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FINANCIAL WOMEN
IN TEXAS

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MESSAGE FROM THE PRESIDENT:

As the year comes to a close, I find myself reflecting on 2021 with pride. Financial Women in Texas came out of a pandemic with renewed strength and enthusiasm, and although COVID-19 remains a worry in our communities, we have persevered.

Together we had a successful summer Leadership Forum and fall Annual Conference, and a majority of our groups resumed programming. Personally and professionally many of us have overcome exhaustion, illnesses and life transitions while remaining gracious and supportive of each other.

Thank you for your membership and commitment – you are what makes FWIT and our industry better.

Wishing you and your families a healthy, happy and prosperous 2022!

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5 SIMPLE WAYS TO SET REALISTIC GOALS FOR 2022

by Zelda Morales, FWIT Director of
Education

Hello, 2022! Whether I'm ready to welcome you or not, you're here, so I am choosing to embrace you and see you as an opportunity to implement changes and a fresh start.

One thing I know for sure is when I'm more proactive and intentional about designing my work and home life, I feel more successful and fulfilled. This time of year I work towards getting really clear about my goals and outcomes for the year. I'll start by assessing what I want more of and less of in 2022, then I'll determine what I want to improve and what end result I want to see. Some goals may be around changing or improving various aspects of my work life and others will be related to my home life. If I want to see success and feel fulfilled at the end of the year I will need to set some clear and attainable goals that will help me get there. But wait! I also have to make sure I set realistic goals to begin with and not overwhelm myself. Otherwise, I might feel defeated before I even get started. Has that ever happened to you? Not the best feeling, right?!

Reflecting on what you personally want more of and less of, are you ready to be proactive and intentional about designing goals for your work and home life for 2022? If yes, here are 5 simple ways to set realistic goals to help you achieve success and not feel overwhelmed in the process.

1. Keep it Real

You have to stay realistic when it comes to setting goals. Kicking off the New Year is exciting, and right from the start you'll feel motivated to achieve something big. Know that you can achieve big things, but there are also only 24 hours in a day.

Avoid setting too many goals and making goals that would take more than a year to complete. My productivity coach, Tanya Dalton, has taught me to shoot for the stars when setting goals, but to keep it realistic. There's no hard fast rule to how many goals you should set for the year. Setting only 3-4 goals that you want to achieve at one time will allow you to have one to two goals for different areas of your life. If you want to make long-term goals that will take more than a year to achieve, break them up into parts and give yourself a realistic plan for your first-year in 2022.

2. Take it Slow

Work towards each goal one piece at a time. It's important to take it slow and not

take on too much at once. The main reason that some people fail when it comes to setting goals, whether at the start of a new year or other time, is because they fail to plan out a realistic path. Remember, you're setting goals for the year not to be achieved by the end of January.

3. Plan for Follow Through

It's easy to say: "I want to complete my first marathon" or "I want to cut junk food completely out of my diet." Keep in mind that big goals like these will take some time and effort. If you are just beginning to train for running a marathon it will be difficult to start running non-stop, for long distances, and the right pace on a routine basis. And to cut junk food completely out of your diet the next day after setting the goal, you'll probably experience withdrawal symptoms that will leave you feeling irritable and fatigued. Both type of initiatives will take time to master, and you may start with the first few weeks of just learning about how to take the next one right step towards your goal before reaching your first mile run, or making it through a solid week without French Fries.

Remember that the beginning is tough. Muster up the courage and enthusiasm to continue with your efforts. Remember that most people give up, but you're not most people, are you?

You're different because, unlike most people, you're going to create a clear and realistic plan to take you right to success. If you're going to stop eating junk food, define how you're going to do that. Are you going start with determining what healthier food options will replace the French Fries or pizza? Will you begin to log your food intake so you can keep track of what you are eating? Will you keep a journal that describes when you get a craving for junk food and what might have triggered it?

Nothing happens overnight; it's a steady climb towards a goal that brings success. Even if you give in to a craving the first day or week, you can revise your plan and kick up the pace, or just continue on your path because you'll reach your "eliminate junk food" goal before the year is out. That's what you'll be able to accomplish with a solid plan in place.

4. Visualize the Outcome

When you run into snags in the road, as you're bound to in life from time to time, it will help to visualize yourself reaching your end goal. Visualizing it makes it feel real and motivates you to continue to work hard to make it happen. Make seeing it in your mind a daily practice. Want to take it a step further? Write a vision statement and read it to yourself daily as you move towards achieving success toward your goals.

5. Start with the Right Attitude

Do you believe in you? Henry Ford said, “Whether you think you can, or think you can’t, you’re right.” If you don’t believe that you can accomplish your goals, you simply won’t. How can you expect to achieve great things if you don’t believe in yourself?

An optimistic attitude is critical to your success. When we first set a goal for the New Year, we are usually very optimistic and feeling “gung-ho”. Do your best to maintain that attitude and mindset throughout your journey to success with your goals this year.

Once you’ve determined a realistic goal and divided it up into short, achievable tasks, you’re bound for success as long as you take action to complete each step. Go ahead and set those goals! I just know this year is going to be your most successful yet!





Benefits of Membership:

- Professional Development
- Networking
- Mentoring
- Fun & Fellowship!

AUSTIN GROUP NEWS:

Congratulations to Austin member, Nayer Sikder, who was recently selected for the 2022 Leadership Austin Emerge Class. Nayer joined FWIT to be able to meet female leaders in the financial industry and believes her career development will be aided by sharing experiences with them and gaining knowledge.



The Austin group also hosted a virtual Holiday Party & Auction on December 16th. It began with a social hour with special event cocktail recipes mailed out in advance. Auction items were gathered by members with a portion of the proceeds going to Capital Area Food Bank. An Auction catalog was also emailed to members. Michele Carfello was the emcee for the event and a fun time was had by all.

BIG COUNTRY GROUP NEWS:

Big Country also held a lunch meeting on December 16th with a speaker from the FBI. They are coordinating a Membership Drive scheduled for February 17, 2022 with Eide Bailly as the meeting sponsor.

EAST TEXAS GROUP NEWS:

East Texas has had a busy couple of months. Our Annual CEO Night and Dessert Auction was held at Pine Crest Country Club in Longview on November 16th with guest speaker Christopher Williston of IBAT. We had a great attendance and made \$4000.00 which will go towards scholarships for young women interested in the field of finance and scholarships for member conference registrations. The amount raised was a record thanks to our guest auctioneer, Blake Cammack, who did a fantastic job getting those bids up.

Thanks for all the members who brought yummy desserts, and for those who entered the bidding wars we had going on! Our highest bid was for a Purvis Pecan Pie that was donated by Keith Purvis from Texas Bank and Trust. It went for \$300!!





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EAST TEXAS (CONT.)

On December 14th, we got together for our Christmas party at the beautiful home of Janet Sledge. We had lots of laughs and food and everyone had a great time. The members of the East Texas Group donated funds to provide Christmas gifts for a teenage boy who is in the East Texas CASA system. Together, we were able to provide a very good Christmas for this young man.



GULF COAST GROUP NEWS:

Gulf Coast also hosted a December meeting that was well attended with 12 members and 11 guests. This was a membership drive meeting featuring a presentation by Supervisory Service Agent Kyle Weber, FBI, who covered recent trends in Business Email Compromise, Wire Fraud, and Fraud in general. There was great discussion and dialog. Several guests indicated they intend to join!

HOUSTON GROUP NEWS:

Houston also hosted a holiday luncheon on December 8th and will once again host the popular February Galantines event in 2022!

LLANO ESTACADO GROUP NEWS:

Llano ladies held a volunteer event in November and cooked a meal for families at the Lubbock Ronald McDonald House. Keeping in the spirit of giving back, the December event was a festive fundraiser where they raised over \$800 with a portion given to the Ronald McDonald House.

On January 13th, they will be hosting a planning meeting for 2022 which will be open to all prospects and members.



Tis the Season of Giving!



PASO DEL NORTE GROUP NEWS:

Paso Del Norte held a November meeting featuring Special Agent U.S. Army Criminal Investigation Division, Lucas C Coulter. The first meeting of the new year is planned for January 20, 2022

SAN ANTONIO GROUP NEWS:

The group's November meeting, **How to Sell Yourself** with Tramelle D. Jones of TDJ Consulting, was full of energy and enthusiasm with practical tips and encouragement to help us be the best we can be! Of the eight guest that attended with twelve of our members, five have joined FWIT!



SAN ANTONIO (CONT.)

In early December, the group's members gathered for a holiday social at Nancy Kinder's beautiful home. There were generous donations of new toys for Toys for Tots, lots of fun in the annual holiday ornament exchange, and, of course, wonderful fellowship.



Regan's Riches! Looking Ahead to 2022 Annual Conference!

If you were not at the FWIT Conference in Houston, or you missed them, Regan Shaw has her FWIT earrings on sale on [Etsy](#)! The pricing is great and Regan is donating the funds to our conference next year in San Antonio! Check them out - you may need more than one pair!



2021 - 2022 Association Officers & Board of Directors:

President: Hazel Davis

Vice President: Melody Hess

Treasurer: Jennifer Friesz

Secretary: Roxanne Crawford

- **Nominating Chair/Past President:** Lori Victory
- **Director-At-Large:** Kristen Ueckert
- **Director of Membership:** Courtney Yeatman
- **Director of Marketing:** Judy Helm
- **Director of Education:** Zelda Morales
- **By-Laws:** Ellen Parsons
- **Awards & Scholarships:** D'Lynn Lane
- **Social Media Chairs:** Amanda Dondiego & Shirley Coe
- **Historian:** B.J. Cary
- **Technology Chair:** Katelyn Miller
- **Conference Chairs:** Nancy Kinder & Hazel Davis
- **Virtual Member Liaison:** Lynda Huffaker

2021 - 2022 Group Presidents:

- **Austin:** Koren Bowie
- **Big Country:** D'Lynn Lane
- **Dallas:** Brenda Dennis
- **East Texas:** Laura Rogers
- **Gulf Coast:** Cheryl Linder
- **Hill Country:** Laura Kaderli-Stocks
- **Houston:** Carmen Bates
- **Llano Estacado:** Shari Straley
- **Paso Del Norte:** Bernadette Ramos
- **San Antonio:** Nancy Kinder



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HAPPY NEW YEAR FROM FINANCIAL WOMEN IN TEXAS

