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PR-SOCIAL MEDIA-MARKETING INFLUENCING & GROWING BRANDS & AUDIENCES

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What are the secrets to business growth for the C-suite?

Read the entire [INC.](#) section to learn how to sustain growth in your business.

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C-SUITE STRATEGIES

By Cynthia Pharr Lee

The Secrets Behind Business Growth

Have you wondered why some companies grow every single year, regardless of the economy, competition or other external factors? And have you wondered what the secrets to their success are?

There's no need to wonder any more. [INC.](#) magazine's March 2014 issue provides the answers.

Based on a study of more than 100,000 U.S.-based midsize businesses, [INC.](#)'s comprehensive section identified, then studied "...sustained growth champions," or those few companies which had added head count for five consecutive years, from 2007 to 2012. Only 1.5 percent of companies met the test.

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DIGITAL DIRECTION

By Leah Ekmark Williams

Are you Creating or Eliminating

“Social Media Nods”?

Competing For Capital

Commerce Street Capital's dominance as the SW's leading investment banking firm focused on the banking industry has recently been reported in [American Banker](#), [Dallas Morning News](#), KRLD's CEO Spotlight, and featured at conferences and with M&A awards.

Preston Hollow Capital used C. Pharr to create its new logo for the launch of its new financial services platform.

Riveron's due diligence and financial consulting expertise has been showcased this quarter in national media such as [M&A Advisor](#), [The Deal](#) and [Texas CEO](#).

Texas Women Ventures closed its third fund December 2013 and will soon make investments in its next several portfolio companies.

Transition Capital Partners' sale of LT Services was named a finalist in M&A Dealmaker awards from [D CEO](#) and ACG.

You might think Millennials are the only ones who share just about everything online, regardless of the consequences. However, the business community shouldn't be so quick to judge this younger generation's stream of consciousness and culture of “over-sharing.” Numerous B2B and B2C industries take this same “over-sharing” approach when it comes to their own social media pages, which can hinder social media growth.

Social media's two-way, interactive communication channel has created an effective way for brands and businesses to talk “with” their audience instead of “at” them. While this online conversation and transparency breeds a high level of trust from your customers and clients – and if you're lucky, brand loyalty – ask yourself this: How much is too much? Do people classify your organization as a social media “over-sharer?”

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Real Estate Rainmakers

As **Huffines Communities** gets underway on its newest development, Inspiration, [real estate reporter Steve Brown highlighted](#) the project in a recent article for [The Dallas Morning News](#).

Long Cove recently unveiled its newest amenity, the Proving Grounds. The unique golf practice facility and short course was featured in [The Dallas Morning News' Texas Golf 2014](#) special section.

NAI Robert Lynn's Fort Worth office discussed the city's high retail occupancy, increased rental rates and new developments in the May print edition of [Texas Real Estate Business](#).

RETC (Real Estate Tax Consultants) recently shared insight about



People & Communities

Uptown Dallas Inc. hosted the first ever, large-scale Uptown Ciclovía this past Memorial Day, which was highlighted on [Fox 4's "In The Now"](#) with Natalie Solis.

Capital One Financial Services in Collin County partnered with the Plano Mayor's office to launch the [Plano Mayor's Summer Internship Program](#). Also, Capital One celebrated the donation of two buses to the Boys and Girls Club of Collin County with a “[christening](#)” marked by smashing bottles of milk on bus bumpers!

New client, “freshbenies,” is among the first

the commercial real estate appeals process in the Financing Focus section of [Commercial Investment Real Estate](#). RETC discussed key underwriting decisions that should be made during due diligence and before closing a deal in [GlobeSt](#).

McCarthy Building Companies Inc. is celebrating its 150th anniversary this year! To commemorate this milestone, the Texas Division recently assembled and [donated 52 bikes and 52 wagons](#) to five Dallas charities.

Parmenter Realty's acquisition of Cityplace and Rambler Park captured headlines, locally and nationally.

Stratford Land's sale of nearly \$400 million in property was reported in the [Wall Street Journal](#) in February 2014.

Westmount Realty's buying binge of U. S. industrial properties has been reported by media from [Crain's Chicago Business](#) to [Tampa Business Journal](#) to [Atlanta Business Chronicle](#).

Woolley's Classic Suites opens its first new hotel in Denver, June 2014, boosted by a website created by C. Pharr. www.woolleysclassicsuites.com

companies to bundle beneficial health services (such as 24/7 teledoc, negotiation of medical bills, research on providers and more) that can be purchased economically by anyone, making headlines in [Dallas Business Journal](#) and national health benefits media.

Trinity Christian Academy made national headlines when its Director of Admission, Mary Helen Noland, was featured as an expert source to comment on the top questions to ask when choosing your child's high school from [U.S. News & World Report](#).

Lake Pointe Medical Center staff member and endocrinologist Dr. Sumana Gangi appeared in a national article for [Everyday Health](#) on insulin-related myths for people with type 2 diabetes.

Centennial Medical Center recently appointed [David Bristol](#), certified safety professional (CSP), to the hospital's governing board.

Alok International, Inc., the largest bedding manufacturer in America, launched an expansive new showroom and design studio in NYC during the March New York Home Fashions Market Week, attracting key [media](#) and VIPs.

Blue Sky Educational Foundation, launched its aviation-focused curriculum in DISD in Spring 2014.

C. Pharr
Paparazzi



Our team attended the April opening of one of Dallas' newest boutiques, Shastra Home. Recently profiled in [D Home](#), the fabulous shop is owned by the wife of one of our clients, [Alok International, Inc.](#)

Sabrina Ben Ali, a Tunisian marketing executive and 2014 Women's Initiative Fellow through The Bush Center, spent a day in the C. Pharr office, exchanging ideas on public relations and marketing!

PR-SOCIAL MEDIA-MARKETING

INFLUENCING & GROWING BRANDS & AUDIENCES

About C. Pharr & Company Ink

C. Pharr & Company is a Texas PR leader known nationally for its business insight, strategic counsel and creative work. A 20+-year legacy of trusting relationships with clients, influencers and media enables us to deliver powerful results. C. Pharr offers the latest integrated marketing capabilities, pairing the right social media tools with strategic PR and marketing.



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