

## In Person Meetings Concorde Career College

5100 Poplar Ave., 1st Floor (Clark Tower)  
Memphis, TN 38137 901-881-2694

### Zoom Meeting

<https://us04web.zoom.us/j/5087794464>

Password: **talkshoppe** (all small letters, no space)

Networking Chat Box 8:45 am

Presentations 9:15-9:45 am

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<https://talkshoppe.com/>

## September-October 2024

### All Meetings are on Wednesday, 9 a.m. to 10 a.m.

#### MEETINGS ARE IN-PERSON AND ZOOM

Zoom only when Shelby County Schools are closed for weather  
Zoom or Alternate location when Concorde Career College is closed for any reason

#### Sept 4 Personal Wealth the Goal-Real Estate the Vehicle

Ken Sullivan

Ksulli8153@aol.com, 601-421-7848

#### Sept 11 Protect Yourself from Scams Using Artificial Intelligence

Daniel Irwin, Better Business Bureau of  
the MidSouth

dirwin@bbbmidsouth.org

#### Sept 18 Enhancing Hearing, Boosting Cognition, Elevating Life



Dr. Casie Keaton, Audiologist Founder/CEO  
Thrive Hearing and Tinnitus Solutions  
[www.wehelpyouthrive.care](http://www.wehelpyouthrive.care)

#### Sept 25 Pitch and Fix (Pitch your business idea or challenge to the group. Group mem- bers give you their ideas and solutions)

#### Oct 2 How Human Trafficking May Be Affecting Your Business

Angie Garrett

Angie@dsg.us, 901-336-4500

#### Oct 9 Getting Ready for the Next Step in Your Career

Dotty Summerfield Giusti  
Summerfield Associates, Inc,  
901-753-7068

#### Oct 16 The Unexpected Impact Kindness Has on Business



Cindy Longmire, 20+ Yrs Seniors  
Your Place Mani-Pedi  
901.412.5267

#### Oct 23 The Power of Branding

Hadonica Murphy, 662-719-3153  
[info@hadonicasphotography.com](mailto:info@hadonicasphotography.com)

#### Oct 30 Mastermind Principle

based on the book Think and Grow Rich  
by Napoleon Hill (One BNI continued education credit)



Talk Shoppe's charitable fundraisers go to  
support the children from the Neighborhood  
Christian Center Lynn McDonald 901-849-7101

### ABOUT TALK SHOPPE

Many business owners start their business to fulfill their passion and dreams, then stagnate because they lack the knowledge and resources to grow. Talk Shoppe EQUIPS with education, ENGAGES by providing weekly networking and outside networking opportunities, EMPOWERS with marketing tools. Talk Shoppe does all of this in a supportive community.

Make Talk Shoppe a tool YOU can use to build your business and help someone else build their business.

What Level Works Best For You?

<https://talkshoppe.com/sponsor-faq/>

**Community-**(Cost is Free) Promote your business in a few seconds at weekly meetings. Network with people at the meeting and B.A.M.F.A.M. (Book A Meeting From A Meeting) to connect outside of the weekly meeting.

**Supporter-**(Cost \$110/year, some restrictions apply) Your ad included on the online "Friends in the Business Talk Shoppe Directory"

**Elite-**(Cost: \$115/month or \$95/month for volunteers, some restrictions apply)  
Radio/Social Media Posts Monthly/Green Screen Studio & Production/Talk Shoppe "Friends in the Business Online Directory"/Ad & Periodic Spotlights in Talk Shoppe Newsletter-Flier and on Web page and more...

**Premier-**(Cost: \$4500/year, some restrictions apply) Larger ads than other ads appearing online, on the newsletter-flier and at weekly events and outside events. Option to host a Talk Shoppe weekly event at the Premier Sponsor's place of business, Radio "Friends in the Business Online Directory"/Ad & Periodic Spotlights in Talk Shoppe Newsletter-Flier and on Web page and more...

**Premier Plus-**(Cost: \$5,400/year, some restrictions apply) Larger ads than other ads appearing online, on the newsletter-flier and at weekly events and outside events. Option to host a Talk Shoppe weekly event at the Premier Sponsor's place of business. Radio/Social Media Posts Monthly/Green Screen Studio & Production/ Talk Shoppe "Friends in the Business Online Directory"/Ad & Periodic Spotlights in Talk Shoppe Newsletter-Flier and on Web page and more...

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# BUSINESS

**Genell Holloway**

**Sponsor: Eagle Hollow Enterprises, Inc.**

## Who's in control of your schedule?

Another important aspect of running a business is time management. We each have the same 24-hour period but why do some get more done than others? It can be found in their schedule.

We all know that we must manage our time to be more effective and efficient. However, there is an art to being able to get it all done. Let's explore some ways to be more efficient with our time.

1. Schedule in all the big rocks. Big rocks are those things that are top priority and must do. Things like our family time, our team meetings – whatever those top priorities are. If you're a salesperson, it might be blocking time for the number of phone calls you need to make each day in order to accomplish your sales goals. For a business owner, it may be meeting with your key management team to ensure that everyone is on track. For a parent, it may be scheduling homework time and play time with your children. While we all have the same time period, our priorities may be different. So, put into your schedule those big rocks first.
2. Leave 40% white space in your daily schedule to handle those unexpected situations that you cannot delegate. For me, I block a time in the morning to do emails and make phone calls. And, an afternoon slot to handle customer service concerns including return calls. It puts me in much better control of my schedule, and my assistant can tell customers when I will call back. This results in better communication and setting the proper expectations.
3. Develop a map of life weekly schedule. Color code it if you wish. The main point is to schedule every thing on that map of life. I slot in spiritual time, meditation time, family time, and personal time in addition to business time. My assistant can schedule appointments without having to ask me first.

3. (Continued) She knows where I can flex and what the non-negotiables are. It also helps me to better say no when I should. Why? Because I have my priorities in order.
4. Do not respond to the tyranny of the urgent. Oftentimes, what seems immediately urgent is truly not and more of a time waster. You have set aside time to deal with customer service concerns. Most of them can be handled at that time if not delegated to someone else. Delegate everything you can. The only thing you cannot delegate is blame. As a leader, we own all the blame. We can correct our team members behind closed doors, but we should never throw them under the bus.

As business owners, it is so easy to get caught up in all the day-to-day urgency. The truth is that only about 15% is truly urgent. Everything else can wait, be delegated or simply not done at all.

I'll be glad to share a map of life guide in an excel format for your convenience. Just reach out to me at [gholloway@eagle-hollow.com](mailto:gholloway@eagle-hollow.com) and I'll send it to you.

Quote:

"Time is the most valuable thing a man can spend."  
Theophrastus

"You can only manage what you measure. Time is no exception in this. Thus, if you want to become better at time management the first step is to track your time, analyze how you spend it and then optimize." Peter Drucker



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# REAL ESTATE

**Shelley Rothman Branning**  
**Griffin, Cliff, Everton and Maschmeyer**

## Real Estate Fraud

Real estate fraud is a growing concern that can significantly impact residential and commercial property owners, leading to financial loss and legal complications.

Fraud is the false representation of facts to induce others to rely on them with the intention to deceive. Fraudsters want to deceive people to gain something. This can take many forms, including forged documents, fake ID, and the impersonation of others. There has been an alarming nationwide increase in seller impersonation fraud involving the sale of land, vacant houses and non-owner occupied, unencumbered houses.

Property owners should take proactive measures to safeguard their real estate assets. Regularly review property records and ensure all documentation is accurate and up-to-date. Establish a relationship with a trusted real estate attorney who can offer guidance and support in verifying whether or not a transaction is legitimate and addressing potential issues. If your property is in the name of an entity keep that entity active and in good standing by filing all required annual reports with the Secretary of State and returns with the Department of Revenue. If your entity is administratively dissolved, someone else can take that name and claim ownership of the property. Additionally, the Shelby County Register's Office has implemented a Fraud Alert program that will notify you if a document is recorded with your name or property address. To sign up for this service go to <https://register.shelby.tn.us/fraud-alert>. By receiving timely alerts, property owners can quickly identify and address any suspicious activity, potentially preventing fraud before it causes significant damage.

By staying vigilant and utilizing resources like your local real estate attorney and Shelby County's Fraud Alert program, property owners can protect their investments and maintain the integrity of their real estate holdings. Awareness and prompt action are critical in the fight against real estate fraud.



## Building Wealth through Real Estate Residual Income and Equity Growth

*Sherry Harbur, Broker, ABR, CRS, GRI, SRES*  
*Randy Harbur, Project Manager*

**Rsharbur@gmail.com • www.HarburRealty.com**  
**901-878-3308 Office 901- 496-8193 Mobile**



# HEALTH & WELLNESS

**Mary Lou Nowak**  
**Sponsor: Resource4Care.com**

## Navigating Elder Healthcare and Wellness

Six practical considerations in navigating elder health and wellness with dignity, clarity, and peace of mind.

1. **Healthcare and Medical Decisions:**
  - o **Advance Directives:** Create or update advance directives, such as a living will and durable power of attorney.
  - o **Palliative and Hospice Care:** Discuss palliative care, which focuses on comfort and quality of life, and hospice care, for end-of-life support.
2. **Financial and Legal Planning:**
  - o **Estate Planning:** Review or create a will and consider setting up trusts.
  - o **Financial Management:** Organize your finances. Budget for long-term care costs, and ensure financial affairs are in order.
3. **Personal Legacy and Wishes:**
  - o **Personal Reflections:** Focus on your legacy. Write to loved ones and create a personal history.
  - o **Final Arrangements:** Plan your funeral or memorial service and communicate these wishes.
4. **Relationships and Emotional Well-Being:**
  - o **Connect with Loved Ones:** Spend quality time, resolve lingering conflicts, and express important sentiments.
  - o **Counseling and Support:** Seek support to address emotional and psychological issues.
5. **Living Arrangements:**
  - o **Housing:** Evaluate your living situation and consider adjustments like a more accessible home.
  - o **Comfort:** Make living arrangements that align with your needs and preferences.
6. **Quality of Life:**
  - o **Interests and Goals:** Engage in activities that bring joy and fulfillment.
  - o **Health and Wellness:** Maintain your physical and mental health by staying active and nurturing your well-being.

Visit [www.Resource4Care.com](http://www.Resource4Care.com) for free videos on these topics and connect with local trusted professionals.

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