

SOUTHEAST



BUSINESS

ASSOCIATION

NEWSLETTER

A Note from the Desk of the VP

April 2014

It has been quite a rough first quarter of the year for me. Life has thrown some challenges, opportunities, disappointments and heartaches too hard to comprehend my way. But through it all you have to "put on your big girl panties" and muddle through. You take a deep breath and embrace each day as it comes.

I am so glad we have our Southeast Business Association. Each of us as business owners or employees faces daily struggles in the day to day operations of work.

Many a time I've been able to call a member about a various task or question and they are able to help resolve and solve. We as a group have so much knowledge and experience. Use it to your benefit! Come out and get to know your fellow business owners, find out how we can help each other thrive and survive. I look forward to seeing you at our next meeting April 3 and hope you will consider exhibiting or volunteering for the April 26 *Discover Good Living Event* held in Pleasant Garden.



Amy Schwartz

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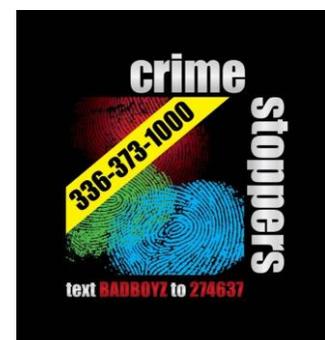
April Featured Presentation

Rebecca Fallon, Crime Stoppers Coordinator and Chairman John Whitener will present our program Thursday April 3.

The Program **Crime Stoppers** is a

community-oriented program that uses law enforcement, the community, and the media to fight crime. Since its inception in 1981, calls to Crime Stoppers have resulted in the recovery of more

than \$20 million in drugs and property in Guilford County alone. This makes our program a leader in the state and nation in terms of cases cleared and recovered.



2 Upcoming Meetings/Programs

Please plan to attend our upcoming meetings. Your board is working hard to have interesting and engaging speakers that are relevant to us.

May 1 Steve Makinson, Prudential Life "Social Security"

June 5 SEBA Picnic

July NO MEETING

Aug. 7 Laura Hamilton "Five Generations in the Work Force"

Sept. 4 Gary Marschall, Triad Business Journal, "How to Look for Business Opportunities in the Triad Business Journal"



Laura Hamilton

SEBA T-SHIRTS

We have Southeast Business Association T-shirts for sale. \$8 and a variety of sizes. We will have them available at our meetings.

New Directory

We are hard at work updating the directory so we can have it ready to debut at the April 26 Community Expo. If you received a dues renewal notice please pay by Friday April 4. If you didn't receive one, then your renewal will be up in July and

sent at the proper time. If you have any questions about paying your dues please contact Kim Payne

Deadline is April 4

336-676-1980 or kim@kimpayne.com. They can be paid at our meeting April 3.

Due to the directory deadline any dues received past that date will not be included.

Discover Good Living Community Expo & Run with the Hogs to Benefit the Dogs 5K Run/Walk Event

Saturday April 26 the town of Pleasant Garden along with the Southeast Business Association will hold a 5K run and Community Expo from 8am to noon to benefit Susie's Hope. So far only 5 of our member business have taken advantage of the free booth space being offered to our members. Let's get more of us involved. If you don't want to exhibit then please offer to volunteer the day of the event or participate in the 5k Run/Walk. We need help with parking staff, race registration, course monitors and a myriad of other areas. Wear your company shirt or a Southeast Business t-shirt and join in. If you have a business coupon or other items you would like to donate to the swag bag,

please do.

You are missing out on an opportunity to expose your business to more people.

The expo area will be divided into "interest" zones. We have Staying Strong, Sports Central, and Happy Campers, Fur the Cause, Buy Local/Stay Local (our area), Civic Minded and the Demo area.

Tim and Amy will be more than happy to discuss with you the ins and outs of the event at our next meeting April 3. Tim's phone is 336-674-8839 and Amy is 697-7253.

Thank you to BBandT, First Citizens Bank, Kim Payne, Blake Electric and American

Built by SJ Mitchell for signing up. Subway Man will also make an appearance.

More information can be found at <http://www.pleasantgarden.net/>



Adopt-A-Highway Spring Cleanup

Southeast Business Association has adopted Tabernacle Church Road as part of the *Adopt a Highway* program. It is recommended we do clean up once a quarter. Our next cleanup will be Saturday, May 3 at 9 am. The meeting point will be Spring Forest Court Road. Please park on the shoulder. Gloves, vests and trash bags will be provided. If you are able to help please contact Connie Thompson at ccthompson@bbandt.com



Helping Others Win

I wonder if you've heard what happened at the Seattle Special Olympics in the late 1990s. For the 100-yard dash there were nine contestants, all of them so-called physically or mentally disabled. All nine of them assembled at the starting line; and, at the sound of the gun they took off – but one little boy stumbled and fell and hurt his knee and began to cry. The other eight children heard the boy crying. They slowed down, turned around, and saw the boy and ran back to him – every one of them ran back

to him. One little girl with Down Syndrome bent down and kissed the boy and said, “this will make it better.” The little boy got up, and he and the rest of the runners linked their arms together and joyfully walked to the finish line.

They all finished the race at the same time. And when they did, everyone in the stadium stood up and clapped and whistled and cheered for a long, long time. People who were there are still telling the story with obvious

delight. And you know why, because deep down we know that what matters in this life is much more than winning for ourselves.

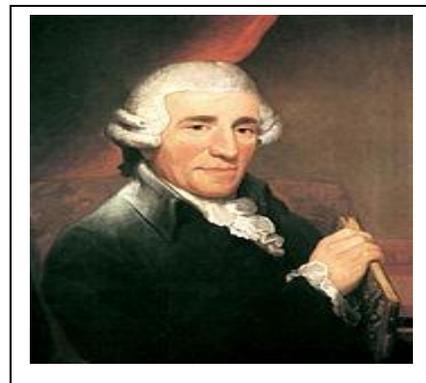
*Mr. Fred Rogers, 2001
Marquette University
Commencement*



Nickname (the Miracle)

Symphony No. 96 is so called due to the story that, during its premiere, a chandelier fell from the ceiling of the concert hall in which it was performed. The audience managed to dodge the chandelier successfully as they had all crowded to the front for the post-performance applause, and the symphony got its nickname. More careful and recent research

suggests that this event did indeed take place but during the premiere of his [Symphony No. 102](#) written by Joseph Haydn (1732-1809).



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.

Steak or Beans?

Many sales organizations offer incentives for salesmen as well as salaries or commissions. I always enjoyed the challenge of achieving these incentives. They gave me something exciting to work toward as well as earning a good income.

Way back in the 1960s, when I was a salesman in training for Victor Business Machines, the company would challenge the salesforce with one of these incentives periodically. This incentive was a *Steak and Bean* supper. The premise of this contest was thus:

Make 110% of your quota for the month and you get to go to the dinner. You also qualified for steak at this dinner.

Make 100% of your quota for the month and you get to go to the dinner, but you eat beans, not steak.

Now it was the last day of the month and the end of the day and I rushed to the branch office with my qualifying sale that put me just barely above my quota. My sales manager checked the order and told me I had made it. I was duly

excited to be able to go the steak and bean supper. Then he told me that all the men going to the dinner were steak qualifiers and I was the only one who qualified for beans. He gave me a soft look and said, "because you are the only bean eater, you really aren't required to go." You worked really hard this month and I don't want you to be embarrassed at the dinner and have the other guys make fun of you as the only man eating beans."

What do you think my reply was? "Of course I want to go! You see all those other salesmen in the salesroom? Well they didn't even make quota and they aren't even going. I made quota and I deserve to go and I will eat my beans with pride!" This surprised the sales manager and he moved back and had a slight smile on his face. He was not only a little amazed, but I noticed admiration in his facial expression.

I went to the supper and when the salesmen saw I was there and the only bean eater they were kidding me and surprised that I had shown up at the

event. That night I had garnered the respect and admiration of the sales team as I told them the same thing I had told my manager.

We had been conditioned in my day to win, be number one and be the guy who ends up on top. But, every one cannot be number one. Winning is more than just being number one. It is about working hard and giving your best effort so you can achieve your best at every endeavor. The pride and satisfaction of these elements put you in the position of doing better that you would have had you not had this attitude!



Tip 'o the O'Malley Hat