

SOUTHEAST BUSINESS ASSOCIATION

NEWSLETTER

March 2013

President's Message

Hard to believe that the first quarter of the year is almost over and Spring is on the way. It is a great time to get out and visit local businesses and invite them to our March meeting. We had a great turn out for our February meeting and I am so excited to see what we will do in March.

I hope everyone will try to invite at least one business to attend with them. I was so impressed with all the networking we did at our meeting. There will always be value in

supporting the local community and local businesses.

We will have a speaker for the March meeting from the Greensboro Grasshoppers. Please make sure you attend and give him your support.

Connie Thompson
BB&T



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## Don't Pull in Your Horns When Business is Bad

He was an Italian immigrant, a legal one. His name was Mario and he came through Ellis Island at the beginning of the last century. Mario bought a lunch cart and set it up in Manhattan to provide himself with income to support his family. Many years he worked and was very successful. So successful was he, that he was able to send his son Anthony to college to study business. Mario's cart was popular because of his quality, service, and he had great promotions with signs all around his station. Then the great depression hit.

Anthony told his father he needed to conserve his money and not spend so much on advertising. "Business is bad Papa! It is the depression"! Mario disagreed. "My business is very good so why should I change my methods"? Papa we are in a depression"!

"Ah, my son is a college graduate and he must know what he is talking about," he thought. "He knows about finance," thought Anthony.

So Mario took down his signs and promotions and posted no more. He increased his prices.

Now with all the signs gone people did not notice him as much and with higher prices sure enough, his business began to decline.

Yes, Anthony was right. Business was bad.

*Jim O'Malley, Doggie Dung Squad*



## SEBA FACEBOOK PAGE

Facebook is a great way to promote your business. Southeast Business Association has their own page. We would like to help spread the word about YOUR business. Next time you are running a special or want to promote an event at your business let us know. Email the information to [amy@lancastertravelinc.com](mailto:amy@lancastertravelinc.com) or message us on Facebook.

If you are already on Facebook remember to LIKE Southeast Business Association and get our notifications. Please share the posts with your friends. If you

**SEBA is on Facebook!**

would like to learn more about social media consider taking a class at GTCC Small Business Center. They offer a wide variety of Social Media classes as well as marketing and accounting. Full schedule available at [http://www.gtcc.edu/the-center-for-business-and-industry/small-business-center-\(sbc\)/classes-schedules.aspx](http://www.gtcc.edu/the-center-for-business-and-industry/small-business-center-(sbc)/classes-schedules.aspx). The next Facebook class is April 12.

## April Meeting – Save the Date!

Save the date! Our next meeting will be Thursday **April 4** at Bonnie Kay. We would like to have three of our member businesses speak for ten minutes each about their business. If you would like the chance to share with us, please email Amy at [amy@lancastertravelinc.com](mailto:amy@lancastertravelinc.com) or phone her at 697 7253.

**April meeting will be on the 4<sup>th</sup> at  
Bonnie Kay's**

## Scholarships for Southeast High School 2013

Each year Southeast Business Association provides a \$500 scholarship to a deserving senior at Southeast High School. For 2013 we will be providing two \$500 scholarships.

We will give one to a senior attending a college and the other to a senior attending a technical college. These scholarships are given at the June Senior Awards ceremony. You can find the application on our website.

Please get the word out about the availability of these scholarships. Applications must be completed and submitted by the end of April 2013. Tim Marion (Marion Tile and Flooring) is our committee chairman.

Please contact him at [tmarion@mariontile.com](mailto:tmarion@mariontile.com) if you have any questions.

Funds for these scholarships are raised with the proceeds from our monthly 50/50 drawings at each

meeting. We also raised over \$300 from the sale of the Nook Raffle tickets.

## March Meeting

We had such a fabulous turnout for February, let's do it again for March! **March 7** at Bonnie Kay on Spur Road. Networking begins at 6 pm followed by dinner and our speaker at 7 pm.

If you plan to attend please notify Amy at [amy@lancastertravelinc.com](mailto:amy@lancastertravelinc.com) or 697 7253. This helps us give the restaurant an idea of turnout so they can be adequately prepared.

Our speaker this month is **Mr. Tim Vangel**, Assistant General Manager of Sales and Marketing for the Greensboro Grasshoppers. Tim enters his ninth year with the Grasshoppers and his sixth season with the team as Assistant General Manager of Sales and Marketing. He was presented the prestigious award the **2012 South Atlantic League Sales Executive of the Year!**

Tim is a graduate of North Carolina A&T State University, where he earned a degree in Chemical Engineering. While at A&T, he played baseball for three years as a left-handed pitcher and is a proud supporter of the Aggie Baseball Alumni Association.



## February Meeting Shots



## 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](http://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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## Business Card Display

We are working on filling up our business card display and WE NEED YOUR BUSINESS CARDS. Please bring your cards along to the next meeting. We also have a supply of the

directories. These are a great resource for your business and clients.

## Congratulations and Welcomes

Congratulations to **Johnny Tart** for the grand opening of his newest **McDonalds** located at exit 132 on Mt. Hope Church Road in McLeansville. This will be his seventh store.

Welcome **Steven Makinson** of **New York Life**. He is the newest member of SEBA.

Contact Steven for information on life insurance and financial planning. He can be reached at 336 202 5737. Visit his website at [www.stevenmakinson.nylagents.com](http://www.stevenmakinson.nylagents.com)