

SOUTHEAST



BUSINESS

ASSOCIATION

NEWSLETTER

President's Message

December 2014

As the 2014 year comes to a close and I end my position as President for the Southeast Business Association. I would like to take this opportunity to thank all of you for your support and encouragement these last two years. It has been my honor and pleasure to serve with you and beside you as we grow our business association. I encourage all of you to continue to invite businesses to join us.

I look forward to serving as your Past President as our new officers take over their positions. I am excited about the new ideas they bring with them. I believe our best days are before us.

Please welcome your new President, Marty Heim with Marty Designs, your new Secretary, Tina Oliver with Bonnie Kay Seafood, new board member, and Joanne Galo with First Citizens Bank as they come aboard to serve with you in 2015. Also thank

Amy Schwartz for continuing another term as your Vice President. Support them and encourage them. The Southeast Business Association belongs to all of us and it will take all of us to keep it growing.

I would also like to thank the officers coming off the board for the wonderful job they have done. Kathy Clark has served as our Secretary for many years and has done a great job and always keeps us doing things right. Jenna Bean served as a board member this past year and was a great asset to us.

Make sure to join us at our Christmas Party on December 4th at Bonnie Kay Seafood. The food is going to be great and it would be a good time to get to know some of the members you may not already know. Look forward to seeing you there.



Connie Thompson

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Career & Interview Day

Southeast Middle School is holding their Career and Interview Day for 8th grade students on January 30 from 9am-12pm.

This will be a career fair and a unique mock interview opportunity for which our 8th grade students dress up and present their resumes to business owners in the community to help prepare them for future success!

They are seeking community members who would be willing to either commit to staying for the

whole event to present their career or for those who are willing to commit to at least one hour to help conduct interviews. We love our Southeast Community and are so grateful for everyone who volunteered last year and we are hoping this year to have even more businesses from our own community involved. We welcome both conventional and non-conventional careers.

Contact their Middle School counselor Kelly Ingram at ingramk2@gcsnc.com

Quote:

"If I were two-faced, would I be wearing this one?"
- Abraham Lincoln (1809-1865)

Life's Meaning???

When we are young we think we know everything but are really **dumb**. As we get older we get **wise** and put those two words together and at a certain age we have obtained **wisdom**. Wisdom is not just knowledge, but understanding the knowledge we have obtained during our lifetime. With wisdom we also find that the more we know the more unanswered questions we have. Years ago a customer of mine would once in a while comically asked me "What is the meaning of life in 25 words or less"? My answer would always be "It has no meaning." And we would have a good chuckle. Instead of trying to answer that illusive question, isn't it better to just live life to the fullest and enjoy the trip?

Our own NASCAR legend, Richard Petty, was featured in the *News and Record* in October. At 77 years old he was described as resisting viewing life through the rearview mirror. He's too busy taking on the problems of the day. At Mt. St. Joseph University in Cincinnati, Ohio there is a woman basketball player

suffering from an inoperable brain tumor. Lauren Hill's philosophy is to live in the moment because the next moment's not promised. The NCAA moved her school's opening game ahead of the regular season starting time to give her a better shot at getting in the game. She started the game and scored a basket!

As the saying goes, life happens. Some things we have control over and some things have control over us. A good ball player will shake off the error he just made or the pass he just dropped and focus on the next play. What has happened can't be changed, but what comes next can be affected. This is why focus is so important. How many times I have watched my favorite quarterback, Tom Brady, be behind in the score with but seconds left to play march the Patriots down the field to win the game? I watched my 2004 Boston Red Sox, down 3 games to 0 to the dreaded New York Yankees in the American League Championship series come back to win 4 straight and go on to the World Series.

They won the World Series in 4 straight games. This is what keeping your focus helps you do.

Yogi Berra said, "It ain't over 'til it's over." We all say, "It isn't over 'til the fat lady sings."

Sir Winston Churchill, a great man, was invited to be a commencement speaker. Now how many of you remember who spoke at your commencement and what the speech was about? In my experience not too many. When the former Prime Minister of England was introduced, he got up, went to the podium, looked out at the graduating class and said, *'Never give in. Never give in. Never, never, never, never--in nothing, great or small, large or petty--never give in, except to convictions of honor and good sense. Never yield to force. Never yield to the apparently overwhelming might of the enemy.* A most powerful collection of words that those who were present never forgot. Never, never, never, never, never!

Today is the oldest you've ever been and the youngest you'll ever be, so enjoy it while it lasts...

Little Known Football Fact



Tip 'o the O'Malley Hat

Gold Discovered By Greensboro Man

Our neighbor, Associate Professor of Mechanical Engineering Technology at GTCC in Greensboro, has been panning for gold. It's his hobby actually. Craig Koretoff is a competitive gold panner. He developed his interest when he was just 10 years old camping with his family in the Southern California hills. In 1992 Craig took a class in gold panning and was hooked on what he calls not only a hobby, but a sport.

His competitions have taken him all over the country. In October he won first place in the 2014 World Open Gold Panning Championships held in Dahlonega, Georgia with a winning time of 14.18

His competitions have taken him all over the country.

seconds. Craig also won in 2007. This event is the only gold panning championship recognized by the Guinness World Book of Records.

The process is to have gold in sand in a 10-inch metal pan, then to remove all the sand except the gold nuggets that have been buried in the sand by panning with water. The competitor who completes this the fastest and with the least amount of sand remaining wins. Next June the gold rush for Craig will be here in North Carolina and then he will venture to Colorado.

Congratulations, Craig!

(Submitted by Jim & Jan O'Malley)



Professor Craig Koretoff



Holiday Party

Our Holiday Party will be Thursday Dec 4 at Bonnie Kay Seafood Restaurant, 222 Spur Road, Greensboro. Tina will be fixing us a special menu to include ham, chicken pot pie, mac & cheese, green beans, mashed potatoes, salad and rolls. Members are encouraged to bring a dessert to share.

Your business membership includes 2 complimentary meals.

Each additional meal is \$15.00 and payable at the check-in table.

Please bring along a donation of canned goods for local area food banks. Peanut butter, rice, canned vegetables, canned soup are always in need.

Come out and meet with your fellow members and newly elected board of officers. Share your ideas to help make our 2015 meetings

more fun and informative. We look forward to seeing you at 6 pm Thursday December 4 at Bonnie Kay's.

Please RSVP to Amy Schwartz (contact info page 4)

The first meeting of the new year will be January 8 at Bonnie Kay's. Program to be announced.

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

President: Connie Thompson
ccthompson@bandt.com
336-549-2679

Vice President/Newsletter Editor: Amy Schwartz
aschwartz@triad.rr.com
336-697-7253

Secretary: Kathy Clark
clarkins@triad.rr.com
336-674-6404

Treasurer: Kim Payne
kim@kimpayne.com
336-676-1980

Past President: Steve Blake
blakeelectricco@bellsouth.net
336-273-0800

Board: Jenna Beane
jbeane@bandt.com
336-345-1757

Board: Liz Murphy
lizmur@msn.com
336-447-5014

Board: Allan Younts
Allan_y@bellsouth.net
336-580-0045

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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Stick To Your Guns

When I was searching for my first car as a teenager I wanted to buy it from my uncle who was now a car salesman. As was always my custom, I formulated in my mind what I wanted before actually making a purchase. This time I wanted a used compact car that had some style that was affordable. The only car my uncle had to offer was an awful copper rust-colored Chevy that was a full sized car. Uncle Frank and his sales manager extolled the virtues of this car again and again. It wasn't what I wanted so reluctantly I had to move on. In my search I found a cute 1961 pastel green Mercury Comet with tail fins and lights that looked like a bug. I later called it the *green hornet*.

The salesman was trying to get me to buy another Comet, but it had no power steering, did have a radio,

although the *green hornet* did not. The other car was more money and so I told the salesman that I wanted a radio and the power steering in my car but he said I had to choose between the two cars. My response was that I wanted the *green hornet* that had the power steering, but I also wanted a radio. He pushed and I said, "If you put a radio in the green hornet I will buy it." Now my mother was with me and watching all this. The salesman said he couldn't do that. Now often it is more powerful to say nothing than to continue to try and convince someone or push for what you want. I walked a distance away, then turned and looked at him. He said "What do you say?" I stood firm and said nothing, just thinking. Both my mother and the salesman looked to me for an answer and I looked down and said nothing. Now this puts tremendous pressure on

the one waiting for a response and the silence was stretching out. Finally the salesman blurted out, "OK! I'll get you the radio for no additional cost." and the *green hornet* was mine!

Submitted by Jim O'Malley



A 1961 Mercury Comet