



MARCH 2015

**Is Strategic Thinking & Business Planning the same thing?**

by William Pirraglia, *SmallBusiness.chron.com*

There are many benefits of separating strategic thinking from business planning. The potential effects of neglecting either can be catastrophic. Consider your ability to drive to a new destination without a map or a GPS.

Without an idea on how to reach your destination, you have little hope of reaching it. Strategic thinking and business planning are your road map.

Making the effort, however basic, to adopt a strategy and a business plan to achieve the targets you've identified help you reach your objectives.

Combining the two into one document is difficult and may be counterproductive. Think of strategy as the "what you want" and business planning as the "how can I get what I want".

**UPCOMING MEETING**

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

**6pm  
Networking**

**6:15**

**Dinner**

**6:45**

**Member Update**

**7:00**

**Guest Speaker**

**Dan Rogers**

**SE Guilford Community  
Association**

**7:45**

**Announcements**

**RSVP: Amy  
336-697-7253**

[aschwartz@triad.rr.com](mailto:aschwartz@triad.rr.com)



Not only did the NCDOT do a great job on our roads they eat and spent locally.

## E-CYCLE Day

March 21, 9am-2pm

Get a head start on your spring cleaning! Guilford County Residents FREE safe disposal of:

Computers, monitors, printers, scanners, keyboards

TVs, consoles, large screen, projection

Cell phones, chargers, cables

Electronic toys, games

DVD players, VHS players, stereo equipment

Household items with an electronic chip or a plug

Personal documents for shredding max 5 boxes

Drive through they unload!

**PG Town Hall, 4920 Alliance Church Road**



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## 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.



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## 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 March 18th 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 March meeting.
2. Take the survey online: <http://secba.org/surveyMember.htm>



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## 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:**



**May 2, 2015**

## Welcome New Member

### At Your Beck and Call

Katie Jackson, 336-214-9842

Services: We run your errands, do your shopping, help you get organized and provide in home care-giving companionship.

**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**

### What is the definition of an accountant?

*Someone who solves a problem you did not know you had in a way you don't understand.*

## Presidents Message

Welcome Spring!

After a particularly challenging February with its subfreezing temperatures, chilly winds, icy patches, and even some snow, it's a relief to welcome March and the promise of Spring!



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

Cheers to entrepreneurs!