



## Advisory Link

Winter 2009 Newsletter

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### What's New with Advisory Link?

**Happy New Year!** It's great to be starting a new year by announcing my soon-to-be released book, *Leading the Way to Success*.

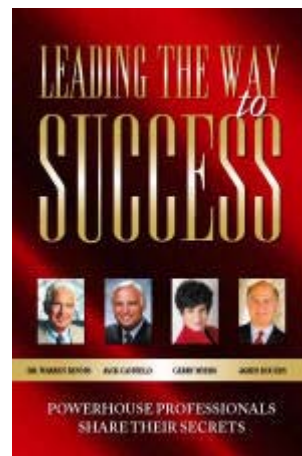
Co-authored with Jack Canfield, Dr. Warren Bennis, James Kouzes and others, my contribution focuses on:

- Differences in men's and women's leadership styles
- How women can augment their leadership skills
- Why an organization should devote resources to advance women's leadership potential
- What should an organization do to strengthen its number of female executives
- How developing female leadership correlates to more successful marketing to women, i.e. increased market share
- Examples of successful campaigns, practices and policies
- Trends for future growth and profitability with the ultimate consumer - women

During the next decade, organizations must educate themselves to understand what she wants and how to reach her, whether she is an employee, client or customer.

Additionally, Gerry Myers has been working on developing a number of [presentations](#) for both profit and non-profit organizations. If you would like to review the topics, discuss a customized presentation or book Gerry to speak at your meeting, conference or other venue, click [HERE](#).

Last year, Advisory Link was honored to work with Juli Ann Reynolds, CEO of Tom Peters Company, on [The Women's Cultural Study](#) sponsored by KPMG. This groundbreaking study, just released after months of research, was designed to measure the cultures and determine specific characteristics of women-led companies and departments. The research will provide valuable information to assist businesses in retaining top-level women by providing insights that can be used to change corporate cultures. Click on the link above or the image to the right to view the study.



Click [HERE](#)  
to order at our  
pre-publication price

Advisory Link has formed a joint venture with Don Everett, President of Workforce Interactive, an Irving, Texas-based firm that specializes in human values assessment tools using a Nobel Prize-winning science, will be a guest blogger on our website. The blog discusses the differences in reasoning patterns between men and women. To read his and other blogs, click [HERE](#).

Additionally, Advisory Link has established a strategic alliance with Juliet Mophew, founder of Telelogic Consulting Group ([www.telelogicgroup.com](http://www.telelogicgroup.com)). They specialize in increasing the presence of, identifying a place for and winning contracts for small businesses in the federal market through various means including diverse partnerships with Fortune 500 companies.



### Women in High Places in Green Marketing

The “greening of America” is still a relatively new movement. The women below work in very diverse industries. Some have made monumental contributions and created international empires; others work to provide a healthier lifestyle for the kids in their hometowns. Many of the women realize their decisions are costly, at least initially. Even though slimmer profits are a result of many of these choices, there is a public service aspect to their efforts and the desire to create something for the common good. They know their businesses aren’t cramming landfills, supporting producers that pollute the air and soil and destroying surrounding ecosystems. People concerned about our planet hold one thought in common – that more government support for greening efforts through subsidies, incentives or rebates might propel more businesses to go green. This would lead to consumers having more variety and less expensive access to eco-friendly supplies and services.



**Jacquelyn A. Ottman**, author, international speaker and founder of [J. Ottman Consulting](#), is considered by many to be the foremost expert on green marketing and eco-innovation. With over 20 years of experience, she is a pioneer in environmental-friendly building. She has provided sustainability solutions to more than 60 Fortune 500 corporations, as well as entrepreneurial firms and government agencies. Jacquelyn wrote three books on the subject long before today's green marketers had even heard the term. Her book, *Green Marketing: Opportunity for Innovation* 2nd Edition, is called the "definitive work on the subject" by the American Marketing Association. It was named one of the top business books of the year and has been translated into six languages. She was co-chair and keynote speaker for SustainableBrands '08, the leading conference on the topic.



**Roxanne Quimby** and Burt Shavitz, co-founders of [Burt's Bee's Inc.](#), started making beeswax candles in Maine in 1984, as a by-product of Burt's honey business. At their first craft fair, they sold candles totaling \$200. By the end of the first year, sales rose to \$20,000. A few years later, after discovering a 19th century book of home-made personal care recipes, they were making half a million candles a year, as well as natural soaps and perfumes. By 2006, Burt Bee's was the leading manufacturer of earth-friendly natural personal care products, with sales topping \$250 million. They currently manufacture over 150 products, which are carried in nearly 30,000 retail outlets in the U.S., U.K., Ireland, Canada, Hong Kong and Taiwan. She helped conserve 185,000 acres of Maine forest land through personal purchases and her relationship with The Nature Conservatory. Roxanne sold the company in 2003 for more than \$140 million.



**Adele Wechsler**, founder and designer of [The Adele Wechsler Collection](#), was born and raised in Durban, South Africa. There she studied fashion design at the renowned Natal Technikon. After starting her career, she married and immigrated to Canada. The Adele Wechsler Collection originally became synonymous with streamlined, light-weight, alternative wedding gowns. Following success in this arena, she created her eco-couture line of wedding gowns by using vegetable-dyed fabrics. Hidden unexpected organic elements, like the exotic hibiscus, the orchid or delicate pansies and lilies appear as embroidered applications and hand-crafted flowers. Her gowns prove that eco-friendly can be elegant, modern, fashion-conscious and timeless. Adele also introduced her Hello Africa collection comprised of gowns that incorporate a humanitarian component with women in Africa doing the beadwork while earning fair-trade wages.



**Lisa Kivist**, co-owner of the Inn [Serendipity Bed & Breakfast](#), embodies the growing "ecopreneuring" movement: innovative entrepreneurs who successfully blend business with making the world a better place. Lisa and her husband own the award-winning Inn Serendipity Bed & Breakfast, which is totally powered by the wind and sun. It features vegetarian breakfasts prepared with ingredients harvested from the Inn's organic gardens. The innkeepers have co-authored three books on how to start a green business or green the one you have: *ECOpreneuring*, *Rural Renaissance* and *Edible Earth Vegetarian Cookbook*. In addition to being a distinguished W.K. Kellogg Food & Society Policy Fellow, she directs Midwest Organic and Sustainable Education Service's (MOSES) Rural Women's Project, an innovative initiative designed to raise the voice of women in agriculture by providing networking, training and support.

No Photo Available

**Dawne Burke** and **Patricia Feldman**, co-founders of [Green Quizine](#), know how important it is for kids to eat healthy lunches at school. Green Quizine menus are organic and all natural foods that contain no pesticides or preservatives. Students select what they want to order. Wraps, salads and grilled brie sandwiches are just some of the items available. Everything Green Quizine uses is fresh and most of the produce is even grown in Florida. The meals, which include a main course and side item, cost between \$4.50 and \$5.00. Currently they only work with private schools delivering several hundred meals at lunch time Monday through Thursday. Dawne and Patricia believe in their mission of continuing to develop a green business that provides healthy lunch alternatives for the community's children.



**Jackie Budgell**, Environmental Systems Manager (ESM) of the [Fairmont Chateau Lake Louise Hotel](#) in Canada, knows that hotels around the globe are competing for customers in a changing world that is demanding green. A recent survey found almost 20 percent of travelers choose hotels because of their environmental practices, including housekeeping services that only use non-toxic cleaning agents. In 2008, the Green Building Council had only certified four U.S. hotels as "green," while more than 800 office buildings had its seal of approval. Jackie was a key component in establishing benchmarks to building energy-efficient hotels. Jackie's book, *Simply Green Parties*, provides tips to hotels and families on throwing green parties. A few of her environmentally friendly suggestions are: creating e-vites rather than mailed invitations; serving organic and locally grown food; and using recyclable plates, utensils, decorations and centerpieces.



**Alexis Miensen** (left) and **Jennifer Dundas** (right), co-proprietresses of [Blue Marble Ice Cream](#), decided to make their retail establishment eco-friendly. Having a green business required a commitment and considerably more education, research, time, effort and money than going the conventional route. They used all non-toxic materials in the build-out of the shop. The ice cream is made on a farm by a fourth-generation ice cream maker, who uses only dairy from organic, grass-fed cows and organically grown sugar. All serveware is biodegradable. Children are fascinated by the spoons, which are made of corn rather than plastic. Many take samples to show their teachers. In turn, the teachers are introducing the corn spoons to their school cafeteria's staff. Alexis' and Jennifer's philosophy is showing people, especially the young how, with just small, simple changes, they can help the world around them.



**Gay Browne**, founder of [Greenopia](#), is a lifelong asthmatic. She began her green journey when she was looking for ways to improve her and her children's environment. Gay built the first green home in Los Angeles' Pacific Palisades in 1994. In researching and working with green home developers, interior designers and furniture dealers, she found that there was a wealth of green options, but no easy way to find them. In 2005, Gay developed a guide to help people green their lives on a daily basis. Greenopia, which conducts extensive research on the companies in their guides, are in Los Angeles, the San Francisco Bay Area and New York City. She plans on producing guides for more than 20 other cities including Chicago, Denver, Seattle and Portland.



**Elizabeth A. D. Powers**, a principal at [O'Brien & Company](#), is a Certified Sustainable Building Advisor LEED Accredited Professional. Elizabeth has provided business management, project development, project management and sustainable building consulting for O'Brien & Company since 2001. Her current job responsibilities include managing the green building and Leadership Energy and Environmental Design (LEED) consulting team at O'Brien & Company and conducting training programs. She provides technical and research assistance in low-impact development, storm water management, green building materials and sustainable construction practices. She is a graduate of the Sustainable Building Advisor Certificate program at Seattle Central Community College, an instructor for the "Sustainable Construction Management" session of the program and is completing a degree in Landscape Architecture.

No Photo Available

**Beth Colleton**, Vice President of [Green Is Universal](#) at NBC, rolled out a massive, multi-platform programming and community affairs effort November 16th - 23rd. Throughout the week, "Green Your Routine" offered more than 150 hours of environmentally themed programming that educated consumers on easy, practical and economical ways to be green. Additionally, she also oversees NBCU's ongoing effort to reduce its greenhouse gas emissions, by implementing more energy efficient practices within the company, across its operations and facilities. Beth also participates annually in the "Hollywood Goes Green" conference, which addresses environmental issues in entertainment and media. Prior to NBC, Beth was head of corporate social responsibility for the National Football League for 15 years. She was responsible for building one of the most comprehensive philanthropic agendas in the industry.

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## Everyone is Going Green

More people are researching and purchasing ways to green their lives and preserve their environment. To reach these consumers, especially women, companies need to make sure they themselves are demonstrating eco-friendly behavior. Additionally, their products and services should be evolving to fill this need. To balance the initial cost of going green, businesses and individuals can reap a return on their investment in energy and water savings, as well as enjoy a sense of pride and personal gratification.



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### Quarterly Tip

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Make sure you realize how important green is to your customers and clients, and let them know about any upgrades in your facility, vendors or products that are environmentally sound, natural or involve conservation.

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### Auto Dealerships, Hotels Go Green

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To be certified green by the [U.S. Green Building Council](#), buildings must adhere to the Leadership Energy and Environmental Design (LEED) Standards. The criteria includes recycling construction waste, locating near mass transit, planting water-efficient landscaping, installing windows that open and use solar

tubes, choosing lower-energy elevators, using certified wood and other recycled materials, and covering rooftops with tiles made from recycled tires or planting a green roof cover.



[The Toyota of Rockwall](#) (Texas) dealership, owned by Steve and Barbara Jackson, is the first LEED Gold Certified auto dealership on the planet. From cabinets in the lobby that are made of recycled agricultural waste to the tile accents made from recycled glass bottles, every detail was taken into account to make this facility totally green.

The landscaping consists entirely of native plants, minimizing the amount of water, fertilizer and pest control products needed. Four cisterns collect water from the roof and from the condenser units for the air conditioning. These cisterns provide water for both the landscaping and car wash.

To involve the personnel as well as the facility in the process, employees are encouraged to recycle. Those who carpool or drive hybrids to work are given special close-in parking.



Along with additional focus in the automotive industry on greener dealerships and products, the hospitality industry is also putting more energy in that direction. Hotel guests, especially women, are becoming more discerning in their choices of hotels, with green being one of the major factors in the selection of a particular hotel or chain. From a business perspective, green facilities consume less energy, use less water and create less waste.

[Marriott International](#) and its more than 3,000 properties is the leader for being the most innovative and green in the hotel sector. Their first green-certified hotel, in College Park, Md., uses 33 percent less electricity than a comparable property. Marriott has partnered with Conservation International and is the first major hotel company to calculate its carbon footprint and launch an aggressive worldwide campaign to lessen its impact.

[The Fairmont Hotels](#) have been implementing energy-saving measures for years. All front-desk computers in North America are run on wind power bought from a sustainable energy co-operative. Several of its golf courses are irrigated with recycled water and Audubon certified sanctuaries are protecting the environment by maintaining precious wildlife habitats.

[Accor North America](#) and its [Sofitel Hotels](#) recognize that alternative energy sources are important whether you have only a few facilities or thousands. They recently signed an agreement with Community Energy Inc., a wind energy supplier, to purchase clean, renewable, wind energy for its nine U.S. locations.

As green suppliers and products become more plentiful, more businesses will join in the "Green Revolution."

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## Check Out Our Website and Blog

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Place your order for Gerry's soon-to-be released book, [Leading the Way to Success](#).



Our new [MarketingToWomen Blog](#) is up and running! We invite you to read it, comment on it and be an interactive partner in our efforts to enhance companies marketing and selling to women, as well as helping them recruit, retain and promote women within their organizations.



On [our website](#) ([www.AdvisoryLink-dfw.com](http://www.AdvisoryLink-dfw.com)) you will find we have been busy writing articles for [www.MarketingProfs.com](http://www.MarketingProfs.com) and *Dealer Magazine* (also online at [www.dealer-magazine.com](http://www.dealer-magazine.com))

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## KUDOS

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**Deborah Zastocki**, President and CEO of Chilton Memorial Hospital, is the 2008 recipient of the Garden State Woman of the Year "Gets It" award.

**Sandra James**, CEO of Private Eyes, Inc., was named one of the 2009 Women's Business Enterprise Stars by the Women's Business Enterprise National Council.

**Angela Otis**, Vice President and Chief Financial Officer of U.S. Insurance Group Sales and Distribution, and **Karen Phelan**, Vice President of New Business, Life Underwriting and Top Blue Services, U.S. Insurance Group Risk Management, are MassMutual Financial Group's AAX MVPs for 2008.

**Louise H. Courtelis**, a successful international businesswoman, noted philanthropist and longtime supporter of higher education was one of three inductees to the Florida Women's Hall of Fame. The other two are **Senator Gwen Margolis**, whose historic achievements in office have paved the way for many other women and **Betty Sembler**, who has spent more than three decades fighting the war on drugs. In 1976, she and her husband became founding members of Straight, Inc., a nonprofit drug treatment program that has helped more than 12,000 young people across the country.

**Sheila Brooks**, SRB Communications, LLC, received the prestigious Top 100 Minority Business Enterprise Award. The award pays tribute to outstanding women and minority business owners in Maryland, Virginia and the District of Columbia.

**Debbie Richman** has a new position at La Duni Bakery in Dallas and was in charge of producing their Christmas exhibit at North Park Center.

**Julie S. Waldron**, owner of Proforma Total Business, has been named "Protégé of the Year" by the Allstate Minority and Women Emerging Entrepreneurs Program, a joint venture by the University at Buffalo School of Management's Center for Entrepreneurial Leadership and the UB Center for Urban Studies.

**Julie Gordon** of Teaneck is the 2009 recipient of the Women's Excellence in Leadership Award from the Alfred University Women's Leadership Center in New York.



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*In each newsletter I want to congratulate a few people for their outstanding achievements or special recognitions they have received. If you have been honored, published or have another item of interest, please let me know so I can share it with others.*

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Click [HERE](#) to download a copy of this newsletter in PDF format.

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