

## NEWSLETTER

November 2013

### President's Message

Only two SEBA meetings left to attend in 2013 and another year will be over. Let's see if we can break all of our records for attendance. Please ask a friend or another small business owner to come with you November 7.

We will enjoy a Christmas dinner at our December meeting at Bonnie Kay's again this year. Canned food will be collected that will be donated to the Food Distribution Outreach Pantry located at Pleasant Garden United Methodist Church in Pleasant Garden. All the local Churches in

Pleasant Garden help support this Pantry. Our speaker for our November meeting will be Donna Lawrence with [Susie's Hope](#). We will all get to meet Susie and Baby Girl. Donna and Susie spread the message of love, hope, and forgiveness to end animal abuse. They have a lot of things going on that involve the Town of Pleasant Garden and Southeast Business Association in 2014. Don't miss! Two board members need to be elected to serve in 2014. We also need to discuss the Pleasant Garden Christmas Parade and if

Southeast Business Association is going to have a float. If so, we need help. Think about helping, it's lots of fun.



Connie Thompson

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### November Guest Speaker

Donna Lawrence has a mission, a mission to help end animal abuse. She and Susie educate people of all ages about animal abuse and the proper ways to care for their pets.

Donna will share her story of [Susie](#) and how it led to creating and passing **Susie's Law** in June 2010. Please join us at our November 7th

meeting to hear the inspiring story behind Susie. If you can bring along cans of dog or cat food, gently used towels, cat litter or dry pet food they will be delivered to the *Guilford County Animal Shelter* where they are greatly needed and appreciated.



## After Work Networking Event

Amy Schwartz, Lancaster Travel belongs to the GMA, the *Guilford Merchants Association*. They hold monthly networking events at locations throughout the Triad. The November after work event is at the downtown Greensboro Marriott Tuesday, November 12 from 5 pm - 7 pm. If you would like to attend as her guest please call her at 697-7253 or email [amy@lancastertravelinc.com](mailto:amy@lancastertravelinc.com). With over 200 attendees this is a great way to meet new contacts in the Triad.

What is GMA? *The Guilford Merchants Association is a cost-effective business resource organization focused on supporting the whole company with unique growth-oriented programs and services. GMA's benefits emphasize training and development, marketing support and networking opportunities. The Association's goal is to assist members and the business community at large to grow and prosper.*

**FRESH.  
UNIQUE.  
NEW.**

**GMA**

### Quote

"In the middle of difficulty lies opportunity." *Albert Einstein*

## SE Community Funfest 2013

Another successful FUNFEST took place October 12 at Hagen Stone Park. Dreary skies did not stop families from coming out and enjoying the various activities. *The Carolina 5* band from High Point kept everyone moving and grooving. Several of our members had booths this year including Julian Milling Company, Southeast Real Estate, Kim Payne Realty and Entertainment Solutions. Subway Man aka Liz Murphy was a huge hit with kids and adults alike. Amy handed out directories and helped educate those around her about all the businesses in the Southeast area. If you missed this year's event make a point to mark October 11, 2014 to your planner .

The *Southeast Guilford Community Foundation* should be commended for planning and hosting a fun day for the community. Pledge to become a part of it next year.

[\*\*FunFest 2013 Slideshow\*\*](#)

(click lower left while viewing to make full screen)



## The Entrepreneur

The year was 1958. The age was 14 and the entrepreneur was ..... me!

While mowing my lawn this summer I noticed a young boy about 14 using a riding mower to cut my neighbor's grass. This was a marvel to me as you don't see this so much these days. Speaking with my neighbor later he told me the boy had approached him and asked if he could mow his lawn for a fee. My neighbor thought this was admirable and hired him.

In Massachusetts, in 1958, one needed a working permit to get a job and had to be 15 years old. I wanted to make some money. My philosophy started, at that time, to be one of not focusing on a problem, but searching for a solution. My decision was to get a job cutting grass.

I hightailed it over one street to Mayo Road and knocked on Mr. Graphinger's door. He was a snow shoveling customer of mine during the winter. "Would you like me to cut your grass, Mr. Graphinger?" He asked, "How much?" I decided his big lawn was worth \$5.00, a lot of money for a kid in those days, and he agreed. The lawn mower was in his garage and I was to start immediately.

His mower was a hand mower, the reel type and it meant the

power was supplied not by a motor, but by my efforts only. After about two rows of pushing I realized this would be a lot harder than I expected it would be. Another problem required another solution. My brother Robert was almost 3 years younger than me, but I felt he could help. "I'll pay you \$2.00 and I'll keep 3 if you want to join me." He did and we started, but at only 11 years old the job of pushing the hand mower was even more difficult for him and so he did most of the hand clipping of the garden beds and guess who was back powering the lawn mower.

Another problem now required another solution. After Rob and I consulted we agreed we needed a power mower and would pool our savings and earned money to buy one. We first needed to get Mr. Graphinger's permission as people were sticklers about reel and rotary mowers in those days. Fortunately he agreed it was ok and we went to Sears where my Uncle Frank helped us pick out a mower. This one was an 18-inch with a rotary crank starter so we didn't have to pull a cord, much easier to start. The cost was \$90.00 and we were ready to power up!

Rob and I kept a regular schedule and then some neighbors who had observed our responsible behavior asked

us to mow their lawns and a business was growing. Even our dentist, Dr. McGuane, said he would pay us \$8.00 for his large lawn if we could get transportation to his house which was 5 miles away. Our Dad said he would drive us there and we were now on the Fortune "5."

When I was able to get a regular job at the super market a couple of years later I turned the business over to Robert and he expanded it. Dad was now driving to some other jobs for him as he continued to expand his business and did so through high school. Rob established his own bookkeeping system keeping track of earnings, expenditures, mileage and so on. Interestingly enough he ended up in the financial and accounting field.

So problems are opportunities for solutions and finding solutions are very gratifying.

*by Jim O'Malley*



## SEBA Board Members



**Southeast 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*

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.*

## International Civil Rights Museum

Our friends while visiting from Albany, NY accompanied us to the **International Civil Rights Museum** on Elm Street in Greensboro Oct. 11. It only costs \$10.00 per ticket and Seniors pay \$8.00. We started by visiting the gift shop which has many articles of history regarding the beginning of this movement in 1960.

Guides take you through the various rooms with wall murals and videos of the happenings of the transition

from slavery to Jim Crow days to the sit-in at the Woolworth lunch counter right here in Greensboro which is preserved in the original room.

This is an extremely valuable tour taking one through history to the present day seeing and understanding the pain, suffering, abuse and courage so many Black people endured to reach the equality that is guaranteed them under the Constitution. A visit is a must for all

Americans who lived during those days and for those who wish to know what happened during those tumultuous times.

*by Jim O'Malley*



## Business Profile

We have been enjoying our monthly meetings at **Bonnie Kay Seafood Restaurant** but how much do you really know about it? Bonnie Kay was opened in 1957 by Gus and Ann Oliver. They named their fish camp style eatery after their two daughters. Poor Tina missed it by a year. Bonnie and Tina inherited the business after their father's passing in 2011. The restaurant has a newly remodeled dining area, banquet space for seating up to 50 people and their Oyster Bar area which has been redone to have a feel of dining in a screened-in porch. Feeding the ducks after a fine meal seems to be quite popular as well. Thank you to the staff of Bonnie Kay for taking care of us month to month.



Amy Rhoton, Tina Murphy, Debbie Lucas

## Food Pantry in Southeast

The **Food Distribution Outreach Pantry** is located at:  
**Pleasant Garden United Methodist Church**  
4834 Pleasant Garden Rd, Pleasant Garden, NC  
336-674-5711

They are in need of the following items:

- Beverages: Powdered/Boxed or Bottled Juices, Cocoa, Powdered or Boxed Milk, Tea, Coffee (Regular & Decaf)
- Breakfast Items: Cereals, Oatmeal, Grits, Pop-tarts, Jams/Jelly
- Boxed Meals: Mac & Cheese, Hamburger Helper
- Canned Meats: Tuna, Chicken, Salmon, Ravioli, Spaghetti
- Canned Goods: Vegetables, Beans, Soups, Stews, Chili & Fruits
- Condiments: Mustard, Mayo, Ketchup, Salad Dressing, Syrup, Jams/Jelly, Salt, Pepper, Peanut Butter, Cooking Oil
- Dried Goods: Noodles, Pasta, Rice, Dried Beans, Flour, Sugar, Mixes: Brownies, Cake, Muffin, Pancake
- Personal Care Items: Soap, Shampoo, Toothpaste
- Household Products: Paper Towels, Toilet Tissue, Kleenex/Tissues, Laundry Detergent, Dish Detergent

Next time you are at the grocery store consider picking up a few extra items. You may bring them to our November and December meetings. Marty Heim and Connie Thompson will deliver to the facility. Help us feed our friends and neighbors in the Southeast area.