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Billingsley leads way for women

Commercial real estate developer **Lucy Billingsley** has donated more than \$1 million to the **Dallas Women's Foundation** and its \$30 million comprehensive campaign.

Ms. Billingsley, who founded Billingsley Co. with her husband, **Henry Billingsley**, in 1978, has been involved with such real estate projects as Austin Ranch, International Business Park and, most recently, the creation of One Arts Plaza, on the



LUCY BILLINGSLEY

eastern edge of the downtown Dallas Arts District. Her donation will be used to make grants to programs that address the critical needs of women and girls through the Lucy Billingsley Donor Advised Fund.

"More than ever, women are coming into their own as philanthropists, making large, substantive gifts to charitable causes that are meaningful to them," said **Becky Sykes**, Dallas Women's Foundation executive director.

"Lucy Billingsley, who has supported the Dallas Women's Foundation's for more than 20 years, is exemplary of the personally significant gifts that we are seeing from women in our community during this campaign," she said.

The gift comes at the beginning of a campaign that seeks to raise \$30 million by 2011, lifting the foundation's grant-making capacity to \$2 million annually and its investment assets to \$25 million, officials said.

During the first part of the campaign, officials will focus on pace-setting gifts of \$250,000 or more. The public campaign begins next month.

"Women have always given their best resource — their time and energy — to their communities," Ms. Billingsley said.

"Now, together women have tremendous financial wherewithal. It's our responsibility to bring this powerful resource to our community. Let's do it," she said.

A donor-advised fund, such as the Lucy Billingsley Donor Advised Fund, is a flexible vehicle for charitable giving that is less costly and time-consuming than creating a private foundation.

The donor gives cash, stock or other assets to a public foundation and can claim a charitable deduction for their gift.

Advised funds can be established with a gift of \$50,000 or more.

The foundation then handles the administration of the donor's fund, and the donor can make grant recommendations.

Donors in the Dallas Women's Foundation's 25 advised funds get a list of rigorously vetted organizations that serve women and girls, but they may also recommend others for funding.

The foundation has invested more than \$9.5 million in more than 800 organizations primarily in Dallas, Denton and Collin counties, assisting more than a quarter-million women and girls in the region.

For more information about the Dallas Women's Foundation, visit www.dallaswomensfoundation.org or call philanthropy director **Lesly Bosch Annen** at 214-965-9977, ext. 118.

Now on dallasnews.com/business

Gadget recycling

A program called Call2Recycle lets you recycle rechargeable batteries and cellphones for free at participating retailers. Find out more on the **DFW Tech blog**.



Tongue texting?

Georgia Tech researchers are working on a system to turn the tongue into a computer control pad. Read the full story on our **Personal Technology** page.

Small business

ENTREPRENEURS

Hello, new paint



DON ALQUIST/The Associated Press

Craig Livingston (left) and son Wade have expanded on their horseshoe business by formulating Kevlar Tuff Hoof Guard. The polish protects horses' hooves from the weather but also keeps in natural moisture.

Farrier improves on 'nail polish' protecting horses' hooves

Craig Livingston makes money painting nail polish on horses.

Really.

But, to be fair, it's not the type of nail polish worn by humans. It's actually more like the Kevlar vests that U.S. soldiers wear into battle.

And, to be even more fair, he and his sons, who own Livingston Tech Inc. near Ardmore, Okla., make their living mostly by shoeing horses.

The Australian-born farrier has lived in the U.S. more than 20 years.

He's branched out into horseshoes created for competition horses, and also does ornamental signs, steel gates and, of course, makes Kevlar Tuff Hoof Guard, a nail polish.

Mr. Livingston's hoof guard is painted on horse hooves in a manner similar to painting toenails.

It comes in black for competition

horses and clear for other horses, and a lot of horseshoers use the product because it protects hooves from the weather and keeps in natural moisture, he said.

Mr. Livingston was inspired to create the hoof guard because there was a similar product on the market he felt was overpriced and not very good.

He added various ingredients to make his own, and friends started asking for it.

Among his clients are country music singer Lyle Lovett, who stables horses nearby, Mr. Livingston said.

Marketing is done by word of mouth and at seminars and other gatherings for farriers.

Now the product is shipped to Hawaii and other parts of the U.S., as well as Canada.

The family uses a computer numeri-

cal control milling machine to produce its horseshoes.

Some are designed for show horses in reining events, where horses make rapid turns and quick stops, ending in a slide.

"It's more of a ski that you put on the back feet of a horse," Mr. Livingston said.

"They are a slick horseshoe."

A lot of people in the horse industry are moving into the area, he said.

"It's big in the whole of Oklahoma and Texas, but between Dallas and Oklahoma City is probably the horse capital," Mr. Livingston said.

"We're talking about horses that are worth millions of dollars, anything from \$100,000 to several million," said Mr. Livingston.

Sheila J. Robinson,
The Associated Press

CONSERVING COSTS

Companies' steps to save on energy turn permanent

Gasoline prices have fallen, but alternative strategies and vehicles are here to stay

As the cost of gasoline soared over the past year, small businesses took steps to mitigate the damage to cash flow and profits. Now, even though gas has fallen from the record levels of mid-July, companies are making those strategies permanent.

Of course, gas that averages \$3.70 a gallon nationally instead of \$4.10 still isn't cheap. But even if the decline in gas becomes steeper, companies have found the changes designed to cut fuel and energy bills are helping them work better.

Companies whose business involves deliveries, such as florists, are making fewer trips each day, or bunching stops near one another.

Many businesses that need to buy new vehicles are looking for smaller ones, or hybrids.

Wing Zone, an Atlanta-based franchise chain that sells chicken wings, decided this spring to convert its company-owned delivery vehicles to run on used cooking oil — something in great supply at a store frying wings all day.

Matt Friedman, Wing Zone's co-founder, estimated the company's fuel costs have risen 50 percent over the past year.

He said it costs about \$4,000 to convert a vehicle to run almost entirely on vegetable oil (it needs diesel to start), but using cooking oil instead of unleaded will save \$8,000 per vehicle per year.

Wing Zone has five company-owned stores; each has three to five vehicles.

Some companies are taking steps to reduce energy costs not for themselves, but their employees.

Mindful that soaring gas prices have eaten into workers' spendable income, they're making it easier for staffers to work at home or travel to the office less.

When Janet Buck moved her consulting firm, Emergent Success, from Northern California to the southern part of the state four months ago, she decided not to take permanent office space, but to use her home office and the Internet.

That allowed her employees to work at home if they weren't visiting clients. She used conferencing services so employees who lived hundreds of miles away in San Luis Obispo, Eureka and San Francisco could take part in meetings without traveling.

Along with making life easier for her employees, she estimates that eliminating the commutes is saving her company \$2,800 a year in mileage reimbursements to workers.

As gas prices retreat, Ms. Buck said, she has no plans to change her strategy.

The Associated Press

Get out and network

MONDAY

American Business Women's Association, Frisco charter chapter, second Mondays. Contact Linda Chase, 214-551-0391.

TUESDAY

Business Referral System, Frisco chapter, 7:30 a.m. weekly, Le Peep Grille, 7151 Preston Road, Frisco. Contact Sue Allen, 972-335-3087.

Networking Plano, 8 a.m., second Tuesdays, 1255 W. 15th St., Plano. Call Debbie Brewer, 972-943-0600.

Quickbooks, training seminar for small businesses, second and third Tuesdays. Call 972-381-1272.

WEDNESDAY

Exceptional Women, 11:30 a.m., first Wednesdays, Hilton Dallas Lincoln Centre, 5410 LBJ Freeway. Visit www.exceptionalwomen.org.

LeTip Dallas, a professional leads group, 11:30 a.m. weekly, Addison. Go to www.dallasletip.com.

Branch Out, a networking organization sponsored by the Farmers Branch Chamber of Commerce, 7:30 a.m. weekly, Brookhaven College, 3939 Valley View Lane, Farmers Branch. Contact Melissa Chapman, 972-243-8966.

Maverick Business Network, 7:30 a.m. weekly, Park City Club, 5956 Sherry Lane. Contact Brad Wohlander, 972-690-7500 or bww@giscorp.com.

Referrals Unlimited Network Group, 7:30 a.m. weekly, Prestonwood Country Club, 6600 Columbine Way, Plano. Contact Jeff Waldman, 972-365-8337.

THURSDAY

Women in Executive Leadership, first Thursdays, Royal Oaks Country Club. Call 214-553-3699.

Business Network International, 11:30 a.m. weekly, Sherlock's, 5100 Belt Line Road, Addison. Contact Donna Arrington, 214-336-4209, or visit www.bnidfwm.com.

CONSUMER WATCH

Raises to outpace inflation

But '09 margin won't be much, Conference Board survey finds

NEW YORK — Companies are budgeting salary increases for 2009 that are just slightly ahead of expected inflation rates, the Conference Board said Wednesday.

According to a survey of more than 350 companies, salary increases for the coming year for overtime-eligible hourly employees are planned at 3.75 percent, while executive employees are likely to see pay raises of 3.9 percent.

Professional, supervisory and management workers are projected to get 3.8 percent raises.

That averages out to raises of 3.8 percent, the Conference Board said.

The organization projects inflation will run about 3.4 percent next year.

The study also found that among the 250 companies that responded to the survey this year and last, about 35 percent said actual salary increases in 2009 were lower than originally planned.

Financial services companies reported the highest increases for 2008; trade reported the lowest. For 2009, consulting services companies plan the highest raises, and trade remains at the bottom.

The Associated Press

COMPANIES IN THE NEWS

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