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# SOUTHEAST COMMUNITY BUSINESS ASSOCIATION

*Success is our connection!*

## March 2011 Newsletter

Bring a first time guest to the next meeting and you will be eligible for a special door prize drawing!

### President's Message

A number of years ago I read a story that really has stayed with me over the years. I would like to share this story with you.

### The Goose Story

When you see geese flying along in a V formation, you might consider what science has discovered as to why they fly that way. As each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in V formation the whole flock adds at least 71% greater flying range, than if each bird

flew on its own. People who share a common direction and sense of community can get where they are going more quickly and easily because they are traveling on the thrust of one another. When a goose falls out of formation it suddenly feels the drag and resistance of trying to go it alone and quickly gets back into formation to take advantage of the lifting power of the bird in front. If we have as much sense as a goose we will stay in formation with those who are headed the same way we are. When the head goose gets tired it rotates back in the wing

and another goose files point. It is sensible to take turns doing demanding jobs with people or with geese. Geese honk from behind to encourage those up front to keep up their speed. What do we say when we honk from behind? If we have the sense of a goose, we will stand by each other like that.

As members of SECBA, we need to stay in formation and work together toward common goals in order to strengthen our businesses and our community.

Steve Blake

March 3, 2011 meeting of the SECBA will be held at Forest Oaks Country Club at 6:00PM

RSVP:

Connie 336-433-4236

[ccthompson@bbandt.com](mailto:ccthompson@bbandt.com)

We meet the first Thursday of each month. Members must be in good standing to attend meetings.

## March Speaker

The feature speaker for March will be one of our own members, Marty Heim. Marty represents Marty Designs, a web design company and SE Lifestyle, a community paper. Denise Osborne and Marty Heim have done an outstanding job with the SE Lifestyle paper.

At the March meeting you will learn how the

SECBA membership can take advantage of the success of the SE Lifestyle paper. Marty will introduce you to a new marketing opportunity for SECBA members. There will also be some limited marketing opportunities that will be offered on a first come basis, so you will want to be at the March meeting.

Your SECBA Board has been looking for new marketing opportunities. The directory that was printed a few years ago needs revisions. The SECBA Board has approved this new marketing concept.

Come to the March meeting to find out what Marty will present to the members!



## March 2011

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### March Feature Member - Pleasant Garden Drug Store

The feature member for the table toppers will be Pleasant Garden Drug Store. We are happy to have the opportunity to learn more about the local drug store located in the center of Pleasant Garden.



### Welcome New Board Member—Kathy Clark

Kathy Clark has been approved by the SECBA Board to fill the board position of Secretary that was recently vacated by Jennie Boulden. Kathy Clark will complete Jennie's term. Kathy represents Clark Insurance Group, Inc. We want to thank Kathy for accepting this position and welcome her to the board.

Thank you to Jennie Boulden for her contributions to the SECBA Board!



### SECBA Scholarship Program

At the monthly meetings tickets are sold for a 50/50 drawing. The winner of the drawing takes 50% of the money and the remaining 50% goes into a scholarship fund that is awarded to a local student. The Board has approved some changes to the scholarship program for 2011. There is a new requirement for a student to be considered for the scholarship. They must have a letter of recommendation from a SECBA member. The application

form for the scholarship program will be added to the SECBA website. All applications are due in by April 15, 2011. A scholarship committee chaired by Matt Rio will review the applications and make an award. Applications should be sent to [Matt.Rio.m7gd@statefarm.com](mailto:Matt.Rio.m7gd@statefarm.com)

Southeast Community Business Association

PO Box 117

www.secba.org

Pleasant Garden, NC 27313



**Officers::**

President: Steve Blake 273-0800

Vice President: Connie Thompson 433-4236

Secretary: Kathy Clark 674-6404

Treasurer: Lynn Donovan 674-5320

**Board**

Dan Donovan 292-7280

Kirby Ward 273-6140

Matt Rio 482-2200



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## **SECBA Board—President's Profile**

I would like to introduce you to Steve Blake, President of the SECBA. Steve became president of the SECBA in Jan. 2011.

Steve was born in Greensboro and grew up in the Southeast Guilford County community. Steve is a graduate of Southeast High School. Steve is married to Ellen and they have two children, Beth and Adam. Steve's family also includes three grand-dogs, Tommy, Maggie & Emma.

Steve is the owner of Blake Electric Company. He established his company in 2002 and has over 35 years of electrical experience. Steve is a member of the SECBA, the NC Association of Electrical Contractors and the Greensboro

Association of Electrical Contractors. Blake Electric Company has been recognized as one of the "Top 25 Electrical Contractors in the Triad". Blake Electric Company provides electrical service throughout the Triad area. Steve agreed to accept the position of SECBA President, because he has seen benefits from SECBA membership and participation.

Steve can be contacted at 336.273.0800 or [blakeelec-tricco@bellsouth.net](mailto:blakeelec-tricco@bellsouth.net).