

# SOUTHEAST BUSINESS ASSOCIATION

## NEWSLETTER

### President's Message

March 2014

**See you March 6!**



#### Inside this issue:

Discover Good Living	2
Future Meetings	2
Menu Items Added	2
Do The Hard Things	3
May Speaker	3
Board Contact Info	4
Slow & Steady	4

### March Featured Speaker

Laura Hamilton, CSP will be presenting the topic, "Five Generations in the Workplace" an examination of the different value systems each generation brings to the work environment and how it affects team productivity and results. Topics include:

- Identifying generational strengths and weaknesses
- Managing the generations for cohesiveness
- Developing an action plan

to enhance team building

For further information go to [www.laurahamilton.com](http://www.laurahamilton.com)

Hamilton, CSP, is President of her own speaking, training, and consulting business. She has a diverse background in the field of professional speaking, working with profit and non-profit businesses, organizations, and associations.

For over eighteen years, audiences have found Laura's sincerity and wit to serve as a

catalyst for opening their minds for greater self-discovery and self-esteem.

Laura is a Certified Speaking Professional, CSP, an earned designation awarded to fewer than 400 professional speakers in the United States. A graduate of the University of North Carolina at Greensboro, she is an active member of the National Speakers Association and serves on the Board of Directors of the Carolinas Speakers Association.



## Discover Good Living Expo & 5K Run/Walk

Hold the date! The town of Pleasant Garden in conjunction with Southeast Business Association is organizing the Pleasant Garden “**Discover Good Living**” **Community Expo Event** for **April 26** from 8:00 am to 12:00 pm at Volunteer Park.

The event will start with the “Run with the Hogs to Benefit the Dogs” 5K Run/Walk lead by the Freedom Biker Church riders, Donna Lawrence and Susie of *Susie’s Hope*. The 5K will be followed with a community expo of local businesses, civic and community exhibits, musical entertainment, demonstrations, four legged fun run, toddle waddle, games and food with net proceeds going to the non-profit

organization *Susie’s Hope*.

Plan to celebrate spring, support your local community and come out for a good cause at the **Discover Good Living Expo Event!** As a member of Southeast Business Association there is no fee to exhibit. You will have access to a 10x10 space. You will have to provide your own tent and table.

Don’t care to exhibit? We still need you! Volunteer to help with race duties. We need every one of us to make this a success. Wear your company shirt or hat and come out to be a part of it. We also need items for the race goodie bags - company

coupons, pens, note pads ... any little item that promotes your business.

For more information please contact Amy Schwartz 697-7253 or Tim Marion 674-8839.



## Future Meetings and Upcoming Events

**April 3** – Greensboro Crime Stoppers

**April 26** – Discover Good Living Community Expo & 5K Run to benefit Susie’s Hope

**May 1** – Steven Makinson: Social Security Talk

**June 5** – SEBA Picnic

**July 3** – No meeting

**August 7** – Working on a Fun Idea ... Stay Tuned!

## New Menu Item for March Meeting

Tina is going to prepare homemade lasagna for our March meeting which will be held March 6 at Bonnie Kay Seafood Restaurant at 6 pm on Spur Road in Greensboro. The meal will be salad, bread, lasagna, cookie/brownies and your beverage for \$15. We will also still have our choice of the regular menu entrees.

Tina is open to suggestions for other monthly specials. You may email Tina at [fishtail58@yahoo.com](mailto:fishtail58@yahoo.com)

... salad, bread, lasagna,  
cookies/brownies and beverage ...

## You Have To Do The Hard Things

- You have to make the call you're afraid to make.
- You have to get up earlier than you want to get up.
- You have to give more than you get in return right away.
- You have to care more about others than they care about you.
- You have to fight when you are already injured, bloody, and sore.
- You have to feel unsure and insecure when playing it safe seems smarter.
- You have to lead when no one else is following you yet.
- You have to invest in yourself even though no one else is.
- You have to look like a fool while you're looking for answers you don't have.
- You have to grind out the details when it's easier to shrug them off.
- You have to deliver results when making excuses is an option.
- You have to search for your own explanations even when you're told to accept the "facts."
- You have to make mistakes and look like an idiot.
- You have to try and fail and try again.
- You have to run faster even though you're out of breath.
- You have to be kind to people who have been cruel to you.
- You have to meet deadlines that are unreasonable and deliver results that are unparalleled.
- You have to be accountable for your actions even when things go wrong.
- You have to keep moving towards where you want to be no matter what's in front of you.
- You have to do the hard things. The things that no one else is doing. The things that scare you. The things that make you wonder how much longer you can hold on.

Those are the things that define you. Those are the things that make the difference between living a life of mediocrity or outrageous success.

The hard things are the easiest things to avoid. To excuse away. To pretend like they don't apply to you.

The simple truth about how ordinary people accomplish outrageous feats of success is that they do the hard things that smarter, wealthier, more qualified people don't have the courage — or desperation — to do. Do the hard things. You might be surprised at how amazing you really are.

Read more:

<http://danwaldschmidt.com/2014/01/attitude/hard-things#ixzz2sZqHwXcf>

## Our May Meeting Speaker

Please join us for our May 1 meeting as **Steven Makinson**, financial professional, from Prudential presents a talk on Social Security.

You're invited to attend an informational meeting about Social Security benefit options and how they may influence your retirement decisions.

Are you planning to take early retirement? Or do you want to continue working until, or beyond, full retirement age? Whatever your plans, this meeting will help you make informed decisions about your future based on your Social Security benefit options and how much money you may need from other sources to supplement your retirement income.

Dinner is complimentary that evening but in lieu of dinner cost we suggest a \$10 donation to help build our Scholarship Fund for a deserving High School senior.

RSVP: Amy Schwartz [aschwartz@triad.rr.com](mailto:aschwartz@triad.rr.com) and Steven Makinson [steven.makinson@prudential.com](mailto:steven.makinson@prudential.com)

## 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)

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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.*

4

## Slow and Steady

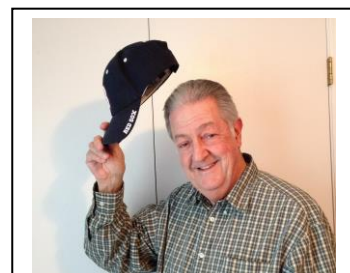
Do you remember Aesop's fable about the tortoise and the hare? The rabbit was faster, but the tortoise won the race. The tortoise exclaimed, "Slow and steady wins the race."

There was a young stud bull and an older mature bull at the top of a big hill on the farm looking way down at a herd of cows. The young bull said to the older bull, "Let's charge down there and grab us one of those pretty cows and make love." The older bull said, "Let's not, because if you do that they will all scatter and maybe you will catch one. Let's walk down slowly and quietly and then we can make love to all of them. Slow and steady wins the race."

A friend of mine told me a story about his grandfather so many years ago. Grandpa had just demolished an old brick chimney in his yard and was left with a big pile of old bricks. When he checked with his town they told him he could not put those bricks out with his trash. Grandpa now was stuck with this big pile of old bricks and found out it would be very expensive to have them hauled away. He sat on the situation of how to get rid of the bricks for quite a while. Then grandpa had a Thomas Edison moment. Yes, the light bulb went off in his head. On trash day before he filled the trash can he placed one brick in the bottom of the barrel and covered it with the rest of his weekly trash. When he retrieved the empty

trash barrel at the end of the day it was completely empty. This process he continued each trash day. It took him well over a year or so, but the pile of bricks got smaller and smaller and finally was gone! There was no cost and no repercussions. So you see, often "Slow and steady wins the race."

Life's best successes are built "one brick at a time."



Tip o' the O'Malley Hat