

## A New Member's Perspective

By David Regenbaum, Chairman, Outreach Committee

Silver Fox® Advisors activities and achievements are exceptionally impressive. As a relatively new member of Silver Fox® Advisors it would be presumptuous of me to try to encapsulate all of the activities and achievements of the organization and its individual member Advisors in this newsletter article. I will restrict my comments to current activities and achievements in which I have participated or of which I am familiar.

Butch Madrazo's leadership skill was clearly demonstrated when he organized the team of Silver Fox® Advisors to judge the Better Business Bureau's 24<sup>th</sup> Awards of Excellence. Silver Fox® Advisors was recognized at the Better Business Bureau's Awards luncheon which was attended by over 1,000 guests. This mutually beneficial relationship with the Better Business Bureau extends over several years.



Silver Fox® Advisors has become a recognized source of judges for business competition awards. Howard London and several Silver Fox® Advisors assist in the judging of the Rice Business Competition. Silver Fox® Advisors provide winners of the competition with free counseling services and receives recognition in the competition's publications. In addition, Rollie McGinnis and Rick Schissler serve as judges of the HCC/Newspring Business Competition. Being judges at business competitions demonstrates the respect that Silver Fox® Advisors has earned in the business community and uniquely differentiates the Silver Fox® Advisor's brand.

One of the charges to the Outreach Committee is *"To promote the expansion and success of entrepreneurship and small/mid-size businesses throughout the Houston area."* An activity undertaken by Silver Fox® Advisors in furtherance of this charge is its agreement with Houston Community College's Center of Entrepreneurship to provide volunteers to advise, counsel and mentor small and mid-size business on their growth. An office has been established at the Alief-Hayes Road Campus of the College for the Silver Fox® Advisor's "Entrepreneur in Residence" to provide these services.

Monte Pendleton, a Founder of Silver Fox® Advisors, and a team of Silver Fox® Advisors, actively participate in the Prison Entrepreneurial Program which mentors prison inmates so that once they are back in society they have the tools, skills and support structure to pursue productive lives. According to a Baylor University report the program is effective in reducing recidivism by as much as 70%. This program fulfills another charge of the Committee: *To provide opportunities for members to "give back" and "Make a Difference" to the community through social entrepreneurial programs.*

Businesses typically measure their performance by profits whereas Non-Profit organizations measure their performance by how effectively they deliver on their mission. Both need to use similar methods to succeed. Howard London has been charged with finding additional opportunities for Silver Fox® Advisors to give back to the community by counseling, advising and

mentoring Non-Profit organizations successfully deliver on their mission.

The Silver Fox® Advisors' CEO Roundtable Program led by Rich Maloney is one of Silver Fox® Advisors' signature programs. For over 20 years the CEO Roundtable Program has offered the CEOs of privately-owned businesses the opportunity to obtain advice and support from fellow entrepreneurs. Each Silver Fox® CEO Roundtable has a Silver Fox® Advisor who serves as moderator and mentor.

Participants in the Silver Fox® Advisors' CEO Roundtables also qualify for The Fox Den. The CEO Roundtable participant presents a situation affecting his/her business to a panel of Silver Fox® Advisors who provide the participant with advice and guidance based on their knowledge and experience. This program is mentored by Lane Sloan and Rich Maloney.

Another Silver Fox® Advisors' signature program is the Lunch & Learn. Lunch & Learn events are held monthly and are open to the public. The speakers present timely and topical information and data that can be useful to business owners as well as being entertaining. Mary Kole leads the Lunch & Learn team who select speakers

A Speakers' Bureau and a Writers' Bureau are both in the course of formation. Salty Thomason heads the Speakers' Bureau and John Beddow heads the Writers' Bureau. These Bureaus will help differentiate the Silver Fox® Advisors' brand. Advisors with specific knowledge in specialized fields will give talks and seminars on topical subjects.

To provide a forum for members to further develop mentoring, coaching, and consulting skills, Silver Fox® Advisors have developed two Advisor Roundtables. These Roundtables are mentored by John Younker, a veteran business counselor and Roundtable mentor, Monte Pendelton, a Founder of Silver Fox® Advisors, and Rich Maloney. All new Members of Silver Fox® Advisors are required to participate. Seasoned Silver Fox® Advisors who would like to participate are also welcome to do so.

These programs, and numerous others, of which I am not presently aware, provided by individual Silver Fox® Advisors, is what makes a difference and is what makes me proud to be a Silver Fox® Advisor. ♦

