

Uptown Midland  
Business and Professional  
Women's Club

2016 – 2017 Annual Reports



## 2016-2017 President's Annual Report

To all Uptown Midland BPW Members and Board of Directors,

I want to briefly recap this year and all of the great work that members of BPW accomplished. We started off the year with our annual National Business Women's Week, honoring the 2016 Woman of Achievement Laura Roman and the 2016 Woman of the Year, Annette Dozier. This was the first year that BPW has provided sponsor levels for tables and it was very successful. We had a Presenting Sponsor (\$7,500), two Gold Sponsors (\$2,500), three Silver Sponsors (\$1,500), and seven Bronze Sponsors (\$1,000). The committee spent a total of \$10,435.10 on the event. With ticket sales, sponsors, and donations the event brought in a total of \$28,776. The net profit from National Business Women's Week was \$18,340.90. During the program, a raffle for a lottery tree was done and brought in an additional \$1,623 for the Texas BPW Chloe Monroe MD Anderson Fund.

We recognized several BPW members at this year's celebration who are "Perfect 10" members. The following women have been BPW members for ten or more years and have kept our organization going strong, helped increase membership, and have provided so much support to our community projects - *Debrah Gann, Evie Gandy, Shirley Harris, Demetra Johns, Delores Schuler, Mona Bethany, Diane Browne, Stacy Nelson, and Donette Marble.*

Thanks to our community projects chair, Lesley Donnell, BPW members collected items for Mission Agape, as well as Safe Place during the holidays, and donated \$100 towards the Sutton Family Fire. We were also able to donate \$3,000 to Family Promise this spring.

The 3<sup>rd</sup> Annual Bunco Scholarship Fundraiser, led by Tyna Gober and her committee, also helped us raise a little over \$10,000 in scholarship funds for our endowment at Midland College. The money raised will help support non-traditional female college students, so that they can complete their degrees quicker and with less debt.

Since BPW has had a great couple of years, I was thrilled that we voted to approve donating an additional \$20,000 towards our endowment, totaling \$30,000 for this year. This brings our endowment up to \$80,000.

Some other exciting news is that our membership is holding strong at 36 and Debrah Gann has been hard at work helping to roll out a new membership structure. This year Jonna Smoot, PR chair was able to get us an approximately \$43,000 in free ads and has done a great job making our name more visible to our community. We also had some awesome program meetings, including Steven Gates, Dr. Dorothy Jackson and the former President of the Texas BPW, Pat Jasso.

This has been an amazing year and I look forward to another successful year.

Respectfully,

Katie Presley, President 2016-2017

**Annual Report**  
**From the Vice President/Program Chair for 2016-2017**

Madam President; the following programs were done in the year 2016-2017

**August**

**8/10/16 - Tom Miller with Family Promise - Speaker** - Program Meeting-  
11:45 - 1:00 Petroleum Club

**September**

**9/28/16 - Emily Weinberg with UTPB Small Business Development Center** -  
Program Meeting - 11:45 am - 1:00 pm- Petroleum Club

**October**

**10/10/16 - NBWW Program Meeting** - 6:00-8:00 pm - Petroleum  
Club Honoring **LAURA ROMAN** as Uptown's Woman of Achievement. Also  
Uptown's Woman of the Year announced

**November**

**11/09/16 Laura Roman** - speaking about "The State of Education Midland - What  
Now?" Program Meeting - 11:45-1:00 - Petroleum Club

**December**

**12/8/16 - Uptown Christmas Party-** -Grassland Club House  
Only meeting in December

**January**

**1/11/17 - Dorothy Jackson, PhD, RN, Dean of School of Nursing** - "Go Red for  
Women - Women's Heart Health" Program Meeting - 11:45 am - 1 pm Petroleum  
Club

**February**

**2/08/17 - Steven Gates, LSW, Texas Tech Health Sciences Center, Workforce**  
Education and Development - "Mindsets That Feed and Foster Success" - Program  
Meeting - 11:45 am - 1 pm - Petroleum Club

**March - Women's History Month**

**3/8/17 - Pat Jasso, Former President, Texas BPW - Women's History - Women's**  
History Trivia - Program Meeting - 11:45 am - 1 pm - Petroleum Club

**April - Equal Pay Day**

**4/12/17 John Kerrigan, Midland Police Officer** - April was Sexual Assault  
Awareness Month - Program Meeting - 11:45 am - 1 pm - Petroleum Club

## **May**

**5/10/17- Donette Marble**, Financial Advisor, Edward Jones, "Investment Strategies for Women", BPW Scholarship update - Program Meeting - 11:45 am - 1 pm - Petroleum Club

## **June**

**6/??/17 - Installation of Elected Officers**

Deborah Williams was Vice President for the first 8 months of the year. She had to resign due to work overload. I was the Vice President for the last 4 months. We had a seamless transition and the year ended successfully.

We feel some of the programs that were most successful, were those that were informative as well as entertaining.

It was an honor to serve under Katie Presley. It was my pleasure to watch her grow and prosper and make the year into one of the most successful reigns we have had recently. I commend her on her accomplishments.

Best Regards:

A handwritten signature in black ink, appearing to be 'MB' or similar, written in a cursive style.

Mona Bethany  
Vice-President



## **Uptown Midland Business and Professional Women**

### **Treasurer's Report 2016-2017**

Dear Madam President Katherine Presley:

Proceeds of \$29,838 were generated from two separate fundraising events this year. The amount of \$5,530 was transferred to the Edward Jones Money Market account for the Midland College Scholarship Fund on 7/20/2016. This amount was then transferred by Donette Marble of Edward Jones to the Midland College Scholarship Fund. The balance in the Edward Jones account is \$5,000.07 for the purpose of maintaining a \$2,500 minimum balance and \$2,500 for any scholarships outside of Midland College.

The following is a breakdown of the revenue from the two events:

- National Business Women's Week: \$19,663
- Bunco: \$10,175

Uptown Midland BPW donated \$100 to Sutton Family Fire, \$3,000 to Family Promise and \$1,623 to the Texas BPW Chloe Monroe MDA Fund.

On May 10, 2017, Uptown Midland BPW presented \$30,000 to Midland College. This was an irrevocable contribution for the Endowment fund.

As of May 29, 2017, the Uptown BPW BB&T checking account has a balance of \$20,569.77.

Final reports for the operating year, July 1, 2016 to June 30, 2017 will be provided by July 10, 2017. In accordance with the Uptown BPW bylaws, all books, records and papers will be delivered to the financial review committee by July 10, 2017. An active member in good standing shall audit the 2016-17 finances.

Emily Weinberg

Treasurer

Uptown BPW  
Secretary Annual Report 2016-2017

Madame President Katherine Presley:

I took notes at our Program, Business and Board Meetings and brought the recorded minutes to the business meetings for approval. As appropriate, I verified motions and filed them.

I sent email invitations to members and non-members for our program and business meetings. I contacted the Petroleum Club regarding our head count and sit down meals for programs. For our business meetings I contacted either Marquita Potter (Wagner & Brown) or Jonna Smoot (WTNB) and gave them the headcount for using their conference rooms.

I have a master reservation lunch list that I mark who said yes and no for the ones who cannot attend. If a member is bringing guests I write the name(s) of their guests down beside their name. I sent this list to our Treasurer Emily Weinberg for her use at our program meetings.

My last act was to file the nominations for officers as they were elected for the year of 2017-2018.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Shirley D. Harris". The signature is fluid and cursive, with a large loop at the end.

Shirley D. Harris  
Secretary 2016-2017

## **Uptown Midland Business & Professional Women (BPW) 2016/2017 Public Relations Committee Report**

### **Presented to Madame President, Katie Presley**

At our initial strategic planning meeting, we deliberated as to whether or not to allocate monies towards an aggressive marketing campaign. I suggested that instead of going with our standard zero-dollar, zero-effort advertising budget that we move towards a planned advertising budget of not to exceed \$4,000 from June 2016 to July 2017. This budget included expanding into the Midland Magazine produced by the Midland Reporter Telegram approximately every other month. It also included a plan of my reaching out to the media, putting our name in the newspaper and getting BPW's name in print. This happened in Press Releases, all throughout the Odessa American Good News Section a few times in the MRT and in the many ads we produced. But, I'm getting ahead of myself.

After presenting my budget request at the initial Strategic Planning Meeting, I further explained my reasoning behind my desire for advertising in Midland Magazine. I had nominated Uptown President Katie Presley for the **Midland 20 Under 40** and Katie had been accepted. I wanted a full 2-page ad with the 2<sup>nd</sup> page honoring Laura Roman and our NBWW event with sponsor and ticket info that would publish on 9/25, just before our main fund-raising event. I also proposed 3 other quarterly ads in Midland Magazine that would coincide with our membership drives or events.

Total budget not to exceed \$4,000 was approved. With this spend, I then developed the relationship further into approximately \$8,785.50 in free "TV Grid Ads" from August to the end of December 2016. I was also able to negotiate other discounted ads for BPW that totaled approximately \$6,780 in savings to BPW through the end of 2016. I was also able to obtain \$26,356.50 worth of free "TV Grid Ads" for 2017 for BPW from our local newspaper ad rep. I have also received one free \$1,250 quarter-page ad from our local rep promoting our October event in the MRT newspaper.

To sum up what I was able to negotiate for us from 2016-2017 as Public Relations Chair:

2016 free ads: \$15,565.50

2017 free ads: \$27,606.50 (to date)

Approximately **\$43,172.00** in Free Ads (*there were other discounts given and free ads along the way*)

I was also able to go on air with a local radio show on at least two occasions in 2017 promoting BPW and I had the on air host promote our events and needs and programs with regularity for free.

**Suggestions for next year:** Continue working the relationships with the local media and keeping our name out in the public's eye.

**Items that worked well this year:** Actively going after free ads, working with our local media and keeping BPW's name out in the public's eye. Follow up is key.

Respectfully Submitted by Jonna D. Smoot, Public Relations Chair



**Madame Katherine Presley**

**2016-2017 Membership Committee Report  
Debrah Gann**

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During our fiscal year, we began with 39 members. From existing members, 10 did not renew and to our rolls 6 new members joined. Our membership to date is 36.

To promote membership, brochures were provided at Program Meetings, the NBWW and the Bunco Fundraiser. Guests were encouraged to tell us about themselves on the area made available inside the brochure or visit our website. A follow up with an email was sent to each guest we received information. Business cards were shared with BPW contact information for guests interested in learning more about BPW plus we had printed application forms available.

The revamped membership application (completed by previous Chair, Annette) is most helpful and easier to get guests to join with this form available printed at the meetings. The interests of new members are essential to receiving more involvement from new and existing members. As has been shown in the past, this makes the member feel important and purposeful.

Online dues payment has been a big advantage in keeping membership in my opinion. The more convenient renewal is, the more likely we can keep our members.

The by-law revision for membership levels passed during our April business and will create renewed encouragement for existing, new and corporate membership involvement. I look forward to seeing businesses becoming more involved with BPW and the important work we do as Women helping Women.

Submitted by Debrah Gann, Membership Chair



Uptown Midland BPW  
Community Projects  
Annual Report 2016-2017

From: Lesley Donnell Community Projects Committee Chair 2016-2017

RE: End of Year Report

Dear Madam President and Board of Directors,

The community projects committee held a drive benefiting Safe Place on Thursday December 8<sup>th</sup>, which collected hundreds of items. We delivered and toured the facility on Tuesday December 13<sup>th</sup>.

As a committee we chose Midland Family Promise to receive a monetary donation which was approved by the Board of Directors.

We held a check presentation and toured the Midland Family Promise facility on Tuesday, May 16<sup>th</sup>. We donated \$3,000 to this organization, which they plan to set up a fund to specifically help women in their program that need appropriate interview or work attire.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read 'Lesley Donnell', written in dark ink.

Lesley Donnell, Community Projects Committee Chair

May 30, 2017

**Uptown Midland BPW**  
**Annual Report 2016-2017**  
**National Business Women's Week**

Uptown Midland Business & Professional Women kicked off National Business Women's Week by joining the February 27, 2016 city council meeting, where Mayor Morales proclaimed the week of October 17<sup>th</sup>-21<sup>st</sup>, 2016 as National Business Women's Week and declared Monday, October 10, 2016 Laura Roman Day. The following BPW members attended: Shirley Harris, Secretary; Katie Presley, President; Jonna Smoot; Director and Public Relations; and Lesley Donnell; Community Projects.

The National Business Women's Week Celebration was held on October 10, 2016 at 6pm, located at the Petroleum Club of Midland. The 2016 "Woman of Achievement" was Mrs. Laura Roman and the 2016 Uptown Midland BPW "Woman of the Year" was Annette Dozier. During the program, Katie Presley, President, and Jonna Smoot, Director and Public Relations, recognized BPW members that have been members for 10 or more years. The following members were recognized as being "Perfect 10" BPW members: Debrah Gann, Evie Gandy, Shirley Harris, Demetra Johns, Delores Schuler, Mona Bethany, Diane Browne, Stacy Nelson, and Donette Marble.

This was the first year that BPW has provided sponsor levels for tables and it was very successful. We had a Presenting Sponsor (\$7,500), two Gold Sponsors (\$2,500), three Silver Sponsors (\$1,500), and seven Bronze Sponsors (\$1,000). The committee spent a total of \$10,435.10 on the event. With ticket sales, sponsors, and donations the event brought it a total of \$28,776. The net profit from National Business Women's Week was \$18,340.90. During the program, a raffle for a lottery tree was done and brought in an additional \$1,623 that was donated to MD Anderson.

Overall, the event was a success. The committee held a debriefing meeting on November 16<sup>th</sup>. During this meeting, Shellie Robbins volunteered to chair the 2017 National Business Women's Week events and BPW member, Victoria Printz was selected as our 2017 Woman of Achievement.

Submitted by Katie Presley, NBWW Committee Chair

3/9/17

**Uptown Midland BPW**  
**2016-2017 Bunco Scholarship Fundraiser Report**

**Taken from April 26, 2017 Business Meeting Minutes**

Our 3<sup>rd</sup> annual bunco scholarship fundraiser was on April 24, 2017.

President Katie Presley said she estimates we cleared \$10,000+ after expenses.

A breakdown of money raised: \$7,400 Tables and Tickets, \$5,000 Raffle Tickets (Great idea and job Tyna!), \$1,000 Dollar Drop, \$650 in Donations. Estimate of expenses are \$200 Cash Tip, \$600 Prizes, \$850 T-Shirts-Sponsors, \$1,100 Beer Garden, plus there was some advertising in the MRT which had been negotiated by Jonna Smoot, Public Relations and possibly a bill for the ad in the Odessa America.

Another idea that was brought up is figuring the cost of items that are "in kind" donations that members and companies gift to the event and do not ask for reimbursement. This will give us a better idea of the cost even though it did not cost the club any money.

Also for next year, have an accurate dollar amount for donations so we shoot for that number next year or even more. Tyna (Bunco Chair) will give us a list of donations and "in kind" donations.

The raffle drawing winners: Annette Dozier – Louis Vuitton Handbag, Teresa Floyd – Tiffany & Co. Necklace & Bracelet Set and Stacy Brown – Yeti Hopper & 2 Rambler Cups.

**Not submitted by the fundraising chair.**

**Taken from April 26, 2017 Business Meeting Minutes**



## 2016 – 2017 NBWW Committee

### Woman of Achievement and Woman of the Year

Madame President Presley:

NBWW was a huge success. We celebrated our signature event on October 10, 2016 at the Petroleum Club. Laura Roman was named our 2016 Woman of Achievement and Annette Dozier was named our 2016 Woman of the Year. In addition, our President Katherine Presley honored the "Perfect 10" – members who had been involved in our organization for at least 10 years. Those recognized were Debrah Gann, Delores Schuler, Demetra Johns, Diane Browne, Donette Marble, Evie Gandy, Mona Bethany, Shirley Harris and Stacy Nelson.

Stacy Nelson, Chair  
Woman of the Year

Uptown BPW  
Hospitality Committee Annual Report  
2016 – 2017

Madame President Katherine Presley:

During this year

Sent birthday cards to Uptown members;

Remembered members at times of grief and/or illness with cards, donations, etc as appropriate.  
Also emailed the info to the members for them to respond to on a personal basis.

Arrived early at all meetings to greet visitors/speakers

Respectfully Submitted

A handwritten signature in dark ink, appearing to read "Shirley D. Harris". The signature is fluid and cursive, with the first name "Shirley" being more prominent.

Shirley D. Harris, Chair

**Annual Report**  
**By-Laws, Policies & Procedures Chair for 2016-2017**

Madam President; the following Changes were done in the year 2016-2017

We amended the P & P to reflect recent changes in fundraising and a couple of housekeeping items, such a spelling correction.

No changes were made to By-Laws, however, we will have to make some to accommodate the new pricing levels for membership. This may not happen until after election of new officers and Board.

Respectfully submitted by:

A handwritten signature in black ink, appearing to be 'Mona Bethany', written in a cursive style.

Mona Bethany  
By-Laws, Policies and Procedures Chair 2016-2017



Uptown BPW  
Newsletter Committee Annual Report  
2016 – 2017

Madame President Katherine Presley:

I hoped to publish an interesting newsletter. I sent out emails each month to the Membership requesting articles (photos, vacation stories, history pieces, news events, new jobs, moved etc.) to publish in the newsletter.

I also published women's history information with short quizzes. I would also ask the membership at the Business Meeting for articles and remind them that it is never too early to send the information or story.

The newsletter was emailed monthly to our membership.

It was also posted on Uptown's website under the NEWS tab.

I am grateful for the opportunity to publish the newsletter and would like to thank everyone who submitted articles and photos.

Respectfully submitted

A handwritten signature in black ink, appearing to read "Shirley D Harris". The signature is fluid and cursive, with the first name "Shirley" being more prominent.

Shirley D Harris, Editor  
Uptown News Beat  
Newsletter

**Uptown Midland BPW**  
**Nominating Committee Report**  
**May 2017**

Madame President Katie Presley:

Recommended State of Officers for 2017-2018

Annette Dozier	President
Tyna Gober	Vice President
Ingrid Burton	Secretary
Emily Weinberg	Treasurer
Mona Bethany	Director
Shirley Harris	Director

The above nominees have agreed to serve if elected

Respectfully submitted

Katie Presley, Chair

Uptown BPW  
Webpage Committee Annual Report  
2016 – 2017

Madame President Katherine Presley:

Our Plan for this year:

1. Update website on a regular basis.
2. Get input for what needs to be changed

During this past year we have:

1. Updated [www.midlandbpw.org](http://www.midlandbpw.org) website with current info: newsletters, donations, calendar for our programs and speakers (bio). Following elections and our planning meeting I update the website with the names and contact info of our officers and the committee chairs.
2. Renewed our Website Hosting with Hostgator (Feb 2017).
3. Emily Weinberg has done a wonderful job on our FACEBOOK page which members can easily access through the link on Uptown's website. It allows members to go directly to Uptown's Facebook page.
4. I added a PAYPAL button to our homepage so members can pay their dues online by credit card or e-check. Members and guests can also pay for their meals online before a meeting at the Petroleum Club. Last but not least we had numerous donations made and tables and tickets paid for online for NBWW and our BUNCO Fundraiser! There is a 2.9% fee plus \$.30 fee for credit cards and bank transfer which means if you pay \$60 to Uptown, PAYPAL charges us \$2.04 and we receive a net payment of \$57.96. Members can always add the "fee" to what they are paying so that Uptown receives the full payment.
5. We have spent \$114.49 for Website Hosting for 2016-2017.
6. Uptown's Domain Registration – [www.midlandbpw.org](http://www.midlandbpw.org) will be up for renewal in 2019 and [www.midlandbpw.com](http://www.midlandbpw.com) will be up for renewal June 2017 and will be renewed for 3 years to bring it to 2019. It is currently registered with Six House Design.

Respectfully Submitted



Shirley D. Harris, Chair