


SOUTHEAST BUSINESS ASSOCIATION COMMUNITY

August 2011 Newsletter

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SECBA Board Meeting

President's Message

I think many of you would agree that operating a business has been very challenging this year given the economic conditions. We have seen many companies close their doors forever. I find myself asking what can I do to position my business, so it will weather the economic storms? We have also seen some companies that have been very successful this year. What are they doing that is different than those that closed their doors? I believe we can all do some things that may help our business operations and definitely should not hurt our business operations. I would like to share some thoughts.

1. Focus on your customers. What is really important to your customers? Are you really meeting their requirements? Are you making your customers feel important?
2. Seek out business colleagues to share information. Attend the SECBA meetings.
3. Don't try to invent everything yourself. It is OK to borrow ideas from successful businesses. Is there a marketing program that is really working for another business?
4. Actively seek inspiration. What is going on in the world around you? Look for new ideas.
5. Look at other businesses. Why are they successful? What made other businesses fail?
6. External resources. Networking with people. Stay involved in the SECBA.
7. Don't be satisfied with close enough. Set high goals.

I believe that membership in the SECBA does bring value to my business. I hope you will invite other businesses in our area to join the SECBA.

We are getting very excited about the SECBA Directory that will be published in the September issue of Southeast Lifestyle. You will not want to miss the September Southeast Lifestyle!

Hope to see you at the next meeting.

Steve Blake



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Speakers for Upcoming Meetings

The speaker for the August 4, 2011 meeting will be Yvonne Foust, who will be speaking about the recycling process in Greensboro.

The speaker for the September 1, 2011 meeting will be Scott Schutt with WFMY TV, who will present marketing opportunities with WFMY TV.

Featured Members for Table Tops

Marion Tile & Flooring will be a featured member for the table top presentation at the August 4, 2011 meeting.

The October 6, 2011 meeting currently does not have a featured member for the table top presentation. If you have not done a table top presentation, consider signing up for the October meeting. It is a great way to showcase your business.



Next Meeting will be August 4, 2011, 6:00PM at Forest Oaks.

RSVP: blakeelectricco@bellsouth.net or 336-273-0800



**SOUTHEAST COMMUNITY
BUSINESS ASSOCIATION**

2011 Fun Fest

The 2011 Fun Fest will be October 8, 2011. There are opportunities to rent business booths for \$50. Registration for the business booth must be submitted by September 30, 2011. Additional information and form for the business booth is available under the Sponsor Link on the Fun Fest website or call the telephone number provided below.

The Southeast Community Business Association plans to rent a business booth to represent our business organization. Individual business should plan to rent a booth that will provide them with an opportunity to showcase their business.

The previous Fun Fest have been well attended, so this is a great opportunity!

2011 Fun Fest

Date: Saturday, October 8th

Time: 11 am to 5 pm

Place: Hagan Stone Park

Website: www.sefunfest.com

Email: info@sefunfest.com

Phone: 336-937-4176

