

# Glasgow BPW July Newsletter

## The **ECHO**



As a business woman focused on daily management of a resort park, I read books and articles on leadership. Zig Ziglar and John Maxwell are two of my favorites. Zig's weekly newsletter offers an interesting take on how to maximize the need of every employee in a business. Although this article is focused on business, it can be applied to organizations as well.

### ***Find a Need and Fill It By Zig Ziglar***

*When I was in the seventh grade I was on the boxing team and later I boxed while in the Navy. I don't want to sound boastful, but it's a matter of record that the worst I ever finished was second. I finally quit boxing because of my hands - the referee kept stepping on them! As a boxer, the coach would always instruct us in the early part of the fight to feel our opponent out, probe and discover his weakness, and then exploit that weakness. The same basic procedure is followed in all athletic endeavors.*

*In the world of selling and business, a similar approach is taken but for a very different reason. In sales, we explore by asking questions to find out where our prospect "opponent" is weak, that is, needs help of some kind. Only then are we in position to offer our goods and services designed to "strengthen their weakness." To be successful, any business must provide goods or services that meet the weakness - that is, need - of the potential customers.*

*The oldest success advice going is, "Find a need and fill it." It is more true today than ever. Not only must we find the need and fill it, but we must find more needs and fill them better. That's one of the prime reasons more and more businesses are maximizing their people. Each one is crucial, from the lowest-paid member of the staff to the Chief Executive Officer. Businesses must encourage all their employees to find the needs of their customers, whether internal or external, and fill them. Each employee must have an attitude of responsibility for the company, its goods and services. This enhances the company's competitive edge, increases sales, and ensures employment for employees.*

*The rule today is keep your eyes open and think about solutions to problems. Your value to your company will grow immeasurably. Keep your eyes open and keep offering those suggestions. Who knows? Maybe the next one will be the magic one! Buy that idea and I'll SEE YOU AT THE TOP!*

Many of our successes are a result of filling needs within our families, jobs, churches, and organizations. Glasgow BPW's successes will be built upon your commitment to fill our needs. Thank you to those who filled out Issues Management surveys at last month's meeting. We had many excellent ideas and will begin incorporating those at our next meeting. Becky Barrick is in the process of compiling the survey information and will present the data at our July meeting. If you forgot to turn in your survey, please send to Becky ASAP. We are in the process of discovering the needs of our organization and determining how best to fill them.

Best Wishes,

A handwritten signature in black ink, appearing to read 'M. [unclear]', written in a cursive style.

Glasgow BPW President

2008-2009  
Glasgow BPW  
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UPCOMING EVENTS...

July 22 - 26 - BPW/USA Conference in Atlanta, GA at the Atlanta Hilton Hotel

November 21 - 22 - BPW/KY Interim Board Meeting @ Barren River State Park

What does BPW mean to me and how has it benefited my career?

The answer to that question is very simple. BPW has become my extended family.

The networking between our ladies is so powerful!!!!!! We share common goals as well as common challenges in life and in our workplace. The diversity in our ages and occupations allows us to have great resources. The networking strengthens our leadership to cope with our challenges with unlimited resources to find solutions to our needs.

As our friendship develops, they become our support system. Sometimes they become our clients which in turn help us excel in our career.

In the past year, I have grown so much through the support of our local club and ladies throughout the state. I did not realize the knowledge which is at our fingertips on our National & State websites & resources which are readily available to us.

Our voice & opinions can make a difference. In working together we can make a strong force to be heard by our legislators. Not only can we make a difference for working women now but this will be passed on to our daughters and granddaughters.

Submitted by Janis Turner

Our goal is...

*"To achieve equity for all women in the workplace through advocacy, education and information."*

# Little Known Facts

Did you know the first enamel bathtub was made in Louisville, KY in 1856?

In 1883, Thomas Edison introduced the first electric light bulb in Kentucky at the Southern Exposition.

Kentucky has more resort parks than any other state in the nation.

In 1893, 'Happy Birthday to You' was written by two sisters from Kentucky - Mildred and Patricia Hill.

**Happy  
Birthday to...**

*2<sup>nd</sup> - Yvonne Martin*

*4<sup>th</sup> - Karalee*

*Oldenkamp*

*20<sup>th</sup> - Carla Allen*

## You are cordially invited...

To our July 2008 meeting of the  
Glasgow Business and Professional Women's Club

We will come together on Thursday, July 10<sup>th</sup> at  
6:00 p.m. at the Glasgow Golf & Country Club.

We have a wonderful dinner menu planned which will  
be followed by our program on Issues Management.  
Our own Becky Barrick will be our speaker.

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Please **RSVP** to **Mary Beth Jessie** as soon as possible  
via reply to this email or by phone at 670.3066. Please  
include the number of guests you are bringing.

Also, here is a list of members who have signed up for  
the automatic RSVP option. Remember, if your name  
is listed below and you cannot attend the meeting,  
please let me know. We pay monthly for the amount  
of people who have RSVP'd so please hold yourself  
responsible for the cost of dinner in your absence  
unless you let us know. If you would like to be placed  
on the auto-RSVP list, please indicate in your reply/call.

*Krissie Coe Fields*

*Sandy Leitao*

*Norma Redford*

*Ledean Hamilton*

*Maurae Foster*

*Georgia Beth Albany*

*Monica Conrad*

*Golda Walbert*

*Kathy Bruner*

*Yvonne Martin*

*Cathy Doty*

*Julie Edwards*

*Jennie Wilson*

*Mary Beth Jessie*

*Melanie Watson*

*Darcy Coomer*

*Janis Turner*

*Dawn Boyter*

*Becky Barrick*

*Debbie McCandless*

*Helen Simpson*

*Tina Gentry*

*Karin Carroll*

*Martha Carol McCoy*

*Davie Greer*

*Sherrie Burgess*

*Betty Driver*