

SOUTHEAST



BUSINESS

ASSOCIATION

NEWSLETTER

AUGUST 2013

President's Message

I hope everyone has had a great summer and is ready to get back to our Southeast Business Meetings. It has been a hot and rainy one so glad to see the sunshine. Our August meeting will be on the 1st. Please plan to be there and bring a guest or two. Let's see if we can have another record breaking month on attendance. We will have a few of our members sharing about their businesses, one of which is a new member. Denise Osborne will be giving us an update on *FunFest* and how we can get more involved. This is a great community outreach and we all need to help.

We have mailed out the scholarship checks to Liberty University for Amy Moser and the College of Agriculture

and Life Science for Brooke Wray. Each received a \$500.00 scholarship.

Please be thinking about what kind of float we can do for the *Pleasant Garden Christmas Parade*. The parade will be Sunday December 8. We also need to have someone agree to chair this project and start getting a committee to help. It will be here before we know it.

See you August 1st at Bonnie Kay's Seafood Restaurant.



Connie Thompson

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Our August Meeting Presenters

Elizabeth and Lisa Murphy, owners of **Subway** on Randleman Road will introduce themselves and speak about their Subway franchise.

Marty Heim will fill us in on the goings on with *SE Lifestyle Newspaper*. The presentation will be interactive, lighthearted, very informational and 'spot on' for a business opportunity that you may not be aware of. The conversation will be insightful and benefit every member in the association regardless of the industry you serve or the type of business you are in. Please send any pre-presentation questions to sel@SElifestyle.com. With an average monthly readership of 21,979 people it's time to share what goes on behind the scenes at *SE Lifestyle*.

Denise Osborne will update us on the *Funfest* and what opportunities are available to display your business or volunteer your time.

Local DOT Coming To Our Area

Cheryl McQueary (our local Department of Transportation Rep) is coming to meet with the *Pleasant Garden Business Focus* group on Tuesday August 20th from 12:00 pm to 1:00 pm. Members of *Southeast Business Association* are invited to attend and hear what they are requesting from the DOT. The meeting will take place at the Pleasant Garden Town Hall located at 4920 Alliance

Church Road, Pleasant Garden.

If you would like to attend or need more information please email Tim Marion at tmarion@mariontile.com or call him at 674-8839

Health Care Reform

Have questions about the upcoming health care reform? How may it affect you or your business? You need to attend our September meeting. Kathy Clark and Aundra McCall from *Clark Insurance* will speak and provide information about the upcoming changes. Our September meeting will take place September 5 at Bonnie Kays Seafood Restaurant.

Ready For Christmas

I know most of us just want to enjoy the last lazy days of summer but Christmas is just down the road and will sneak up on us. SEBA would like to have another float in the *Pleasant Garden Christmas Parade* and we need your help. The parade is Sunday December 8. We have the trailer, we have a place to build, we need your ideas and someone to lead us. Who is ready to step up and accept the challenge?

If interested please email amy@lancastertravelinc.com or call her 697-7253. We had a lot of fun last year with the crowd, let's do it again!



SEBA Board Members



Southeast Business Association

PO Box 117
Pleasant Garden, NC 27313

Support, Encouragement & Endorsement

The mission of the Southeast Business Association is to provide a platform that encourages the growth and financial support of our local businesses. From the smallest to the largest, we will strive to endorse the businesses of the Southeast community and surrounding areas through support and interaction by working hand-in-hand with local civic groups and the community as a whole.

We're on the Web!
www.SECBA.org

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This year pledge to SHOP SMALL, SPEND LOCAL, EAT LOCAL, ENJOY LOCAL and support the local businesses that support us and our community.

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Trying Too Hard

When I was a young salesman selling Victor Business Machines I had placed a \$500.00 calculator on trial in a successful real estate office in Newton, Massachusetts. The young executive owner was impressed with my product and what it could do for his business. This man was, however, so very, very busy. He was talking to employees, they were talking to him, he was talking on the phone and then the phone kept ringing and he was picking it up to talk. My time was being monopolized to a fare-thee-well and I still had no order.

Now I realized he was a busy man and he realized that my machine would save him time and reduce errors in his figure

work, as I had told him. Money was not an obstacle so what was holding him back? Mr. Real Estate was just not settling down to complete the details of the order. All the strategies I applied to close the deal were coming up short. He needed this machine. He knew it and I knew it and oh, why couldn't I get him to commit?

My frustration had me ready to pick up my machine and leave without the sale. Once again his phone rang, he answered and sat on a long counter in his office. We had made it into his office finally and I was sitting facing him as he spoke. At this time I decided to stop trying and pulled out an order pad. I filled it in with all the details we had discussed, made a big X where he should

sign, placed the order in front of him, and put the pen right next to that big X. While still speaking on the phone he looked at the order briefly. He then picked up the pen and signed the darned thing. Sold! I couldn't believe it. When I stopped trying so hard it all came together.

By Jim O'Malley

