



SOUTHEAST BUSINESS ASSOCIATION

NEWSLETTER

President's Message

October 2013

Fall is officially here. It is time to put the summer behind us and get busy at growing our businesses again. One of the best ways to do that is to **"Network"** your business. Come to your monthly Southeast Business Association meetings and pass out your business cards. Make it a personal goal to meet at least one member that you have not met yet and ask for business. Learn about their business so that you can send them business. We want to help each other grow. Encourage your clients/customers to use

businesses in the Southeast area. We have several activities happening between now and the end of the year. On October 12 we will have a booth set up at FunFest. Please help us display your business in the SEBA booth. Amy will be heading that up, contact her if you have any questions. We have a couple of Board Members whose term will be ending this year so we will need to have an election at our November or December meeting. We will also have a float in the Pleasant Garden

Christmas parade which is December 8th. We are open for new ideas and suggestions on what to do for the float.



Connie Thompson

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Our Funfest Booth

SEBA will have a booth at the Oct 12 Funfest being held at Hagen Stone Park. We will be handing out updated directories and have everyone's business cards to display. If your business has a flyer or brochure you would like displayed

to our Oct 3 meeting. This would be a great opportunity to get the word out about your business. If you are unable to attend the Oct 3 meeting you may drop off your information to Eddy Patterson at



Patterson Carpets, 4824 Pleasant Garden Rd, Pleasant Garden, NC.

October Featured Speaker

Connie and Amy will not be at the October meeting, Oct. 3, at Bonnie Kay's Seafood Restaurant. Eddy Patterson has graciously agreed to chair the next meeting. If you plan to attend the meeting please RSVP to Tina Oliver at fishtail58@yahoo.com or call her 336-402-0143. It is greatly appreciated if you can RSVP. We always want to have enough room for everyone. Thank you to Steve and Ellen Blake for this month's speaker, David Murphy from **Mother Murphy's**. Anyone who has driven down South Elm-Eugene Street can't help but take

notice of the wonderful smells coming from their plant. For over 65 years Mother Murphy's has been making flavors for the food and beverage industry. The story of Mother Murphy's evolution from an experimental venture in the back room of a drug store to a global company that has become a leader in its category is the story of how a doctor and an insurance salesman turned the American dream into a reality. You can read the history of Mother Murphy's at www.mothermurphys.com. We look

forward to David's presentation about his flavoring business.



Mentoring Opportunities

Ms. Green, the Business/Marketing educator at Southeast Middle School, is looking for entrepreneurs (no matter how big or small) who are interested in volunteering their time with a group of 8th grade students. Any SEBA member that steps-up to this call of action will be featured with the outcomes in SE Lifestyle.

Please contact Ms. Green at 336-674-4280 or email her at

greenb4@gcsnc.com.
Southeast Middle School
4825 Woody Mill Road
Greensboro, NC 27406

Did You Know That...

Ben Franklin invented an odometer for his horse-drawn carriage to calculate distances when he got involved with postal delivery. He was Postmaster General in 1775.



Thinking

If you think you are beaten, you are.
If you think you dare not, you don't.
If you like to win but you think you can't,
It is almost certain you won't.

If you think you'll lose, you're lost,
For out in the world we find,
Success begins with a fellow's will.
It's all in the state of mind.

If you think you are outclassed, you are,
You've got to think high to rise,

You've got to be sure of yourself before
You can ever win a prize.

Life's battles don't always go
To the stronger or faster man.
But sooner or later the man who wins,
Is the man who thinks he can.

Walter D. Wintle, 1931

Martini Anyone?



At the end of the last century (the 90s) and through the beginning of the current century (2000s) lots of us lost money in the stock market, 401Ks, IRAs and jobs as well. One of the things I learned after losing a job through downsizing (20 people were laid off) was that the ladder of success went down as well as up. Then at age 50 getting a good job was very difficult.

Then it was my wife, Jan's, turn as our careers were being shaken up as if we were in a martini shaker.....

Similar things happened to Jan. She had been a computer programmer for 22 years and had some very good positions with various companies and colleges such as *Dean College*, *Johnson & Wales University* and *Wellesley College*. These were great jobs for her until new administrations came about and then the atmosphere became miserable. A local chiropractor offered her an office manager position in our small town of Wrentham, Massachusetts which cut way down on travel, offered a good salary, health insurance and appeared to be a good move for her while I was going down the rungs of that success ladder.

Almost immediately Jan felt something was wrong and very

soon we found out this chiropractor was a drug dealer and user. After just 2 months she quickly left that job and we were working with police, investigators and courts. He ended up in Cedar Junction State Prison in Massachusetts as this wasn't his first offense. It was a scary time. Because of this final situation Jan decided she would no longer work for anyone else and would start a house cleaning service at the age of fifty, ***Neat 'n Clean, Etc.*** House cleaning had been something she had done occasionally part time on weekends when the children were small in addition to working in her chosen field of programming.

Her plan was remarkable. When she obtained an appointment to sell her service this was her approach:

First, she dressed in a business suit and high heels, just as when she was working the office.

Second, at that time she had a beautiful blue Cadillac Deville, and arrived at her appointments in an always clean and polished car.

Third, she was always on time and had her daily planner under her arm as she rang the doorbell and presented her business card. Some people were surprised to see this attractive, well-dressed woman who arrived in a Cadillac meeting them for a house cleaning estimate. One man answered the door and was embarrassed to be in his T-shirt and grubby shorts as he was expecting "the cleaning lady."

When asked who would be coming to clean their house Jan replied, "Why that would be me." They all assumed she was the owner of a large cleaning company (of course she was the owner) and was only

making the presentations.

Customers were so impressed with her that she signed up every house she visited.

When I saw how successful she was I realized the solution to our job problem. I would stop banging my head against the wall and joined her in this endeavor. "When you sign up the one more account than you can handle," I said "then I will join you and we will expand." That was our successful business which we operated for nine years until our semi-retirement to this beautiful state of North Carolina. You see, there are always problems and to lament is to mire in cement. Solutions are always around the corner.



Jan 1995 Dean College

By Jim O'Malley



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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Adopt A Highway Cleanup

We had a great turn out for our first clean up on Tabernacle Church Road Saturday, Sept 14. Volunteers donned their bright orange vests and proceeded to clean the entire stretch of Tabernacle Church Road. Thank you to Kim Payne for providing our "grippers" to make picking up the trash so much easier. We will do this clean up 3 to 4 times a year. Stay tuned for the next date and thank you for participating.

Our team: Connie Thompson, Amy Schwartz, Lisa Murphy, Eddy Patterson, Liza Murphy, Jeff Morgan, Jan O'Malley, Eddie Frye, Kim Payne, Jim O'Malley

