



# FINANCIAL WOMEN IN TEXAS

*helping women succeed*



## MESSAGE FROM THE PRESIDENT:

Thanks to the assistance of Jennifer Darling, one of our 2020/2021 Conference speakers, we have a new look for our website, Facebook pages and LinkedIn pages! (See the new look and more details on page 2)

The new website banner went live in late November and is present at the top of each page. Our website is not only a wealth of information for our members, but it is our "face" to prospects, sponsors and employers. The banner features an inviting group of diverse, collaborative women, incorporates our logo, and highlights two of our primary benefits: leadership development and networking. You will also notice several other updates and changes on the website including:

- The 2020-2021 Board Member and Group President listing, including email links, has been updated on the **ABOUT** page.
- A separate webpage highlighting each local Group (in the **ABOUT** section) has been activated.
- A separate webpage for the **Discussion Forum** has been added to make it more accessible. This was previously included on the News page. This is a great place to post open positions, ask about vendor referrals, check with other members for resources regarding a particular project or question, or even let your fellow members know if you are relocating or job seeking.
- **Conference 2021** page is live with a "Save the Date" message and Marriott Marquis Houston reservation link.

Be watching for the new banner on all our Facebook and LinkedIn pages in the near future!

## WHAT'S INSIDE

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*Crossing The Finish Line*

**FWIT CONFERENCE 2021**

**Houston Marriott Marquis**

**September 9-10, 2021**



## WHO WE ARE:

### NEW FWIT CLARITY & POSITIONING STRATEGY

At the 2020 MINI Conference, Jennifer Darling, who is one of the world's foremost LinkedIn expert, presented "Finish Strong-Online Branding, Perceptions and Crossing the Digital Finish Line." Jennifer has trained thousands of people how to optimize and maximize their LinkedIn results, and she also offered her Welcome to Mastering LinkedIn class to our board at NO COST.

During that class, Jennifer also offered to provide a message clarity and positioning strategy call at a discounted price of \$250. Clarity of message is essential to attract decision makers and referral partners with LinkedIn. We need to ensure our FWIT message attracts the right people and entices them to want to learn more about us.

President Lori Victory and Vice President Hazel Davis participated in this effort by completing a marketing questionnaire to help define our headline and key message. The goal is to position Financial Women in Texas as the premier Association for helping women succeed in the financial services arena.

Following the call, Jennifer and her team provided a professionally designed Custom LinkedIn Banner which can also be used across all our platforms to help make us readily recognized and to provide consistency for our visual message. Options were presented to the full board on our November board meeting call. We're excited to present the final banner as shown above.



While 2020 has been a challenging year, to say the least, we still have so much for which to be thankful. Below are some quotes to help keep things in perspective.

**“Happiness cannot be traveled to, owned, earned, worn or consumed. Happiness is the spiritual experience of living every minute with love, grace and gratitude.”**  
- D. Waitley

**“Gratitude unlocks the fullness of life. It turns what we have into enough and more. It turns denial into acceptance, chaos into order, confusion into clarity. It can turn a meal into a feast, a house into a home, a stranger into a friend.”**  
– Melody Beattie

**“As we express our gratitude, we must never forget that the highest appreciation is not to merely utter words, but to live by them.”** – John Fitzgerald Kennedy

Wishing each of you a blessed and beautiful Christmas and bright and shining New Year!

**Snickerdoodle Latte:** 5 minutes; makes 1 serving

- $\frac{3}{4}$  Cup whole milk
- 1 T packed brown sugar
- $\frac{1}{8}$  tsp ground cinnamon
- Dash of ground nutmeg
- $\frac{1}{2}$  C hot strong-brewed coffee
- Cinnamon sugar



1. Pour milk into a 1-pint canning jar. Stir in brown sugar, cinnamon and nutmeg. Microwave, uncovered, 1 minute. Add lid. Wrap jar with a towel or hot pad and shake vigorously until foamy.
2. Pour coffee into a large mug. Add hot milk. Spoon remaining foam from jar on top. Sprinkle with cinnamon sugar.





FINANCIAL WOMEN  
IN TEXAS

helping women succeed



Keep  
THE MOMENTUM  
Going

12th Annual Conference

September 9-10, 2021 | Houston

[www.fwitexas.org](http://www.fwitexas.org)



Crossing The Finish Line

## FWIT WAS FEATURED IN NOV-DEC IBAT MAGAZINE

We appreciate the encouragement and support from the Independent Bankers Association of Texas. The featured ad was part of IBAT's in-kind contribution for their 2020-2021 sponsorship.

**Attitude is a choice.**

**Happiness is a choice.**

**Optimism is a choice.**

**Kindness is a choice.**

**Giving is a choice.**

**Respect is a choice.**

**Whatever choice you make makes you, so choose wisely!**

**- Roy T. Bennett**



## FWIT AUSTIN Holds December Meeting/Fundraiser/Party:

The Austin Group recently held its annual Holiday Auction event, virtually, for guests to enjoy. The group hosted nearly a dozen of its members for a holiday affair, which included stories of their favorite FWIT memories, a live auction hosted by Michele Carfello of the Texas Bankers Association and member of FWIT, and a holiday headwear contest.

Door Prizes were drawn throughout the auction using the really cool online "Wheel of Names" random name picker and the "Best Holiday Headwear" winner was selected at the end of the evening through a jovial chat voting process. *No recounts were required!*

The live auction showcased over 10 unique must-have gifts such as holiday-inspired gift baskets, a custom-made denim jacket and much more. The auction event raised over \$655, and a portion of the proceed benefited the Central Texas Food Bank. It was great fun and the group looks forward to hosting it **LIVE** again in December 2021!



## QUARANTINE? SCHWARANTINE!

**NOT EVEN THE MASK-WEARING, SOCIAL-DISTANCING GRINCH COULD SQUASH THE HOLIDAY REVELRY FOR OUR FWIT GROUPS!**



# SAN ANTONIO GROUP NEWS

FWIT San Antonio Group has been meeting virtually, and October's program was **"Helping Women Small Business Owners Succeed in Today's Pivoted Economy"** with Mary Peters, Associate Director - Operations, UTSA Small Business Development Center. After an overview of the SBDC, Mary discussed the impact of the pandemic on women owned businesses (greater than that on other businesses), and highlighted several "survivors and thrivers" of the pandemic. The meeting was attended by 9 group members, one Hill Country Group member, and 2 guests.



November's program featured Amanda Wetegrove-Romine, PsyD, Psychologist on **"Zoom Fatigue and Beyond: Feeling the Stress of 2020."** Her business, Psych Hike, gets women out of the office and onto the trail, helping them uncover their strengths and build courage and self-confidence. We welcomed 3 members of the Hill Country Group and 4 guests, and had 11 San Antonio Group members for a total of 18 at the meeting.

The group has welcomed two new members in the past month - Nicole Savage with Exchange Resources and Carolyn Fletcher with Alamo Title. Carolyn came to the meeting as a guest and joined online before the meeting was over!

On December 10th we will have a virtual holiday social, and our January 14th meeting will be on networking with Michael Espinoza of SABusinessCalendar.com.



# HOUSTON GROUP NEWS



The Houston Group held an in-person meeting in October at Lupe Tortilla. The event was in a large private dining room which allowed for social distancing. 11 members attended and participated in approval of the Group's budget and installation of officers. The group's annual Holiday Party has been postponed until January 2021! Houston Board: Kendra Targac, Lori Victory, Ashley Plant, and Carmen Bates.

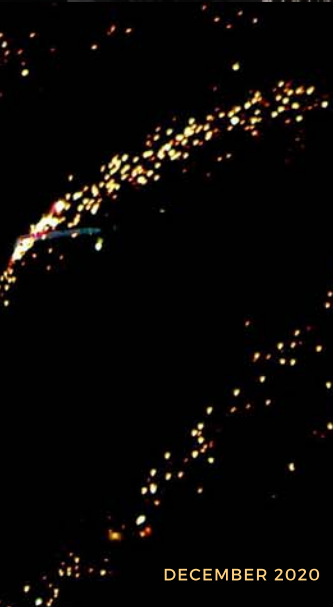
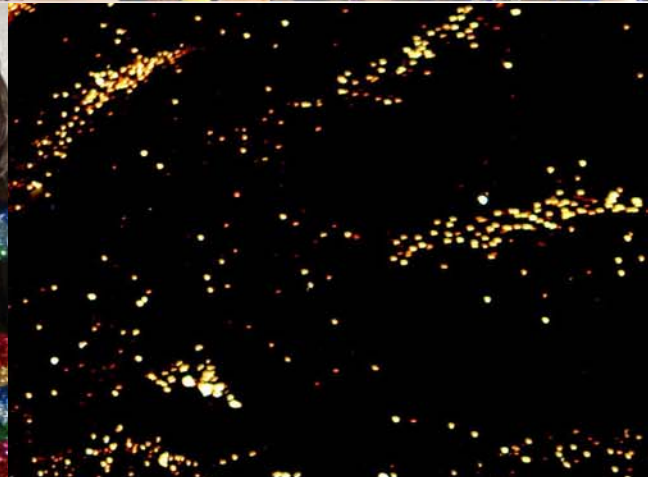
## PASO DEL NORTE GROUP NEWS

Paso Del Norte has also been meeting virtually including a wonderful Community Outreach Event in December. Members voluntarily contributed funds to benefit the Villa Maria Women's Shelter. The ladies' generosity resulted in a donation of \$650 toward the Residents' Fund which is used for essentials like clothing, basic necessities, and money to obtain an ID card. Thanks for sharing your holiday spirit with Villa Maria!





# CHEERS TO 2021 HAPPY NEW YEAR FROM FWIT!







*Yes, we are running a different race on an unfamiliar track and having to think about how to jump lots of hurdles, but together, we still have the power to Cross The Finish Line!*

## Save the date! FWIT 12<sup>th</sup> Annual Conference!

► September 9 - 10, 2021



- Marriott Marquis Houston
- Link for special rate:  
<https://book.passkey.com/e/50142497>
- Registration & Exhibit Hall  
open @ 5PM Wed Sept 8
- + Optional Wed dinner off-site