

# Hill Country Women in Business



January 2007 Newsletter

## Upcoming Events

**Thursday, January 4, 2007**  
HCWIB Board Meeting  
Folio Communications  
248 North Main Street  
Boerne, TX 78006  
830.249.9566  
12:00 p.m. BYO Lunch

**Thursday, January 11, 2007**  
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 **Lucy Ziegler** at 830.249.4777 or e-mail her at [lkzlp@qvtc.com](mailto:lkzlp@qvtc.com) by 5:00 p.m. on **Monday, January 8th**, to reserve your spot.

## January Menu

- Mixed Greens with a Cilantro Vinaigrette
- Chicken Alexandria with Wild Mushroom Risotto and a White Wine Sauce
- Bread Pudding with Jack Daniel's Caramel Sauce

Iced tea & water  
Coffee offered  
BYO wine/beer

*Remember, cancellations and "no shows" will be billed.*

## A message from the president

Happy New Year to all,

The Christmas rush is over; our extended family and guests have departed. During a quiet moment, I begin to reflect on last year—I'm always astonished at how quickly it flew by—and the year to come. What secrets does it hold? What opportunities will it bring? I'm excited by the possibilities.

With our spirits invigorated and minds fresh, the New Year is a great time to revisit the marketing plans for our businesses. Toward that end, the January program will feature a panel of marketing professionals: Debi Lamb of Pen

guin Suits, Lynn Hoppe of LP Computer Services, and yours truly of Folio Communications. Join us to learn more about market messaging, marketing toolkits and the latest trends in Website design and navigation.

In the meantime, I hope that each of you is facing the new year with promise, and I wish you all the best for a prosperous and happy 2007.

Jeanne

## Christian Women's Job Corp 2007 Luncheons

The 1<sup>st</sup> Christian Women's Job Corp (CWJC) luncheon in 2007 will be in February as they will be starting a new session in late January. The date that HCWIB will be sponsoring lunches will be February 21<sup>st</sup>, March 21<sup>st</sup>, and April 18<sup>th</sup>. We like to have a minimum of three (3) people to help with each luncheon and are open to menu suggestions. We usually provide: a salad, main dish and dessert, so if our members would like to contribute their time and culinary talents to a wonderful cause, please e-mail Carolyn Dutson at [cdutson@qvtc.com](mailto:cdutson@qvtc.com) or call her at 830-981-8445. Members can also contribute monetarily if they choose since Leah has set up a special account for this

purpose at the request of some of the members. As a reminder, we meet at St. John's Lutheran Church in Boerne at 12:15 and have lunch while visiting with the students for about 45 minutes. This is such a great experience! We hope you'll find time to join us in 2007. Happy New Year to everyone and a special thank you to all those wonderful ladies who assisted CWJC this past year.

## Dues are coming Due

As we begin the New Year revising business plans and setting budgets for 2007, please be reminded to include the HCWIB dues that will be coming due in the next few months. There will be more information next month regarding renewing early and saving money.



### *Members on the Move*

Suzann Woodward is beginning her 10<sup>th</sup> year in business in Boerne in January 2007.

Debi Lamb of Penguin Suits, Inc. (Discover Boerne) is opening up to the Time Warner Market, as well as GVTC. Starting February 3<sup>rd</sup>, they will be viewed by 358,000 households over 36 times a month. The first of the season will feature Javelina Harley Davison, Enchanted Springs Ranch, Foresight Golf Courses and St. Peters Arts Festival. Everyone is invited to attend the Premiere party on February 2<sup>nd</sup> at Enchanted Springs Ranch and enjoy a live concert by the local band, Full Throttle.

Elizabeth McRae is offering a \$ 50 discount on any new laser service scheduled for January through March.

Lucy Ziegler will be presenting a workshop on Adult Molested As Children and the Long Term Consequences of Childhood Sexual Abuse at the Annual Texas State Child Abuse Prevention Conference on February 5<sup>th</sup>.

### *January Birthdays!*

*Shari Keyes, 1/09*

*Miranda Hoffpauir, 1/25*

*Elizabeth McRae, 1/26*

## Marketing Panel scheduled for January Meeting

Our HCWIB team has pulled together 3 members specializing in market messaging, marketing toolkits and the latest trends in Website design. Below are the bio's for our members & speakers this month: Jeanne Buchanan of Folio Communications, Debi Lamb of Penguin Suits, Inc. and Lynn Hoppe of LP Computer Services.

### **Jeanne Buchanan**

As owner of Folio Communications, Jeanne serves as consultant and advisor to company owners and executive management teams to address strategic marketing and communications-related issues. She develops key messages and executes comprehensive marketing programs to enhance the reputation of her clients, build support for their initiatives and strategically position them for maximum value recognition. She incorporates her strengths in market messaging and positioning in designing capabilities brochures, Websites, and other marketing collateral.

Jeanne's professional career includes senior management positions in marketing, corporate communications, public relations and media relations with Fortune 500 companies. She created market messages for internal and external audiences, advised management on likely perception of and reaction to operating and financial strategies, and served as the focal communications point with shareholders, the investment community, employees and media.

Jeanne earned a bachelor's degree from the University of Houston and a master's degree in business administration from the University of St. Thomas in Houston.

### **Debi Lamb**

Debi Lamb is owner of Penguin Suits and host of Discover Boerne. Penguin Suits is a full service marketing and graphic design company, experienced in all the latest multimedia software and specializing in developing a customized business presence for

our clients. Whether you need media plan, commercial, newsletters, stationery, post-cards, invitations, direct mailings, brochures or a web site, Penguin Suits is Your Marketing Department.

Debi has a BA in Communications - Marketing and Advertising from the University of Buffalo, NY. She is a member and an active ambassador for the Boerne Chamber of Commerce, Boerne Business Women's Network, National Association of Women Owned Businesses San Antonio Chapter and a member of the National Association of Photoshop Professionals.

### **Lynn Hoppe**

Lynn Hoppe of LP Computer Services handles 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, web site hosting, mailing and custom database work and training.

Lynn received her master's degree in Computer Information Systems at the University of Denver and has a great deal of information to offer when it comes to web sites and maintenance.

## Chaplain Chimes

•Sharon Tschirhart's husband, Al, who was in the hospital over the holidays.

•Bobbie French's grandson who is still recovering from a dog bite.

•Jeanne Buchanan's father who is declining with Alzheimer and Parkinson diseases

•Lucy Zeigler's mom with Alzheimer

•Sue McCrary mother with Alzheimer  
Please send any prayer requests to Sue McCrary @ [ismccrary@gvtc.com](mailto:ismccrary@gvtc.com).

- No Member in the Spotlight this month.
- No General Meeting Notes due to the Christmas Party.

### Holiday Christmas Parade-2006



Photo provided by Carolyn Dutson