



May 2015

YOUR Membership MATTERS

Remember the 80/20 Rule

Once you set up your social media account(s), resist the temptation to flood it with news and information about your company.

Put your customers first. Eighty percent of your tweets or posts should be about them. Devote the other 20 percent to your business. It's a surefire way to build a relationship with consumers and drive engagement.

And be certain to make the remaining 20 percent something compelling and sharable. You can post song of the day clip or a video or having a contest. The goal is not only to create content that provides value, but also generate—you guessed it—positive word of mouth.



UPCOMING MEETING

May 7th
Bonnie Kay Seafood
222 Spur Road

6pm
Networking

6:15
Dinner

6:45
Member Update

7:00
Getting to Know You

7:45
Announcements

RSVP: Amy
336-697-7253
aschwartz@triad.rr.com



"One of the challenges in networking is everybody thinks it's making cold calls to strangers. Actually, it's the people who already have strong trust relationships with you, who know you're dedicated, smart, a team player, who can help you."

Reid Hoffman

NOW - June

Rent-A-Wrestler after school & weekends!

The Falcon Wrestling Club is once again this year doing 'Rent a Wrestler' to help raise funds for their team trip to the Disney Duals in late June.

They have several strong young men who can do almost any type of work that you have to be done. Yard work, landscaping, cleaning, painting, moving, etc., can be done by these guys. The work is done for free; we just ask for any donations towards the cost of the trip.

If you would like to rent some wrestlers, please email the project details and Todd will get back in touch with you asap.

Contact: Todd Carter, carterj@gcsnc.com



Adopt a Highway

Our next Adopt-a-Highway trash pickup will be Saturday, May 9th 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 It takes about an hour to clean our stretch of road when we have 4 to 6 people. Your help is greatly appreciated.



June 4th Meeting, 6pm

Our Annual Picnic

**Pleasant Garden Town Hall Picnic Shelter
4920 Alliance Church Road, Pleasant Garden**

**You and a guest are welcome to attend for an evening of Summer Fun.
This years menu will be provided by the Country Barbeque and feature:
Chopped BBQ, Cole Slaw, Baked Beans, Potato Salad & Soft Drinks.**

Members are welcome to bring a dessert.

Special Guests: Our Scholarship Recipients





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

Contact: joanne.galo@firstcitizens.com
336-412-4148



Presidents Message

Greetings!

While many view Memorial Day as the official start of summer, let's not forget to pause and remember the men and women who "gave the last full measure of devotion" serving our nation. It is a day to remember those who died defending the freedoms we hold dear and acknowledge the debt of gratitude we owe to our service members and their families.



I look forward to seeing you at the May 7th meeting @Bonnie Kay Seafood.

Grateful!

Marty