

# Hill Country Women in Business

March 2006 Newsletter



## Upcoming Events

**Thursday, March 2, 2006**  
HCWIB Board Meeting  
The Huckabay Agency  
Allstate Insurance  
1411 S. Main Street  
Boerne, TX 78006  
830-249-2987  
5:30 p.m.

**Thursday, March 9, 2006**  
HCWIB General Meeting  
Fair Oaks Ranch Country  
Club  
Social 5:30 p.m.  
Meeting 6:00 p.m.

Dinner is \$17.00. Reservations are required. Please call Carolyn Dutson at 830-981-8445 or email her at [cdutson@gvtc.com](mailto:cdutson@gvtc.com) by 5:00 p.m. on Monday, March 6, to reserve your spot. Remember, cancellations and "no shows" will be billed.

## March Menu

Club salad with Italian dressing

Grilled salmon on parmesan risotto with grilled vegetables & tomato vinaigrette

Rolls & butter

Bread pudding with Jack Daniels caramel sauce

Iced tea & water  
Coffee

## A message from the president

Dear Friends,

It was so nice visiting with so many of you at the meeting in February.

Thanks to Dr. Laura Hummel and Dr. Michelle Berry for their presentations on Aesthetics. I felt younger just by being there (smile). Thanks to Misty Thomas for providing the speaker gifts.

I hope to see a good turnout at our March meeting. It will be jammed packed with excitement. We will have a year-in-review PowerPoint presentation,

thanks to Amy Anderson. We will also present the Woman of the Year award and vote on and install new officers for 2006-2007.

I cannot believe that my year is almost over. This will be my last meeting as president—it has been a real treat to serve you. I look forward to seeing you at the March meeting to say a big "thank you" in person.

See you at the meeting,  
Sharon

## March meeting features woman of the year, "passing of the torch" to 2006-2007 board

Author Eudora Welty said, "A good snapshot stops a moment from running away." Thankfully, HCWIB members will be able to relive many moments from the last year at the March meeting.

Publicity chair Amy Anderson has consistently captured the highlights of our monthly meetings and socials. No one was safe! This photographic collage of members, speakers and guests will remind us all of why we belong to HCWIB.

Once again we will recognize the member who has most advanced the mission of HCWIB with the annual woman of the year award. Congratulations to nominees Carolyn Dutson, Amy Anderson and Jeanne Buchanan for the talent, energy and creativity they bring to HCWIB.

And, finally, tender your vote for the 2006-2007 slate of officers. The nominees are: **President** - Jeanne Buchanan, Folio Communications; **Vice President** - Carolyn Dutson, Senior Care Insurance; **Secretary** - Alena Morris, Prestige Carpet Cleaning & Floor Care; and **Treasurer** - Leah Coyne, Coyne Inc.

The proposed committee chairs are: **Chaplain** - Sue McCrary, McCrary Interiors; **Hospitality/Reservations** - Lucy Ziegler, L. K. Ziegler, LLC; **Membership** - Suzann Woodward, Suzann M. Woodward, CPA; **Newsletter** - Pam Lewis, Pam Lewis & Associates, LLC; **Programs** - Patrice Davison, Davison Insurance Agency, LLC; **Publicity** - Amy Anderson, Shutter-Happy Photography; **Telephone** - Rebecca Boles, Mary Kay Beauty Consultant; and **Web Site** - Lynn Hoppe, LP Computer Services.



### **Members on the Move**

**Cindy Ogle** will host a Boerne Chamber of Commerce mixer on Thursday, March 2, at the new office of **Boerne Physical Therapy Institute**. Still located at 430 W. Bandera, Cindy has moved her office from Suite 26 across the parking lot to Suite 9, a larger and nicer facility. All HCWIB members are invited to attend.

**Alena Morris** reports that **Prestige Carpet Cleaning & Floor Care** is celebrating its second anniversary in Boerne. Congratulations!

**Debra Rodriguez, BPI Laboratories**, has been appointed by the Board of the National Association of Document Examiners to be the chairperson for the 2008 NADE conference to take place in San Antonio. She will serve on the Board in 2007 and 2008.

Congratulations, **Harpreet!** **Dr. Lotay, Cibolo Springs Medical Center**, gave birth to a baby boy.

**Dues are due.** The HCWIB Board voted to keep annual membership dues at \$50. If you pay your dues by March 1, you receive a \$5 discount (\$45 for the year).

## General meeting minutes

**February 9, 2006**

President Sharon Tschirhart called the meeting to order at 6:15 p.m. Thirty-one members and one guest were present. Sue McCrary won the door prize donated by Sharon Tschirhart.

The proposed 2006-2007 Board and Committee Chairs were introduced to the membership.

Jeanne Buchanan thanked everyone for sending in information for the newsletter. Carolyn Dutson explained there will be an increase in the price of meals to \$17.00. Fair Oaks Ranch County Club has not increased our price in five years. There will be a roundtable discussion at our April meeting and we will address this issue as well as many others. Amy Anderson passed out membership certificates and suggested that the membership chair assume this re-

sponsibility for 2006-2007. The HCWIB Web site had 506 views in January. Patrice Davison-Marshall asked members to contact her if they would like to suggest a topic for a program. Suzann Woodward reported \$2,967.00 in our checking account and \$2,552.26 in our money market account.

The next board meeting will be held on March 2 at 5:30 p.m. at Sharon Huckabay's office. The next general meeting will be held on March 9 at Fair Oaks Country Club.

The meeting was adjourned. Guest speakers were Dr. Laura Hummel, medical director of Hill Country Aesthetics, and Dr. Michelle Berry of Allure Laser & Skin Clinic.

/s/ Sharon Huckabay, Secretary

## Thanks, '05-'06 board, committee chairs

The next time you spot one of the members below, let them know you appreciate their efforts on behalf of HCWIB. This year has been fun-filled, with new initiatives, excellent programs and enjoyable socials. Kudos!

**President** – Sharon Tschirhart  
**Vice President** – Jeanne Buchanan  
**Secretary** – Sharon Huckabay

**Treasurer** – Suzann Woodward  
**Chaplain** – Leah Coyne  
**Hospitality/Reservations** – Carolyn Dutson  
**Membership** – Carolyn Dutson  
**Newsletter** – Jeanne Buchanan  
**Programs** – Patrice Davison-Marshall  
**Publicity/Web Site** – Amy Anderson  
**Telephone** – Susan Whipple

## HCWIB Web site undergoes makeover

Check out the new HCWIB Web site. It is sporting a new look and a more informational directory, compliments of new member Lynn Hoppe.

Please take a few minutes to verify that your online information is correct. Also, to increase the site's functionality, please

send a description of your business and a business category under which it should be listed on the Web site to Lynn at [lynn@LPComputerServices.com](mailto:lynn@LPComputerServices.com).

If there are any other changes you would like to see on the Web site, please let Lynn know.

Member in the spotlight

## Lynn Payge Hoppe, LP Computer Services

Since taking her first computer class in high school, Lynn has been totally hooked on everything computers. After high school, she jumped right into programming classes at the University of Maryland. In 1992 she went back to school for a master's degree in Computer Information Systems at the University of Denver.

Nine year ago, when her husband was transferred to Colorado for the second time, Lynn's then-employer, the government, didn't have a job for her. Lynn started LP Computer Services, doing database work for several small businesses. One of her database clients asked her to do a Web site for them, and the rest is history.

Lynn returned to government work in 1999. This summer she will celebrate 25 years as a government worker, having done programming, database development, and system administration. She is currently assigned as the chief of the Web shop.

Lynn continues to run LP Computer Services, handling sites for approximately 70 small businesses and organizations around the country, including HCWIB. Although she will basically do anything for a Web site, she specializes in simple professional designs and site maintenance.

Although most Web programmers hate the chore of updating a site, Lynn excels. "I love short turnaround work where I feel like I completed something—long developments usually bore me," she says. Her clients love the normally short turnaround time to get their sites updated. Without any advertising, Lynn keeps getting new clients.

Lynn has been married for over 18 years to Glenn and has two children—Alex, 14, and Erica, 9. A collie (Cheynne), a retriever (Dakota) and two ragdoll cats (Phoenix and Durango) round out the family.

## Stay "sharp" to overcome objections when selling

Objections are an integral part of selling. For every reason you can think of for why your prospects need your product, they'll think of a reason they don't. Stay SHARP every time you hear an objection, says Brian Sullivan, author of *20 Days to the Top*, with these five steps.

**1. Stop.** Our first instinct when we hear an objection is to start defending ourselves. Don't. Instead, stop and mentally count to three.

**2. Hear.** Hear what your customers are telling you. Don't think about your rebuttal. Tune in entirely to what your prospects are saying.

**3. Ask a question.** For a full understanding of what prospects are saying, ask a question. Keep asking questions until you know what the prospects are thinking and feeling.

**4. Respond.** Begin by saying you understand their concerns. Then address the concern, backing up your response with statistics and facts. Deliver a focused presentation only on that concern.

**5. Pack it up with agreement.** Get confirmation that you have sufficiently addressed prospects' concerns. Make sure they are content with the response. If they are not, find out what's still bothering them and address it.



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

Most people know **Beth Coyle** as the owner of **Coyle Engineering**. She is also a professional photographer. Beth is exhibiting her photography this month at the *Daily Grind*. She will be moving her show to *Ye Kendall Inn* on March 1 for a longer-term exhibit, which will be a part of the *Parade of Artists* on April 21-23.

**Suzann Woodward, CPA** attended a two-day tax update seminar for individuals, corporations, partnerships and trusts.

**Cynthia McKenna, LPC, NCC** is doing an intensive training on couples therapy through the *Gottman Institute*.

### **Happy Birthday, March Babies!**

**Vicki Mohr**, 3/16

**Marie Hicks**, 3/17

**Carolyn Fosdick**, 3/20

**Kera Dutton**, 3/31

### **Fast facts:**

The new *Kendall County Economic Development Corporation* launched its Web site. Visit [www.kendallcountyedc.org](http://www.kendallcountyedc.org).

Early voting for the *March 7 Democratic and Republican primary election* begins on *Tuesday, February 21*, at the county courthouse. *Election Day* is *March 7*.

# Aesthetics, medical skin care big draw at February meeting

Doctors Michelle Berry and Laura Hummel drew one of the largest crowds at a HCWIB general meeting. Their talk of microdermabrasion, Botox and Restylane grabbed the members' attention and generated many questions.



Photos by Amy Anderson,  
Shutter-Happy Photography