



Chick Chatter

www.businessbabessociety.org

info@businessbabessociety.org

(859) 626-8957

Small Town Business Women DBA Uptown Girls

Chick Chatter by Business Babes Society.org

MEETING AGENDA & TOPICS: Monday, May 14, 2012 @ 7:00pm:

Quarterly Focus: Marketing (April - May 2012)

1. **BABES ON THE SPOT:** Each babe and meeting guest have 20-30 seconds to introduce themselves and their business to the group, as well as any exciting news or specials regarding their business.
2. **BUSINESS BABES CHAIR REPORTS:** Our Secretary, Cindy will briefly present minutes from our last month's meeting, and our Treasurer, Amanda will briefly report on our financials.
3. **SPEAKER OF THE MONTH:** will present information on the current quarterly focus.

- **Lizette Fitzpatrick, principal broker of Lizette Realty**

- **About the Presentation: The Power Of Appreciation Marketing:**

- - Did you ever wonder what makes the superstars of your industry the superstars of your industry?
 - Does it frustrate and mystify you that your competition seems to always remain one step ahead?
 - Do you seem to be on a never-ending quest for a competitive edge in the marketplace?
 - It might just be time to re-invent yourself and the answer is a lot simpler than you think.

This session with Lizette Fitzpatrick will give you ideas, and suggestions that will allow you to formulate an "Appreciation Marketing Strategy" in your business and/or personal life. There are tiny adjustments you can make to your everyday routine that will begin to pay dividends immediately. Today we live in a Google world. Whatever product you sell, or service you provide, can be found online for cheaper in just ten seconds. So why would anyone ever do business with you? The answer is simple. Because they like you. Because they have a relationship with you. In today's fast-paced world we've become so automated that we've decided a text message is sufficient to say thank you. We communicate through cyberspace. We've become desensitized. It's time to put the

human touch back into your life. THAT, is Appreciation Marketing. The message that we will discuss in the May Meeting of Business Babes needs to be shared, not only for the success of business, but for the betterment of mankind. Lizette is not so naive that she thinks we can actually change the world, as a whole. But we all don't live in the same world. She sincerely believes that each one of us, as individuals, live in a world all our own. And not only does each one of us hold the desire to better that world, but we also possess the ability to.

- **About the Speaker:** Lizette, born in Madison County and raised in family business of Greyhound Bus Lines, Western Union and Jim's Pawn Shop. **Television** Directed, wrote scripts and starred in numerous Jim's Pawn Shop commercials in the 80's. **Modeling** Runway, trunk shows and print ads. Moved to LA, California in 1992 then to Scottsdale AZ 1994. **Store Manager** - The Sharper Image in Beverly Hills, CA. **Created Dynamic Impressions** Image Consulting and Personal Shopping. Expanded into Scottsdale AZ and joined BeautiControl Cosmetics to become a Unit Manager. **Makeup Artist** Chanel & M.A.C. **Professional Artist** Creativity started early in grade school designing PTA covers. Later designs on school gym floors and signs. Created a business around the art, Lizetteart and incorporated as Lizette LLC to sell paintings to galleries and collectors in NYC, San Francisco, Lexington, Chicago and Atlanta. Future projects include prints, art on clothing and a new collection to be announced. **Eastern Kentucky University** Jewelry Design and Metalsmithing in gold, silver, diamonds and precious stones. Created a line of wearable art jewelry and continues to design pieces. **Lizette Realty** was launched in January of 2009 after 5 years of working as a Realtor in real estate. Now with 4 sales agents and 1 more in training to join soon. Specializing in residential, horse farms and relocation. Slogan "People First...Then Business!". **I Love Kentucky News!** - Publisher, designer and writer of the only online weekly email newsletter on Central Kentucky real estate. Weekly publication sent to 1000's online. **Activerain Ambassador** Mentor, coach and blogger in an online community of real estate professionals at www.Activerain.com Blogs Blog N Kentucky at www.activerain.com/ky/blogs and Kentuckyology at www.kentuckyology.com. **Send Out Cards- December 2010 Manager**
- **NETWORKING AFTER THE MEETING:** Stay after to meeting and greet with other Business Babes. It's a great way to network with other business, pass out your cards, fliers and/or promotions to the other babes.

- **Don't forget your dues!!**

LOCATION OF MEETING: Chick Chats are currently held at the **Central Bank, 350 West Main Street in Richmond, KY** (at corner of Main & Lancaster Streets). They officially begin at **7:00 pm**, but everyone can come at 6:30 to network and visit.

- If you've never been to one of our meeting, come and see what we're all about. First meeting is free for all!
 - If you've been to one of our meetings in the past, come back ... we've come a long way babes!
-

BABES ONLY: Announcements, News & Events

- **Elle Char Image Consulting = Swap in the City**

Sunday, May 20, 2012 @ 2:00pm until 4:00pm

Strut Your Stuff Boutique, 2160 Lexington Road, Richmond, KY

This is how it works, if you have accessories that have not been worn within the past year it's time to clear them out and make room for something new (to you). Bring no more than 10-15 items in good condition and swap them for the same amount of new to you items. Elle Char Image Consulting will provide fun fashion tips to help you get the most of this event. Why buy it, when you can swap it! Accessories include: Handbags-Shoes-Scarves-Jewelry-Belts-Sunglasses. Contact: newlook4unow@yahoo.com/859-979-2477 "

Don't forget to check our [calendar](#) or our Facebook page for updates and reminders: [Visit Our Facebook Page](#)



Diva Destination 2012: Keeneland

Several times a year the Babes plan group trips and events that give the Babes an opportunity to get together and share good times!

This year's destination was at Keeneland's Spring Meet on Sunday, April 22, 2012

For more exciting events, [check out calendar!](#)

For more information: www.businessbabessociety.org

Design by [Startup Production](#) © 2012

[Unsubscribe](#)