

November 2010
VOLUME 3, ISSUE 5

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Happy Birthday wishes to all our November Birthdays! Hope you have (or had) a great day!

2010-11 Franklin BPW Executive Committee

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The Franklin BPW meets the third Thursday of every month at 6pm. Please email or call any officer with questions.



Jerilyn's Jabbers

Happy Fall everyone!

Seems like the year is getting away from us and Christmas will be here before we know it!

We had an awesome National Business Womens Week! BIG thank you's to Brownie Bennett and Marsha Herndon for their hard work and coordination of the whole week. For those of you who missed the Kick Off luncheon on Sunday, all I have to say is

that you missed the best food ever! Brownie and Marsha cooked and it was fabulous!! We had a wonderful turnout for our banquet on Monday night. Congratulations to all of our winners! We were able to actually surprise one of them! Several turned out on Tuesday night for Bingo, the Political Forum was well attended and we had a sizeable turnout for the luncheon on Friday. Again, thanks so much to Brownie and Marsha for a job well done!

As most of you know, the 89th Annual KFBPW Interim Board of Directors Meeting was this past weekend at Park Mammoth Resort. I think three of us attended but I sure wish there were more going to these events. Please mark your calendars for State Conference. It will be held June 3-4, 2011 in Bowling Green, KY at the Hilton Garden Inn. That location is too close for you not to attend. Our own Suzanne Forshee will be installed as President!

Best Personal Wishes,

Jerilyn

Standing on the Power of Participation



I would like to apologize for having to cancel our November meeting. Ladies, we didn't even have enough members to have a quorum to even conduct a business meeting. I know this is a busy time of year for everyone, but I would love to see more participation. It takes all of us to make our organization run smoothly. Let us all recommit to attending monthly meetings in 2011 and make the club the best it can be!

Here Come the Holidays!

We will be having our annual Christmas get-together on Thursday, Dec.16th at Jerilyn Hippler's house, 1219 Autumn Oaks Dr.

On the menu: chicken tenders, cheese ball, meatballs and non-alcoholic drinks will be provided by Jerilyn. Please bring your favorite finger food or dessert and anything else you might want to drink. We will play Dirty Santa, so bring a great gift in the \$10-15 range and be ready to have a great time together! For more information please contact any of our officers.



Most people believe that the hardest part of starting and maintaining a successful business is finding the right product or service. Truth is, this is hardly ever enough, this is simply the starting point. To be truly successful you need to see your business through your customer's eyes. What do they want and need so they keep coming back to your business time and again? With your customers foremost in mind, there are seven qualities of care that can take a business from a great product or service to a great company — one that will keep its customers coming back for more. Here's what it takes to win and keep your customers:

Seven Qualities of Customer Care

by: Laurie Brown

1. Accessibility. Start by making it easy for your customers to do business with you. Accessibility includes such things as ample parking, phone systems that are easy to use, responding to e-mail the day it is received, and a website that is clear and easy to navigate. It means you use language that is straightforward and readily understood by all. If you have diverse customers, it means translating your materials into their native language. How easy is it for your customers to do business with you?

2. Availability. Are you there when your customers need you? Make sure that your business hours are compatible with your clients/customers needs. If your business takes appointments or reservations, allow your customers to make them for the same day that they call. On days when your business is closed, have a place or person that your customers can go to get information. This could be a website, a person on call, or a helpful message on your phone system. Nowadays, people seek information 24/7 — make sure that they can get what they need when they need it.

3. Affability. Everyone wants to do business with nice, pleasant people. Seems simple, right? But sometimes the simplest things can be the hardest to accomplish. Having to deal with the realities of life like traffic, arguments, or just not feeling well, can sometimes make being pleasant seem impossible. Even so, making a point of warmly greeting your customers on the phone or in person can have an amazing impact on the success of your business. Affability is everyone's responsibility. Everyone (from the janitor to the CEO) should greet customers warmly. This will help ensure your customers get the welcoming, positive experience they deserve. How are you showing your customers that you are a warm and pleasant person?

4. Agreeability. Customers want to hear "Yes" when they ask you for something, yet how often do you find yourself saying "No"? Or perhaps you defer to policies and procedures. Do you really think that a "No" feels better when your customers hear, "Sorry, it's our policy."? Obviously you can't say "Yes" every time your customers ask for something. So how do you know when to say "Yes" without it becoming a problem? Put it through a very simple filter: If it isn't illegal, immoral or unethical, then say "Yes". Even when you can't say "Yes", don't say "No." Instead, stop, take a breath, and say, "Let me see what I can do." Then do something. Find a way to solve the problem — call a supervisor, be creative, show the customer that you are doing everything possible to accommodate them. When you say "Yes!" you are showing your customer that you value their business and that you care about their best interests.

5. Accountability. Take ownership of your customer's needs and issues. Let them know that you will do your best to make them happy. If there is a problem, be the one who gets it resolved, even if you didn't create the problem. See a problem through until it's resolved. When other people need to be involved, you still need to follow-up to make sure that the problem was resolved successfully. Do you follow through until your customer issues are resolved?

6. Adaptability. Your customers' desires are constantly changing. Make sure that you keep up. Adaptability is essential. Don't just wait for their requests. Seek them out and talk to them, ask them about their experience of doing business with you. What do they like about your business? What do they dislike? Even more than keeping up, make sure you exceed your customer's expectations. If you always provide something exceptional, they will grow to expect it, and it ceases to be exceptional. When exceptional becomes the norm, you need to figure out new ways to surprise and delight them. What do you do to adapt to your customer's needs?

7. Ability. It might seem strange that ability comes last on the list. If you do all the things described above successfully, customers will be far more willing to accept that you are not perfect. This doesn't mean that you don't have to strive for continuous improvement.

Your customers are getting more and more knowledgeable. The Internet has made it easy for them to gain knowledge. You need to do at least as much research as they do. More than ever, you need to be an expert about your products and services. Take 15 minutes out of your day, every day, and learn something new. Read what your customers read; find out what others are saying about your products and services; learn more about your competition. You can truly set yourself apart from the competition when you acquire more knowledge and expertise every day. Focusing on what is important to your customers by striving to embody the qualities of customer care will help you create customers for life.



REMINDER:

Monthly meeting for November was cancelled due to lack of member attendance.

Our next meeting will be the Christmas party in December, please make plans to attend.

Update on John Ellis

Amy & John Ellis returned home on Thursday after a week long stay in St. Thomas Hospital. John underwent surgery for an aneurysm and is recovering well. Amy reports that it will be a while before things are back to normal, but that they are happy to be home. She sends thanks to all for the thoughts, prayers, phone calls and messages.

New BPW T-Shirts

If you ordered a t-shirt this summer, they are finally here and just in time for the cold weather! They were to be distributed at the November meeting, but now are at Marsha Herndon's house for pick up, just give her a call. There are a few extras so if you didn't order, just ask about your size. \$10 per shirt is payable to Franklin BPW.

A request for assistance from Annie Bland

I am collecting canned goods for Food Bank #3009 located at the Harristown Church of Christ. Please bring any donated can food to me, Annie Bland at The Warren Rural Electric office on Morgantown Road or to my house at 402 Hudspeth Ave. November and December will be the most needy month for those who have less than others. They usually have more month than money so please bring in the cans. Thank You and May God Bless.

EDITORS NOTE:

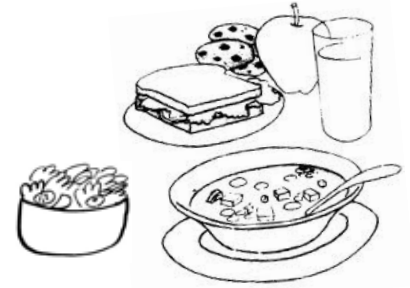
Those of us who are BPW members are extremely fortunate to have what we have in our lives. Some of us may have more or less than others, but all of us have one thing in common. Our loving hearts and desire to help. All of us can spare something, whether a little or a lot I know it will help these local families.

National Business Women's Week 2010

A Big THANK YOU! to businesses who donated food.

You make the Working Women's Luncheon possible.

Vegetable soup—Nadia Zumbro
Potato soup—Jerilyn Hippler
Italian wedding soup—Oasis
Mandarin orange salad—Diane Thurmond
Salad—Franklin BPW
Sub sandwiches—Subway & Franklin BPW
Chips & Drinks—Piggly Wiggly
Fruit Tray—Wal-Mart
Desserts—Papa John's, Pizza Hut, Original Townhouse,
& Franklin BPW Members



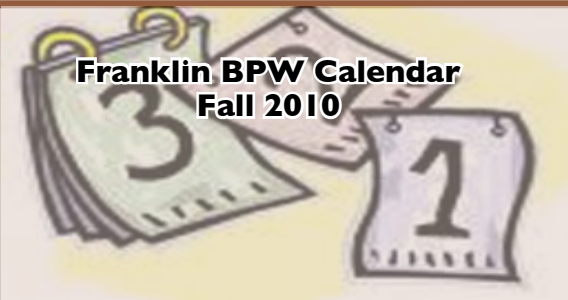
Thanks to all members who volunteered or participated in the week's events. Your participation makes these events a success!



Bingo's Hard, Ya'll!

Three very confused members and one lone husband showed up on Tuesday night for Bingo. Thanks to the lovely ladies from the AAHC who volunteer their time, including some of our own members, for helping us learn how to play modern-day Bingo. It ain't what it used to be! But we had fun laughing together anyway.





**Franklin BPW Calendar
Fall 2010**

December

- 1st Kentucky Cardinal deadline
- 1st Deadline for proposed Bylaws revisions to State Bylaws Chair
- 1st EC Meeting
- TBA Monthly Meeting—Christmas Get-together

Happy Thanksgiving!



Member Business Directory

Support Your Sisters!

TELEPHONE (270) 586-2525 FAX (270) 586-2560

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CONSUMER LOAN OFFICER
janetta_shanklin@fbtc.com

317 N. MAIN STREET
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FRANKLIN, KY 42134-0449

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Award Winners Honored at Annual Banquet

In the midst of activities for National Business Women's Week, approximately 20 members and officers took time out to attend the annual banquet and awards night at the Franklin Country Club. Four awards and two non-traditional scholarships were presented to recipients during the banquet.

Club treasurer Janetta Shanklin received the "Woman of the Year" award. Janetta is an Assistant Vice President and consumer loan

officer at Franklin Bank & Trust. She serves on the board of directors for Simpson County Junior Achievement and is on the Allocation Committee for Simpson County United Way. She also serves on the Business Advisory Board for the Career and Technology Center at FSHS.

Amy Ellis was honored with the 2010 "Woman of Achievement" award honoring her for her community service and involve-

ment over her 20 years as a photojournalist and local businesswoman. Amy is immediate past-president of the BPWV, President of the F-S Chamber of Commerce, has served as chairman of the Simpson County Junior Achievement board and on the Simpson County Junior Miss board.

Steve Thurmond received the award for "Boss of the Year" to honor his advocacy for better maternity leave and pay for his female employee, thus setting example for other businesses in the community.

Franklin Bank & Trust was awarded the "Business Equity Award" as a business that has made significant contributions to the advancement of women in the workplace. Franklin Bank & Trust has promoted 25% of its women into upper level positions over the past five years and offer internal training for employees. Denise Haygood accepted the award on behalf of the bank.

Additionally, two scholarships for non-traditional students were awarded to Beth Durham, who is pursuing an Associates Degree in Recording Industry Management and maintains a 3.5 gpa, and Marsha Herndon, who is attending WKU in the spring to complete her Bachelor's Degree in Creative Writing.



Steve Thurmond, Janetta Shanklin, Denise Haygood, Beth Durham, Marsha Herndon & Amy Ellis