

THE METRO REPORT

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Trelaine Mapp
Founder, President and CEO
of Source Building Group

Photo by Rachel DeLira

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H100: Supporting future Latina generations

by Brandon George
Special Contributor to The Metro Report

Consider former Mesquite High School student Emily Mancha’s motivational story to get a clear understanding of the impact the Hispanic 100 nonprofit organization has had on North Texas area Latinas.

Mancha had the opportunity to get a glimpse of her future and help rewrite her family’s legacy by taking part in Mesquite High School’s Escalera STEM program, which supports Hispanic youth to pursue careers in science, technology, engineering and mathematics.

Through Hispanic 100 grant money in 2017, via Dallas nonprofit The Concilio, the Escalera STEM program was able to take a field trip to Texas A&M University-Commerce. Students and their families toured the campus and met with professors and administrators, inspiring them to know that college was within their reach.

Mancha saw firsthand that she had the opportunity to not only be the first from her family to graduate from high school but also become the first to attend college. She knew then that she had the chance to pursue a career in nursing.

“Escalera STEM has helped me by opening new doors,” Mancha said. “This program has helped me by motivating me more. I’ve talked about financial aid and internships to help get me where I need to be. It has helped me also by focusing on pursuing a career and becoming someone.”

Record year for Hispanic 100

The Hispanic 100 – also known as H100 – has empowered and impacted Latinas in North Texas for more than 20 years now. The nonprofit organization started as the Hispanic 50 in 1996, when, according to its website, local Latina leaders Delia Reyes, Bertha Outler and Patricia Asip recognized the need for Hispanic women leaders in the Dallas area to unite and advance Latina participation in the areas of employment, procurement and social issues.

In 2003, the organization changed its name to the Hispanic 100 as membership grew. H100 started 2019

“The benefits are tremendous having a network of highly accomplished Latinas around you that you can reach out to for advice, knowledge, connections and support. It’s incredibly powerful. – Silvana Rosero”

with 74 members but has since grown to 96 and expects to soon top 100 for the first time ever. H100 is a network of area Latina leaders who support each other and is committed to impacting future Latina generations.

H100 president Lucinda Rocha, who has been a part of the organization for 12 years now, said group members often celebrate each other’s successes and lean on each other for support during challenging times.

“They get me from a cultural perspective,” Rocha said. “That’s the key for me. For me, it was a matter of finding a network of other working women who happened to be Hispanic, to find mentors for myself, or be a mentor to others coming in and to realize that I’m not the only one going through similar challenges or opportunities.”

Rocha has spent her career working in the financial sector, primarily in a consulting role. She works in Dallas as the vice president and senior principal relationship manager for Fidelity National Informational Services, Inc., developing partnerships for \$1 billion-plus financial institutions to help design and execute payment strategies.

Rocha has led a transformational year for H100. Not only has she helped the organization achieve record membership, but she’s also played a part in moving H100’s endowment fund to become a partner with Dallas-based Texas Women’s Foundation.

The Texas Women’s Foundation had two African-American and one Asian Giving Circle established, Rocha said, and H100 wanted to mirror those philanthropic arms. H100 established the first Latina Giving Circle at TWF.

This helped pave the way for H100 to secure a record \$100,000 in funding this year to give to North Texas nonprofit organizations to help Latinas.

In previous years, H100 would provide grant money to roughly four to six local nonprofits, Rocha said, often ranging from \$1,500 to \$2,500. This year, H100 expects to double the number of nonprofits it can help with much larger grants, Rocha said. The \$100,000 secured this year was funded, in part, by donations from individuals and corporations.

“We saw the welcome-ness from the community that wanted to participate in a Hispanic Giving Circle,”



Lucinda Rocha, President of H100

It's a woman's world, too

by Erin Ratigan

Kenya Mobley describes herself as a “girly girl.” She has long nails, wears makeup and styles her hair before going to work. While this routine is familiar to many businesswomen, in Mobley’s profession it is hardly commonplace.

Mobley works in the trucking industry and is one of many women navigating a male-dominated field. After working as a truck driver for six years, she opened On Track Truck Driving School in 2019, a rare feat for a woman.

While looking for a truck driving school to attend, Mobley said she came up against sexism regularly.

“I didn’t feel welcome, I felt like a piece of meat,” she said. “I even had one guy comment, ‘Nice butt.’”

It was this feeling of exclusion that eventually motivated her to start her own truck driving school. She said she gets calls from women saying they’ve never felt comfortable going to a driving school that was all men. Once they attend her school, they tell her they feel protected and empowered.

What motivates her every day is her desire to help women succeed — the same thing that empowered her through her difficult early days in driving school.

“I prepared myself for the ‘no’s,’ I prepared myself for the sexual harassment, I prepared myself for all of this, but I prepared myself first for success.”

Mobley said she does not consider her trucking business a boys’ club, but women are still underrepresented — only 6 percent of the industry. Catalyst, a global nonprofit aimed at promoting women-friendly workplaces, describes male-dominated fields as occupations wherein 25 percent (or fewer) of workers are women.

In recent years, conversation around this gender disparity particularly focused on careers in science, technology, engineering and mathematics (STEM). But many local businesswomen — like Fort Worth barber Laleh Rezaie — have said they’ve faced sexism on a regular basis.

“

I want to be a mentor to the younger generation. I want people to see my success story and know that they can do it. — Monica Vasquez

”

In 2017, 79.9 percent of barbers in the U.S. were men, according to a Census Bureau estimate. For Rezaie, sexist comments usually come from the public, who don’t know there are female barbers.

“I might have to prove myself a little bit more, because it’s rare to see a female barber,” she said.

At the local level Rezaie said other barbers are very supportive and sometimes refer their clients to her. Still, potential clients have refused to visit her shop because they did not want a female barber.

Once, while booking an appointment over the phone, a customer hung up on Rezaie after she mentioned that she was the barber on-staff.

“You can’t get upset about that, but it’s one of my favorite stories to tell,” she said.

What makes up for those experiences are the interactions she has with her regulars — the people who let her work speak for itself. In the end, she said that’s all any businesswoman wants.

South Barbershop is a solo operation, with Rezaie running the business behind the scenes, performing cuts and shaves, and managing the shop. While opening the business was a major achievement, she said working alone was the biggest challenge she had to overcome. Her goal is to eventually add another seat to the shop floor — and some staff to help.

But Rezaie said she likes working alone because she gets to work one-on-one with clients every day.

“My brand is not just the haircut and the product and service that I put out,” she said. “I also like to make everybody feel like they’re important when they’re sitting in the chair. They are. They’re the only person in the universe whenever I’m cutting their hair.”

Rezaie believes women will soon be free of labels and the need for advocacy in their fields. She said she looks forward to seeing that change.

“Right now, there are a little bit more stepping stones of actually focusing on someone being treated equally in the industry, despite being a female,” she said. “Once we get past this [hurdle] it’s only uphill from there.”

Samantha Glenn, owner and general manager of Funky Picnic Brewery & Café, echoed Rezaie’s sentiment about public perception of women in her field. While the craft beer industry is generally supportive of women, Glenn said industry reps frequently overlook her because she’s a woman.

“I’ve had people come up and just start talking to my business partner or start talking to my brewer — whoever I’m with who is a man — and completely ignore me standing there,” she said.

In such instances, she said she thrusts her hand in their direction and introduces herself — a move she admits may be uncomfortable for others in her position.

Feeling like the only woman in the room is even tougher at networking events, she said, which sometimes feel cliquy and intimidating. That is why Glenn is a member of the Pink Boots Society, a national organization aimed at supporting women in the beer industry.

“That’s why I like the Pink Boots [Society],” she said, “you can connect with women and then as a group you can go into those events and be stronger because at least you know a few people.”



Photo credit: peshkov/iStockPhoto.com

Glenn is frequently asked by male brewpub owners how to improve diversity in craft beer. She said brewhouses need to appeal to a wide customer base if they are serious about diversifying the industry. She said Funky Picnic does this through their family-friendly atmosphere, which includes changing rooms and kids’ menus, as well as comfortable seating for older customers.

“All of those...are things that our industry needs to think about,” she said. “Instead of trying to create a business in your image, trying to create it in the image of the community around you.”

The construction industry is particularly male-occupied. In 2018 women comprised only 9 percent of the workforce, according to the Bureau of Labor Statistics. An infographic from Big Rents, a national equipment network, states that within that small percentage, 86.7 percent of women in construction worked in office positions.

Monica Vasquez is owner and president of E9 Construction, a firm contracted with the Department of Defense. Vasquez, a military veteran, is used to navigating male-dominant environments and said she knew what to expect when entering the construction industry.

“People want more validation from a female than they do from a white male,” she said.

Having previously worked for a small family-owned construction business, she had seen other women navigate the pitfalls of running a business, which she said prepared her for starting her own business.

She knew she wanted to fill the gender gap in construction, she said, which she saw as an opportunity rather than a burden.

Once while walking on the job site an electrician told her, “[If] you keep working and maybe you’ll be able to be a supervisor one day like I am.”

“I was like, ‘Yeah, I’ll keep track of that,’” she said, chuckling.

Vasquez said she did not always plan to go into construction, but she saw the opportunity and took it. Now she said she loves having the chance to grow as a business leader. And while some older men in the industry might expect a woman not to understand the business, she knows that’s not true.

She said positive change is taking place, and that women should see their differences as a competitive edge.

“I want to be a mentor to the younger generation,” Vasquez said. “I want people to see my success story and know that they can do it.”

Seeing RED – Business women form winning trifecta

by Steve Rochun

Before a need can be met, the need must first be understood. A chance meeting at a workshop introduced Reggi Sturns-Kemp, Patience Rose and Collette Portis, each of whom had individually questioned their need to attend a workshop about the dark web, a part of the internet that isn't indexed by search engines. Once there, introductions and conversation helped them realize it had less to do with the workshop and more to do with meeting each other. Several months later, Rose would set up a meeting between the three of them to discuss a new collaboration. RED Development Group was formed. RED is the acronym for Research - Education - Development. The intent of the group is to navigate businesses from their current status to stability, profitability, sustainability and expansion. "We don't drive the ship; we are here to help guide or direct the ship to the owners desired destination," said Rose. The three principals have strong business and community service backgrounds and plan to leverage this knowledge to help others in the business community.

Reginalea Sturns-Kemp, the chief executive officer, has 14 years of CEO experience and understands the importance of making critical investments in technology, implementing innovative processes and making sure companies have standardized procedures. A graduate of Clark Atlanta University, College of Business and The University of Oklahoma, College of Architecture, Sturns-Kemp is a staunch community advocate and philanthropist who has served or is currently involved with: Goldman Sachs 10,000 Small Business [10ksb], The Women's Center of Tarrant County Board of Directors, RED Worldwide Advisory Board Member, Women Steering Business Board of Leadership Fort Worth, American Society of Interior Designers, the Fort Worth Hispanic Chamber of Commerce, the Fort Worth Metropolitan Black Chamber of Commerce and many other organizations.

“... we offer proven, perfected processes to navigate business owners and entrepreneurs through the eight drivers that affect the value of their business. – Reggi Sturns-Kemp”

Collette Portis, the managing partner and chief financial officer, started her first business at age 14. She is the founder



Collette Portis, Reggi Sturns-Kemp and Patience Rose, RED Principals

Photo credit: Joseph Trail

and visionary of Collette Portis & Co. and Destined Designs. Portis is a business coach and strategist with more than 20 years of experience in a range of fields and is a certified SCORE mentor. Originally SCORE was an acronym for the "Service Corps of Retired Executives." Founded in 1964, SCORE is a 501(c)(3) nonprofit organization that provides free and confidential business mentoring services to prospective and established small business owners in the United States. Portis is an alum of Leadership Grand Rapids and has several masters degrees and currently working to complete her doctorate in transformational leadership.

Rounding out the team is Patience Rose who serves as the chief operating officer. She is a Value Builder-Certified Business Advisor and certified business coach. A dynamic strategist, Rose has worked with high potential executives and entrepreneurs and has navigated more than 500 clients to phenomenal top and bottom line growth in myriad industries over the past 20 years. Rose has been recognized by the National Association of University women, Who's Who among Black Executives, Daughters of American Revolution and named by her clients as a "Business Wunderkind."

These women have seen a need in the business community to utilize their tools, education and know-how. Portis



Photo credit: Joseph Trail

says, "There is a large amount of business owners who either don't know or understand the value of their business. This is where we come in. One of our business components (models) is that we help owners establish the value of their business for short- or long-term purposes." Their aim is to leverage the strength of the owner, employees and the core company products to assist in building the value. "Whether it is to assist in obtaining funding or preparing to sell a business, we offer proven, perfected processes to navigate business owners and entrepreneurs through the eight drivers that affect the value of their business. This then leads the owner to understand and map out a strategic business plan for recurring revenue, innovations for developing growth, generational wealth and making informed decisions for exit strategies, if they so choose," says Sturns-Kemp.

As a management team, the principals believe it is important that everyone be heard, for the success of their company. They make it a practice in their meetings to never interrupt when another is speaking. Every voice is important and respecting value is the basis of RED Development

Group. These three driven and passionate women coming together and meshing their knowledge, previous successes and skill sets to form a company is amazing in itself. They are positive, convinced and certain. Each has a strong personality and understands how to maintain balance and rely on the strengths of their partners. They embrace their similarities and differences to create a stronger bond for their business. At the end of the day, they want the same thing for their clients and for themselves – success and happiness.

On the morning of the workshop they had attended, they met in the parking lot. Portis said, "We knew immediately we would do something to change the world." All three are confident that through RED Development Group, they are on their way. Sturns-Kemp, Rose and Portis are three of a kind, yet have distinct differences. Like three aces in a poker game, they are confident that working together is a winning hand: the diamond, the club and the heart. Happenstance? They don't think so. They agree that their coming together was meant to be.

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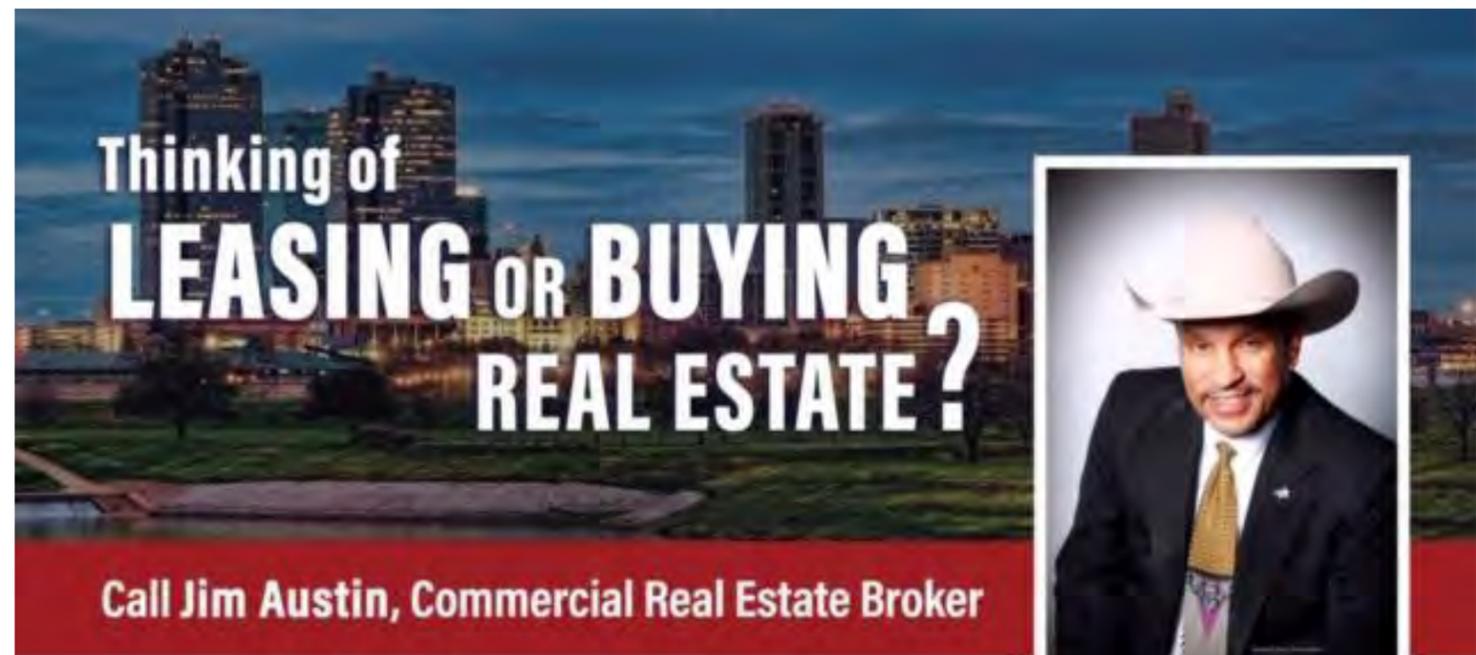
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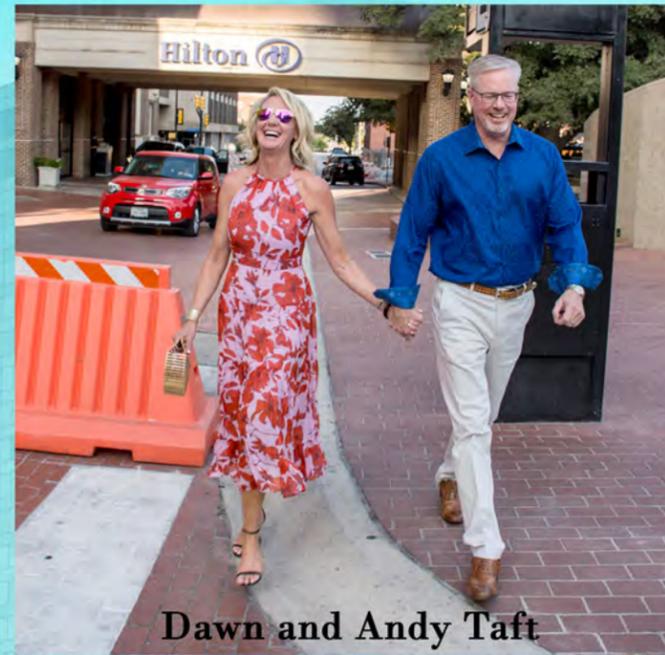
STYLE

IN THE METROPLEX

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Highlights from the Main Table 2019
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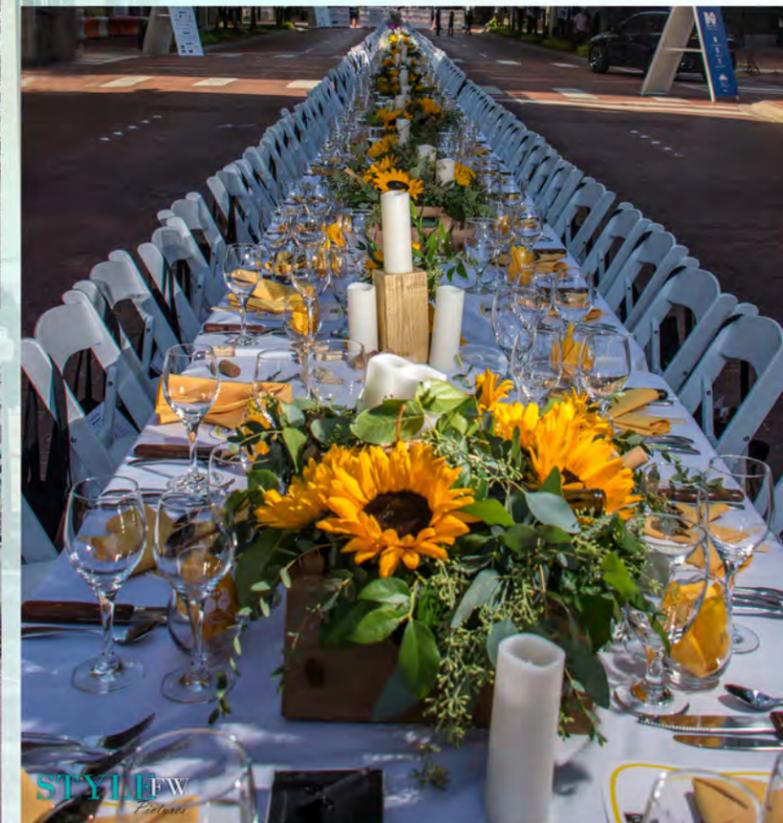
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The Capital Grille Team



Mapping success: Building relationships a win for construction management company

by Betty Dillard

Trelaine Mapp has followed his passions his entire life.

He parlayed those childhood interests into a successful career despite being punished for them.

Mapp is the founder, president and CEO of Source Building Group Inc., a multi-million dollar general contracting and construction management at risk firm based in Fort Worth. The 48-year-old entrepreneur became hooked on construction at an early age.

“I loved art and loved drawing buildings,” he said. “Even in elementary school my passion for drawing got me in trouble sometimes. I would find myself drawing in class and the teacher would catch me and I’d get a demerit and a note sent home saying, ‘Trelaine is not paying attention in class but is drawing pictures.’ My third grade teacher actually included a picture that I was drawing in class.”

“I said, ‘You know what. Instead of just drawing buildings in class how about if I go to college and draw buildings as a career.’”

Mapp, a native of Philadelphia, combined another passion in math and graduated with a degree in architectural engineering from Drexel University, a top-ranked private research institution located in the heart of Philly. During his junior year, he studied under an in-house architect at Philadelphia International Airport.

“Building a track record of good performance really resonates in the industry and gives you a good name not only in teaming with good partners but with clients. You get referrals even when you don’t know it. – Trelaine Mapp”

“I discovered I did not want to design. I did not want to be stuck behind a drafting table,” Mapp said. “I wanted to be out facilitating building and growth. I discovered I really had a passion for construction and improvements.”

His first career opportunity came as a project manager for Turner Construction Co. (a subsidiary of Turner Corporation, in turn a subsidiary of German construction company Hochtief AG). Turner Construction is currently the largest commercial builder in the United States.

Mapp served seven years with Turner in Detroit before moving with his wife Marisha Mapp to Dallas-Fort Worth where he spent almost eight more years with Turner. Marisha is a chemical engineer, currently serving as a customer quality engineer at aerospace firm Parker Stratoflex. Previously, she worked as a quality assurance engineer at General Motors and Bell Helicopter.

Mapp honed his skills at Turner, working on high profile projects, including Pat Lobb Toyota in McKinney, a LEED facility, and One City Place and Two City Place in downtown Fort Worth.

“I really got to learn the business of general contracting and construction management by working for a large corporate entity,” Mapp said of his tenure at Turner. “That was a great launching pad for my career.”

When job offers started arriving, Mapp left Turner on good terms in 2007 and joined Warrior Group, a commercial general contracting firm in Dallas founded by Gail Warrior in 1997. The company became the largest woman-owned provider of permanent modular construction solutions in the country.

“I chose Warrior even though I was interested in an entrepreneurial pursuit. But I wasn’t ready,” Mapp said. “I figured I’d join a smaller, successful firm and learn the nuances of a more intimate firm — the good things, the bad things and the day-to-day view of how it is to truly run a small, growing construction company.”

After four years, Mapp left Warrior to join a smaller firm and become a partner. When that didn’t materialize, he started Source Building Group in 2012.

He mapped out a business plan, using his experience and knowledge to develop a business model, which includes five main areas: aviation, education, healthcare, government and select private projects. Then he began searching for loans. Funding became a huge obstacle. Mapp can’t remember how many times he was turned down by banks.

“They looked at me like I was from another planet,” he said.

With no work yet, Mapp sought advice from friends and peers, including businessman Tom Leppert, mayor of Dallas from 2007-2011 and before that a former chairman and CEO of Turner Corp.

He also met with Devoyd Jennings, president and CEO of the Fort Worth Metropolitan Black Chamber of Commerce, where he did contract consulting work.

Mapp said working with FWMBCC allowed him the opportunity to connect with other people while marketing his business.

“Trelaine helped us through a challenging time then and he supports the chamber even today,” Jennings said.

Source Building Group eventually scored its first project,



Trelaine Mapp, Founder, President and CEO of Source Building Group, Inc.

Photo credit: Rachel DeLira

a 1,500-square-foot buildout in Dallas’ Mockingbird Station. The company completed the job but lost money.

Friends and peers continued encouraging Mapp at a time when he thought about ditching his business and going back to corporate America.

“I think they saw in me that I had the foundation and expertise to grow a company,” he said. “When you’re starting out it’s challenging, especially when you don’t have adequate money in place to make up for losses.”

The company’s lack of resources and track record were definite roadblocks but Mapp knew it was a matter of time before Source Building Group would deliver and generate some momentum.

“All we needed was one or two projects to generate that momentum,” he said.

The turning point

The company’s big break came in 2014 when Source Building Group teamed with local Holder Construction Co.

to build the \$88 million, 150,000-square-foot Robert W. Baker Integrated Operations Center for American Airlines. The facility houses 1,600 employees and serves as the nerve center for the combined American and US Airways flight operations.

“This was a fast-tracked facility, highly visible, intense design and construction project. It enabled us to not only hire our first employee but to put together some resources for the company,” Mapp said. “That was a successful project not only financially for us but also allowed us to work for American Airlines and got us to build a great relationship with Holder.”

Since then, Source Building Group has teamed with Holder on three other projects, including a current one at DFW International Airport.

Along with helping to grow the company, the airline project catapulted Source Building Group into other relationships with partners and clients.

The company has worked on numerous notable projects, including Love Field Airport renovations/improvements, the new Dallas County Government Center, Casa Manana Theater additions, Dallas Morning News headquarters renovations, and upgrades at Medical City North Hills.

Additionally, the company has teamed with Turner Construction on the new law building at University of North Texas at Dallas and the I.M. Terrell Performing Arts Center with Fort Worth ISD as a client. The two firms recently started a joint venture on improvements and expansions to the Paul Laurence Dunbar Young Men’s Leadership Academy, an all-male college preparatory school for grades 6-12 in FWISD. This project, slated to be ready for the 2021 school year, is important to Mapp because of the mission of YMLA and the impact it will have on the young men and the underserved community of Stop Six where it is located.

“This education piece is going to be a positive domino effect,” Mapp said. “It will affect housing, business and commerce. This project will be a tremendous morale booster for that area. We are excited and motivated to deliver this project for the area.”

Building success

Within a short span of seven years, Source Building Group today boasts a staff of 16 employees and quick growth in revenue, both proud achievements for Mapp. The company generated \$23 million in revenue in 2018 and forecasts revenue of \$25 million for 2019. The company’s three-year strategic plan, Mapp says, is to onboard seven to 10 new employees and generate revenue of about \$30-\$35 million.

Relationships are an integral part of his company’s success, Mapp says. The company strives to maintain positive relationships with clients and with partners in the industry.

“Building a track record of good performance really resonates in the industry and gives you a good name not only in teaming with good partners but with clients. You get referrals even when you don’t know it,” he said. “We’ve done some really good work that’s put us in a good position

SEE MAPPED ON PAGE 22

5 ways to market your small business

by Jennifer Henderson

So, you followed your dreams and opened up your own business — or are responsible for continuing the success of one. That can be intimidating, especially for a small business with limited marketing resources. But like it or not, marketing is fundamental to both short- and long-term success. The good news is, there are several inexpensive and effective ways to reach your prospects and retain your customers.

Clarify your Brand Message

Your brand is your promise. That promise needs to be articulated clearly and fulfilled consistently. Many small businesses focus on themselves, their operations or expertise in their messaging, when potential customers are most interested in what you can do for them.

Define who your potential customers are and create “personas” for each target customer. With these personas, anticipate their goals and position your product or service to help them achieve those goals. When defining your brand, develop a brand story in as few words as possible — create a positioning statement, elevator speech and/or tagline to use across all marketing communications, informal conversations and phone calls.

Create a Google My Business Account

Listings are free and a must for any small business. Google prides itself on being the searcher’s friend, and their algorithms are constantly updated to provide the most relevant local results to any Google search. Creating a Google My Business account will ensure your business shows up on Google Maps as well.



JENNIFER HENDERSON

Build an email list

If you promise and deliver specials, promotions, insider information, tips and tricks or other content deemed as helpful to your customers, they will be more likely to subscribe. Email campaigns can help drive repeat business and customer loyalty if used expeditiously. For businesses with fewer than 2,000 subscribers, MailChimp offers its services for free. Emma is another relatively inexpensive service that also offers e-newsletter templates.

Consider search engine marketing

Paid Search on Google Adwords or Bing reaches prospects when they are actively searching for a product or service

like yours, and therefore may be very close to purchasing — it’s just a matter of where or which brand they purchase. You bid on terms and phrases that describe your offering. The trick is to make sure the terms you elect to bid on are found in your website content; otherwise you will pay too much for the term and you will lose a potential customer when they don’t find content that is relevant to their search. Since you only pay when a prospect clicks on your ad, this can be a very inexpensive way to reach out to prospects as well. Just make sure you have activated tagging and goal setting through Google Analytics so you can see where your traffic is coming from and if they convert.

These tactics are just the beginning, but they provide a solid foundation for marketing your small business. J.O. has assisted numerous small businesses navigate their way through marketing opportunities, whether it be through branding, digital and social marketing or public relations.

No matter what, always remember that the experience your customer has with your product or service is the most important factor in determining whether you retain your customers. So, do everything you can to make every customer experience outstanding.

J.O. is a Fort Worth established woman-owned, full-service marketing and PR agency serving regional and global clients. Established in 1998, J.O. specializes in business transformation through branding and brand strategy, campaign creative and campaign strategy, exceptional graphic design and public relations. With extraordinary nimbleness and an eye toward customized client service, creative and strategic solutions, J.O. tells brand stories that emotionally connect with target audiences to inspire desired actions, opinions and change. J.O.’s president, Jennifer Henderson, can be reached at 817-335-0100.

Easy and low-cost techniques to help protect your small business from cyber threats – Part II

by Jamita Machen

In Part I of this article in October’s *The Metro Report*, we introduced Cybersecurity and some initial actions that you could implement as a starting point for protecting your business. In Part II, we will introduce a few more easy techniques that you can implement. These techniques are geared towards protecting your devices connected to your company network.

Invest in protection

Purchase and install virus protection software for each of your computer devices. Also, ensure that each employee has virus protection installed and active on their devices prior to connecting to your company network if you allow employees to utilize their own devices. Virus protection helps with protecting against threats that may come through a network. A device can be impacted by visiting websites that have malware or viruses. Also, downloading software or files from websites could introduce an attack in your company network as those items may contain a virus that is activated upon opening or installation. Another common way of introducing an attack into your company is by employees opening and clicking on emails that appear to come from someone they know. This attack technique is called phishing. The virus protection is able to quarantine the infected files which reduces the risk of infecting your computer device. Without virus protection, the device, along with its files could become compromised and useless. In addition, without protection, the virus could spread to other devices connected in the same network.



JAMITA MACHEN

it be on your laptop, phone, website, network device, etc.? Within many of the updates, there are security holes being patched. New security risks are introduced on a consistent basis. In order to combat new security threats, software companies update their software and notify you of the

available updates. By ignoring these updates, you leave your devices vulnerable and one or more device could become compromised. More than likely, it will cost you more in the long run to remove any threats from your devices than to be proactive and keep up with the latest updates.

Make difficult passwords and update passwords consistently

Ensure that your passwords are difficult to “crack.” You can make a password out of your favorite quote or sentence, but substitute symbols or numbers for certain alpha characters to make the passwords easier to remember. Also, do

not set the same password for all your accounts. Once a hacker “cracks” one account, they can determine what other types of accounts you may have and hack into those as well. But how do you remember all these passwords? There is technology referred to as a Password Vault/Manager to store all your passwords. With the Password Vault/Manager, you only have to recall one password to the vault while the vault contains the passwords to all of your other accounts.

Changing up your account passwords on a consistent basis (i.e. once every 30-60 days) would help reduce the risk of your device or accounts being compromised. This includes rotating the password for your internal network. Employees come and go. Thus, to reduce the risk of ex-employees having access, rotating passwords on your network and certain systems would combat a security threat.

As mentioned in Part I, these techniques also are a starting point. With the introduction of the 5G network and many more devices and technology that utilize the network, such as Alexa, Google Home, cars, smart watches, cryptocurrency, etc., security threats are expected to significantly increase over time. It is important to keep abreast of the latest trends in cybersecurity and how they could impact your business. Your business is your “baby.” Be proactive in protecting it.

Jamita Barnett-Machen, The Software Vault, Vault Technical Officer

“...always remember that the experience your customer has with your product or service is the most important factor in determining whether you retain your customers...”

Use Social Media Wisely

That means thinking through the strengths of each platform and determining how your product or service aligns with each platform. Choose one or two platforms, build a calendar of possible content you can share that would be considered useful or valuable (or worth sharing) to your prospects. Be consistent with your postings. Always

“With the introduction of the 5G network and many more devices and technology that utilize the network... security threats are expected to significantly increase over time.”

Ensure all software and virus protection is up to date

If you have a Windows device, you probably think that the updates never end! YES, it seems to be a pain; but why is it best to update to the latest software release whether

Whatever it takes to build great futures

by Boys & Girls Clubs of Greater Tarrant County Staff

Boys & Girls Clubs of Greater Tarrant County is committed to being the premier youth development experience in our community, a low-cost or free resource available to all. Through after school and summer programs that meet the highest standards of quality, kids learn the academic, lifestyle and citizenship skills they need now and that will result in positive outcomes for the rest of their lives. To ensure success is within reach of every young person who enters our doors, we never take a single approach to help our kids. It takes caring mentors, such as our trained youth development professionals. It takes a safe place, like our branches that provide a home-away-from-home for our kids. It takes innovative, unique programs, such as our pre-college, prevention and Comin' Up gang intervention programs.



Comin' Up classroom session

Boys & Girls Clubs of Greater Tarrant County is now the largest Club in the state of Texas, with 10 branches and 15 school-based sites. In 2018, the organization served more than 23,000 youth, ages ranging from six to 24, and is on track to surpass that number in 2019. Our nationally recognized programs are designed to target emotional and intellectual growth while allowing members to gain confidence in themselves to work toward the future of their dreams.



Comin' Up visiting the University of Texas at Arlington campus

Members like Treshon often rely on the Club to guide them on their path for a great future. Born and raised in public housing on the east side of Fort Worth, Treshon felt the danger of his neighborhood as a young boy. He remembers his mother's warning to stay inside the house before dark because "that's when the shootings started." He had family involved in gangs and his mother became fearful he would follow the path that consumed other members of his family. His mother worked hard to relocate her family in order for Treshon to be exposed to other opportunities. Treshon was determined to break the cycle, refusing to end up incarcerated or even dead like some of his friends and family.

service projects like Graffiti Abatement, feeding the homeless, Trinity Trash Bash and Cowtown Cleanup, to name a few. In October 2019, Treshon was named Member of the Year at the Comin' Up Life Change Banquet. Currently, the Club is providing Treshon with resources to take the next big step for his future: applying to college. His first choice is the University of North Texas where he plans to double major in civil engineering and history.

Although he couldn't escape all of the negative influences that surrounded him, he found a safe place in the Boys & Girls Club. Positive mentors from the Comin' Up gang intervention program provided guidance and opportunities that would give him the tools and direction to lead a better life. Through the Club, he participated in Building Industry Leaders, a program that partners Club members with professionals from the Urban Land Institute North Texas to teach leadership skills, open career paths and provide scholarships. Treshon also engaged in pre-college programs at the Club, Educational Talent Search and the R.E.A.L. Apprenticeship, which supported him with academic advising, college guidance and exposure to a 21st-century career experience. Comin' Up offered Treshon the opportunity to positively impact his community with

"Every kid in this country, no matter what circumstances they were born into, deserves a chance to have a great future," said Daphne Barlow Stigliano, CEO and President of BGCCTC. "It is our privilege and solemn responsibility to make this future available to as many young people as we can reach."

Thousands of youth like Treshon depend on Boys & Girls Clubs of Greater Tarrant County every single day to receive the mentorship, resources and support they need in order to escape the poverty and crime that surrounds them. By supporting our mission, you give the gift of a brighter future to thousands of kids across Tarrant County, especially those who need us most. We are boys & girls & safe places



Comin' Up graffiti abatement project

& guidance & confidence & whatever it takes to build great futures.

If you would like to learn more about the programs and people of Boys & Girls Clubs of Greater Tarrant County, contact the Advancement Office to receive more information or schedule a Club tour. Visit www.bgcctc.org or contact Carol Noel at cnoel@bgcctc.org or (817) 834-4711, ext. 248.



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SPOTLIGHT ON:

Kayln Peebles

Name, title, company: Kalyln Peebles, Executive Director, William Mann Jr. Community Development Corporation

City of residence: Grand Prairie

City of birth: Fort Worth

Company description: Lending resource for small, minority and women owned businesses located in Fort Worth/Dallas and surrounding areas.

Years with company: 7 years

Personal business strategy: To assist economic development initiatives by financing small businesses that might not otherwise be able to obtain funding from traditional lending institutions. The goal for the small business is to qualify for a traditional bank loan the next time they need financing.

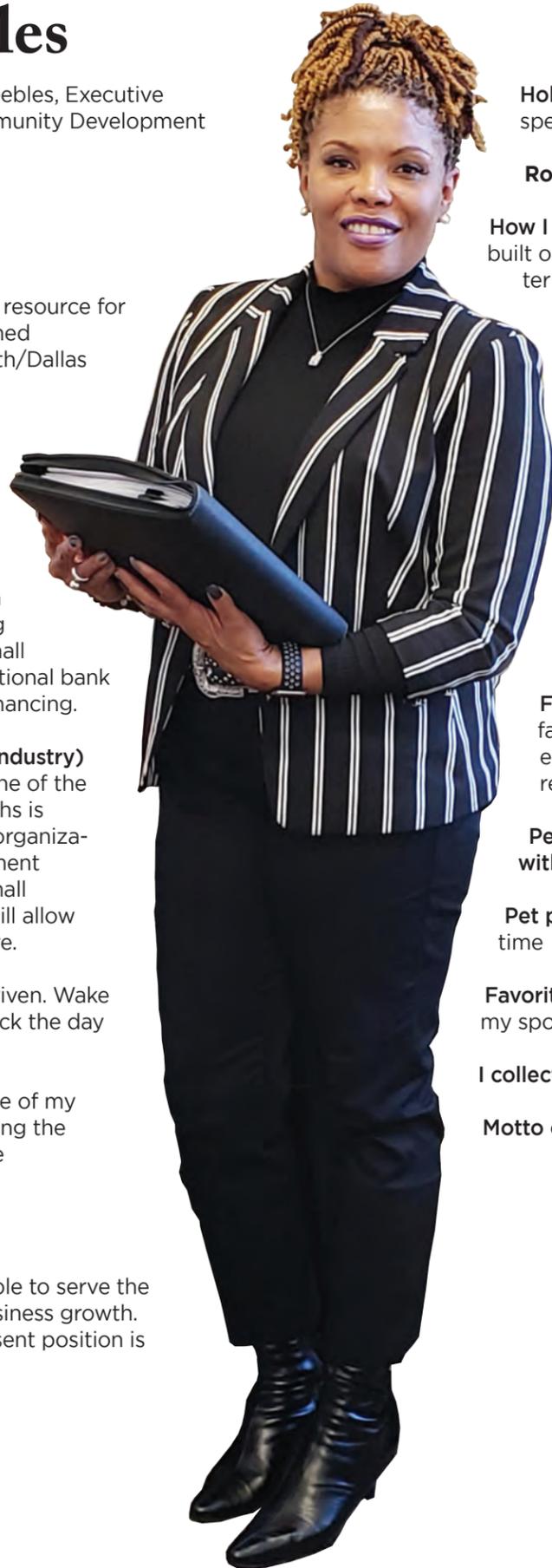
Challenges your company (or industry) will face the next 12 months: One of the challenges for the next 12 months is raising funds for the nonprofit organization Trinity Economic Development Corporation that will lend to small businesses. This organization will allow new products and loan structure.

Business advice to share: Be driven. Wake up every morning ready to attack the day and make a difference.

Your greatest achievement: One of my greatest achievements is reaching the pinnacle of becoming executive director of an organization.

First job: Gordon's Jewelry

Dream job: A job where I am able to serve the community and assist small business growth. So, I guess you can say my present position is fulfilling my dream job.



Hobbies: Running, cooking/baking and spending time with family and friends

Role models: Mother

How I know I'm successful: Success for me is built on structure. Having a short- and long-term plan to get to where I want to be is crucial. When I reach a goal that I have set, I am successful.

Best places to find talented employees: Professional and personal referrals

Favorite book(s): The Shack by William P. Young

Favorite movie(s): I am a movie buff. A good drama, comedy, romance or action movie works for me.

Favorite restaurant: I don't have a favorite restaurant. I am a foodie and enjoy trying different types of food and restaurants.

People I'd most want to share a meal with: Family and friends

Pet peeve: Negativity and not being on time

Favorite place to get away: Anywhere with my spouse

I collect: Figurines

Motto or theme song: Patience is a virtue

SPOTLIGHT ON:

Grace Daniels

Name, title, company: Grace Daniels, Manager Automated Measurement Services (AMS) Exceptions Team, Oncor Company description: One of the largest transmission and distribution utility companies in the United States, delivering electricity to a little more than 3 million customers in the state of Texas.

Personal business strategy: Don't allow myself to stay confined to one type of job, yet be willing to learn where I'm planted. Another strategy is to remember to never allow internal or external levels of intimidation to stifle my voice or even talents.

Business advice to share: I think it is good to always keep an updated resume on hand and strive to keep yourself educated (degree, certification etc.) to help give yourself an edge for future endeavors.

Worst business decision: Allowing fear and/or overthinking to hinder me from taking a risk.

Your greatest achievement: Professionally - Speaking up when I saw a business need that resulted in the development of a web portal now widely used throughout Oncor Personally - Pushing myself to go through all the hard work necessary to acquire a black belt in Tae Kwon Do. *Bonus: Commencement speaker at Texas Woman's University a mere few years after receiving my MBA from there.

First job: Working for the temp agency Kelly Services as a secretary.

Dream job: Owning a business with a focus on delivering the world of science, technology, engineering arts and math (STEAM) to young girls.

Hobbies: Traveling, reading, and working out

What motivates you on a daily basis? Not letting myself down or those who are depending on me

Role models: 1) My mom, Marlene Bowman Daniels, who never allowed herself to be boxed in by societal norms be it traveling the country and the

world at a very young age as a result of her singing and speaking talents or continuing to work as an educator even though she could retire. 2) Any person who took a risk and left the comfort zone of being gainfully employed in order to pursue their passions and start their own business.

How I know I'm successful: When I'm able to see tangible results of my ideas, suggestions and hard work.

Best places to find talented employees: LinkedIn, professional networking organizations, or even through word of mouth.

Favorite books: I love mystery and suspense such as anything written by Agatha Christie or Russell Blake. I also love a good Christian devotional book to help get my day and mindset focused in the right direction.

Favorite movies: Movies I can watch over and over again: Wonder Woman (pretty much any DC Comic or Marvel movie) Kill Bill (love martial arts), and Man on Fire with Denzel Washington.

Favorite restaurant: Kobe Steakhouse (Japanese style)

People I'd most want to share a meal with: R & B singer Mary J. Blige, Microsoft owners and philanthropist, Bill and Melinda Gates, Bishop T. D. Jakes and CNN correspondent Anderson Cooper.

One person living or historical I'd like to meet: Michelle Obama (I know that's almost too obvious but can you blame me?)

Motto or theme song: "I can do all things through Christ who strengthens me." Philippians 4:13



H100 FROM PAGE 3

Rocha said. "That helped us set a foot in the right direction and the pace to help us see that philanthropy was alive and well in the Hispanic community. We were pretty excited to see that."

H100's successful fundraising gala

Rocha said H100 was also thrilled to see the success of its annual fundraising gala Oct. 10 in North Dallas, where it honored Lupita Colmenero with the 2019 Latina Living Legend Award and Rebecca Acuña with its inaugural Emerging Latina Leader Award.

Colmenero is the co-founder and publisher of El Hispano News, the oldest Spanish language newspaper in North Texas, as well as the executive vice president of LATINA Style Inc., the first national magazine dedicated to the needs of Latina professionals. Acuña is a director of government affairs for PepsiCo.

H100 Latina Living Legend chairwoman Silvana Rosero was in charge of this year's annual fundraising gala. Rosero, the president and CEO of Grand Prairie-based Laguna Media Group, said the event was a rousing success.

Rosero said a record 340 people attended the fundraiser, including 18 corporations represented, and a record \$64,000 was raised that will go back to the endowment to help support next year's grant cycle. The event begins with a networking reception and is followed by a cocktail dinner and program.

Rosero has been a part of H100 for four years and said it's helped her in many ways.

"The benefits are tremendous having a network of highly accomplished Latinas around you that you can reach out to for advice, knowledge, connections and support," Rosero said. "It's incredibly powerful. Several of these women are highly respected subject matter experts in different areas. I can't think of any time where I've reached out and not received great advice or made the connections I needed to make. On the other hand, it has allowed me to give back to the community and to have an influence on others."

To become an H100 member you must be nominated through an application process and then approved by a majority vote. The H100 board of directors evaluates each application and then presents the applicant to the membership for a final vote.



Attendees at the H100 annual fundraising gala

'Bringing a different perspective'

Many H100 members receive multiple invitations each year to become a board member of an organization or corporation. Other times, they're asked to recommend a person for a board position.

But Rocha and Rosero say a big gap in Hispanic representation – especially a lack of Latinas – still exists on many private and public boards in North Texas.

Jorge Baldor, who grew up in Oak Cliff and in 2015 started the Dallas-based Latino Center for Leadership Development, recently told The Dallas Morning News that Dallas boards have only about 3-5 percent Latino representation. And that's strikingly low considering that in 2010 Dallas County was 42 percent Hispanic or Latino.

"There hasn't been enough of a shift in helping Latinas close the gap, whether it be advancing Latinas in the corporate world or having Latinas sit on corporate

boards," Rocha said. "It applies to both men and women, but the difference for Latinas is greater than men."

Rocha said Dallas-Fort Worth has "a lot of heavy hitters" when it comes to impactful Latina leaders. She said Latinas have a lot to offer as key board members.

"It's bringing the different perspective that we have," Rocha said. "It's just the diverse thinking women can bring to the board room. It's helping mobilize stakeholders and getting them to not just look at things differently, but to get them involved differently as well. "There are so many campaigns throughout the U.S. to get women on boards, but I think it's critical for corporations to begin doing so. It gives a better form of governance to have the diversity on a board that women can bring. It adds more thought leadership to some areas. The more diverse minds you have can help ensure you take a 360 approach to the changes and the influence a corporation or organization wants to make in the community. When you have that type of diversified and thinking at the board level, it's evident, by what is being delivered, whether in products or services or within the community itself."

Rosero said part of the reason H100 exists is to increase leadership numbers for Latinas.

"We are building a culture of inclusiveness," Rosero said. "A lot of times we hear, 'We can't really find the people to participate.' The reason for us to be here is,

'Here we are! You have a huge list to pick from! Look no farther!'

"Our members easily participate in more than 100 boards, including local, regional and nationwide organizations. We all understand our social responsibility and we choose those that are more important to us. Whenever we can fill a position, we have this powerful network available."

Brandon George is a freelance writer based in Arlington, Texas. He's currently the Digital Marketing Editor for Thrive Internet Marketing Agency. Previously, he spent 22 years working professionally at newspapers. He has worked as a senior writer for The Dallas Morning News for the last 18 years, including the past eight covering the Dallas Cowboys.





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Mapped FROM PAGE 15

to capitalize in a great way to grow our business for the future.”

Mapp said because the North Texas market is growing rapidly in the company's areas of business, it is “positioned well for the next 15 years and beyond to be a viable leader and partner in the industry.”

Mapp also attributes his company's success to a staff that not only does good work but is committed to continued development and training to deliver service excellence to their clients.

“We pride ourselves with being a community builder with people, the private sector, economic development and with elected officials,” he said. “We pride ourselves on managing the building process with a commitment to quality and making our communities better.”

He also finds success with a winning attitude.

“I don't know if we stand out from our competitors. I'm pretty humble when it comes to comparing us to competitors,” he said. “However, I am competitively driven. I always want to win. I think my competitive drive relates to my staff as well. I want to win for my staff. I want to win for my company and I want to win for our clients. I want to win for the design team that we're partnering with. That's what really drives me: the desire to win and to do good work for good clients.”

“I want clients and partners to truly say that we want them, that we're a preferred builder. That's our desire.”



Trelaine Mapp Photo credit: Rachel DeLira



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