



# the Metro



JULY 2013

## Thought Department

What are your “5 Habits of Effective Leadership?” If you could share your success steps (or blunders) with someone on her career path, what five tips or steps would you share?



**Welcome,  
Mary  
Lemmond**  
The newest member of our

group is founder of **Ed-It: A Proofreading Service**, holds a Doctorate in Education from University of Tulsa, Masters in Special Education from OSU and BS in Speech Therapy from TU. Mary is an accomplished speaker and Distinguished Toastmaster (DTM).

## Member News

Happy Birthday, **Connie Douglas** (July 9), **Elaine Walsh** (July 12 with a huge 70th B'day party at The Cork Wine Café) and **Beverly Atteberry** (July 18).

## Get Well Soon

**Sharon Baker**, state president of Oklahoma Business Women, who has been hospitalized and is undergoing therapy at Cancer Treatment Centers of America in Oklahoma City.

## Smart Women Know The Fortune is in The Follow-up

March 25, 2013 by Joy Chudacoff

One of my top business building tools is creating relationships and connections with your ideal client and potential referral sources. Follow-up is the glue that strengthens the bond with these people. The good news is with today's technology, there are low-cost to no-cost ways to keep the communication and visibility flowing easily.

Here are my five smart solutions for follow-up that get you the results you want:

**1. Ezine** – If you are reading this article, you know this form of communication works. Some may wonder if ezines have lost their luster with all the email in everyone's inbox. The answer is no. Sending out an ezine regularly will keep you and your expertise at the forefront of people's minds. Remember to share good content that highlights your area of expertise, helpful hints, clients' success stories and of course, your upcoming programs and services.

**2. Social Media** – Facebook, Twitter, Linked-In, Google+ and Pinterest are fast, no-cost, easy ways to connect with potential clients and referral sources. It gives people an opportunity to learn more about you, your business and the service or product you provide. Make sure to offer valuable comments that your ideal client will enjoy and include some insight into who you are as a person. You don't need to share everything about your life but give them a bird's eye view into your ideas and values.

**3. Telephone** – I know it sounds crazy but telephone calls still work – even in 2013! People love to hear the sound of your voice and it gives you an opportunity to share your knowledge and expertise in a personal way. It's still a wonderful way to connect.

**4. Direct Mail** – Showing up in someone's mailbox can be a nice surprise for clients and referral sources. You can send a letter on stationery that reflects your company brand or logo. Postcards are another great way to follow-up. They are inexpensive to send and work well for promoting your event that's coming up in the area.

**5. Birthday Greetings** – Everyone likes to be remembered on their birthday. It shows you care and took the time to acknowledge their special day. You can do this through an online greeting card or snail mail. For your VIP clients, I recommend a physical gift or gift card that's beautifully wrapped.

Consistent and proactive follow-up is the key to turning potential clients and referral sources into raving fans. Make these smart solutions part of your marketing plan and I guarantee you'll see an increase in cash flow and ideal clients.

**Anything is possible. Everything is waiting for you.**

© 2013 Joy Chudacoff. Joy Chudacoff, ICF, PCC, is the founder of Smart Women Smart Solutions®, a Professional Certified Coach to 1000's of women, Motivational Speaker, and Entrepreneur. She publishes a weekly buzz generating ezine, Reflections On Life and Business for Women Entrepreneurs. If you're ready take your life and your business to the next level, get your FREE Tips, 2 FREE Reports and FREE MP3 now at Creating The Spark.com.

## 3 Ways to Create More Time

Excerpts from a July 2012 article in Inc. 500, Special Report, Herding Gazelles, by Karl Stark and Bill Stewart

**For a more efficient, more productive organization (translation: your business):**

**1. Identify and focus on your biggest priorities.** Identify the few objectives that drive the most value; focus rigorously on them. Concentrate on just a few main areas instead of getting distracted with work that creates less value.

**2. Write down and complete two objectives every week.** Consider shortening the timeline and simplifying the goals. You will be more focused and driven.

**3. Outsource (and delegate) non-core work.** There are people and businesses that can take your non-core work and do it faster, better and cheaper than you can. Time you do not spend on your Core work is valuable time lost.

**Don't waste time. Create it.**

Karl Stark and Bill Stewart are managing directors and co-founders of Avondale, a strategic advisory firm focused on growing companies. Chicago-based Avondale is a two-time Inc. 500 honoree.

*Metro Tulsa Career & Professional Women presents:*

## Notes from Our President

I hope that everyone is having a great summer. It seems like it has just started but I'm already hearing about school supplies and back to school sales. (I'm sure Christmas promotions are just around the corner.)

I just returned from a short vacation and I hope that everyone is getting a chance to get away and relax as well. (OK, I'm not sure I relaxed, but at least I was away from work!)

On Saturday July 13 Louella, Beverly, Peggi, Faye and I traveled to Claremore for a Region One planning meeting. We discussed plans for a district-wide event, probably to be held in the Spring. More information will be forthcoming.

In addition to Region and State events - we are planning a local membership event on August 23rd. We have secured a suite at the BOK Center to watch the **Tulsa Shock** take on the San Antonio Silver Stars. Let me know if you'd like to attend. Admission is free; your only cost will be food and beverage – and it will be lots of fun!

Also, in case you haven't heard, our State President Sharon Baker has been diagnosed with pancreatic cancer. Please send her your thoughts and prayers. You can send cards to 2308 E 12th Street, Stillwater OK 74074-6573

Everyone – try stay cool and I look forward to seeing you at our July 23 lunch meeting at Te Kei's.

*Susan Smith  
President*

## Quips 'n Quotes

You're not successful in business until someone brags that they sat beside you in grade school.

Success is like underwear. We can enjoy it without showing it off.

## Book Review

### How to Write a Letter

*Published by Scribendi*

How to Write a Letter is a comprehensive overview of letter writing that includes the necessity of teaching this nearly lost art in a world of instant communication. The e-book includes practical examples and lists and offers a treasury of examples and tips, all clearly presented in step-by-step fashion in a highly readable format.

Chapters about the letter writer's preferred medium and method, digital communication, preparing and planning the letter – and creating truly effective letters – are worth the few minutes of time for their reading.

But they are mere appetizers to the main course: "The Five Keys to Really Effective Letters" and the characteristics of sixteen "Different Kinds of Letters." (A letter of Congrats calls for a different tone of voice than and offer letter!)

A valuable resource.

*\$2.99 Kindle download  
Amazon.com*

## Share Your Book Review

Contact The Metro editor!

## News from The Oklahoma Federation of Business Women, Inc. (OBW), Our State Organization

### Angela Ellis is OBW's 2013 Young Professional

At the OBW State Conference, held here in Tulsa in May 2013, Angela Ellis of Lawton OBW was named the 2013 OBW Young Professional. Angela is employed as a marketing consultant for Jersey Mike's Atlanta Bread Company and Mooyah restaurants of Lawton. She researches trends, creates and implements marketing strategies and promotes fundraising opportunities for Lawton schools, churches and organizations. She earned a Bachelor's Degree in Business Administration, specializing in marketing, from Cameron University; a Masters in Education – Library Media Specialist at East Central University, Ada, Oklahoma; and she studied International Marketing at the University of London. Angela is active with the Lawton Fort Sill Chamber of Commerce, her church and other civic agencies and she hopes to establish a professional marketing firm in Lawton.

In her personal essay submitted for consideration of the Young Professional award, Angela stated: "No matter life's challenges, success is attainable. You are solely responsible for it. Young women must know that mentorship, education, leadership and determination will fulfill their ambitions."

---

### Show Us Your "Oklahoma's Singing Talent"



The Oklahoma Federation of Business Women's Foundation, Inc. is seeking Oklahoma's best voices to engage in a "sing-off" in support of educational scholarship funding.

**Sat., October 26, 2013, from 6:00 to 10:00 p.m. (\$25 fee)**

Wyndham Garden Hotel, 600 E. McElroy Road, Stillwater, OK 74075

### More Details

Phone 405 742-7996 or 405 624-1518

Email: [askkathy@oklahomabusinesswomen.org](mailto:askkathy@oklahomabusinesswomen.org)



## About Metro Tulsa Career & Business Women

Our local chapter is a member of The Oklahoma Federation of Business Women, Inc. (OBW), which was founded in 1919. We offer a diverse membership of women who seek to achieve equality for women through advocacy, education and information. Visit our state website at:

[Oklahomabusinesswomen.org](http://Oklahomabusinesswomen.org)

Find our **Facebook** page by searching for Metro Tulsa Career & Professional Women

## Upcoming Events

- **FOURTH TUESDAY, REGULAR MEMBER MEETING, from Noon to 1 p.m.** Join the Metro Tulsa Career & Business Women for our monthly lunch meeting. Location: Te Kei's, 1616 S. Utica, Tulsa, 74104. Members \$15; non-Members \$18. NEXT: July 23, August 27, September 24, October 29. **JULY 23 Speaker is Christy Sutters from Susan G. Komen for the Cure. BRING A GUEST!**
- **SECOND WEDNESDAY, Chapter Planning Meeting, 11:30 a.m. to 1 p.m.**, our chapter's monthly planning meeting. Location: Baxter's Interurban Restaurant, 717 S. Houston, Tulsa 74103. Upcoming planning meetings: **August 14**, September 11, October 9, November 13, December 11.
- **Friday, August 23, 2013 – Metro Women at the TULSA SHOCK GAME! Sign up now!** Tulsa Shock plays the San Antonio Silver Stars and we'll be there to cheer them on! Our president Susan Smith has secured a suite for the evening, compliments of the Williams Companies. Admission is free, but we'll buy our own food and beverages. Sign up, bring a friend. Email Susan at: [smbcpa1@cox.net](mailto:smbcpa1@cox.net). FYI, it's Breast Cancer Awareness Night at the game.
- **Sat., October 5, 2013 – Region 1 Planning Meeting**, 11 a.m. to 2 p.m. at the Golden Corral in Claremore. Contact an officer if you'd like to attend.
- **Sat., October 26, 2013 - "Oklahoma's Singing Talent"** event sponsored by Oklahoma Business Women Foundation at the Wyndham Garden Hotel, 600 E. McElroy Road, Stillwater, OK 74075.
- **Coming in Spring 2014** – an OBW major women's health event for members and guests

The Metro is Published by Metro Tulsa Career & Professional Women  
a chapter of Oklahoma Business Women, Inc.

### 2013-2014 Chapter Officers

President: **Susan Smith** • Vice President Programs: **Beverly Atteberry** • Treasurer: **Denice Fothergil**  
Recording Secretary: **Lisa Martinez** • Recording Secretary: **Christy Peterson**  
Corresponding Secretary/Newsletter Editor: **Peggi Ridgway**

**We Invite Your News, Events, Stories & Updates for *The Metro* Newsletter**

### Our Deadline – About the 15th of Each Month

Specifically, the Friday after the monthly planning meeting (which is on the second Wednesday)

Editor Peggi Ridgway

Phone: 918 743-1103 – home office of Wordpix

Phone: 918 991-8373 – mobile

Email: [peg@wordpix.com](mailto:peg@wordpix.com)