

# THE LAKESIDE WRITE-UP

*Morgan's Point Resort, Texas*

*live. work play. in mpr*



*Business Directory*  
*Morgan's Point Resort, TX*

Morgan's Point Resort Economic Development Corporation  
Website: <https://mpr-edc.org>  
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**MPR BUSINESS  
SPOTLIGHT**

## Create an Influence to Leave a Lasting Impression and Amplify your Impact.

Excerpt from an article shared by [Entrepreneur.com](#)

### Master the art of active listening

Never underestimate the power of the phrase, "Tell me more." In a results-driven professional landscape, many entrepreneurs and business leaders are conditioned to be one step ahead rather than immersed in the present moment.

Take each interaction as an opportunity to walk away from meeting someone new and becoming more enlightened because of it. Remain curious about the people you engage with and encourage them to share more.

### Individualize every interaction

Tailoring each interaction is the key to revitalizing the energy in any room. The goal is not to change yourself to get to know someone else but instead to engage in a way that gives them the space to show up as their authentic self.

Go the extra mile by individualizing shared moments. Creating a lasting network of support will inspire impactful bonds that extend beyond the workroom. Think of personalization as your social currency—learning how to use it can turn any brief encounter into a rewarding personal or professional relationship.

### Don't forget to follow through

The uncomfortable truth is that making new connections requires effort. Staying in contact after an initial conversation is essential when building relationships, but it is also the next step people commonly forget to take. A meaningful exchange may spark a potential connection, but as time passes, that conversation fades into a distant memory.

There are easy ways to continue the conversation, like sharing a relevant update from a previous discussion or revisiting an idea someone had by asking about their progress. Scheduling a time in your calendar each week to contact one of your connections is a consistent way to make reigniting old relationships a part of your routine.

Regardless of where you are on your career path, people will always remember the effort you made to learn about their aspirations. The further your reach expands, the more profound your relationships will become, elevating your career in unprecedented ways

## How to Harness the Power of Influencers to Build Trust and Engagement

Excerpt shared in an article by Entrepreneur.com

### Business to Business Influencers (B2B)

Influencer marketing provides a unique opportunity for B2B companies to cut through the noise of AI-generated content and grab attention with thoughtful, human-driven engagement. And research shows that people tend to trust individuals more than brands.

### What to look for in a B2B influencer

Whether it's LinkedIn, Instagram, Twitter (X), TikTok or YouTube, an influencer usually has the power to "influence" decision-makers faster than brands because they humanize the content and amplify a brand in a more authentic way. It goes without saying that an influencer should specialize in your industry, but you should also make sure they have the expertise to share your ideas in ways that are easily digestible. Always research an influencer's reputation. Past collaborations and partnerships can give insight into their impact and reliability throughout a campaign. How they interact with their community, whether responding to comments or coordinating LinkedIn Lives, can indicate how effective they might be. And remember — not all results from these efforts will be quantitative. There are also intangible, qualitative benefits that can signal a deep affinity for your brand. For example, a prospect sharing a heartfelt email after seeing your brand on Instagram from their favorite influencer.

### Employee advocates turned thought leaders

With many B2B organizations trying to do more with fewer resources, influencer marketing may seem like a stretch. However, brands have a valuable and often overlooked asset: their own employees. Encourage employees to become subject matter experts (SME) themselves by building a strong presence on professional platforms like LinkedIn or X. Promote a culture that supports and encourages advocacy. By empowering employees to share their knowledge, organizations can build a team of thought leaders who enhance the brand's credibility and authentically drive growth.

### Unlocking the power of B2B influencer marketing

There's an audience for everything, and customers will be more engaged and loyal when content is uniquely genuine and valuable. It's just a matter of finding the right channel and the influencers to tell your story with the right approach. Influencer marketing is a great way for B2B brands to find that audience and build up trust.

## Insights to Rural Entrepreneurship

Excerpt from an article by Becky McCray (contributors: Deb Brown, Andrew Button)

### Entrepreneurial energy

More entrepreneurial activity makes a community more attractive as a place to live and do business. You may have heard people describe a town with “there is just an ‘energy’ here that is really appealing.” This feeling is backed up by research by Charles Tolbert and others linking rural entrepreneurial activity with economic growth, leveraging local resources and improving social capital. Starting an entrepreneur support program won’t change that energy right away, Andrew said. Sometimes it can take years for it to show up.

### When more people start or try their business ideas, rural communities get the most benefits

If our goal is to only have successful entrepreneurs and not have any failures, one way to do that is to discourage as many potential entrepreneurs as possible. The more barriers we can put in their way, the more we’ll weed out weaker ideas or people. We would have fewer failures. That’s an approach used by more than a few economic development and chamber of commerce people we know. They actively discourage people from trying their businesses when they think the business will likely fail.

There are a couple of potential downsides to that approach. First, they risk suppressing potential successes. Not every successful business looked promising at the start. We’re all fallible human beings, and we can be wrong about someone else’s idea. Second, the community will also miss out on the benefits of people trying business ideas even if they don’t succeed. When people try their business ideas, the attempt generates positive ripple effects through the community, regardless of whether they reach any conventional measure of success.

### Small steps, small successes, small failures

Rather than try to stop every unpromising attempt, another option is to help make the attempts small so any potential failure will be small. If an entrepreneur invests a few hundred dollars to try their business idea with a booth in a holiday market and fails, that’s a small effect on their finances and motivation. If an entrepreneur invests tens of thousands in startup costs then fails in the first big step, that’s an enormous price to pay.

### The community mindset benefits

When multiple entrepreneurs try their ideas, see themselves differently and change how their family and friends think, it adds up. As more people in the community are thinking and acting differently, it starts to create a culture shift.

## Calendar of Events- Fun Times, Important Information, Vendor, Sponsorship, Donation & Volunteer Opportunities in MPR

Mark  
YOUR  
Calendar

- April 12-Roses for Hoses 5K Run
- April 12-13- Quarterly Clean Up
- April 19- City Easter Event
- May 27- Water Aerobics Start
- July 12-13- Quarterly Clean Up
- July 19 & 26, August 2 & 9- Summer Reading
- Sept 20-Chili Challenge
- Community Garage Sale
- Oct 1- National Coffee with a Cop
- Oct 4- Community Yard Sale
- Nipper BBQ Cook-off
- Oct 29- Fall Festival
- Nov 15- Library Art Show
- Nov 22- Pre Thanksgiving Bake Sale
- Dec 5- Santa and Mrs Claus

WORK in  
PROGRESS //



## Roses for Hoses

Save the Date! Register Early! This race is part of the Cen-Tex Race Series. Presented by Morgan's Point Resort Ladies Auxiliary. Supporting the Fire Department and Community Outreach Projects. Race t-shirts are guaranteed to racers registered by March 12, 2025. Very limited quantities are available after this date. Roses for Hoses 5K will also hold a Bib Raffle for all entries - you must be present to win. Plus, each registered runner or walker will receive a Rose for participating.

The Lakeside Write-up is a monthly update, provided free of charge, devoted to a variety of topics of interest to Morgan's Point Resort, Texas, businesses, entrepreneurs & residents. The views and analyses presented herein do not necessarily represent the policies or the endorsement of the Morgan's Point Resort Economic Development Corporation. Articles are intended only as a discussion and overview of the topics presented.