

Helping Women Succeed

As a banking vice president and president of a golf organization, Ginger Johnson doesn't think women need special treatment. She just things we deserve it.

By Rebecca MacDonald

Ginger Johnson's role as president of the Fort Worth chapter of the Executive Women's Golf Association is very similar to her job as vice president of Women's Financial Services for TexasBank: it's about helping women succeed. Johnson began playing in her twenties, in order to spend more time with her husband, and quickly discovered the benefits of the business side of golf.

"Golf gives me the opportunity to meet new people and network, and that is important to my business and my customers," says Johnson. "It lets me do what I really enjoy, putting people together to help get deals done."

Johnson was still a new golfer when she was invited to a business conference at the Doral golf resort in Florida. Although she was nervous, her male peers insisted that she participate. Summoning her courage, Johnson decided to play, and her decision paid off. "The ability to play—not good golf, just getting out on the course—lead to an association that generated several business arrangements!"

When she and her husband moved back to Fort Worth from Granbury two and a half years ago, Johnson joined TexasBank as vice president/client manager. During a strategic planning session, the idea for the bank's Women's Services program was born. "Our program is not about a place or specific service. It simply places women in touch



Ginger Johnson says playing golf is important to her business.

with other women," explains Johnson. She adds that one of the goals of the program is to simplify a client's relationship with the bank by providing a "one-stop-shopping" experience. "We bring in specialized experts from various departments to provide solutions in financial planning, business services, trust and insurance services. It's about creating an environment that helps today's busy women succeed."

One reason Johnson says she likes working at TexasBank is that the company doesn't just talk about personal service, it walks the walk. For example, bank professionals often make "house calls," visiting clients at their place of business to make them feel more comfortable. "It gives our clients an opportunity to show us their place of business, in which they have invested their time," says Johnson.

Golfing for business

Johnson got involved in the Executive Women's Golf Association, a national organization with seven local chapters in Texas, when a business associate kept inviting her to the Fort Worth chapter's monthly outings. "After asking two or three times, she told me I really needed to come out to play. We were serving on another board together, but she convinced me when she said that being a part of this organization was much more fun!"

Not only did she join, Johnson became an active member and was later elected president of the chapter. One of her primary goals is growing the membership. She acknowledges that it can be tough to get beginners to come out the first time, but says that once they join, they find it's a fun, supportive organization. "The EWGA is one of the best places for a woman to learn to play golf. You have the opportunity to play with members who will support you, assist you with learning the rules and etiquette, and with learning the different golf formats used in competitions." She adds that, "The nice thing is that there are all levels of golfers, and no matter where you fall in, you won't feel intimidated, because each one of those members will encourage you from one swing to the next. We've all been beginners!"

One of the perks of being a member of EWGA is that the organization negotiates discounts on rates for its members at a number of local golf courses. Johnson says that area golf clubs have been aggressive in offering the Fort Worth chapter special rates and discounts. However, she adds that most golf clubs could do a lot more

"If I owned a course, I would want to become known as *the* place to go for women's golf! I would first put in a nice ladies' golf apparel selection and some "demo" ladies golf clubs. Then I would search out ladies' golf associations like EWGA, and promote their use of my course. I would have a ladies group lesson night, where women would not be intimidated by anything that might be keeping them from participating more."

Johnson's focus on helping other women succeed at golf is paying off. The chapter grew its membership by 18 percent this year. And, she says her experience with EWGA has helped her professionally, too. "I find that when I take time to play golf, I am much more productive in work and my personal activities," she says. "Golf is one of the most important tools I have for personal growth and advancement!" 🌱

For more information about TexasBank's women's services, visit www.texasbank.com. For more information about EWGA, visit www.ewga.com.

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THE BANK FOR TEXANS, TEXASBANK.



Fore!

FORE. At TexasBank, we know women wear a lot of hats. They are mothers, wives, entrepreneurs, business professionals, and GOLFERS! TexasBank understands, and we are ready to help women attain their financial goals.

We have a women's services program designed by women, for women. Our professional team of women is committed to providing solutions in insurance services, financial planning, business services and trust. By assisting you with TexasBank's financial resources, we can help you make solid financial decisions that will have a positive impact on your life. And, we'll make it easy for you, so you'll have more time on the green!



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