

# SOUTHEAST BUSINESS ASSOCIATION

## NEWSLETTER

### President's Message

The lazy days of summer have come to an end. The kids are back to school and their flurry of activity begins. High School Football, Fall Festivals, Holiday parties are filling the calendars. It's time to return to the monthly *Southeast Business Meetings* the first Thursday of each month at *Bonnie Kay Seafood Restaurant*. There was a good turnout for our August meeting following our July vacation. The speakers for the September meeting will be Kathy Clark and Aundrea McCall of the *Clark*

*Insurance Group* educating us on the upcoming health care changes. You don't want to miss this!

Amy is working hard at lining up some great speakers for our upcoming meetings, so please plan to come and bring a guest or two. There are two great upcoming opportunities to showcase your business in our community. The first is October 12 from 11 am to 5 pm - **FUNFEST** at Hagenstone Park. If you have not reserved your booth please visit [www.sefunfest.com](http://www.sefunfest.com) for complete details. The

second event will take place April 26, 2014 in Pleasant Garden. More details will be given at our November meeting.

Consider who you would like to nominate for board positions for 2014. There will be at least two positions to be filled and there will be an election held before the end of the year. Do your part, get involved and make a difference for your business community and in our association.

See you September 5<sup>th</sup>.

September 2013

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Connie Thompson

### Upcoming SEBA Events

**SEPT 5** Monthly Meeting Speaker: Kathy Clark and Aundrea McCall on Health Care Reform

**SEPT 14** Road clean up on Tabernacle Church Road 8am

**OCT 3** Monthly Meeting Speaker: TBA

**OCT 12** FUNFEST at Hagenstone Park

**NOV 7** Monthly Meeting Speaker: Donna Lawrence and Susie from *Susie's Hope*

**DEC 5** SEBA Christmas Party

**Dec 8** Pleasant Garden Christmas Parade

## Adopt-A-Highway Fall Clean-up

The Southeast Business Association has adopted Tabernacle Church Road as part of the *Adopt-A-Highway* program. Our first clean-up will be held Saturday, Sept 14 at 8 am. The meeting point will be Spring Forest Court Road. Please park on the shoulder. Gloves, vests and trash bags will be provided.

The Adopt-A-Highway Program (AAH) was established in 1988 by the North Carolina Department of Transportation (NCDOT) in response to growing public concern regarding

litter along the state's highways. The AAH Program is administered by the NCDOT Office of Beautification, and is a joint effort between community volunteers and the NCDOT. Its purpose is to decrease the amount of litter on North Carolina's roadsides and improve the beauty and quality of the environment.

If you are able to help please contact Kim Payne [kim@kimpayne.com](mailto:kim@kimpayne.com) 676-1980 or Eddy Patterson [eddypatt@bellsouth.net](mailto:eddypatt@bellsouth.net) 508-4202



## Stand Up For Yourself

One of the joys of getting old is that you have many stories to share. Having over 30 years of sales, retail, and small business experience has provided fodder for such stories.

I was still learning the business with a company and been assigned to Swartz Hardware and Supply in Newton, Massachusetts to replace an old time salesman whom had just retired. Jerry Swartz was 69 years old, always wore a suit and tie and marched around the store as if he owned it. Oh, in fact, he did own it. Jerry looked more like a banker than a hardware store owner. Earlier in his life he was an investor and made at least one million dollars, if not much more. He was called Little Caesar as he was authoritative, serious, and very intimidating. And, he was always right! Even when he wasn't, but nobody would challenge him until one day.....

My first day entering the store there was no greeting; just an order to stand on the other side of the counter from Mr. Swartz and that was where I was to stay as he dictated the merchandise order for the day. We were no more than two and a half feet apart. Little Caesar was so intimidating that after a couple of months I had anxiety and wanted to drop the account and turn it over to another salesman. Then one day I said to myself that nobody intimidates me and it was time for me to man up, so to speak. So from this point on I forced myself to learn my

business and see if old Jerry Swartz was always right.

Now came that one day.....

Eye-to-eye across the counter Jerry pulled out my order from the previous week, pointed to an item and said, "You sent me the wrong item, you stupid Baaaastard." He would draw out the word as if a doctor had a tongue depressor in his mouth. "The order was for a Stanley drywall saw and you sent me a Disston mitre saw." I looked at the item and then checked the number in the book. Now Jerry was very exact with numbers and its item, but I saw that he got it wrong this time. I spoke up and said, "You wanted a drywall saw, but as you can see here you gave me the number for a mitre saw and that's what I sent you." He looked, still serious and not committal. Then he replied, "Oh, that's the wrong number." I retorted, "Yes" and then ... and then ... I knew I would probably get thrown out the door for good, but ... but ... it was time to call his bluff so I leaned in toward him, eye-to-eye, nose-to-nose, and in a loud whisper so others could hear, "Then you're the stupid Baaaastard!"

Everybody stopped in their tracks, all the help was shocked at what I dared to say to Jerry Swartz. Air seemed to be sucked out of the room. Time seemed to stand still as we stared at each other. It seemed like an eternity as we all felt we were in a vacuum. Jerry laughed and said, "You're right.

Now send me what I want."

To show you how now I had confidence, removed my anxiety, doubled my business with him, and how my relationship changed with Jerry on that day I could prod him with humor such as a Wednesday before Thanksgiving as I was leaving his store. His son Mike, who also worked in the store, was standing by the counter. It was quiet and all the help was milling around us. As Jerry was walking away from me and I was leaving I shouted, "Jerry!" He turned and looked at me quizzically. "I asked Mike if he was having Turkey for Thanksgiving and he said, yes ..... you were invited!"

Written by **Jim O'Malley**

**Doggie Dung Squad**



## Business Profile- Lancaster Travel



You say you want to go on a cruise? Maybe you are looking for a great place to go for a honeymoon or perhaps just a getaway. Our own Vice President, Amy Schwartz is definitely the woman to guide you in any travel endeavor. Amy has been an agent for **Lancaster Travel, Inc.** since 1990 and it would probably be easier to list the places she hasn't visited than the other way around.

Amy is versed in all phases of travel and definitely will help to make your vacation a memorable one. So even if you don't know where you want to go she will ask many questions in an effort to get to know you and your interests.

The goal is to help you get to where you want to go by finding out what it is you like to do and at a comfortable price.

When you dream a vacation Amy at Lancaster Travel will help you make that dream come true. You won't find a more helpful, likeable, and enthusiastic agent than our own sweet Amy Schwartz at 336-697-7253 or you can email her at [amy@lancastertravelinc.com](mailto:amy@lancastertravelinc.com). If you come to a meeting then you can talk to her in person and that is a conversation worth having!

*Profile by Jim O'Malley*



Amy Schwartz

## Why We Should Support Local Businesses

Every time you make a purchase of goods or services keep this in mind:

- More money stays in the community.  
Money spent locally recirculates back into the community helping to fund non-profit and community organizations that serve and help local people.
- Local jobs are created and sustained.  
Money spent locally increases business productivity and creates a better business climate - resulting in more employment opportunities.
- The local community and economy are strengthened.  
The cycle of creating and spending wealth locally helps strengthen the economy and broader community.
- Quality of life is improved.  
Local business owners and their employees contribute financially and volunteer their time to support local organizations and charities, which directly impacts the quality of life for the broader community.
- Customer service is enhanced.  
When you buy products locally you are doing business and building relationships with people you know, making any future services, repairs or follow-ups simple and convenient.

While convenience and the lowest price may seem ideal to focus on at the time of purchase, it's important to think long term if we truly want to keep our local economy strong and our friends, family and neighbors working.

## 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)

**President: Connie Thompson**  
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**Board: Allan Younts**  
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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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## Carolina Tid-Bits

Jim and Jan O'Malley from Doggie Dung Squad visited **Homeland Creamery** in Liberty for the most delicious home-made ice cream you'd ever want to wrap your tongue around. While they were there, they had their pictures taken!

