

Hill Country Women in Business

October 2005 Newsletter



Upcoming Events

Thursday, October 6, 2005
HCWIB Board Meeting
The Huckabay Agency
Allstate Insurance
1411 S. Main Street
Boerne, TX 78006
830-249-2987
12:30 p.m.
BYO lunch

Thursday, October 13, 2005
HCWIB General Meeting
Fair Oaks Ranch Country Club
Social 5:30 p.m.
Meeting 6:00 p.m.

Reservations required.
Please email Carolyn Dutson
at cdutson@gvvc.com or call
her at 830-981-8445 by 5:00
p.m. on Monday, October 10.
No-shows will be billed.

October Menu

Club salad
Char grilled top sirloin steak
with roasted garlic butter &
chili onions
Mashed red bliss potatoes
Seasonal vegetable
Rolls & butter
Triple chocolate cake with
chocolate sauce
Iced tea, water, coffee

A message from the president

Hello, Ladies,

Can you believe it is the end of September already? The summer is nearly gone and a new season is beginning. That is exciting! I love the change of seasons in Texas and the fact that they are somewhat subtle, but wonderful.

The same can be said of HCWIB. There have been changes that are somewhat subtle, but the effects are wonderful. Our meeting attendance has almost doubled during the last two meetings. That is awesome! I appreciate your coming out and supporting the group. Networking, supporting and encouraging others is an important part of being a member of HCWIB.

As a group we donated \$500 to the victims of Katrina. We appreciate being able to make our donation through the Boerne Rotary Club. Not only did our \$500 become \$1000, but 100 percent of it went to the victims.

Learn how to manage stress with at-home care

Schedule jam-packed? Facing work deadlines? Running from here to there and feeling a little harried? Want to get rid of that stress-causing tightness in your shoulders?

Our October speaker, Nancy Kay Chase, national executive director of BeautiControl Cosmetics & Image Co., will teach us how busy women can take care of themselves and minimize stress with at-home stress management. After measuring our stress

Amy Anderson, Patrice Davison and Carolyn Dutson are actively working on the Christmas parade float and party. You go, girls! They are seeking commitment from you to ride on the float. Bring your families, kids or grandkids, have some fun and show support for HCWIB as well. We want to be visible in the community that supports our businesses.

Thanks to Susan Whipple for bringing the door prize at the September meeting. Pam Lewis will donate the door prize at the October meeting.

Our October meeting will be at Fair Oaks Ranch Country Club. We wanted to schedule another lunch meeting before the end of the year, but that is not possible. We will schedule one as soon as we can.

So much for my ramblings. See you at the October meeting.

Sharon

levels through a "stress quiz," Nancy will demonstrate how the use of therapeutic ingredients can help us deal with real stress situations.

With all the demands we face, it's important that we carve out time for ourselves to regroup and relax. Nancy will show us how to relax our mind and rejuvenate our spirit, all in the comfort of our own home. Join us at the October meeting to learn how to become a healthier, more balanced you.



Members on the Move

Marilyn Bell and her husband, Phillip, received an award from RE/MAX of Texas recognizing them as the top producing team in the San Antonio area for the second quarter. The award was presented to the Bells at a luncheon at Sonterra Country Club last month.

The Huckabay Agency is expanding its portfolio. Sharon Huckabay is pleased to offer the services of benefit specialist Sandra Gayle Peter. With 15 years' experience in business consulting and the insurance industry, Sandra specializes in designing affordable, flexible benefit programs for businesses.

General meeting minutes

September 8, 2005

President Sharon Tschirhart called the meeting to order at 6:00 p.m. Twenty-one members and two guests were present. Suzann Woodward opened the meeting with an invocation.

Board Reports

President – The Board voted to send \$500 to Katrina Hurricane Victims. Michelle Berry was welcomed as a new member. The next meeting will be held on October 13th at Fair Oaks Ranch Country Club.

Vice President – Jeanne Buchanan advised members that the Holiday Inn Express in Boerne had set aside 20 rooms for hurricane victims and that they were full. If anyone would like to help or adopt a family, please contact Darlene with the Salvation Army. She is at the Holiday Inn assisting the victims. It is not only money that they need. Jeanne and her husband, Jeff, had a family of seven out to the house for dinner. Kindness and interactions like this can mean a lot to people who have lost much of what they have worked for in their lives.

Treasurer – Our balance in the checking account is \$3380.49, and \$2541.00 is in the money market account. Suzann informed us the \$500.00 we donated to Katrina victims was given through the Rotary Club. The Rotary matched our donation for a total of \$1000.00. The funds will go directly to the victims, and no administrative costs will be deducted.

Secretary – Thank you to everyone who gave donations to the two Louisiana women

in Center Point. They were very appreciative.

Committee Reports

Website/Publicity – Amy announced the photographs of the ribbons cutting were in the Boerne Star. Saturday, December 3, is the Christmas parade, and we need volunteers to ride the HCWIB float.

Telephone – Susan thanked all Board members who assist with calling members.

Kathy Hubbard announced that the Baptist Men's Association has volunteered to do all the cooking for lunch and dinner for Katrina evacuees at Kelly Air Force Base. This has turned into a huge endeavor and they could use help in preparing the meals. If you would like to help out, please contact Kathy for information.

Following a business card drawing, Carolyn Dutton was allowed five minutes to tell us about her business. The door prize was a beautiful plant donated by Susan Whipple and won by Kathy Hubbard. The meeting adjourned at 6:30 p.m.

Nancy Brooks, author of *DreamScapes*, was the speaker. Nancy is an expert in the meanings of dreams. She gave an excellent talk and numerous questions were asked.

/s/ Sharon Huckabay
Secretary

Drive Web site traffic with search engines

Want to make sure your customers and prospects see your Web site first? You can improve your ranking on search engines and increase traffic to your site with just a few easy steps.

- **Determine the right keywords and incorporate these into your site.** Which terms do people use to search for Web sites like yours? Incorporate your most popular keywords, such as the products you carry or the services you offer.
- **Maximize the number of links to your site.** Find other Web site owners

who are willing to put links to your business on their sites. Ask companies you do business with to set up reciprocal links.

- **Update your content regularly.** If you add new content, search engines will see you as relevant.
- **Pay for placement.** Advertisers pay a set amount per click for paid placements, which generally are found on the right-hand side of the search engine's Web page.

Member in the spotlight: Pamela Lewis, Pam Lewis & Associates

Pamela Lewis of Pam Lewis & Associates, L.L.C., located at 1414 E. Blanco Road, Suite # 7, Boerne, Texas 78006, is a consultant specializing in scientific research & development services. She consults for cosmetic, pharmaceutical, biotechnology, and nutraceutical companies developing primarily topical products, such as lotions, creams, gels, ointments, solutions, emulsions, suspensions, etc. She provides other technical services such as contract manufacturing sourcing, packaging sourcing, manufacturing/scale-up support, and coordinate analytical, microbiology, and physical testing (i.e. pH, viscosity), to name a few.

Okay, now what does she do, you ask? She gets asked that a lot. In more simplified terms, she mixes chemicals together to make lotions, creams, gels, and ointments, tailoring these products to her client's needs or desires. For example, if a client wants a very thick face cream that makes people look younger and smells like mango, she can do that. If a client wants a thin lotion that contains sunscreen and smells of pineapple, she can do that. If a client wants a gooeey, green slimy gel that kids play with, she can do that, too. If a client has an active drug ingredient that is proven to accelerate wound healing, she works closely with them to develop a carrier base for their active drug. She prepares the necessary paperwork needed for the Federal Drug Administration as well.

Pamela started her consulting business in January 2001. Her education consists of a MA in health services management from

Webster University, and a BS in biology from UTSA. Prior to starting her business, she worked at Biomedical Development Corporation as a senior research associate, director of formulations, supporting the tasks of SBIR, STTR and NIH grants. She also worked for many years at DPT Laboratories in San Antonio as a research scientist in the pharmaceutical sciences, product development division. She also worked with Eckerd Drugs (now CVS Pharmacy) and Humana Pharmacy as a pharmacy technician.

Pamela and her husband, Kent, have been married 14 years and have three energetic boys: Shalen (10 years), Sean (eight years) and Shane (six years). They moved to Bergheim, Texas in August 2004 and are still getting acquainted with the community.

Pamela is a member of the American Chemical Society, Society of Cosmetic Chemists, Boerne Chamber of Commerce and now the Hill Country Women in Business. She is also certified through the South Central Texas Regional Certification Agency as a SBE/WBE/DBE.

She is a member of the Mentorship Program at Boerne Independent School District's Curington Elementary School 2004-2005. Her company recently became a member of the Health Science Technology Clinical Rotation Program at Boerne High School.

In her very limited free time, she is an outdoor and nature enthusiast who enjoys running, camping, hiking, bow fishing, water and snow skiing, and landscaping.



Happy Birthday, October Babies!

*Sharon Huckabay 10/2
Christina Hallum 10/10
Amy Anderson 10/14
Patricia McMullan 10/14
Lorrie Hengel 10/24
Nancy Fitch 10/29*

Chaplain's Corner

Chaplain Leah Coyne asks that we remember the following in our prayers:

- *For the Katrina hurricane victims and their families, and for the thousands of volunteers, that God grant them courage, strength, patience, and peace. And for the Texas Gulf Coast residents, who are fleeing Hurricane Rita, grant them a safe journey.*
- *For the HCWIB Board as they strive to meet the needs of the organization.*
- *For Jeanne Buchanan and her family as they make difficult decisions about their dad's Alzheimer's care.*
- *For Sharon Tschirhart's husband's brother for healing.*
- *For Allena Jones' mother, Lilly Mays, for healing.*

HCWIB Officers and Committee Chairs: President Sharon Tschirhart 830-249-0283; Vice President Jeanne Buchanan 830-249-9566; Secretary Sharon Huckabay 830-249-2987; Treasurer Suzann Woodward 830-249-4159; Website/Publicity Amy Anderson 830-249-7591; Chaplain Leah Coyne 830-537-5658; Membership Carolyn Dutton 830-981-8445; Programs Patrice Davison-Marshall 830-249-6112; Telephone Susan Whipple 830-816-4769; and Newsletter Jeanne Buchanan 830 249-9566.

HCWIBers Explored Their Inner World in September...

New and "old" members alike gathered to hear Nancy Brooks, author of *DreamScapes*, at the September meeting. "Dreams are a gift from the mind," said Nancy. "Using symbols, settings and relationships, dreams take us on a journey through our subconscious, offering real, everyday solutions to our daily problems."

