Meyer, the youngest Congressional Medal of Honor recipient. What an honor to hear such a brave young man tell of his actions that won him his medal yet humbly say he did not accept the medal for himself (because he feels he didn't earn it) but for the other 4 men in his unit who died that day. He was humorous, humble and forthright in expressing what he sees as the good and bad of our nation at this time. During Q&A's, one man asked him if he would consider running for President someday!!

Well, Thursday came all too quickly and we headed back to TX where the scenery isn't quite as beautiful but where jobs are plentiful and we are blessed.

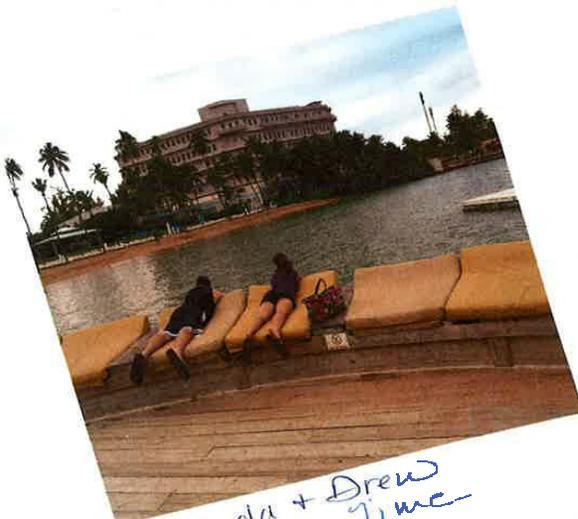
PUERTO RICO.....MARQUITA POTTER



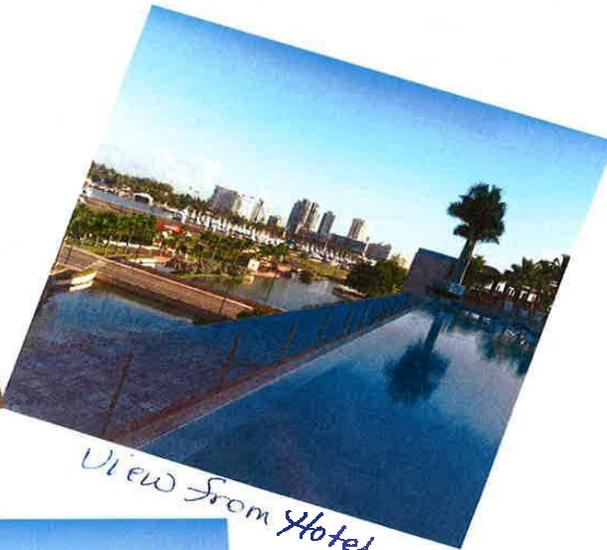
El Morro Fort



Bacardi Tour



*Amancua + Drew
Beach Time*



View from Hotel



5 SIMPLE WAYS WOMEN ENTREPRENEURS CAN GROW THEIR BUSINESS.....

When everything is going especially well for a business, it's easy for women entrepreneurs to go with the flow and ride out the wave of current success — sticking to a daily routine of meetings, travel for conferences, and a to-do list that never seems to end. However, this routine can make it difficult to stop and examine your business because more often than not, stopping is considered falling off the track.

But when entrepreneurs make the active choice to take a moment *right now* and give their business their undivided attention; it can really help grow the company. And a great time to do so is in the beginning of a New Year.

Here are five tips to consider as you begin again in 2014.

No. 1: Pay Attention to Customer Service

If I had to pick one thing that I take the most pride in about the company I own, it would have to be the consistent compliments we receive about our excellent customer service. Customer service is the easiest way to turn a good business into a great business. Friendliness and enthusiasm with customers is something I reiterate time and time again to the team and it's nice to see that it sticks. Your team is a reflection of your business. You want that image to be as positive as possible. Just as a customer remembers a bad interaction with a business, they'll remember a good one, too. A helpful phone call can lead to a returning customer or great word of mouth publicity from a client to a friend.

No. 2: Upgrade Your Social Media Presence

If you aren't blogging or tweeting on Twitter on a regular basis, now's the time to start. That's not to say that you have to tweet 50 times a day, but try to keep your postings on various social media platforms to 1–3 times a day. It's enough to remind your customers that you're ready to help them out on any medium, but is not so frequent that it feels like spam.

Additionally, make sure that what you're posting is quality content. It's better to post nothing at all than a poorly written blog post that someone threw together at the last second. Try and post articles that are relevant to your business, well written, topical and informative. Throw in some humor and photos from around your office into your posts too — blogging never has to be boring!

No. 3: Network!

If you're looking to grow your business, a good way to make bigger strides is with a little help from potential partners and company partnerships. Don't be afraid to make appearances at networking events; they're filled with people who want to connect and grow as much as you do. Perfect your elevator pitch so it's informative and genuine — the key to a good elevator pitch is to not come off like a salesperson. Just be yourself and tell people what your business does and why it would be great for them to hop on board in working with you as well as beneficial to their own business.

Besides actual networking events, you can keep an eye out for more unlikely opportunities to network. Maybe you're at a Starbucks and meet someone in line for a latte who owns a business that would really complement yours. Swap business cards and email them ASAP — you never know what may come out of it!

No. 4: Have the Right Amount of People on Your Team

This is something that will come with experience. Having the right amount of people on your team will maximize what your business can do. Having too many people with not enough to do is not only bad for productivity but also for your business' wallet, while on the flip side having too few people who are constantly scrambling to get everything done will only produce sub-par work. Find that happy balance of having enough talented people on your team to get good work done in a timely manner.

No. 5: Set Goals

Most important, you cannot accomplish great things as a business if you don't know what great things you're striving for. Sit down and physically write out a list of short-term and long-term goals that you fully believe you can reach with the help, support and hard work of your team and get started. From there, the growing is up to you!

Deborah Sweeney is the CEO of MyCorporation.com

Submitted by Patti Humphrey

HAPPY HAPPY BIRTHDAY!!

Feb 14th	Diane K. Browne
Feb 20th	Mary Ann Brock
Feb 23rd	Evie Gandy
Feb 24th	Stacy Nelson



A great manager has a knack for making people think they are better than they think they are. He forces you to have a good opinion of yourself. He lets you know he believes in you. He makes you get more out of yourself. And once you learn how good you really are, you never settle for playing anything less than your very best.

Reggie Jackson - Major League Baseball Hall of Famer

Submitted by Mona Bethany

Q
U
O
T
E

GO *Red* FOR WOMEN

Heart disease is the No. 1 killer of women – and men – in the US. In fact it kills: more women every year than all forms of cancer combined.. Join us to make a difference with Go Red for Women:

WHAT IT MEANS TO GO RED:

Get Your Numbers: Ask your doctor to check your blood pressure and cholesterol

Own Your Lifestyle: Stop smoking, lose weight, exercise and eat healthy.

Realize Your Risk: We think it won't happen to us, but heart disease kills 1 in women

Educate Your Family: Make healthy food choices for you and your family. Teach your kids the importance of staying active

Don't be silent: Tell every woman you know that heart disease is our No. 1 Killer.
Raise your voice at GoRedForWomen.org



Each purchase from ShopHeart.org supports our life-saving mission. www.ShopHeart.org

Rachel and I made our annual trip to see Alice and Matthew the first week of Dec. We had a great time visiting and shopping and eating good food. We hit the outlet mall at Round Rock and the next day drove to San Marcos. After shopping in San Marcos we stopped and filled up the car and went next door to Krispy Kreme and got hot fresh donuts.....Yum!!

We also went Christmas light looking. FUN and FABULOUS is what I have to say about Belton Lake Outdoor Recreation Area - Nature in Lights. There were over 110 illuminated, animated light displays. One of them was the 12 Days of Christmas and Matthew sang the song while we were driving thru it. Alice was doing a video of this section so she could get the animation of all of the displays and she recorded Matthew too! It was too cute. He did a very good job, only got tickled and laughed a couple of times. It was well worth drive and time. About halfway thru was Santa's Village so we had to stop and get hot chocolate and visited the vendors inside. Spent some money.

Next Rachel and I headed to Fredericksburg—our trip is not complete until we hit a few stores there. That evening we walked down to the town square. It was awash with lights and gorgeous! We spent the night and next morning got up and drove home in all of the snow and ice. There were a cou-

GONE CRAZEE...SHIRLEY HARRIS

ple of spots that had a few miles of ice, but we arrived home safe and sound. (Mr. Smith was fretting big time pending our arrival home on Saturday.) Good trip and good visit!



Tiffany Blakely, Shirley Harris –Directors, Kuohui Suhecki—Treasurer, Evie Gandy—Secretary, Stacy Nelson—Issues Management/Programs and Debbie Gann—President along with Glenna Haskell and assistant Mary Ann Brock who did the Installation

UPTOWN BPW
PO BOX 3895
MIDLAND TX 79702

Shirley Harris
Editor, Uptown News Beat
shirleyd@grandecom.net

Women
Helping
Women

UPTOWN MIDLAND BPW
SHOWING WOMEN THE ROAD TO EMPOWERMENT