



Growing our businesses together with the highest standards of business ethics and dealings.

# SBEA Newsletter

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## Upcoming SBEA Events

March 19, 2024

Classification Talk by Mark Sealy, Sealy Real Estate Services

March 26, 2024

Classification Talk by Michael Smith, Pioneer Comfort Systems  
SBEA Board Meeting

March 28, 2024

SBEA Orientation (11:30 A.M. at East Ridge Country Club)

April 2, 2024

SBEA Family Day (**NO SBEA BREAKFAST MEETING**)

## Our Meeting Today

Attendance was very low today. I know it is Spring Break for the kiddos. Please continue to make SBEA a weekly commitment. When someone gives their Classification Talk it is better to see a room full rather than a bunch of empty seats! Remember if you will be out, please let the SBEA office know.

This morning we had **46** members at our meeting with the '7' tables listed below 100%!

Table #3—**Robert Poindexter**, New York Life Insurance

Table #5—**Mark Porter**, Porter's Cleaners

Table #7—**Carolyn Moore**, Carolyn Moore Coaching & Consulting

Table #8—**Charlie Coyle**, Coyle Engineering

Table #11—**Steve Kinel**, Corporate Roofing

Table #13—**Debra Williams**, The Glen Retirement Systems

Table #14—**Cameron Jones**, Jones Environmental

**Please, if you are ill, STAY HOME!**

## Classification Talk



Hardware Resources was founded in Bossier City in 1990 as a hardware manufacturer supplying the furniture and cabinet industries. Founder Jeff Lowe built a manufacturer-direct business model serving

furniture and cabinet makers, enabling them to save cost on hardware. Originally Hardware Resources manufactured cabinet hinges and shelf supports in Bossier City, and in 1994 began importing hardware from overseas suppliers. This direct business model still exists today. Over the years the business grew to include other product lines centered around the cabinet industry, and through acquisitions, joined with several other manufacturers to be the large conglomeration it is today. The company is currently owned by a private equity group, Clearlake Capital, and is part of PrimeSource Brands. This includes Prime Source Building Products, Wolf Home Products, and Dimora Brands (Hardware Resources' division). Corporate headquarters are in Irving, TX; Bossier City, LA; and Branchburg, NJ. Warehouses and manufacturing facilities are located across the United States.

Dimora Brands has a wide range of products for the kitchen and bath industry sold under several brands including Top Knobs, Atlas Homewares, Waterstreet Brass, Watermark Faucets, Hardware Resources, Jeffrey Alexander, NorthPoint Cabinetry, and Task Lighting & Power.

Hardware Resources has maintained its original campus at 4319 Marlena Street in

Bossier City. They have 600 employees worldwide, 250 of which are in Bossier. Their Bossier workforce includes 109 office personnel, 117 manufacturing plant personnel, and 13 warehouse employees. The Bossier City departments include Production/Manufacturing, Warehouse/Shipping, Display Assembly, Product Management, Marketing, Customer Service, Credit, Accounting, Human Resources, Information Technology, and Purchasing.

**Ashley Owens** is the Senior Director of Marketing Communication. She has been with the company since 2007 and has grown the marketing team from a one-person department to the current team of 13. Marketing functions of the team include photography and image production, videography, graphic design, branding, messaging, online retail content, social media, blog, trade publication advertising, email marketing, and website content. The Bossier City campus includes a 1,000 SF photo/video studio with various photography capabilities and greenscreen for videos, 2 full kitchen sets, and 1 full master bath set for lifestyle photography and videos. The bulk of the company's marketing content is produced in Bossier City.

Their current product lines include cabinet knobs and pulls, designer bath vanities, quickbuild cabinetry, cabinet lighting & power products, cabinet organizers, sinks, functional cabinet hardware, dovetail drawer boxes, and decorative wood cabinet parts. To check out the full product offering of Hardware Resources, you can go to [www.HardwareResources.com](http://www.HardwareResources.com).

## Construction Leads

Rep. Larrey received positive news from LA DOTD the I-49 1cc decision on which route they will move forward with by April and the ROD is on schedule for 4th quarter.

Linda Biernacki

## General Leads

The Motor Trend SUV of the Year is the Blazer EV—now available for sale at Red River!  
George Fritze

We recently had another World Class Technician certified at Red River.  
George Fritze

## Leads Program

**Keith Payne** led us in our Leads Program this morning. As you can see leads were slim. **Linda Biernacki** won a gift certificate for lunch for 2 at East Ridge for her lead.

Please bring leads to share with the membership. That is what SBEA is all about! Even if you are unable to attend the SBEA meetings, email or text your leads to the SBEA office so they can be published in the newsletters.

## Leads Primer



1. A good lead supplies information before it becomes common knowledge in the business community.
2. If something is going to happen — we want to know about it first!
3. The best leads come equipped with your name as a referral or with a personal introduction.
4. Almost every piece of information the business community provides Leads material.
5. Your social/recreational activities provide just as many Leads as business contacts do.
6. When in doubt, call the SBEA office — your Executive Director is your “in house” expert on what constitutes a Lead and what type of Lead your information is (i.e. direct business, general, etc.)
7. Becoming a LEAD-er in the SBEA community is easy, but it will mean a little effort on your part...the energy it takes to write information on a Leads form and to lug that heavy little form to a SBEA breakfast!

**The Leads well is full; start pumping it today and see results as early as tomorrow!!**

## Looking for New Members



This morning, we highlighted an appliance repairman for a possible new member. We currently have 69 member firms and 10 associate members. We now don't have an Ear, Nose and Throat Physician. We need a florist and there are so many other open classifications. A good number of members for SBEA is 85-90. So please remember, we are always looking for new members. If you know of someone who would make a good member for SBEA, please contact the SBEA office.

I update an Excel Workbook whenever there are changes. This workbook has phone numbers, home and business addresses, classifications, and websites. This way you can check all of your information and make sure it is all correct, but you can also check on the classifications. If you aren't for sure if a classification is open, still submit any new members you may have on your mind and it will be checked to make sure the classification is not taken.

Please **DO NOT TELL People that you are going to propose them for membership!** The process takes 3-4 weeks in order to get the new member approved for publication. After a new member proposal is published to the membership and has passed the 15 working days of publication without any issues you will then be asked to invite them to a meeting. In case a person or firm does not pass all the steps this process helps prevent hurt feelings.

If you would like to propose someone, let the SBEA office know and a new member proposal form will be sent to you or you can go to the SBEA website and fill out the form. Also there are forms in the table books every Tuesday.



- March 18 - Doug Rountree
- March 25 - Charlie Pippin
- March 28 - David Clark
- March 29 - Adam Rimmer
- April 7 - Mark Eldredge  
Carolyn Moore
- April 9 - Charlie Coyle
- April 16 - Debbie Frey
- April 19 - Gerald Adams  
Thomas Sanders
- April 25 - Chris Fultz

### SPLIT THE POT DRAWINGS

Remember to bring money each Tuesday for the Split-the-Pot drawing. The tickets are \$1.00 each or 6 tickets for \$5.00. The money collected is divided and the winner each week wins half the monies and the other half goes to pay for the beer and wine for the SBEA Christmas party. So bring money to help run the pot up each Tuesday!

This morning **Charlie Coyle** was the lucky winner of \$20.00.

### Upcoming Special Events

April 2, 2024—SBEA Family Day at Roppolo’s Insulation 380 Mt. Zion, 5:30-7:00. Get your reservation in so we will know how many to plan for—fish and all the fixings for adults and chicken strips for the kiddos. Face painting and fun stuff from Pelican Tents & Events.

April 16, 2024—Outside Speaker Eric England from The Port of Shreveport.

## Vacation Getaways

We would love to work directly with anyone in the group that is interested in a Gulf Shores vacation. We have 4 properties to choose from - 3 bed/3 bath across the street from beach, 4 bed/3 bath directly on beach, 6 bed/6 bath directly on beach and 9 bed/9 + bath directly on beach. All 4 houses have a pool. We manage our properties personally so there are no surprises.



To view the properties, visit our website [www.portersmark.com](http://www.portersmark.com)

We have had numerous weddings and corporate retreats at Porter's Mark. Several of our SBEA members have either visited or stayed in one of our properties. Feel free to ask Debbie Frey, Ricky Rogers, Robert Poindexter or Bryan Roppolo for their feedback. We are very proud of these properties and feel confident that your beach experience and memories will exceed your expectations.

Kate & I look forward to hosting your next beach vacation.

Mark Porter

If you would like to put your vacation condo or home in the SBEA newsletter please send the information to [debbie@sbea.biz](mailto:debbie@sbea.biz) and you can get the same free advertising.

# Hardware Resources Open House



## Hardware Resources Open House





## Hardware Resources Open House



A big **THANK YOU** to Ashley for a great open house this afternoon. Great hamburgers and an awesome tour! If you were unable to attend today, give Ashley a call and she can give you a personal tour. I promise you, you will not be disappointed. If you are in need of cabinets or cabinet hardware, give Ashley a call.



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## SBEA is.....

*A business service organization, operating for the individual benefit of its member firms, not for profit as an organization or for philanthropic pursuits.*

*An organization with one primary purpose... to produce business leads for its fellow members.*

*An organization that provides its members with dependable sources of supply. Members trust each other to provide the highest quality of products and services at a reasonable price. When a fellow member is satisfied with the service, they will recommend the member(s) to their other business and personal contacts.*

*Shreveport Bossier Executives should be thought of as an extension of your business, and part of your marketing plan! You have an extended "executive sales force" that you meet with each week. As with any sales force, they need to be educated and trained to maximize their potential for developing leads that turn into business for you! Use your SBEA membership to its full advantage!*

### Make Your Membership Count

- Target different members each week
- Share your contacts
- Exchange ideas
- Give quality leads
- Follow up on leads you receive
- Say clearly who you are
- Thank members publicly for all leads
- Ask for the business
- Tell them what you do
- Share your business information
- Participate during table discussions
- Be interested in what others say and do
- Prepare an info-mercial
- Propose a quality firm for membership
- Report all Direct Business and New Leads