

Hill Country Women in Business



June 2006 Newsletter

Upcoming Events

Thursday, June 1, 2006

HCWIB Board Meeting
Folio Communications
248 North Main Street
Boerne, TX 78006
830.249.9566
12:30 p.m. BYO Lunch

Thursday, June 8, 2006

General Meeting & Member-
ship Social-Wine Tasting
Marie Hicks' Home:
193 Quiet Point

Directions:

2 miles out Sisterdale Rd.
Past Steel Valley
Right on Summit Trail
1st Left = Quiet Point
In the Cul de Sac

Time 6:00-8:00 p.m.

Reservations are required.
Please call **Lucy Ziegler** at
830.249.4777 or e-mail her at
lkzjpc@gvvc.com by 5:00 p.m.
on **Monday, June 5th**, to re-
serve your spot. Remember,
cancellations and "no shows"
will be billed.

Menu by Peach Tree Café:

Baked Brie with Caramelized On-
ions

Goat Cheese Tartlet with Tomatoes
& Fresh Basil

Mini Yorkshire Puddings with Rare

Roast Beef and Horseradish Cream

Smoked Salmon Nachos with
Chipolte Cream Cheese

Crisp Asparagus Prusciuto Straws

Vegetable Summer Rolls
Tea and Water

Cost \$ 17.00

A message from the president

Dear HCWIB Members,

The chatter, smiles and laughter said it all—the May lunch meeting was a great success! Not having a program gave us all time to share a personal or professional "good thing," which were met alternatively with cheers, giggles or applause. I've been in HCWIB for almost three years, but only just met two long-time members at the lunch. With young children now, it's not easy for these members to attend evening meetings. They're delighted with the plan to hold quarterly lunch meetings as they miss the camaraderie of HCWIB.

Four new members have joined HCWIB since April and there are a couple of other applications in the pipeline. To continue this trend, I hope you will invite a prospective member to our membership social in June. And what

better way to get to know someone than over a glass of wine? The social will be held at Marie Hicks' home, and will feature a wine tasting hosted by Rob Ziegler. Rob earned a restaurant and hotel management degree from the University of Massachusetts in Amherst, and has enjoyed a 35-year career in the hospitality and beverage industries. He has attended numerous wine seminars and traveled extensively in the California, French and Italian wine regions. Rob was instrumental in creating the *San Antonio Express-News'* Wine Festival, which donates all proceeds to public television station KLRN.

I look forward to seeing you—and your guests—in June. In the meantime, have a happy and safe Memorial Day.

Jeanne

Christian Women's Job Corps of Kendall Co.

HCWIB provided 3 lunches for 9 women and guests on April 27th, May 2 and May 4th. Special thanks to the volunteers that helped with the lunches: Alena Morris, Jeanne Buchanan, Sharon Tschirhart, Leah Coyne, Sharon Huckabay, Rebecca Boles, Sue McCrary, Pam Lewis, Lucy Ziegler, Marie Hicks, and Debi Lamb.

It was heartwarming to be able to visit with these ladies and hear about the changes in their lives since starting this program. What a wonderful, uplifting way to spend a lunch hour. A very special thank you to all who contributed their time and culinary talents!

If you would like to be a part of this wonderful organization, the CWJC is looking for a lunch coordinator, volunteer coordinator and Microsoft Word instructor. If you're looking for a service opportunity with an organization that profoundly influences people's lives, please consider volunteering at the CWJC. Call Diane Williams at 830-249-2036 for more information.

Carolyn Dutson
830-981-8445 or e-mail cdutson@gvvc.com



Members on the Move

Suzann Woodward will be attending two continuing education seminars this month – a 16 hour course on Partnerships & LLC's, and an 8 hour course on Investments.

Amy Anderson of Shutter-Happy will be celebrating their 3rd anniversary in June!

Misty Thomas of The Hair Co. has received the Summer Collection of Cosmetics. The collection consists of a long wearing crème lipstick, a mineral shimmering powder, color veil, that's great for highlighting, and a palette that contains three mineral eye shadows, a lipstick and a gloss. You are welcome to sample before you buy. Our Makeup Artist also offers makeup application as one of our services. If you would like make an appointment to have a make over call us at 249-2246. The Hair Company has added a new stylist, Andrea Vadnais to the team to accommodate all your hair, nail, and cosmetic needs. May 6th was our ninth year in business.

June Birthdays!

Jeanne Buchanan, 6/26
Shea Ash, 6/27

General meeting minutes

May 11, 2006

President Jeanne Buchanan called the meeting to order at 12:10pm. Sue McCrary gave the invocation. There were 21 members and 2 guests present. Debi Lamb won the door prize donated by Leah Coyne of Coyne Inc.

Jeanne Buchanan thanked everyone for providing lunches for the CWJC and suggested offering a regular monthly lunch for them during the year. She noted they need volunteers to be mentors, a lunch coordinator and a volunteer coordinator.

The next General meeting is our June Social and Membership Drive. It will be a wine tasting held on the 8th at the home of Marie Hicks from 6pm to 8pm. Meeting minutes for April were approved. Leah Coyne reported \$2,300.02 in our checking account and \$2,561.00 in our savings account.

Jeanne Buchanan announced Helene Bachman of the Legal Funding Group approved for membership.

Lucy Ziegler announced how appreciative she is regarding timely RSVP responses.

Suzanne Woodward will bring New Member Packs to the next meeting.

Jeanne Buchanan discussed participation in the Bergesfest parade on 6/17. Few have volunteered, so Liz McRae suggested riding in a convertible.

The next Board Meeting will be June 1st, 12:30pm at Jeanne Buchanan's office, Folio Communications, 265 N. Main. Meeting was adjourned at 12:43.

There was no speaker for the meeting. All participated in individual introductions and enjoyed networking.

Alena Morris-Secretary

Women's Top Health Threats-Surprised?

Below are the top causes of death for women in the United States, starting with the most common. Take this opportunity to learn about each health concern and how you can reduce your risks. What you learn may surprise you.

- No. 1 — Heart disease**
- No. 2 — Cancer**
- No. 3 — Stroke**
- No. 4 — Chronic obstructive pulmonary disease (COPD)**
- No. 5 — Alzheimer's disease**
- No. 6 — Diabetes**
- No. 7 — Accidents**
- No. 8 — Pneumonia and influenza**

Putting these health risks into perspective is just as important as understanding what the top health threats are. This ranking of health risks applies to the entire population of women in the United States — no matter

what your age. But for specific age groups, the leading cause of death can shift. For instance, it's true that during the course of your entire lifetime, heart disease is your No. 1 health threat. However, in your 20s, your risk of dying from an accident is your top health threat. Likewise, from ages 35 to 64, your greatest risk is cancer.

The bottom line? Be concerned about health risks, but don't panic. Do whatever you can to lead a healthy lifestyle — including eating healthy foods, staying physically active, getting regular checkups and paying attention to your environment. Such measures can reduce your risk factors for these conditions and help you lead a long and healthy life.

For further information: go to www.mayoclinic.com.

Member in the spotlight

Alena Morris, Prestige Carpet and Floor Care

Alena Morris is the owner of Prestige Carpet & Floor Care. Prestige is an experienced IICRC and WBE certified company which offers Carpet Cleaning, Tile & Grout Cleaning & Sealing, and Upholstery Cleaning. They have brought a new level of Customer Satisfaction in flooring maintenance to Boerne and the surrounding areas giving clients a new experience in indoor air quality, as well as the comfort and aesthetic value of their flooring investment. All of their services are available for the residential as well as the commercial market.

4 years ago Prestige was born in the Dallas/Fort Worth area where Alena and her husband were living at the time. Her husband, Danny, had begun his carpet cleaning career with a small independent cleaner in Arlington and then moved quickly to contracting with Dalworth Carpet Cleaning, one of the largest cleaners in the nation. Soon after Alena gave birth to their daughter, Anna, and knew that working in an office away from her new baby was out of the question.

"I have always wanted to have my own business and work for myself. This just seemed like the time to go for it!" says Alena. Having spent her entire career in sales, customer service, and administrative positions, she felt well prepared for taking on the challenge. "I quit my job with Siemens and put Danny to work for me!"

After 2 years of serving the Dallas/Fort Worth area with hundreds of satisfied friends and clients, Danny & Alena felt called to move to Boerne. They were long time lovers of the Texas Hill Country and wanted Anna to be closer to her grandparents, Dave and Dee Morris. Danny's father who owns Dave Morris Planning & Design and Mom, Dee, had been residents here for over 20 years.

"Soon after we moved we found out why God called us to Boerne." Alena explains. "Danny's mom, Dee, was di-

agnosed with brain cancer and in less than 6 months had gone to be with the Lord." Though Anna was only 6 months old when they moved Alena is very grateful Anna was able to spend that short period of her life with her wonderful grandmother even though she was too young to have memory of her.

Upon moving to the area, Alena and Prestige became a member of the Greater Boerne Chamber of Commerce and the Boerne Business Women's Network. "I am so excited to be in Boerne. There is a small community atmosphere here that gives us the ability to be really close to our clients. Plus, I know we are providing a valuable service to the area."

Alena stresses their main focus has always been customer service. "I am amazed at the negative experiences people have with carpet cleaners; carpet wet for days or sticky, spots coming back, their house not smelling clean afterwards, or the company charging more than they said they would. That is why we offer the Most Thorough Cleaning Ever or it's Free! We want the opportunity to prove we are the best."

As well as being Secretary for HCWIB, Alena is also Treasurer of the Kendall County Republican Club, a member of the Kendall County Republican Women, is active in MOPS, BSF, and attends Cross Mountain Church with her family. Alena also does volunteer teaching for the CWJC (Christian Women's Job Corp).

If you are looking for a new level of Customer Satisfaction when it comes to your Carpet, Tile & Grout, and Upholstery cleaning, you should give Alena a call @ (830)248-1264. She will be happy to answer any questions you may have or schedule a time to have Danny come out and give you a free Healthy Home Audit and Tile Cleaning demonstration.



More Members on the Move:

Kathleen McBride is finally the proud new owner of a HUGE kiln for her art glass. The kiln was delivered in late March and already Kathleen is creating larger fused glass art pieces for doors, windows and walls. Her multi-dimensional glass can reach dimensions up to 6 feet x 4 feet. You can see her a couple pieces of glass art at the new Boerne Visitors Center in front of Wal-Mart, and for the Months of May and June it is adorning the walls at The Boerne Grill (formerly The Daily Grind). In June Kathleen will be attending a glass class at Penland School of Crafts in North Carolina for two weeks to further her hot glass working skills. Go by the Boerne Grill and check it out!

Chaplain Chimes:

Prayer requests were made by Pam Lewis whose father (Joe Dornak) has been struggling for the past 6 months with congestive heart failure, kidney failure, and bone cancer. The doctors are keeping him comfortable to live the remaining time in peace. Please keep him & the family in your prayers.

Sue McCrary

Website Tips

Lots of members of HCWIB have questions about websites and website marketing. Although there are a lot of topics to cover, this article is going to target meta data. Meta Data is information on your site that is usually not viewable by folks visiting your site but that search engines read and index your pages by. Although there have been tons of changes in search engine optimization, there are still some simple things you need to do to your pages that greatly improve your chances of having a search engine list you.

The three Meta Data items each page should have are titles, descriptions and keywords. This data should be **different for each page of your site and be specific to that page**. Although some of your pages will probably be about the same thing, mix up these items so that search engines don't see repeats, this improves your chances to be listed.

The **title** should be a just a short description (10-15 is good) about your page.

The **description** for your page is usually a short 1-2 sentences about the content of that page.

The **keywords** are words and or phrases that you think folks are going to search for that you want to come up under. Please note, if you put the word "Paintings" in your keywords, but the word "paintings" is not in the content of that page, this keyword will probably be overlooked.

How to check what is set up on your site: open one of your pages in your browser and select the VIEW -> PAGE SOURCE option to bring up the code. In the top section of the code, you should find lines that start with the following:

```
<title>TITLE </title>
```

```
<meta name="keywords" content=" ">
```

```
<meta name="description" content="">
```

Check all your pages and work with your webmaster to best help search engines find you!

Lynn Payge Hoppe
HCWIB Webmaster