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SUSTAINABLE

MENTORSHIP





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## Letter from the Editor

This year our publication has focused on the importance of emotional intelligence and technology in our industry. The theme of our final issue of the year is "Connecting."

The articles in this issue discuss several ways that members of our industry connect, and include tips for ways in which you can improve your industry connections. There are two articles about the value of mentorships and how to build a sustainable mentorship program in your organization. Three articles that provide effective networking and marketing tips, including tips for organizing a networking event. Finally, there is an article that outlines ten reasons why women excel in marketing. This issue also includes our two regular columns: an entertaining and informative "Lesson from the Road," and "Ten Things to Know about Justice Sandra Day O'Connor."

2019 was a fantastic year for WILL with a great deal of time dedicated to mentorship, leadership, and networking/marketing. When you think about it, a person's ability to truly connect with others is central to each of these subjects. WILL and the larger ALFN group as a whole are wonderful resources for you to use to explore these areas as you continue to grow and evolve as a professional in our industry.

The leadership team wishes the WILL community a healthy, joyful, and prosperous 2020. **W**

A handwritten signature in blue ink that reads "Lauren Thurmond". The script is elegant and cursive.

**LAUREN THURMOND, ESQ.**

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*Lessons from the Road*

# Connecting

BY: SALLY GARRISON, MANAGING MEMBER  
FOR THE MORTGAGE LAW FIRM, PLLC

**ANYONE WHO FLIES** knows that connections matter, especially when your local airport is not a hub of any sort. Critical concerns include security screening time, time between flights, size of airport, number of flights available to your destination, time of day, day of the week, and the anticipated number of rookie travelers per million travelers—the hypothetical maximum amount of Incompetent Parts Per Million (IPPM) deemed acceptable by the TSA, FAA, and yours truly. For example, if you are flying through Orlando, just assume that you will need to wade through an absurd number of sunburned and exhausted adults, laden with Disney paraphernalia, trailed by sticky children. So, if you have only 30 minutes and you are connecting from Gate 89 to gate 10, you aren't making that flight. If you are connecting through Kansas City or Phoenix, and your flights are in different terminals, you get to go through security again and may have to recheck your luggage. I learned this coming back from Hawaii on a red-eye flight with a deeply unhappy toddler, his stroller, his car seat, and all our bags. This is a wildly unnecessary and hostile system, in my view.

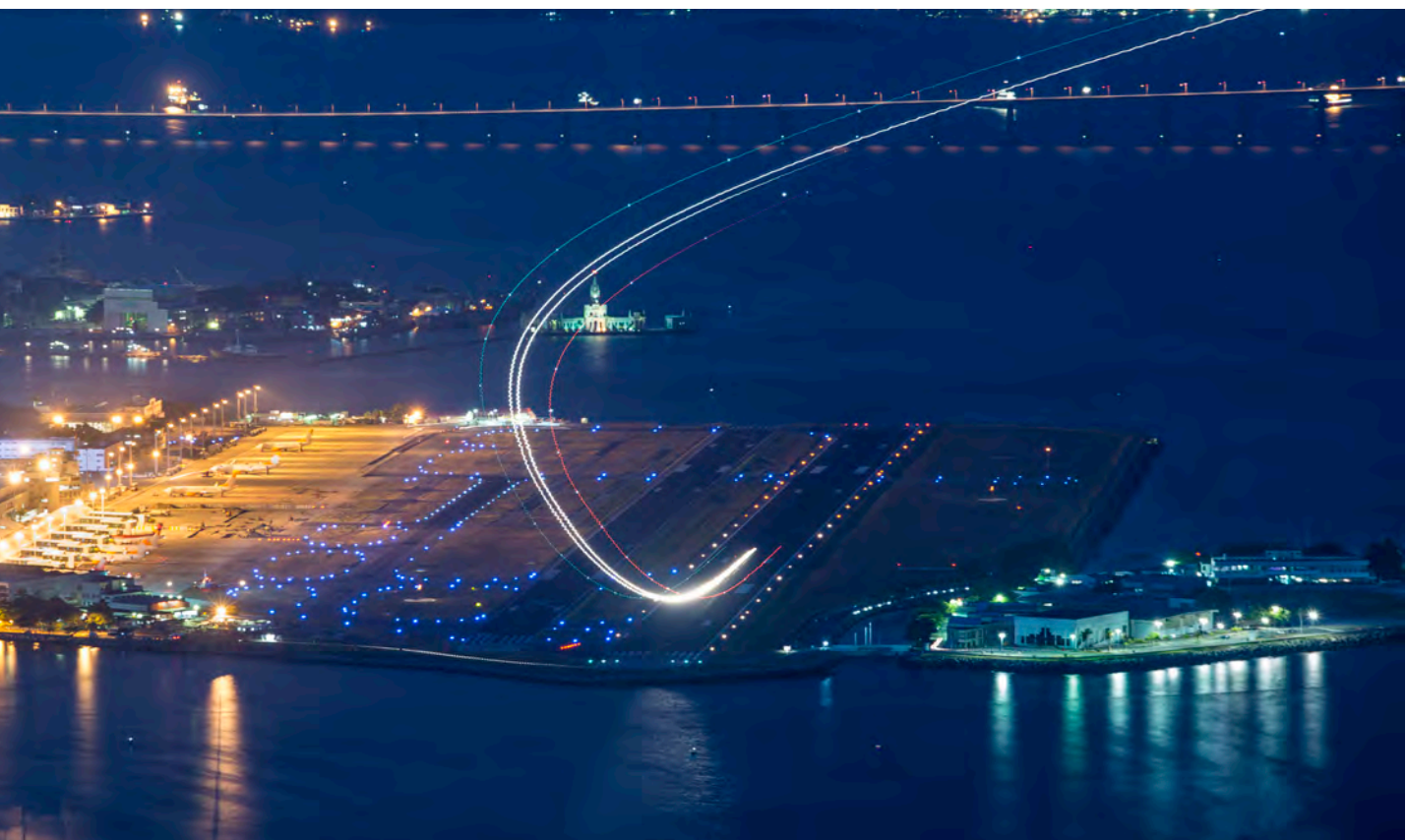
I have come to appreciate airports that make the connection enjoyable and will pick routes with those oases in mind. One of my first considerations is a limited access travelers' lounge: Sky Club, Admiral's Club, United Club, Centurion Lounge...whatever. It needs to be limited access, absolutely riddled with charging stations, have good food, a clean bathroom, and a bar. In my experience, the ones located in international terminals are the best. If you are stuck at the airport for several hours, you have time to be picky; head for the international terminal.

Another perk I've started to look for are wellness opportunities. Healthier food options are popping up everywhere. I even found a salad prep machine in Buffalo named Sally!

I always look for spas. 20-minute chair massage? Don't mind if I do. XpresSpa is tried and true, but there are a growing number of options like Be Relax and SpaHere. SpaHere just opened in DFW and provides "privacy cocoons," which limit your visibility to passers-by and are designed to combat travel-related stress with zero gravity chairs and tech-forward services. There are increasing numbers of yoga and meditation spaces in airports, and you will also start seeing travel-focused exercise programs popping up. Already available are Sweatlag workouts created by Equinox, and ROAM Fitness, which provides rental workout gear (including clothing) and post-workout showers.

I am also attracted by good airport design.





Weird, right? But it matters. My preferences include natural light – lots of it – and non-carpet flooring. There is nothing grosser than airport carpet. Not only is it an unspeakable dirt sponge, but it converts wheeled luggage into an anchor-dragging challenge. In the hopes of luring travelers with an improved experience, there is an entire discipline devoted to airport architecture. It determines how security will flow (side-eye to you, Phoenix), but will also attempt to make the traveler’s experience less like using a cross-town bus. It is not surprising that the most impressive airports are international hubs, some of which are true jewels, like the Jewel Changi Airport in Shanghai. It has face recognition check-in to improve security, but also provides movie theaters, the Sky Net Bounce Park, and an indoor nature park with slides, gardens, and mazes. Such additions can transform “wasting two hours of your life,” waiting for your international flight to an enjoyable experience. Just imagine the total im-

pact that improving thousands of attitudes can have daily.

In addition to providing elevated experiences through architecture, airports are also embracing more environmental considerations in an effort to become more sustainable. Some changes are noticeable, like low-flow bathroom fixtures. Some are more difficult to see, like heat-reflective roofing and solar panel farms. One of my favorite environmental tweaks is using plants to create a relaxing atmosphere and improve the air quality; the addition is a nice change from the recycled air that you were swimming in on your last flight.

Connections are important. They get you where you need to go. If done well, they get you there on time, with a good attitude, a charged phone, and with your daily workout completed. And with that, you will be ready to make the other type of connection, and build your own #TravelFamily. **W**



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# 10 Things to Know About *Sandra Day O'Connor*

BY: JILLIAN H. WILSON, PARTNER  
WILSON & ASSOCIATES PLLC

## SANDRA DAY O'CONNOR

was written into American history when she was nominated and confirmed as the first woman to serve as a Justice of the Supreme Court of the United States. All know her legacy, as even elementary school students learn how she broke the glass ceiling in 1986. But there is more to Justice O'Connor – here are ten interesting things to know about her.

1. O'Connor was born in El Paso, Texas in 1930, but spent her childhood on her family's ranch in Arizona. She moved back to El Paso, Texas, to attend school, where she graduated high school two years early.<sup>1</sup>
2. O'Connor attended Stanford University for college, and then continued her trend of graduating early when she graduated from Stanford Law School in two – rather than three – years.<sup>2</sup>
3. After law school, Sandra Day O'Connor had difficulty finding a job because she was a woman, despite her high academic achievements. A law firm where she interviewed after law school even offered her a job as a secretary instead of an attorney.<sup>3</sup>
4. O'Connor and her husband, John Jay O'Connor III, moved to Germany for three years in 1954. He was a member of the U.S. Army Judge Advocate General Corps, and she worked as a civil attorney for the army during that time.<sup>4</sup>
5. For the State of Arizona, O'Connor served as assistant attorney general, a state senator, a majority leader for the state senate, a Superior Court judge, and an Arizona Court of Appeals judge. She was the first woman in the United States to become a state majority leader.<sup>5</sup>
6. O'Connor was nominated to fill the vacant Supreme Court seat in 1981 by President Ronald Reagan, and was

<sup>1</sup> Sandra Day O'Connor, Oyez, [https://www.oyez.org/justices/sandra\\_day\\_oconnor](https://www.oyez.org/justices/sandra_day_oconnor) (last visited Sep 15, 2019).

<sup>2</sup> Id.

<sup>3</sup> Brian P. Smentkowski, Sandra Day O'Connor, Encyclopedia Britannica, <https://www.britannica.com/biography/Sandra-Day-OConnor> (last visited Sep 15, 2019).

<sup>4</sup> Id.

<sup>5</sup> Id.

<sup>6</sup> Id.

<sup>7</sup> Sandra Day O'Connor Fast Facts, CNN, <https://www.cnn.com/2013/01/30/us/sandra-day-oconnor-fast-facts/index.html> (last visited Sep 15, 2019).

<sup>8</sup> Id.


<sup>9</sup> Sandra Day O'Connor, First Woman on the Supreme Court, Supreme Court of the United States, <https://www.supremecourt.gov/visiting/SandraDayOConnor.aspx> (last visited Sep 15, 2019).

<sup>10</sup> Id.



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unanimously confirmed by the Senate. On September 25, 1981, she was sworn in, becoming the first female justice.<sup>6</sup>

7. Justice O'Connor was known for being a strong advocate of judicial restraint. In her words, "Judges are not only not authorized to engage in executive or legislative functions, they are also ill-equipped to do so."<sup>7</sup>
8. In 1999, Justice O'Connor wrote the majority opinion in a sexual harassment ruling for *Aurelia Davis v. Monroe County Board of Education*. After a vote of 5-4, this case held that public schools receiving federal funds can be held liable when they are "deliberately indifferent" to a student being harassed by another student.<sup>8</sup>
9. After twenty-six years on the bench, Justice O'Connor retired from the Supreme Court of the United States in January 2006.<sup>9</sup>
10. President Barack Obama awarded Justice O'Connor the Presidential Medal of Freedom, the nation's highest civilian honor, for her lifetime of accomplishments.<sup>10</sup> 





SUSTAINABLE

MENTORSHIP

# HOW TO BUILD AN EFFECTIVE AND SUSTAINABLE MENTORSHIP PROGRAM

BY: AMANDA BUFFINGTON, VP MARKETING AND CLIENT RELATIONS  
MCMICHAEL TAYLOR & GRAY, LLC

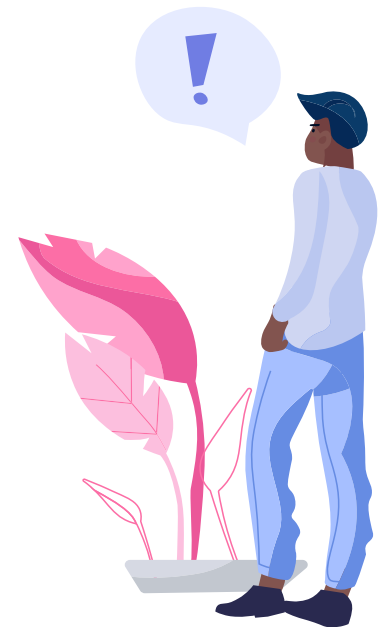
**O**VER THE PAST DECADE, more and more companies have found that mentorship programs are extremely beneficial for their organization. Mentorship can help promote a robust company culture, a stronger team roster that allows you to inspire from within, and allows your management team the ability to listen to their team and understand their concerns. In a healthy organization, you want the staff to feel like the management team is relatable and approachable, and willing to take the time to help develop the future leaders of the organization. You want to create an opportunity to engage in dialogue about your company, your current position, receive encouragement from your leadership and possibly stop a team member from leaving the organization. Remember, every successful businessperson has a list of insightful mentors from parents to coaches, religious figures to teachers that have mentored them throughout their career.

## How to get started

Develop a purpose; determine what you are trying to accomplish and define what a successful program would look like. It is important to determine how your company and the employees will benefit from this program.

The first step will be to create guidelines. What are the expectations, commitments, and standards for your staff? Dedicate at least two hours a month to the program. Design an application and survey to create and assign teams. Schedule a meeting once a month with an agenda. Require senior leadership to participate and yes, even the CEO.

Teams should be created by the program director based on their stated interests and goals as set forth on the application. Remind employees that participation is not required, and it will not be used to determine promotions, succession planning, layoffs, or terminations. Ask all participants to sign a confidentiality agreement, which will require all matters discussed among the teams to be held as confidential. Remember, you do not want to create an HR nightmare for yourself.



## Recruiting

Create a mentoring drive during an all-company meeting. Motivate people and get them excited to participate in the program. The more people you have during your initial push, the easier it is to manage. Remind your team that it is acceptable to learn outside of their department. Encourage mentees to cross-train with other departments and individuals. It is okay for people to step out of their comfort zone!

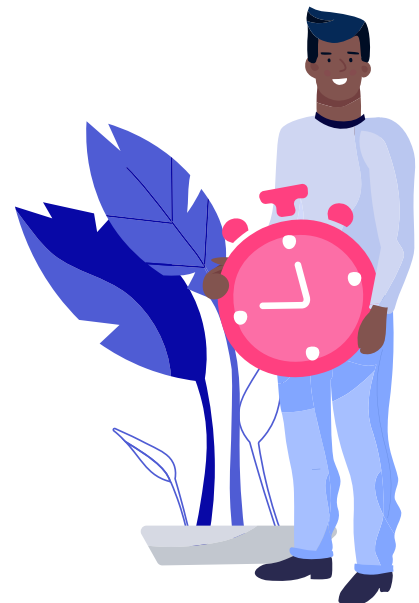
## Timelines

You will need to establish a duration period and timeline for your program. Generally, a year is sufficient. This gives ample time to complete everything necessary for a successful and meaningful experience.

## Let's Meet

Your first meeting will allow you to set expectations and boundaries. It is essential to confirm timelines, goals, and significant milestones that the mentee would like to achieve prior to the final meeting. Do not provide feedback, layout goals, or come up with a plan during this first meeting. The most important thing you can do is ask effective questions and LISTEN to the mentee. Remember, all of this information may change over the year as goals are achieved or changes occur.

Utilize your connections as you plan out your agenda for the year. Re-







member to introduce your mentee to your resources and meaningful people who have paved the way for your success, such as a Judge, former professor, motivational speaker, or industry veteran. These connections will be invaluable to the mentee in the future.

The next step is to look outside of the organization and encourage volunteering and community involvement. Help to create a well-rounded mentee versed in all forms of effective management. Consider asking your mentee to participate in community engagement programs such as Habitat for Humanity.

Look at their resume and review their career and educational path that has led them to where they are now. What do you believe is a good step to help your mentee continue on their journey? How can you help them develop their brand?

Help your mentee learn new skills, attend conferences (e.g., inside the mortgage industry or a leadership conference). Encourage them to enroll in a course where they may learn more about a particular interest or to attend a work-life balance seminar.

## The Final Countdown

The most important step during the inception of this program is to make sure you don't lose focus of your end goal. Tracking, monitoring and rewarding the accomplishments along the way are key elements to a successful program. Make sure you keep your program fun and interesting: face-to-face meetings over lunch versus a conference room. This will mix things up and help you implement ideas as you move into months 6-12. Don't let your mentee become bored or feel like you are no longer interested.

Layering pieces of an effective mentoring program will develop over a few years. Do not panic as you begin to put your mentoring program together.

Small steps are key to this process and you will find that as your organization grows the need for a mentoring program will also grow, and it will continue to evolve as you push through your business plan. It does not hurt to align your mission statement or business plan with your mentoring teams; they will enjoy feeling like they are part of the company's culture.

The best part of the mentoring program is to watch people who have never crossed paths in your organization become friends and build an alliance. This becomes very contagious and encourages people to sign-up again. [W](#)




# Mentorships Matter

BY: ROSALIE M. ESCOBEDO, J.D.  
LITIGATION MANAGER  
MACKIE WOLF ZIENTZ MANN



WILL established a mentorship program this year, and while we all intuitively believe that mentorships are beneficial, I wanted to see if there was data to substantiate these positive beliefs.



As I was researching information about mentorships, I found a studied article titled “Why Mentors Matter: A summary of 30 years of research” by Lauren Bidwell, Ph.D., Research Scientist, Human Capital Management Research. (Link to article <https://www.successfactors.com/resources/knowledge-hub/why-mentors-matter.html>). In this article, the author determines that mentorships matter because they improve career outcomes. Specifically, “researchers analyzed forty-three different studies comparing the various career outcomes of mentored and non-mentored employees. Compared to non-mentored employees, mentored employees:

- Receive higher pay compensation
- Receive a greater number of promotions
- Feel more satisfied with their career
- Feel more committed to their career
- Are more likely to believe that they will advance in their career.”


While I was already a firm believer in mentorships, reading these positive outcomes reinvigorated me! Being mentored, it appears, ignites career success and workplace fulfillment.

Fortunately, our selfless mentors also receive proven benefits for the time and experiences they share, and the dedication they have to their enthusiastic mentees. “The benefits of mentoring relationships are not limited to mentees either; compared to non-mentors, employees who act as mentors:

- Report greater job satisfaction and organizational commitment

- Have greater career success
- Perceive increased work-related fulfillment.”

As a mentee of many talented women, I am lifted by knowing that there is data that shows that the women who have given so much to me and others, also receive a more elevated career experience. It is with that, that I would like to thank Diane Rosenberg, who is my WILL mentor for sharing her career path with me. All that she has achieved, from a young age on, is truly admirable. I am motivated by what she has accomplished and how she continues to treat clients and others. I would also like to thank Amanda Buffington-Gunderson for mentoring me. It is enriching to have someone who lives in the same city to meet with face-to-face. I am thankful for her accountability and for her inspiration in my career and beyond the workplace. Finally, I am so fulfilled by an unofficial mentee-ship with Susan Rosen. She is a strong, fierce, ethical, and focused woman who I have learned so much from over the years.

Added to all this, mentorships can be marketable, in that you groom future allies through these mutually beneficial relationships. In an industry that is relationship-driven, it is the height of marketability to share connections and have relationships shared with you. If you are interested in becoming a WILL mentor or mentee, I highly suggest you contact ALFN executives about your interest. The results are in, and mentorships—done right—impact mentors and mentees positively! 



The background features a large, dark silhouette of a human head in profile, facing right. The interior of the head and the surrounding space are filled with a complex, abstract pattern of overlapping, semi-transparent geometric shapes, primarily triangles and polygons, in shades of blue, purple, and pink. Scattered throughout this pattern are numerous small, light-colored arrows pointing in various directions, creating a sense of movement and complexity.

# POINTS OF VIEW





# **MEN AND WOMEN: DIFFERENT APPROACHES TO MARKETING AND NETWORKING**

**BY: ERIC SENCER, CLIENT RELATIONS  
PROBER & RAPHAEL**

T

HERE ARE TIGHT ROPES in life that I prefer not to walk across for fear of falling; one such rope is discussing the differences between men and women. The truth is I don't fear falling as much as I fear the rope will end up around my neck. Evidently, when I was asked to write this article to provide my perspective on the difference between men and women in regards to marketing, I must have felt courageous.

Like many marketers or business development managers in the loan servicing industry, I hail from the servicing side of life. I made the switch to the "dark side" several years ago and have had the opportunity to market for several different entities.

Though I have seen differences between men and women in business development roles, I need to preface my comments by saying these differences don't apply to everyone I've met. Not all people of the same gender operate the same way. So, my observations are general at best. That said, my greatest mentor in marketing was female, so I may be a bit biased.

### **RETURN ON INVESTMENT (ROI)**

All companies want to see a return on the money they invest in marketing. Men tend to want an immediate return on investment (ROI). There is a tendency to require marketers to account for every cent spent towards marketing a client and its offsetting income on the company's monthly Profit and Loss sheets. This

can often result in avoiding visiting clients or potential clients unless you can guarantee a scheduled meeting with your contact.

When working with women, there seemed to be a solid understanding that the ROI may take time to realize. They are more cognizant that real marketing revolves around building relationships over time. Rather than focus solely on their contact, they also focus their attention on their contact's team, building relationships with potential leaders of the future. They had a better sense that even if you just drop off candy, bagels, or donuts for the team of your contact, you are expanding your brand awareness, which often results in a more significant ROI in the future.

### **COMMUNICATION**

When meeting with clients, excellent communication skills are paramount. By nature, men tend to want to lead the conversation. Many begin a meeting by jumping right into their memorized

pitch and deliver said pitch at a rapid pace with barely a breath taken to allow anyone else to speak. These men miss an opportunity to get to know the client and listen to their challenges and needs. In turn, missing the potential for the sale of services or products that were not originally on the marketer's radar.

Women instinctively tend to be more compassionate and willing to listen. They also seem to not always go straight to the business aspect of a conversation, asking personal questions to get the client to speak about themselves. This allows women to discover commonalities with the client that will assist them in building long-lasting relationships. Even more important, this allows women to unlock what drives the client and how best to market to them. Women are also observant when they go into a client's office. Women inquire about the pictures, awards, etc. that are displayed. Women take an inventory of the client both as a person and as marketing potential.

### PLANNING CONFERENCE DINNERS

Men tend to plan a dinner by picking a nice restaurant and ensuring that the right people are in attendance. They make sure the food is good and the drinks flow. They are sure to follow-up and make sure thank you notes are sent afterward.

Women focus on creating a lasting memory for the client. They take care in planning every detail of the event or dinner. From how the invitation looks and is delivered to creating swag bags containing well thought out items that cater to the heart and minds of those who are attending the event. The bags themselves are often a work of art, adorned with bows, ribbons, and colored paper. They make each aspect of the event memorable in the mind of those attending. Often, potential clients who are

not even attending the dinner will receive a gift in their hotel room, just letting them know we're aware of their presence.

In regards to the difference between marketing to a man or to a woman, I have found the differences to be minor or non-existent. Do some people tend to feel more comfortable speaking with people of their same gender? I'm sure some do. That said at the core, the following holds true for both genders:

- Clients want to know that you understand their concerns and their needs.
- Whether marketing to a current client or a potential client, consistency in personal contact is important. Follow through on your commitments and follow-up to ensure everything is going smoothly.
- Stop talking. Listen to a client's needs and understand the challenges they are facing. Know how you can help them.
- Ensure you understand the intricacies of the product or service you are marketing and how you differentiate from your competition. And, be sure you can clearly state that to the client.
- Give a client positive and unique reasons to remember you. It can be as simple as remembering how many children they have or where they went on vacation. It can be as large as a dinner or an event well planned at a conference.

Hopefully, we are moving into an era where the differences are combined with being part of a whole. There's a lot to be learned from both men and women, and together we can continue to move our industry in a positive direction. **W**

# HOW TO ORGANIZE AN EFFECTIVE NETWORKING EVENT

BY: TALYN GUERCIO  
CFO/COO, PARTNER  
SHEA BARCLAY GROUP, INC.

Few workplace scenarios exude more disdain than the infamous “networking event.” The thought of forced professional interfacing coupled with unhealthy finger food is enough to make me want to remain at my office. While the potential of an open bar could be enticing, there must be a way to revive this otherwise tragic situation. For those readers who aren’t actually selling widgets, I will argue that every business in our industry sells a professional service. In that capacity, it’s vital that we host interactions of some sort, so our employees and clients can meet casually in laid back settings, absent of corporate reminders. When poorly planned, a networking event can be inherently dull and collapse in awkwardness. When thoughtfully executed, however, these events can fulfill their intended expectations and drive business development. A few considerations must occur to achieve the latter goal.





## AUDIENCE

The most crucial factor to consider is determining your audience. Will you be hosting clients, potential clients, a combination of both? Perhaps it's an industry event that will include vendors and colleagues. Using the preceding example it would be essential to have clients, in addition to prospective clients, as well as enough employees who can speak about your service. If the event is for company employees only, you would want to make sure that tenured employees spend ample time with new hires.





## THEME

Although not necessary, a theme can create a sort of common denominator for all attendees. If the proposed event coincides with a holiday or location, fun themes are easy to suggest. They also can allow the attendee to actively participate in the event, rather than merely attending. For those new to networking, a theme can also lend itself as a conversation starter.



## SIZE

The size of an event is again dependent on the goal. If the intent is a short reception where an announcement is going to be made, a packed house may not be crucial to the event's success. If your goal is to make sure people mingle freely and openly, you don't want to overcrowd the room. Perhaps the worst mistake is booking too large a venue for too small a crowd. This can be avoided by getting an early commitment from attendees. It's better to have many people in a smaller room than the other way around.





## NOTICE

Having attendees provide ample notice allows you to organize your event properly. It's much easier to book a venue, order food and drink, and plan other logistics when you know how many people will be attending.

## LOCATION

Perhaps one of the more critical aspects of planning an event is where it will be located.

The type of event will certainly dictate where the event is held. If you're trying to hold an event during an already planned conference, for example, an adjacent room or restaurant/bar would be ideal. The absolute worst outcome is making attendees travel far unless there is a significant commitment of attendees, and the location warrants such travel (e.g., sporting event). Be sure the atmosphere is inviting and conducive to conversation, if possible. **W**



# TIPS ON






The background of the page features a stylized illustration of several people in profile, rendered in white and green against a dark blue background. Some individuals are holding smartphones, and one is holding a business card. The overall theme is networking and technology.

# EFFECTIVE NETWORKING

BY: MARISSA M. YAKER, ESQ., MANAGING ATTORNEY OF FORECLOSURE,  
PADGETT LAW GROUP

A stylized illustration of a woman's profile in white and green, looking towards the right, positioned on the left side of the text box.

I can envision it now—walking into a room full of strangers and hearing the excited laughter and small talk. I can also feel my heart beating a million miles per minute, as I know that as soon as I enter that room, I will be one of those strangers attempting to socialize and make small talk with my business cards in hand. According to Merriam-Webster's Dictionary, the definition of “networking” is the exchange of information or services among individuals, groups, or institutions. Sounds easy enough, right? However, for those of us who network, we all know that sometimes it is not so easy. To try and help prevent a few of those dreaded awkward moments, and to try and capture all that hard work you have done, below are a few helpful tips that I have gathered from those whom I trust most.

# THE INITIAL MEET AND GREET:



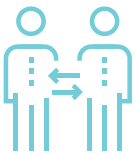
1. **SMILE.** Approach with a smile.



2. **NAMETAG.** Wear your nametag someplace visible (if applicable).



3. **INTRODUCE YOURSELF.** This is the time to pronounce your name clearly and to give a firm handshake with eye contact.



4. **ELEVATOR SPEECH.** Have prepared a 20-second speech of what you do.



5. **LISTEN & REMEMBER.** Meeting new people means new names to remember. Once the person says their name, repeat it to yourself a few times to remember it. Remembering someone's name goes a long way.



6. **SINCERITY.** Ask some specific and customized questions to get to know the people with whom you are speaking better. There have been studies that have found that commenting on the weather is too generic and leaves you with nothing to circle back to later. Accordingly, ask where the person you are speaking with is from, how long they have been with the company, what they are doing that weekend. These questions will let you know more about the person you have just met and will also build the foundation of a potential future relationship.



7. **STAY FOCUSED.** Do not look around the room when speaking with the individual you just met. Make that person feel like you want to be there, just as much as you would want that reciprocated.



8. **MAKE FUTURE PLANS.** Offer a few possible dates for a lunch/dinner/training; that way, each party has it on their radar for future follow-up and opportunity for subsequent contact.

9. **THANK YOU.** Thank the person for their time, repeat their name to show them that you remember it, exchange business cards, and shake their hand.

# AFTER THE INITIAL MEET AND GREET:



1. **PERSONAL NOTES.** Immediately after I meet someone, I write a few personal facts on their card, so that I can circle back to them later.



2. **PICTURE OF BUSINESS CARD.** I use an app to keep track of business cards—there are so many of them. I take a picture of the card and save all the info so that I don't have to worry about losing it later. I use Cam-Card; however, if you search for business card apps, you will find a ton and the one that fits you best.



3. **EMAIL.** Send an email the week after the initial meet and greet, thanking them for their time, and including a personal follow-up (how the rest of their week was/how their kid's recital went).



4. **CONTINUING THE RELATIONSHIP.** Even if there is no business potential, I keep in touch with everyone I have met, as I thoroughly enjoyed meeting them, and genuinely want to know how they are doing. I will send an email on a monthly or bi-monthly basis and will always send an appropriate holiday email, wishing them all the best. Remember—we always meet someone for a reason.

These are just a few tips and suggestions. However, there are SO many out there. The most important takeaways are, be yourself, have fun, and genuinely take time to get to know people. **W**



# TEN REASONS WOMEN EXCEL IN MARKETING





**BY: BETH THOMPSON**  
DIRECTOR OF CLIENT ENGAGEMENT  
AFFINITY CONSULTING GROUP

The definition of marketing is “the action or business of promoting and selling products or services, including market research and advertising.” Let’s face it! Many women sell or promote something all day every day, whether it is trying to convince their child to brush his/her teeth or eat veggies, to persuading a Fortune 500 company to invest in a product or service. The attributes that help women market products and ideas are the same ones they use daily in their personal lives. Let’s explore what makes women excel in the field of marketing.

1.

### CONFIDENCE

Women can convey a message in a confident yet subtle and non-threatening way.

2.

### COMMUNICATION

In general, women are good listeners. We don’t tend to talk as much about ourselves. We react more consciously and have a keen ability to mirror the communication styles of those around us.

3.

### PERSUASIVE

Have you ever heard of feminine wiles?  
Enough said. If not, look it up!

4.

### COLLABORATIVE

Women understand the benefit of working as a team. “It takes a village” is as true in business as it is in our personal lives. Women are more likely to ask for others’ opinions or feedback.

5.

## VISIONARY

Women are dreamers. We see beyond the here and now and are “out of the box” thinkers. We aren’t afraid to pitch an idea, no matter how far-fetched it may be.



6.

## MULTI-TASKER

Women are used to juggling a lot of household, family/friends, personal, and career responsibilities. We tend to thrive on having multiple clients or projects to manage at any given time.

7.

## NETWORKER

Making connections is key in business and particularly in marketing. As stated earlier, communication is one of the reasons women excel in marketing. Women nurture relationships. The more extensive our network, the more people we can influence.

8.

## RELATABLE

Women drive 70-80% of all consumer purchasing through a combination of buying power and influence. Women relate to other women through shared struggles and triumphs. We can effectively shine a light on the “relatable” aspects of whatever is being marketed.



9.

## INTUITION

Women are intuitive. We have a great ability to balance logic with emotion. We follow our gut, and usually, it doesn't lead us astray.



10.

## DETERMINATION

There is no force equal to that of a determined woman. In marketing, often ideas are shut down, or the client says, "We were thinking of going in a different direction." A determined woman listens, and then course corrects coming back with stronger, better ideas.

While all these traits are valuable and contribute to the success of female marketers, they also help women market themselves! Create a brand for yourself. Ask for the raise or promotion. Find a mentor to help you take it to the next level. Be a mentor to other women in the industry. Join organizations like Women In Legal Leadership, Women in Research, Women in Consulting, The Association for Women in Communications, or National Association of Women Sales Professionals.

Did you know? (According to Forbes)

- Women make up 25% of C-level executives at the top 1,000 U.S. companies.
- More than half (26) of the Forbes' Most Influential CMOs in 2018 were women.
- 40% of businesses in the US are women-owned.

Women understand and relate to other women. With so many women leading companies and holding leadership/decision making positions, women in marketing are more influential than ever. The ability to combine knowledge, grit, empathy, passion, and experience to help bring ideas to life and influence others is what truly leads to success in the field of marketing for women. **W**

# TROMBERG LAW GROUP

A WOMAN OWNED FIRM SERVING FLORIDA, VIRGINIA & PUERTO RICO



**Tromberg Law Group** offers a full range of litigation and default servicing solutions for mortgage lenders, servicers, banks, and savings and loan associations. We proactively protect our clients' rights in foreclosure, bankruptcy, eviction, and real estate litigation.

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Andrea Tromberg, the firm's owner, purchased the firm which she had served as managing partner since 2011. This ownership change and subsequent renaming of the firm to Tromberg Law Group made Tromberg Law Group one of the largest woman-owned creditor firms in Florida, that also serves Virginia and Puerto Rico. Andrea Tromberg serves as the first elected Chairwoman on the Board of Directors for the American Legal and Financial Network (ALFN) and has served on numerous committees and is a current member of the leadership committee for Women in Legal Leadership (WILL).

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