

THE METRO REPORT

APRIL 2021

Courtney Garner Lewis,
Carlo Capua and
Shawn Snell
Rotary Fort Worth
Photo by Rachel DeLira

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FROM THE PUBLISHERS

Education is key by Anjie & Shevoyd Hamilton

Much of the content in this month's issue deals with education in one form or another. From schools, to banks, to small business owners, to nonprofits the content this month is all about educating someone, getting educated or assisting those who educate. In addition, this month's issue is sponsored by a long-standing education institution in Fort Worth: UNTHSC and their partners. It just goes to prove the adage, "You're never too old to learn."

We also want to take this time to offer heartfelt condolences to the family and friends of Betty Dillard. Betty was a personal friend of ours and one of the first people we talked to when we began The Metro Report. She was one of our biggest supporters and wrote several stories for The Metro Report and offered insight on many more. Her counsel, writing and friendship will be sorely missed by us and by many others in the Fort Worth community.



Publishers Anjie and Shevoyd Hamilton



Don't miss the latest stories about women and minorities in business in the December issue!

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Dear Coach RED... by Collette Portis, M.Ed. with RED Development Group

Dear Coach RED,

I'm the owner of a financial firm that manages the wealth of some of the country's wealthiest families. Our team is highly skilled and they've been with my company for many years. I've been working really hard to grow our team, but no matter what we've tried we've not succeeded. We've hired new young talent, but find that we are challenged with keeping up with the pace they work. An even greater issue is our current team doesn't play well with new team members and isn't open to change within the company. While our business is profitable, I know that we must grow the business. How do we get the help we need?

Sincerely,
Not Growing & Frustrated

Not Growing & Frustrated,

Your issue is not uncommon. Many businesses, especially those who have had financial success, find themselves in similar situations. Your letter is an indication that you're on track to the business success you're seeking.

We've identified three challenges you face:

1. You need to grow your team
2. Your company culture isn't one that's conducive to change, and
3. Your infrastructure doesn't offer opportunities for your team members to grow.

Congratulations on building your business to a place where growth is inevitable.

Getting to this stage of business requires an increase in your most valuable assets: your team members, infrastructure, and company culture. Here are three tips for assessing the growth potential in your company.

1. Determine where you want to go. When you define your destination identify where you want your company to be in those areas that provide the greatest challenge for you. It is these areas that will offer you the most opportunity. So, face them head on and watch your company growth.

2. Does our environment support and promote growth? I'm sure you've heard the saying, "You can't put new wine in old wine skins." Well, just the same, you don't want to add new people, processes and systems in your business without first preparing your organization for the change. Determine the necessary changes to your company, processes, procedures and people to align with the direction you want your company to go.



Collette Portis, M.Ed. with RED Development Group

3. Who do we need and who do we let go? We saved this point for last because many times it is the most difficult decision for small business owners. When our team becomes a family we have the tendency to accept more than usual when it comes to lackluster performance and bad behavior. Think about the team you need to help you grow your organization and define the following:

- Who is currently on the team and what are their top three skills?
- Are they currently maximizing those skills to benefit the company?
- What additional skills, talents, people, etc. do you need on the team to meet company goals?
- Will the budget support hiring top talent with these skills? If yes, who in our network can connect us with the people needed on the team?

Answering these questions will help you set your team and company up to win the year.

Sincerely,
Coach RED
www.reddevelopmentgroup.com

If you have a pressing business question or you're faced with an obstacle that you just can't overcome send us a letter and we'll answer here. We look forward to helping you maximize your greatness.



Rotary Club of Fort Worth

MINORITY BUSINESS AWARDS

Recognizing Minority Businesses in Fort Worth that have demonstrated core elements of the ROTARY 4-WAY TEST through:

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Ethical Leadership

Outstanding Business Practices

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For more information:
rotaryfortworth.org

From fellowship to community impact: Community Frontline

by Barbara Clark-Galupi

What began as a men's bible study has become one of Fort Worth's fastest growing and impactful charitable organizations. A group of friends came together for bible study and Christian fellowship and began helping the community as they became aware of need in their east Fort Worth community. In 2015, they formed the nonprofit organization Community Frontline.

Co-founder and Executive Director Quinton Phillips describes the community at that time as a powder keg and "People didn't really know what to do. They saw things happening but didn't know what their role could be in helping to address it. So, we got together and figured out the issues our community was facing and how we could attack and alleviate them."

Community Frontline doesn't limit their service to one issue or need. Instead, they focus their assistance to fill gaps in a variety of areas like police and community relations, city beautification, education, race relations and general support needs. "A lot of what we did in the beginning was helping out with things that didn't fit any category, like an elderly woman who needed her grass cut and had no family or means to do it. We were the guys on the eastside that were willing to help — no red tape. Just go and do," says Phillips.



Community Frontline co-founders; Dante Williams, Quinton Phillips, Derek Carson and Franklin Moss, Jr.

Photo credit: Barbara Clark-Galupi

Frontline is transitioning from an all volunteer-led program to a hybrid of paid and volunteer help with hiring it's first employee to lead police and community relations efforts.

Like most organizations, Community Frontline is seeing a significant increase in basic needs and are in need of clothing, food and monetary donations to help. To learn more about the work of Community Frontline or to support their efforts, please visit communityfrontline.com.



Barbara Clark-Galupi is the creator and publisher of DFW501c.com Nonprofit Business Journal, which seeks to advance the impact of nonprofit organizations across the entire North Texas area.



“...we got together and figured out the issues our community was facing and how we could attack and alleviate them.”
- Quinton Phillips

After the murder of George Floyd in 2020, Community Frontline held a series of online public forums featuring diverse members of the community in frank discussions on race. Phillips shared, "If anything is going to change, we need to talk about race. It's our belief that this can be done, we can have conversations about race. We trust people to speak their truth so we can see how to better treat one another and hear one another's experience. So, we decided to take that on because it was a needed service that wasn't happening in the city." These forums were a huge success and the organization will continue its work in this area.

Today a city-wide effort is focused on reducing the bureaucracy most people encounter when getting help. With some recent grant funding, Community

Hidden in Plain Sight... by Cassata Staff

Although Cassata has been in the same place for 45 years, it's not uncommon to hear: "You're that big building next to Paul's Donuts, right?"

What started in 1975 as an experiment in education for high school dropouts, today continues to be a secondary school with an interesting history, noble mission and a solid record of transforming students' lives. Cassata's founders — two Catholic nuns, Sister Mary Bonaventure and Sister Mary Fulbright, opened its doors with a desire to help students who had dropped out of high school to come back and earn a high school diploma or a GED certificate through school programming and classes tailored to each student's needs. Progressive for its time, Cassata Learning Center (the original name) has been referred to as an alternative, non-traditional or outreach school. And while each of these designations is true, none of them fully defines or encompasses what Cassata does. And more than four decades later, Cassata is still the best kept secret in town.

Rooted in Catholic values and guided by Christ's teaching, Cassata is open to everyone. The student population is a microcosm of our larger society, with students coming from all faith, ethnic, racial and socio-economic backgrounds, each with their own life story. And Cassata endeavors to meet each of them where they have the most need. Their focus is to address the whole person — not just the academic side; and while the common goal is for each student to graduate successfully, Cassata also strives to attend to their spiritual, emotional and material needs. President of Cassata Catholic High School, Maggie Harrison, says, "Their individual success goes far beyond earned grades and credits.

“We want to be sure that each graduate has a plan or goal for their future and knows how to pursue it.”
- Maggie Harrison

"Although we may not offer a plethora of extra-curricular programs as many larger high schools do, we have a strong and experienced team (faculty and staff) who work tirelessly to help students meet their academic and personal goals. Our school environment and instruction model are particularly well-suited for students who, for whatever reason, cannot find themselves on the crowded campus of a high school, for those who feel left behind, and for those who don't

feel they are challenged enough academically (i.e. students who have learning differences, students who suffer with anxiety, students you have dropped out and need a last chance, regardless of their age). And we never turn any student away based on their financial ability," says Harrison.

The majority of Cassata's graduates pursue post-secondary education. The staff members are able to provide them with guidance as well as assist in application processes and required testing. "We are currently working on a career readiness program aimed at students who are interested in learning a trade or joining the workforce directly after graduation. We want to be sure that each graduate has a plan or goal for their future and knows how to pursue it," says Harrison.

Over the years, Cassata has served thousands of students and continues to serve many more. True to its founders' mission remains the school of choice for those who feel they have no choice and continues transforming students' lives. "Yes, Cassata is different, but in the best possible way."

Harrison says, "There's an open invitation. Please come see us anytime. We are at 1400 Hemphill in Fort Worth's Fairmount-Southside Historic District - next door to Paul's Donuts. You can't miss us!"

Each year, Cassata has a significant number of students from families who make less than \$25,000 per year. And while all students pay some level of tuition, most do not pay what it takes to educate a student each year. Cassata never turns anyone away based on their financial ability.

Over the years, Cassata has been blessed with very generous donors who see the school as an important place in the community and support its mission and students. They also work very hard to close the tuition gap. You can help support Cassata by working with your company to supply a grant, donations and by supporting its local fundraisers, as well as supporting Cassata on North Texas Giving Day. Donations to Cassata can be made electronically at cassatahs.org/donate-now.



Maggie Harrison, President, Cassata Catholic High School.



The School that Works *by Cristo Rey Staff*

This isn't only the clever little tagline for Cristo Rey Fort Worth, a start-up high school now in its third year, located on the Southside of Fort Worth on Altamesa Boulevard — this is a school that actually works...as in holds a job. Actually it does, in a manner of speaking, or rather its students do hold jobs. Cristo Rey Fort Worth is a college preparatory school where the students actually work one day a week at local companies.

Back in 1996 in an urban neighborhood on the Southside of Chicago, a group of optimistic individuals came together to start a new college prep private high school for the young people of the neighborhood that were predominantly Hispanic and from families of limited economic means. How could you sustainably fund a nonprofit school like that? One of these individuals had the brilliant idea: what if the students could work one day a week and help pay for their tuition? What started out as a necessity to keep the lights on in retrospect was a stroke of genius and inspiration. The Cristo Rey model was born.

The Cristo Rey Network — currently 37 high schools in metro areas and inner cities across the country — delivers a career focused, college preparatory education in a value-based tradition exclusively for students with limited economic resources, uniquely integrating rigorous academic curricula with four years of professional work experience and support to and through college. Cristo Rey partners with educators, businesses and communities to enable students to fulfill their aspirations for a lifetime of success. Nationally, students graduating from Cristo Rey are 1.4 times more likely to enroll in college and two times more likely to complete a bachelor's degree by age 24, compared to the total U.S. low-income population.

students in grades 9-11, aspiring to a final capacity of 350 students. The founding class will be seniors next school year and the first graduating class.

A different twist

Cristo Rey Fort Worth has a great in-house program called the Corporate Work Study Program. This program allows students to work one day a week at local partner companies in a corporate office setting. The Corporate Work Study Program, or CWSP for short, functions like a temporary employment agency. The school has special permission from the U.S. Department of Labor to employ 14- and 15-year-old students in the program. CWSP hires the students and contracts with local companies to place the student workers at their locations.

Nathan Knuth, Cristo Rey Fort Worth President, says "The money earned by the students for this work is paid to the CWSP agency and credited to help cover the cost of each student's tuition. If a company would like to have a student work during a school holiday period or during the summer, once the student is old enough, then the money earned goes to them personally through payroll with the standard tax deductions."

Once completely built out, the CWSP model at Cristo Rey Fort Worth will bring in between 50-60 percent of the cost of tuition for students.

A different approach

The Corporate Work Study Program gives local companies an easy way to invest in a future workforce and help meet and train the next generation of leaders from a school that is made up of more than 95 percent young people of color, and exclusively young people from limited economic backgrounds. The more than 40 company partners spanning 20-plus industries are a part of the solution. "They are not making a donation and then moving on; they are investing in the wages of student workers that are working for their companies and bringing a new burst of creativity, tech savvy, digital native young professionals into their workplace," says Knuth. "Students are learning from these corporate partners and corporate partners are learning from students."



Nathan Knuth, President, Cristo Rey - Fort Worth.

“I want the community to know that Cristo Rey Fort Worth is committed to being a part of the solution and tackling complex social challenges in Tarrant County.”
– Nathan Knuth

Cristo Rey Fort Worth College Prep started in fall 2018 with its founding class of freshmen. The school is half-way through its third year with more than 160

Asked what else he would like for the community to know about the school that he's extremely proud of, Knuth said, "I want the community to know that Cristo Rey Fort Worth is committed to being a part of the solution and tackling complex social challenges in Tarrant County. A quality education with a different approach is in many ways the solution. The success of the model lies in the partnerships, in the passion of the school's staff and in the local community's commitment to change things."

There are ways to support Cristo Rey Fort Worth and this program. If you are a minority business owner or work for a local company and this approach resonates with you, please engage with the school to see if you might be able to hire one of the student worker teams or put the school's team in touch with the right person to have that conversation. You can always offer a financial contribution to help cover the cost of a scholarship for one of the students or you can support the local companies that support Cristo Rey Fort Worth. They are located on the Cristo Rey Fort Worth website, cristoreyfortworth.org, as well as make a donation of any size.

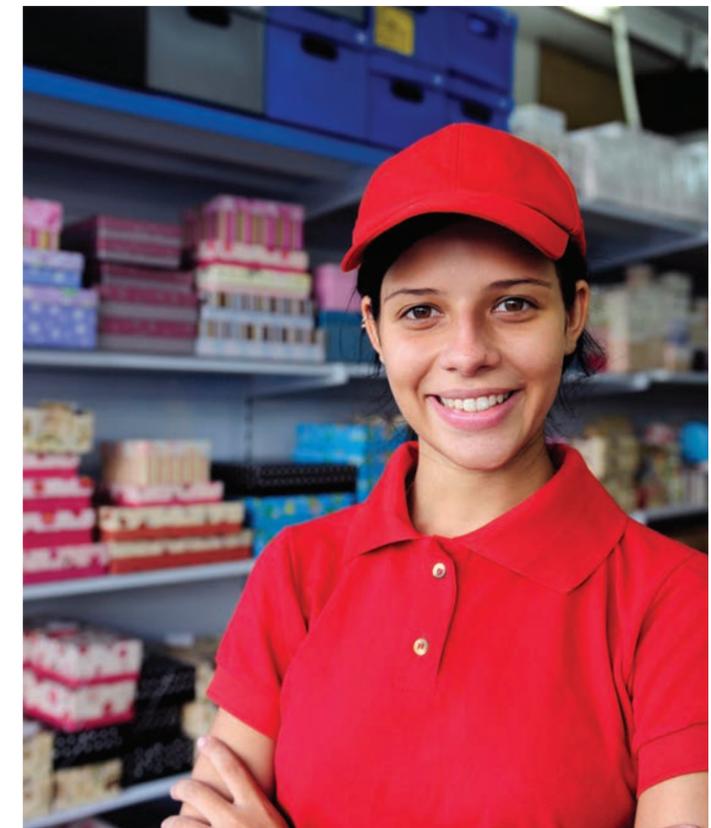


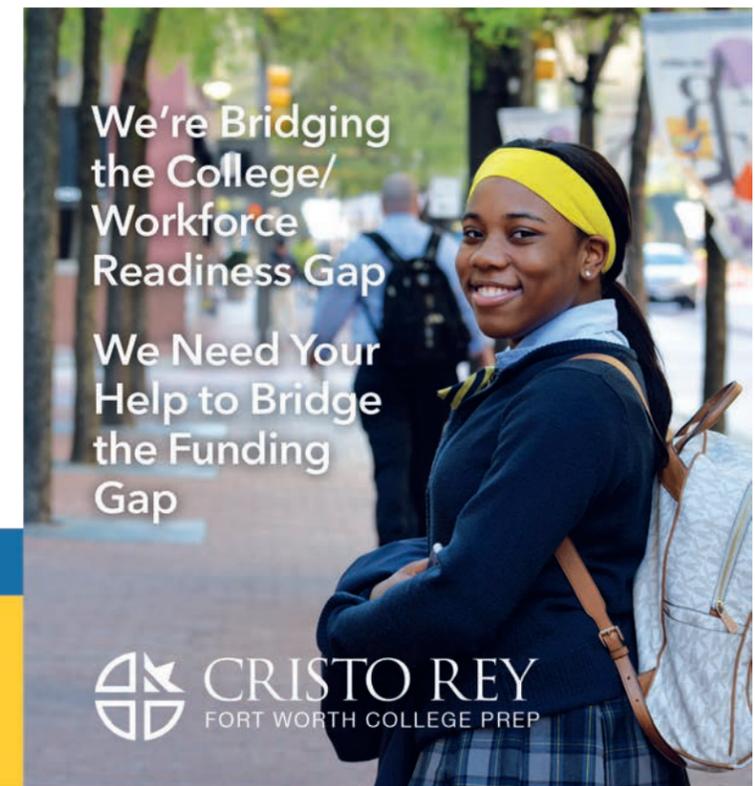
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cristoreyfw.org/scholarship



Cristo Rey Fort Worth has partnered with some of Tarrant County's finest organizations to provide a growing number of deserving high school students of limited economic means a life-changing opportunity.

Rotary Fort Worth – Moving forward by Steve Rochun

Formed in 1913 as the 75th Rotary club in the nation, Rotary Fort Worth has more than 250 members and ranks as one of the largest of the 35,000 Rotary clubs worldwide. While not the largest, it strives to be the most effective. The leadership of Rotary Fort Worth recognizes the need and importance for equity and inclusion within the business community and within Rotary. As Fort Worth continues to grow and become known as a great city to work and live, there is an understanding of the importance, strength and influence of small business that contributes to the economic well-being of the city. This includes woman and minority businesses. Rotary Fort Worth wants to be in the forefront of bringing businesses together for the greater good of all.

As part of the efforts to increase awareness of Rotary Fort Worth and what Rotary has to offer, the organization is taking a more active approach by reaching out to minority-owned businesses that may not be familiar with Rotary. To that end on April 30, Rotary will be hosting the inaugural Rotary Minority Business Awards at the Fort Worth Club. This is an opportunity to shine a light on some outstanding people and businesses and their successes, while recognizing the principles of Rotary – the Four-Way Test, Object of Rotary, and the Avenues of Service express a commitment to service, fellowship, diversity, integrity and leadership. Rotary’s areas of focus are directed at their local and global impact. Their most successful and sustainable projects and activities tend to fall within the following areas: promoting peace, fighting disease, providing clean water, saving mothers and children, supporting education, growing local economies and protecting



Courtney Garner Lewis, Carlo Capua and Shawn Snell, Rotary Fort Worth. Photo credit: Rachel DeLira

“The Rotary Minority Business Awards has been an eye-opening experience for me as a Rotarian, social worker and community advocate. I have found that we as Rotarians are here to listen and learn and evolve our traditions to support others in new ways. We live our motto of service above self and this awards process has truly deepened my understanding and love of being a Rotarian and a community advocate.” - Christie Eckler, LMSW, CFRE (executive director of National MS Society, adjunct professor at UTA’s School of Social Work and local consultant in Fort Worth on nonprofit efforts).

Rotary Fort Worth is not just recognizing inclusiveness from the outside, but from the inside as well beginning with the leadership – Rachel Marker as the immediate past president and fourth woman president, current president Carlo Capua, president-elect Courtney Lewis, who will be the first woman of color as president, and board member Shawn Snell to follow her as the sixth woman to be president – Rotary Fort Worth is positioned to embrace inclusion at top levels. Through connecting and caring, Rotary hopes to share with the minority-owned business community that they can be a resource and partner to success in Fort Worth.

“... we as Rotarians are here to listen and learn and evolve our traditions to support others in new ways. – Christie Eckler”

the environment. The finalists for the Minority Business Awards, who will all be acknowledged at the event, are Carpenter’s Cafe & Catering, Byrne Construction Services, Evolving Texas LP, POST L GROUP LLC and Tijerina Galvan Lawrence LLC.



Carlo Capua Photo credit: Rachel DeLira

Q & A with Carlo Capua, president of Rotary Fort Worth

What is your business history (as an entrepreneur)?

I started my first business in high school embroidering shirts and hats and have started four other companies since. I recently closed my restaurant (Z’s Café) and now co-own a virtual events company called Meeting Squad. That’s the beauty of opportunity in the USA. If you can dream it, you can do it.

How long have you been involved in Rotary?

I joined in 2009, returning to Fort Worth after seven years teaching in our Sister Cities in Japan and Mexico.

What was it about Rotary that made you want to be a part?

I knew nothing about Rotary before I joined, but quickly learned it was a group of community and business leaders whose collective action was to make life a little better for people around the world.

What is Rotary Club?

Rotary is the largest volunteer service organization in the world. There are 1.2 million Rotarians in more than 200 countries worldwide, with the mission of “service above self,” doing good work in the community.

What is Rotary doing to bring healing to our community?

Three big things we’ve tackled this year:

- 1) Supported minority-owned businesses that have been disproportionately hurt by COVID.
- 2) Held “Courageous Conversations” focusing on controversial topics we typically avoid discussing with family, friends and colleagues.
- 3) Granted funds to local nonprofits to support their good work in the community, especially in response to COVID.

How do you respond to people who think of Rotary as an “old white man’s club?”

Historically, it’s a fairly accurate statement. However, our club is leading the way in reevaluating our genetic makeup to better reflect the community. This year we’ve increased minority membership by 30 percent and currently have the most diverse board in our club’s history.

Why did Rotary choose to create a minority business award?

Minority-owned businesses have been historically underutilized and recently disproportionately hurt by COVID. Instead of just talking about the problem, we wanted to take action to support these businesses and spotlight these entrepreneurs.

Why do you think it is important for minority business leaders to be involved in Rotary?

Our community feels more divided right now than I’ve ever seen. It’s hard to feel like a united city without representatives from all backgrounds working together with a “service above self” mission.

What are the requirements to be a Rotarian?

Leaders within a company, nonprofit or government who have a management-level role, a desire to plug into the community and a heart for service.

What has Rotary been doing to promote business during the pandemic?

We created a “Circle The Wagons” initiative to support eateries with a Rotary connection, and we have groups that patronize local restaurants each week to help small businesses survive.

Has it been strategic to include/involve women in the leadership role of president?

Our members spoke loud and clear with their votes. We have two incredible women in line for president – Courtney Lewis of Bancorp South followed by Shawn Snell of Texas Health Resources. Women have been long overdue to have more leadership opportunities in Rotary.

How has the approach changed in recruiting for membership?

“We’re not your grandfather’s Rotary” has been our informal tagline, but we’re tackling relevant topics and supporting efforts across the city. It’s serious work but we have fun doing it.



Highlights from the Party in Fort Worth
March 27, 2021
The Hotel Drover
&
The FW Stockyards



STYLEFW

The Importance of a Banking Relationship *by Steve Rochun*

It is said that when entrepreneurs succeed, the local economy succeeds.

As an entrepreneur and small business owner, having a good banking relationship can be the major key to success and running a successful business. Whether getting a line of credit or a loan, getting help with the Payroll Protection Plan, and in some cases when preparing for tax season, it's important to build and establish a good relationship with a banker. When it comes to business and banking, being on good terms is more than just a credit score. You need to have a relationship.

A banking relationship is different than relationship banking. Relationship banking is about the products. A banking relationship is about the trust and confidence between the business owner and the banker. It is more personal and candid. There is a level of comfort and trust on both sides.

Building that confidence and trust before you need them can be the difference between a rejection letter and a line of credit. And more recently, it could be the difference between receiving a PPP loan or not.

After the pandemic was declared, there were many women and minority business owners who struggled to get PPP loans or who felt left out of the process. In many cases it could be traced back to not having a relationship with a banker, including the very bank they were already using.



Photo credit: Kerkez - iStock

tions from their banker. A business should bank with someone who understands their business and is there to help it grow.

The stress of last year put a lot of pressure on businesses to stay afloat. The need for immediate assistance was vital to the health of these businesses.

One obstacle for women and minority business owners is that many banks participating in the low-interest, forgivable loan program were primarily focused on issuing loans to existing clients to speed up the approval process that gave access to the money. Some local banks have started working to change that perception.

"It is highly encouraged that small businesses of any type establish and maintain a relationship with their lender or banker. This allows your lender to know your business and mostly understand your needs, which ultimately allows them to provide you with the resources to sustain and grow your business," says Ahmad Goree, lead economic development specialist for the SBA Dallas/Fort Worth District.

Having a banking relationship can have a great impact on the success of a business. And when the business succeeds, the economy succeeds. It's just good for business.

Having a banking relationship can have a great impact on the success of a business. And when the business succeeds, the economy succeeds. It's just good for business.

Small businesses, especially those owned and operated by women or people of color, should make developing a good banking relationship a priority. A banker can provide a lifeline for a business when times get tough, but they can't or won't be of financial assistance if they don't know or trust the owner. This severely impacts businesses during difficult times such as the recent pandemic.

The relationship should be a partnership. The banker has a set of expectations. Likewise, the customer should have confidence in and have high expecta-



Ask the Banker

Why is it important for a small business/new business to have a relationship with a bank?



The simple answer is that a good banking experience today is based on mutual trust and mutual respect. And a good banking experience occurs when the bank has the clients best interests in mind. They are willing to look for solutions and discuss options to meet your needs rather than taking the easiest path. Note: This doesn't mean that the client always gets what they want. A business owner needs an advocate inside the bank. Someone who knows them and can help with basic and sometimes, last minute needs (cashier's check, account balances, reset online banking passwords.) They can also help if you've been a victim of fraud or if you need a business reference.

Grant James - CapTex Bank, Executive Vice-President, Fort Worth Market President

A business owner's banking relationship is as critical to his/her success as any employee, any supplier, and any customer. This past year has only further highlighted the need for a STRONG relationship with a bank and banker. Businesses can be severely impacted and immediately impacted without access to funds in their accounts as seen when many owners were caught overseas or out of their offices and could not transact business in the normal manner during the early shutdown and recent bad weather. Businesses must also have ready access to capital to address an interruption in business cash flow as experienced when restaurants closed their doors and production facilities shut down to fight the spread of Covid. These are extreme cases, but floods, fires, loss of key employees or customers are the hard times that require a strong relationship. On the flip side, when business is booming capital for growth is just as critical. A small business owner may have very limited personal resources to inject. Financing growth may require a leap of faith for the Bank. Without a strong relationship, taking that leap is more difficult.

Lori Baldock - Simmons Bank, Fort Worth Market President

Often times business owners aren't familiar with all of the solutions a bank has to offer or the expertise that a Relationship Manager can provide in order to help the business operate effectively and efficiently. Also having relationship with a bank allows them to offer a more tailored approach to help the client achieve their goals.

TC Alexander - BOK Financial, Senior Vice-President, Branch Business Banking and Sales Manager

A sympathetic banker can identify exactly what solutions the bank has for the business's needs, and even the owner's needs to thrive as a business owner. With a business being potentially new territory, a trusted banker can provide the support needed - especially when it comes to such a sensitive topic such as money. Although the Bank would like to ensure everything goes as planned, things sometimes venture from the envisioned path. When something doesn't go just right, you can trust the Bank will work to resolve this issue with the business's best interest in mind. When a good relationship is in place, the Bank will be there through the good times and the bad.

Amy Stoermer - Simmons Bank, Commercial Portfolio Manager II

We polled some local bankers and asked several questions that small business owners have about building banking relationships. In this and upcoming issues, we will give you the answers they provided. If you have a banking question you would like answered in this forum, please send your questions to info@themetreport.biz.

How does a small business build a relationship with a bank/banker?



The first thing to building a strong relationship with your banker is not to wait until you need a loan to get started. You should start cultivating this relationship as soon as possible. Begin by sharing the objectives for your business and how you plan to achieve them. As your business grows, keep your banker informed about the most important developments at your company. This applies to financial developments but also keep your banker in the loop when it comes to things like important new hires (especially key managers and executives), new product launches, expansions into new territories and offering new benefit plans (like retirement plans and health insurance) to your employees. Another important thing to remember is the importance of maintaining open lines of communication and always being upfront and honest with your banker.

Ann Morris - American National Bank & Trust, Vice-President

A small business can build a strong relationship by maintaining the majority of its accounts at that bank and providing timely communication regarding any changes in their business. Keeping accounts at the bank indicates commitment to the relationship and good communication builds rapport. In fact, the business owner should establish a relationship with more than one banker at the bank. In the event their banker leaves the bank, the customer has built a line of communication with other bankers. Finally, performing well as a company and as a bank customer helps with building a good relationship. In other words, run your company well and handled your agreements with the bank in a satisfactory manner. If there is a problem, communicate with the bank early and often.

Martin Noto - Inwood National Bank, Executive Vice-President & Chief Lending Officer

All relationships are built on mutual trust and respect. Being open, honest and forward looking about what's happening in your business will strengthen any banking relationship. Referrals are the best compliment on a job well done.

Ryan Jones - Simmons Bank, Commercial Banker II

Open communication is imperative, it helps develop trust, it identifies the business needs and develops a good business relationship. Communication is instrumental in maintaining the business relationship when lending/bank guidelines and the customer's desires conflict. For the Bank - customers respond better to bankers who listen with understanding. Being positive even if the request is to be declined. Managing boundaries is important.

Tony Pruitt - Simmons Bank, Market Executive

Children's Charities – A volunteer workforce *by Allen White*

Children's Charities of Fort Worth is a nonprofit organization whose sole purpose is to help other nonprofit organizations whose focus is assisting at-risk children. Staffed top to bottom with 100 percent volunteers, Children's Charities helps almost 3,000 children each year. Most of these volunteers have demanding professional lives, but sacrifice many hours to this organization all in the interest of helping children.

Many people in the business community are aware of or have attended the annual Margarita Ball, which is the main fundraising effort of the organization, but Children's Charities also hosts several happy hours and other small fundraising events throughout the year. All these fundraising efforts help local charities including Samaritan House, ACH, The Parenting Center, Union Gospel Mission, Fortress Youth Development Center, Alliance for Children, One Safe Place, Ronald McDonald House of Fort Worth, Northside Intercommunity Agency, A Wish with Wings, Hope Center for Autism, Mission Central and the Texas Department of Family and Protective Services.

Established in 1988, Children's Charities collects toys, bicycles and monetary donations throughout the year to ensure that underprivileged children may have Christmas presents. Proceeds from the happy hours they host provide school uniforms for ACH and Samaritan House. Children's Charities also assists organizations with aid through a reserved fund gifting program which has helped with everything from laptops to water heaters.

Children's Charities collects toys, bicycles and monetary donations throughout the year to ensure that underprivileged children may have Christmas presents.

Beth Driskill is the current president of Children's Charities, serving the second year of a two-year term. She was familiar with the Margarita Ball, wanted to get involved and began her service more than five years ago as a volunteer director. Her first term as president was met with the Covid-19 shutdown. Their goal was to provide 150 bikes and 2,500 toys for Christmas. "We didn't know how we were going to make our goal," says Driskill. Realizing the effect Covid-19 had on children in need, Driskill and 18 directors came together and collaborated with several area businesses to make sure the needs of the children and the organizations



Photos provided by Children's Charities

who serve them were met. They asked each organization for a list of "must haves" and a list of "in our wildest dreams." Children's Charities partnered with toy sponsors, Certainty Home Loans, Coca Cola Southwest Beverage, Walker Rose Boutique, Teresa Distel, Ann Allan, Larry and Karen Anfin, American National Bank of Texas, Spectra Asset Conservation/Charles and Vicki Booth, and Supercuts. Other community partners were Reata Restaurant, The Worthington Renaissance Hotel, Fort Worth Magazine, Mustard Seed Jewelry, Kendra Scott Clearfork, Texas Roadhouse, Torchy's Tacos, Let's Bake Sh!t, Mrs. Renfro's, Overton Centre, Southside Pilates, Blue Mesa Grille and Willow Creek Signs. These partnerships allowed Children's Charities to fulfill their clients "must haves" as well as most of the "in our wildest dreams" lists as well. "We would not have been able to accomplish what we did without our corporate and community sponsors," said Driskill.

Like many other organizations, virtual events became Children's Charities' avenue for reaching out to the community. They hosted virtual happy hours and held raffles. They also hosted virtual shopping events with vendors from Clearfork, which included Mustard Seed Jewelry and Kendra Scott in addition to having a live online Christmas in July shopping event. They will host another one in July 2021. Instead of the Margarita Ball they held a virtual event which included a silent auction and sold "mini" Margarita packs which were picked up in the driveway of the Worthington Hotel. They also had toy drive bins in several locations around

town. All these "mini" events came together to help them achieve their goals.

Though they did collect toys as they had in previous years, Covid-19 caused Children's Charities to promote less emphasis on bringing toys and more emphasis on providing monetary funds. The directors of Children's Charities then took those organizations on a shopping trip to Target who got in on the "giving" by offering a 20 percent discount on the purchases thereby allowing the organizations to stretch their dollars. They plan to do the same in 2021.

Fort Worthians will be happy to know the Margarita Ball will be an in-person event this year. The volunteer staff of Children's Charities began working in February to pull things together for the event. The price of tickets will increase to include the toy and they will de-emphasize bringing toys to the event. Tickets will be available for purchase in May. Details about the upcoming Margarita Ball will be detailed during their first in-person happy hour this year on April 29 from 5:30 pm to 7:30 pm at The Drover. There will be items available for auction during this event which will be held outdoors so that social distancing practices can continue to be observed. Follow their Facebook page for updates on all events facebook.com/childrenscharitiesfw.

Driskill is excited about the progress that continues to be made at Children's Charities and truly enjoys working with the board of directors to continue their mission despite challenging times. The board consists of the following members: Executive Board of Directors: Beth Driskill, President, Ernie Gomez, President-Elect, Laura Geninatti, Vice President, Mark Alexander, Treasurer, Angie McIrvine, Secretary, Steve Ortega, At Large Executive Director, Cristal Clark, At Large



Executive Director, Clint Muirhead, At Large Executive Director and Directors: Ish Arebalos, Chuck Darling, Mark Fueling, Angela Heikkinen, William Sampson, Tony Scardino, Brian Torres, Carol Vanpell.

As she works through her second term as president, Driskill is excited about what Children's Charities has accomplished and looking forward to what is still to come. "It takes a village and last year was a testament to that," said Driskill.



SMALL BUSINESS SPOTLIGHT

OWNER: Shárlét Berryman
BUSINESS: UltimateYou Services & Tees
WHAT THEY OFFER: Retail items, holistic products and professional services
ADDRESS: 6505 East Lancaster, Fort Worth, TX 76112
WEBSITE: ultimateyoutee.com

Native New Yorker Shárlét Berryman moved to Fort Worth in 2008 and worked for many years in the education field as her entrepreneurial spirit lay dormant. While working as a director at a local nonprofit after-school care center, she continued her education by taking business classes at Tarrant County College preparing herself for her future as a business owner. Berryman ran her business from her home and sold her products at pop-up shops until November 2020 when she made a bold move.

“Running a business out of my home was great until the business started taking over my home,” she said. She looked for a small retail space where she could create custom pressed shirts, customized decals and launch her skincare line. What she found was a retail space that was larger than she needed in the Historic Handley area of Fort Worth. While participating in various pop-up shops in the metroplex, Berryman met several aspiring entrepreneurs with great products who were in one of two situations. They either worked a full-time job and could only participate in pop ups a few times a month or had aspirations of having their own retail space, but could not afford to do so. Many needed the additional stream of income from the sales made at pop-up events. Berryman was inspired to use a portion of her space to allow small business owners to lease space from her to sell their products. In addition to selling other vendor’s products on a consignment basis and offering some small business consulting, she



hosts a pop-up shop every Saturday. These events help participating vendors sell their products and brings a variety of retail to the neighborhood.

In addition to the pop-up shops each week, UltimateYou also hosts outside sources who provide workshops or entertainment for community participation. Thus far, Berryman has hosted two mini jazz concerts featuring a local band, a self-defense training class, a holiday arts and crafts circle and a home defense class.

“I want to be seen as a committed member in this community,” says Berryman. While Berryman creates custom tees and decals (for individuals and companies), sells holistic products including body scrubs, bath salts, soaps and facial and skin care products and offers small business services, the vendors who participate in her pop-up shops include, but are not limited to: local artisans, sales and service representatives, Girl Scouts, photographers and chefs. Many of the vendors have a desire to open their own space and Berryman offers her assistance to help them get started.

Berryman provides several opportunities to vendors who want to lease retail space within her store to sell their products. She offers seven affordable packages for a small monthly fee which, drives traffic to their products, markets and promotes their items in the store, sell their products without the necessity of being present and provides a way to view their sales in real time. Through her program, she has been able to help eight small business owners follow their dreams. “I’m not in business just for myself. There are a lot of small business owners and startups who just need a helping hand or an opportunity for exposure,” says Berryman.

“My goal is for other aspiring entrepreneurs to find the UltimateYou within themselves and experience success as a business owner.”

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SPOTLIGHT ON:

Velenda Dewberry

Name, title, company: Velenda Dewberry - Director of Sales, Visit Fort Worth

City of residence: Euless, Texas

City of birth: Oklahoma City

Spouse: Stacey Dewberry

Children: 2 sons, Kewan and Keestan Dewberry

Company description: Visit Fort Worth is the marketing organization for the city's hospitality industry. We connect leisure and business visitors with the unique Fort Worth experience, from our western heritage to our distinct, diverse cultural offerings.

Years with company: 16

Personal business strategy: I am the director of sales for the Southeastern States, implementing the goals and initiatives of our organization to bring conventions, conferences and leisure travel to the city of Fort Worth, where they will stay in our hotels, utilize our convention center space, eat at our restaurants, visit our unique venues and shop, all while stimulating Fort Worth's economy!

Challenges your company (or industry) will face the next 12 months: The hospitality industry was hard hit by the pandemic. Businesses and organizations are not meeting, not traveling and certainly not booking meetings and conferences for the near future. Our challenges are: cancelling meetings or rebooking current meetings, creating loss revenue for our hotels and city. The hospitality industry has a long recovery ahead to get back to the level and capacity it was prior to the pandemic, but I'm optimistic we'll be back!

Business advice to share: Never think you know so much about anything or that you can't learn something!

Worst business decision: I learned greatly from a bad real estate decision

Your greatest achievement: Raising two healthy and successful children!

First job: Dairy Queen in OKC

Dream job: Retirement

Hobbies: Reading, volunteering and family time

Role models: Jesus

How I know I'm successful: I'm successful because I believe in what I'm doing.

Best places to find talented employees: H-Careers, MPI, Destinations International, and other hospitality industry organizations

Favorite book(s): Bible

Favorite movie(s): Imitation of Life (oldie but goodie)

Favorite restaurant: Del Frisco's Steakhouse

People I'd most want to share a meal with: Stacey Dewberry

Pet peeve: Not making the bed (daily)

Colleges attended: Rose State College-MWC, Oklahoma

Favorite place to get away: Cancun, Mexico

I collect: Clowns

Motto or theme song: Be kind to everyone

The talent you'd most like to have: Sewing



SPOTLIGHT ON:

Tonya Falzett

Name, title, company: Tonya Falzett, Major Market Sales Executive, Paycor

City of residence: Keller, Texas

City of birth: Los Angeles, CA

Spouse: David Falzett

Children: Madison (18)

Company description: Paycor builds HR software for business leaders who want to make a difference. With over 30 years of HCM expertise our Human Capital Management platform modernizes every aspect of people management, from the way you recruit, onboard and develop people, to the way you pay and retain them, and build a company culture.

Years with company: 3 months

Personal business strategy: My personal business strategy has always been to use my natural talents to connect and build long lasting relationships.

Challenges your company (or industry) will face the next 12 months: The challenges our industry will face are the increasing demand for service within a virtual world and the ever-evolving technology.

Business advice to share: Surround yourself with positive team support and utilize the resources available to you.

Worst business decision: There hasn't been a worst business decision. I believe the business decisions I have made up to this point have been needed experiences to help me grow.

Your greatest achievement: My greatest personal achievement is being married for 22 years and being a mother and role model to my daughter Madison. My greatest professional achievement has been pivoting my career and changing industries during the pandemic.

First job: Data Entry Clerk

Dream job: Motivational Speaker

Hobbies: Golf, cooking and fitness

Role models: My mother is my role model. From the time I was a little girl I admired her work ethic, strength and ability to raise three children on her own while managing a successful hair salon. She is no longer here but I will always remember her encouraging me to dream big. Rest in peace Mom.

How I know I'm successful: I know I'm successful when at the end of the day I know that I've worked through whatever challenges were in my path with thoughtful intention.

Best places to find talented employees: Networking and referrals

Favorite book(s): The Art of War for Women

Favorite movie(s): Terms of Endearment

Favorite restaurant: Al Biernet's

People I'd most want to share a meal with: Oprah Winfrey

Pet peeve: Miscommunication

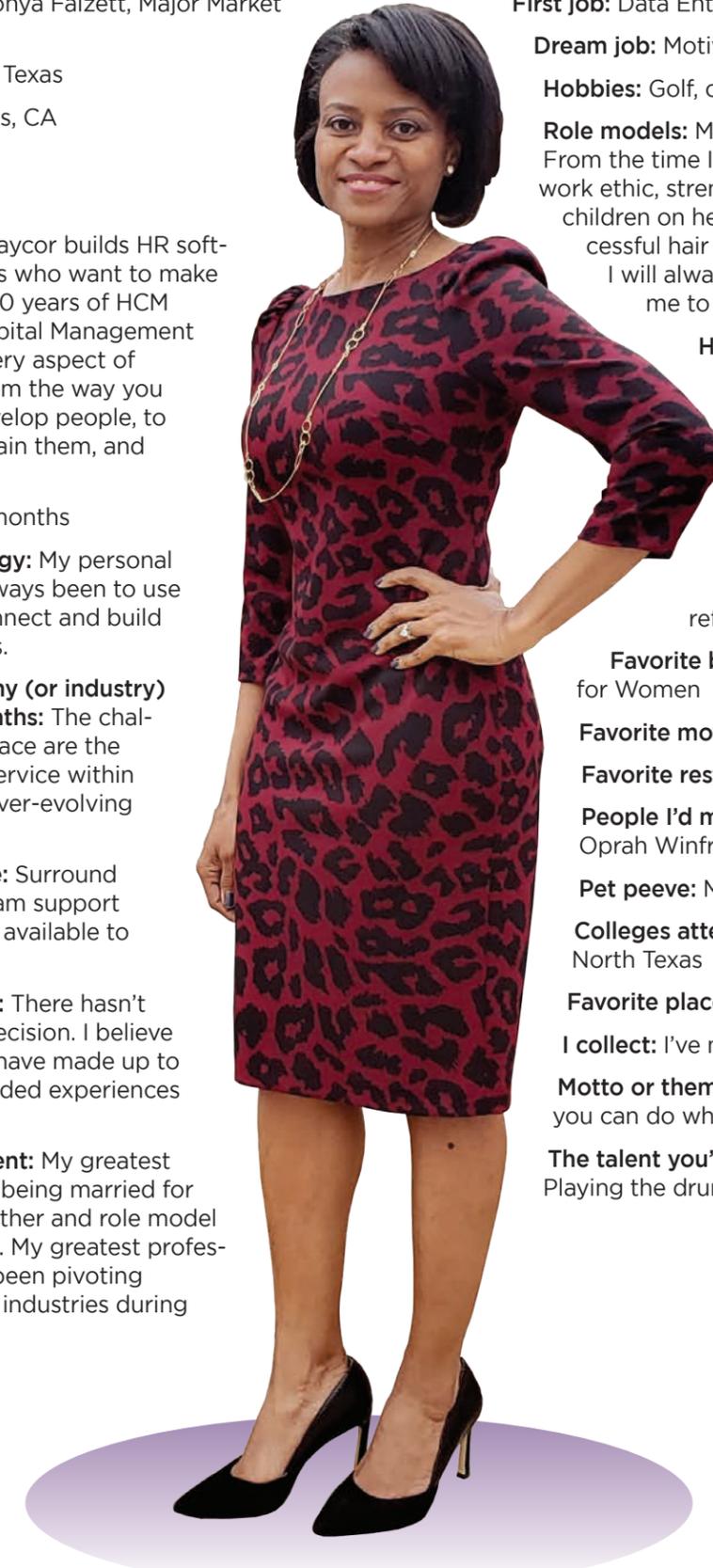
Colleges attended: University of North Texas

Favorite place to get away: Destin, FL

I collect: I've never been much of a collector

Motto or theme song: Believe in yourself and you can do whatever you set your mind to.

The talent you'd most like to have: Playing the drums





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