

SOUTHEAST



BUSINESS

ASSOCIATION

## NEWSLETTER

### A Note from the Desk of the VP

May 2014

"I don't have time"

How many times have we uttered that worn out phrase? Someone may have asked us to chair a committee, help organize an event, attend a fundraiser, fight for a cause and we say "I don't have the time, let someone else do it." I urge you to make the time to attend our meetings, or should I say, I challenge you to attend at least one or two of our meetings. Our meetings provide you an opportunity to meet other local business owners, converse and exchange ideas. We also have an informative

speaker each month. If you are a new member "WELCOME", please come out the first Thursday of each month and meet each of us. If you are an existing member and haven't attended in a while we say "WELCOME BACK" and thank you for taking the time to attend and participate in your Southeast Business Association.



Amy Schwartz

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### May Featured Presentation

Our speaker this month will be Mr. Michael Soos, Regional Vice-President at Prudential Financial. His topic is Social Security and retirement income. This 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. Did you know over the next 19 years more than 10,000 baby boomers a day turn 65? But many pre-retirees haven't saved enough money on their own, and they worry about how they will bridge the income gap between their Social Security benefits and what they'll actually need to secure

their retirement. Are you one of them?

Prudential Financial will cover the cost of your meal this month. We would like to suggest you donate your meal cost or other amount to our SEBA Scholarship Fund. Let's continue to grow the fund to help further the education of children in the Southeast.

Please RSVP to [aschwartz@triad.rr.com](mailto:aschwartz@triad.rr.com) or call 697 7253 and let Amy know you will be attending.

## 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.

**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.

### Welcome New Members

Richard Powell  
Bob Dunn Auto Group  
[www.bobdunnauto.com](http://www.bobdunnauto.com)



Tyler Hmiel  
Home Helpers of South Guilford  
[www.jamestownhomecare.com](http://www.jamestownhomecare.com)



Tim Marion across finish line April 26 at 5K Race in Pleasant Garden

NEW ADDITIONS  
Marty York is now with SouthEast Real Estate Group, Inc.  
[yorkrealestate100@gmail.com](mailto:yorkrealestate100@gmail.com)  
336-669-5397



Jason Thompson and daughter Emily at April 26 Community Expo and 5K

**New SEBA directories are available. We will have them at our meetings to distribute to members and start to spread them out among the community.**

# 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](mailto:ccthompson@bbandt.com)



## What Matters

It stands beside my driveway and leans against the basketball hoop. The one that the previous owner was supposed to remove, but never did. I've never used it at my age so it became the spot for what remains under it. Each time I pull out of the garage I see it and use it as a guide as I back the car toward that space and watch in the car camera and rear view mirrors so as not to hit it. It was originally red and once I painted it green which in the weather ran and peeled off. Now it's an ugly combination of tarnished red, green, old cement and is missing its grips. Why I've kept it for so many years is kind of hard to explain. People have asked me why I keep that old ugly thing and my only answer is that it was my father's. It's nothing special and years ago I received a new one as a gift and use that instead.

Yesterday my neighbor Ken asked to borrow my wheelbarrow. Yes, I replied, but use the better one, not the old one. He had used the old one a few times before, but this time he said, "OK." Later this got me to thinking about that old wheel barrow standing against the basketball hoop on the side

of my driveway. This item that was my Dad's was nothing special and I only took it when Ma sold her house in Wellesley, Massachusetts in 1979 to retire to Florida. It has moved with me a few times until it landed here in Greensboro, North Carolina, retired here with me and my wife.

I think I've figured it out today, why I still have it and why it stands in the front of the house even though it offers no ascetic value at all. This, ugly, old, wheelbarrow is a memorial that I have kept for my Dad all these 38 years later. It's as General Mac Arthur said in his farewell speech so many, many years ago. "Old soldiers never die, they just fade away." Dad was an old soldier. He was 29 years old when he was drafted in WW II and served in the Army for 5 years. So he really has always been with me, in my mind, my memories and in my heart. The wheelbarrow is a symbol of my connection to him always and that's why I haven't been able to release it.

My Dad was my most unforgettable character, one who I had so much love and respect for that I would wish

others had the opportunity to have such a family loving father in their life. Yes I would wish so many children today who don't see, live with, or may not even know their father could have such a dad.

So if you happen to drive by or up my driveway sometime and look to the right of the garage, leaning against the basketball hoop, you'll understand why that old, ugly dilapidated wheelbarrow has its home right there.

*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](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.*

## Keep and Expand Your Job

Last month I recounted how I got the job at Decatur Hopkins, New England's largest hardware distributor during the 70s and 80s. This month, as promised, I am relating my experience on how I was able to keep the job and expand it to a thriving territory for 17 years.

At the time I joined Decatur, the world of hardware was beginning to change after 100 years of smooth sameness sailing. True Value, American Hardware, and soon after Ace Hardware, were all changing the way business was being conducted in the hardware industry. Their approach was, invest in their stock to become a member and earn dividends, pay base price and then percentages depending on the service you choose (a modular program). Services were, shipping or pick up, price stickers or not, and no salesman. Each dealer processed their own orders and credits and this saved them the commission of a salesman.

As a salesman our sales force needed to convince our dealers of the value of a salesman on their account and the 5% commission that we made. As sales are largely based on relationships this value had to be fortified. Some of the long-time salesmen for the company were indignant when their long-time customers decided to join one of the co-ops mentioned above. They saw it as a betrayal. Some of these salesmen were so angry when their customers joined a co-op they told customers if they could no longer be the

primary supplier they were no longer going to continue to service the account. Along comes new guy, O'Malley, to find out that these customers were irritated that the salesman from our company would drop them because they made a business decision that was beneficial to them.

My approach was can we do business? I was told the previous salesman said no because of their affiliation with a True Value, for example. Well I asked if I could be a second source because there were items I had, I was local, that they really needed, and I would be glad to be their second source. Plus I would be their representative to the company working on their behalf. All these dealers were surprised of my offer to accept 2nd fiddle and opened the door to me. From this approach I started to sell these accounts again. They were happy and I was gowning.

Even with this effort I found that I really only had a part time territory. Because of the nature of this business there were no concrete geographical territories. We worked in a kind of geographical area, but also because of long term relationships and accounts in the same town, we often ended up in the same area. The salesman was really handling an account package.

In approaching my sales manager, Neil Harris, the man who hired me, I explained my dilemma.

Neil realized I was correct and told me he would canvass the other salesman in my area and find out which accounts, assigned to them that they were not calling on or weren't interested in pursuing. These accounts were passed along to me to develop, and I have to tell you, one of the accounts I received was doing no business with us and it was because no one was calling on them. As I cultivated this account over the years it became my biggest account and they opened a second store bringing me a half of a million dollars a year in business. There were other dormant accounts that I was able to, as a second source, built very good sales volume over the years. I continued to expand my accounts by offering a reduced commission rate depending on the services they wanted from me. Some handed me the order when I walked into the store and I handled their credits. Some I added or reduced various services and adjusted my commission from 2-5% depending. This increased my income substantially and pleased the dealers who were able to get the services they wanted and only pay for those.

Success requires creativity and ingenuity and a *can do* attitude. This has always been my way and it is the American way.



Tip 'o the O'Malley Hat