

# Hill Country Women in Business



April 2005 Newsletter

## Upcoming Events

### April 7, 2005

Joint Meeting of 2004-2005  
and 2005-2006 HCWIB  
Boards  
Back Porch Café  
12:00 noon

### April 14, 2005

HCWIB Board Meeting  
Fair Oaks Ranch Country  
Club  
5:00 p.m.

HCWIB General Meeting  
Fair Oaks Ranch Country  
Club  
6:00 p.m.

For reservations, contact  
Carolyn Dutson by 5:00 p.m.  
on Monday, April 11, at  
[cdutson@gvtc.com](mailto:cdutson@gvtc.com) or (830)  
981-8445. No-shows will be  
billed. Please mention any  
food allergies or other dietary  
restrictions when making your  
reservation.

### April Menu

Club salad with balsamic vin-  
aigrette

French crepes filled with  
chicken and aromatic  
vegetables, served with  
sherry mushroom sauce

White chocolate mousse with  
berry garnish

### Inside:

Minutes from March meeting

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Anderson

Members on the Move

## A message from the president

Hello, Ladies,

I send a big heartfelt thank you to Kera Dutson for all her hard work and great leadership as president. A simple "thank you" is not enough to express our gratitude to Kera, her board and committees.

Our annual membership meeting will be held on Thursday, April 14, at 6:00 p.m. at Fair Oaks Ranch Country Club. Come at 5:30 to enjoy networking. We will not have the usual round table at this year's meeting. However, anyone who has suggestions for the club will have an opportunity to share.

Patrice has been busy lining up great programs for us this year. She has a wonderful speaker for April. Paula White from the Boerne Chamber of Commerce will speak to us about Boerne Leadership. What a good way to start our year! We will also be voting to accept the proposed budget for 2005-2006.

We look forward to an awesome year in HCWIB. As I have said many times, "Our club is only as good as the members want it to be." If you don't like the way things are going, you need to attend the meetings and voice your opinion. If you like the way things are going, you need to attend the meetings and voice your opinion. Always keep in mind that the officers and committee chairs are volunteers without pay. We are here to do the best we can, so be patient, kind and understanding.

You can easily reach me by e-mail. If I don't answer within a day, I am either out of town or my e-mail is down. My phone number is 830-249-0224, and my e-mail address is [sharhart@gvtc.com](mailto:sharhart@gvtc.com). The board members and the committee chairs are listed on our Website at [www.hcwib.net](http://www.hcwib.net).

See you at the meeting,

Sharon

## Paula White to speak at April meeting

Paula White has been with the Greater Boerne Chamber of Commerce for 11 years, serving as president for the last eight years. As president, she serves on various committees and councils within the Chamber. She is an active member of the Texas Chamber of Commerce Executives, the U.S. Chamber of Commerce and the American Chamber of Commerce.

Paula successfully completed the Leadership Course offered by the Institute of Organizational Management, a four-year program sponsored by the U. S. Chamber of Commerce for Chamber executives, and received its IOM designation.

Paula is a Leadership Boerne Alumni, graduating with the charter class of 2000. She is a Rotarian, a Paul Harris Fellow and has served as past president of the Sunrise Rotary Club of Boerne. She currently is an

active member of the Boerne Noon Rotary Club. She was voted the 1999 Chamber of Commerce Ambassador of the Year and was named the 1999-2000 Rotarian of the Year by the Sunrise Rotary Club.

Paula was born and bred a Texan, hailing from Cleburne, Texas. She is a graduate of Southwest Texas State University, where she earned a bachelor's degree of Applied Arts and Sciences with an emphasis in Management.

She is married to Pastor Ed White and they have three grown children, three granddaughters, and two grandsons. Her interests include reading, traveling, shopping, gardening and, most importantly, being a grandmother.



### Members on the Move

Allstate Insurance awarded **Sharon Huckabay** its Honor Ring this year. The award is based on sales, losses, retention and customer satisfaction. Only about 20 percent of the agency force is awarded this honor. This marks the fifth year that Sharon has received this award. The first year she received the ring itself, the second year she added an emerald, the third year she added a diamond and it's been diamonds ever since! Sharon will be traveling to New York to attend the award ceremony. Congratulations, Sharon.

**Kathleen McBride** will have an opening to display her fused glass art at the Cellar on Main on Friday, April 1, from 5:00-9:00 p.m. Her work will be on display for the month of April. The Cellar on Main will also feature Kathleen's artwork during the Boerne Area Artist Association's Parade of Artists on April 23-24. She hopes to see many of you there!

Kathleen has also moved her Boerne Rolling office from Bentwood Plaza to the Art of Living Center, 806 N. Main Street, Boerne (located next to Emmy's Mexican Restaurant, which used to be Pete's).

Talk about members on the move. This one is moving down the aisle! **Misty Thomas** (of The Hair Company) and **Todd Brown** are getting married on March 26th. Congratulations!

## General meeting minutes

### March 10, 2005

President Kera Dutton called the meeting to order at 6:07 p.m. Seventeen members and three guests were present. In Chaplain Kathy Hubbard's absence, Sharon Tschirhart opened the meeting with a brief invocation.

### Board Reports

Treasurer Donna-Michelle Werner reviewed the 2004-2005 budget. Because of unbudgeted scholarship awards totaling \$1,600 and unbudgeted "social" expenses, HCWIB was approximately \$500 over budget. Kera also mentioned that the cost of officers and directors insurance had increased this year by \$282.00 due to more detailed information about members posted on the HCWIB Web site.

The March money market account balance was \$2,530.13, following the transfer of \$2,000.00 to the checking account to pay for the previously approved scholarships. The checking account balance totaled \$1,380.32 at month-end, reflecting the transfer as well. Sue McCrary motioned that the treasurer's report be approved. Kathleen McBride seconded the motion and it carried.

Donna-Michelle will prepare "final" financials for review at an audit meeting on April 7. Kera recognized Donna-Michelle for her board service; her accounting is meticulous.

Secretary Jeanne Buchanan asked for a motion to approve the minutes from the February meeting. The minutes were approved following appropriate motions by Patrice Davison-Marshall and Sharon Tschirhart.

Kera reported on action taken at the board meeting re committees. In the interest of efficiency, the membership and reservations have been combined. Carolyn Dutton will chair. A charitable contributions committee will be formed to formalize a process for

making charitable contributions and granting scholarships. A by-laws review committee will be formed to formulate recommendations re "retired" members, corporate sponsor members and attendance requirements for members to remain in HCWIB. Kera volunteered to chair the by-laws committee.

Carolyn Dutton will be mailing membership renewal reminders to members. Dues are to be paid by April 1. She will also update membership binders to be given to new members.

Kera presented the slate of officers and committee chairs for 2005-2006:

Sharon Tschirhart, President  
Debra Rodriguez, Vice President  
Sharon Huckabay, Secretary  
Suzann Woodward, Treasurer  
Amy Anderson, Website, Publicity and Historian  
Leah Coyne, Chaplain  
Jeanne Buchanan, Newsletter  
Carolyn Dutton, Membership  
Patrice Davison-Marshall, Programs  
Susan Whipple, Telephone

Following a nomination for vice president from the floor, which was graciously declined, the slate of officers was accepted by acclamation, following first and second motions by Patrice and Vicki Mohr.

Kera recognized the 2004-2005 officers and committee chairs for their contributions to HCWIB. Sharon Tschirhart presented Kera with a plaque recognizing her leadership this year.

Following a round of Happy Birthday for March celebrants, Carolyn moved that the meeting be adjourned, which was seconded by Patrice, and carried.

/s/ Jeanne Buchanan  
Secretary



## Member in the spotlight:

# Amy Anderson, Shutter-Happy Photography

Having been raised by a father with a passion for photography and a mother who was a stay-at-home mom, it's no wonder Amy finds herself doing both. But where she is now didn't come as planned or without its set of detours. Originally wanting to go into nursing or veterinary medicine, she finished several years of college (focusing mainly on science courses, only dabbling a little in photography just for fun). She quickly found her calling was not nursing and, after five years of being a veterinary technician, realized this was not what she wanted to do either.

She married her husband Nathan. A couple of years later they started a family with the birth of their son. Ben not only made Amy want to be a stay-at-home mom, but that beautiful little face of his also inspired her to take up photography seriously.

Doing plenty of reading and self-teaching, Amy was soon encouraged by her family and friends to start a business. With an eye for composure, having already acquired some great equipment, and knowing that she would love to work with the community,

she started Shutter-Happy Photography in June of 2004.

At the same time, Amy approached the *The Boerne Star* in hopes of getting some work published and to get her name in the public eye. Recognizing her talent and finding that she loved attending local events, *The Boerne Star* saw Amy as a great match for their paper. She was quickly contracted as a contributing photographer to cover local happenings.

Her home-based business has quickly grown. By way of her Website, she sells her fine photography. And she has been doing plenty of portrait work and event photography for the community. Her photos have been recognized in photography contests and have been featured in and on the covers of several local publications. And she has just enrolled in and is taking courses through the New York Institute of Photography to further her learning.

Now, Amy is right where she wants to be--being a stay-at-home mom and nourishing her passion for photography.

## How not to design your marketing piece

These ideas are from John Williams, president and founder of LogoYes.com. In his 25 years in advertising, he has created brand standards for Fortune 100 companies and won numerous awards for his design work.

**Don't enlarge your logo so it's the main focus of the page.** People are interested in what you're selling, not who you are.

**Don't use every font at your disposal.** Your font choices should be consistent with your image.

**Don't use color indiscriminately.** Most, if not all, your text should be the same color, preferably black for readability.

**Don't choose low-quality or low-resolution photography.** Photos need to be at least 300 dpi. And yes, people can tell the difference.

**Don't fill up every inch of white space on the page.** White space, or negative space, brings focus to what's important and gives the eye a rest. Think less, not more.

**Don't change design styles with every marketing piece you create.** Strive for a consistent look and feel, keeping the same fonts and logo placement.

Finally, *do* be clear, clean, compelling and consistent. You'll end up looking--and selling--like a pro.

### **More Members on the Move:**

**Kera Dutton** will be attending continuing education training at the annual meeting of the Texas Dietetic Association in Austin on April 10-12. The meeting will focus on the obesity epidemic in our country.

**Jeanne Buchanan** reports that Folio Communications has been tapped to handle publicity for the grand opening of the Cibolo Nature Center's Lende Learning Center. Community-wide festivities to celebrate the \$2 million, 11,000-square-foot facility will be held May 11-14.

Jeanne also says its time for a rousing round of happy birthday for Mockingbird Books. For its first birthday, the bookstore got an extreme makeover, broadening its selection and transforming itself from a Texana specialty store to a knockout, full-service independent bookstore. Grateful to its customers who choose to shop locally rather than at the "big box" stores, the Mockingbird offers 20 percent off best-sellers, special orders, book club orders and your stress level.

## Hill Country Women in Business Proposed Bylaws Amendment

Dear Ladies:

A motion was made in writing and presented to the board of the Hill Country Women in Business, proposing an amendment to our by-laws. The board has approved presentation of the proposed amendment to the membership for a vote. Please read the following amendment carefully.

***Proposed Amendment:*** *To add a new classification of "Retired Members." This would allow previously active members who have retired from their original business to continue in the organization.*

We will vote on the proposed amendment at our next regular meeting on Thursday, April 14, 2005. If you cannot attend that meeting, please check below whether you agree or disagree with the proposed changes and mail this form to Hill Country Women in Business, PO Box 1574, Boerne, TX 78006. If you have any questions or comments, you may call me at (830) 249-0224. We welcome all comments.

Thank you for taking the time to complete and mail this form.

Sincerely,  
Sharon Tschirhart  
President

Your Name: \_\_\_\_\_

Approve Amendment

Disapprove Amendment