



**FEBRUARY 2015**



### **Are Online Reviews Important?**

The purpose of sharing this survey with you is to help you understand how online reviews influence the attitudes of consumers toward local businesses and how they directly influence the purchase of local business services.

#### **Key Findings:**

- 88% have read reviews to determine the quality of a local business (vs. 85% in 2013)
- 39% read reviews on a regular basis (vs. 32% in 2013)
- Only 12% do not read reviews (vs. 15% in 2013)

#### **Analysis:**

Nearly 9 in 10 consumers have read online reviews to determine the quality of a local business, and 39% do so on a regular basis. The “trend line” over the last four years clearly shows how much more regularly people are reading reviews, clearly highlighting the need for local businesses to attract more reviews and actively manage their online reputation.

#### **UPCOMING MEETING**

**February 5th**  
**Forest Oaks CC**  
**4600 Forest Oaks Dr.**

**6pm**  
**Networking**  
**6:15**  
**Dinner**  
**6:45**  
**Member Update**  
**7:00**  
**Guest Speaker**  
**Carla Strickland**  
**Mayor of Pleasant Garden**  
**7:45**  
**Announcements**

**RSVP: Amy**  
**336-697-7253**  
[aschwartz@triad.rr.com](mailto:aschwartz@triad.rr.com)



**ONE DOWN**  
**Two to Go!**  
  
**The sale of the**  
**old Forest Oaks**  
**Shopping Center**

## Executive Committee recommends BY-LAW change

The following is the recommendation from the committee to help with communications in-between meetings to better serve the membership. An example of this action would be to approve a new member, in so doing they would not have to wait up to 30 days to start taking full advantage of their membership benefits. This recommendation will be brought before the general membership February meeting for a majority vote of those present. The change is noted in red:

### VOTING, QUORUMS

#### Executive Committee

A quorum for all meetings of the Executive Committee will be three quarters of the members of the Committee, provided that the meeting was called in accordance with these bylaws. A simple majority vote shall decide matters before the Committee. **The Executive Committee may conduct business as needed and vote via email or via online meeting interface provided an accurate record of the majority vote outcome is recorded in the minutes of the next meeting.**

### Membership Survey

Your leadership team is happy to announce that the 2015 membership survey is ready for your participation! Please take a short 5 minutes before February 28th to be included in the results. There are two ways to submit your important insight:

1. A few printed copies will be available at the February meeting.
2. Take the survey online: <http://secba.org/surveyMember.htm>

Take the:  
**MEMBERSHIP  
SURVEY 2015**

**IMPORTANT NOTICE**

### Adopt a Highway

Our next Adopt-a-Highway trash pickup will be **Saturday, March 28th** at 9am. Please meet at Spring Forest Court Road, Pleasant Garden and park on the shoulder. Gloves, vests and trash bags will be provided. If you are able to help please contact Liz Murphy at 336-447-5014 or email her at [lizmur@msn.com](mailto:lizmur@msn.com) It takes about an hour to clean our stretch of road when we have 4 to 6 people. Your help is greatly appreciated.



### Scholarship Update

A scholarship fund has been established by the Southeast Business Association to help an area student enrolled or enrolling in a degree program of study. The funds from our 50/50 ticket sales at the monthly meetings are directed to this fund.

**Deadline for applications: April 15th.** Applicants must be sponsored and recommended by a member of Southeast Business Association. A letter of recommendation from the SEBA member must be included with the application. Click for application:

<http://secba.org/ScholarshipApplication1.pdf>



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*Proud Sponsor*

*Of the May 2 2015*



## Welcome New Members

### TechSitters

Greensboro, NC 27406  
336-790-3400

TechSitters is a managed IT solutions company with a focus on telecommunications, wireless networking and managed network security.

### Forest Oaks Country Club

4600 Forest Drive  
Greensboro, NC 27406  
336-674-0126

The club is open to the public for tee-times and the restaurant.

**Our Membership Director, Joanne Galo will be happy to help you follow-up with your membership prospects.**

**Contact: [joanne.galo@firstcitizens.com](mailto:joanne.galo@firstcitizens.com)  
336-412-4148**

## Presidents Message

Do you know that entrepreneurs are more engaged citizens, participate in more events, are willing to help other entrepreneurs and in many cases becoming leaders and organizers themselves. Some call this "economic gardening," while others call it the "entrepreneurial ecosystems." Call it what you will, it is clear that entrepreneurship is the key to stronger local and regional economies.



I look forward to seeing you at the Feb 5th meeting at the Forest Oaks CC.

Cheers to entrepreneurs!

*Marty*