



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

SBEA Newsletter

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Upcoming SBEA Events

March 28, 2024

SBEA Orientation (11:30-1:00) at East Ridge Country Club)

April 2, 2024

SBEA Family Day at Roppolo's Insulation 380 Mt. Zion 5:30-7:00
(NO SBEA BREAKFAST MEETING)

April 9, 2024

Classification Talk by Bryan Roppolo, Roppolo's Insulation

April 16, 2024

Eric England, The Port, will be our speaker

Our Meeting Today

Attendance was pretty good today. 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 **58** members at our meeting with the '7' tables listed below 100%!

Table #2—**Cole Smith**, Colvin, Smith & McKay, Attorneys

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

Table #6—**Leanne Churchman**, Worrell Bros. Promotional Sales

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

Table #9—**Jason Doyle**, Sound Minds

Table #10—**Bill Haynie**, Advanced Cardiovascular Specialists

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

Please, if you are ill, STAY HOME!

Classification Talk



Michael Smith, owner of Pioneer Comfort Systems, told us his grandfather, E. W. Smith, started the business in 1960. Originally, they were a

sheet metal shop, but over the years they evolved with the changes they faced. In 1982 Travis Smith, Michael's father, took over the business. Michael started full-time with this family business in 2004, and in 2019 he purchased the business from his father.

Earlier Pioneer Comfort Systems worked in new construction, but in 2006 Michael's father decided this was not the way to grow the firm. So, changes were made, and plumbing was brought into the mix. When Michael purchased the company, they decided to transition into a residential focused firm.

Pioneer Comfort Systems is a full-service plumbing and HVAC contractor. They offer the following services for your home:

- Air conditioning installation and maintenance
- Home heating installation and maintenance
- Repair of all major makes and models.
- Indoor air quality products and

services

- Plumbing installation, maintenance, and repair.
- Water Heater repairs and replacement
- Plumbing fixtures

Michael told us they have over 3,500 maintenance contracts. He showed us some units that weren't taken care of. He stressed the importance of taking good care of your HVAC units.

Pioneer Comfort Systems services Shreveport, Benton, Blanchard, Bossier City, Doyline, Elm Grove, Frierson, Gloster, Grand Cane, Greenwood, Haughton, Keatchie, Keithville, Plain Dealing, Princeton, and Stonewall. They are available to schedule service appointments 7 days a week. All their professional technicians are highly trained in their field.

Pioneer Comfort Systems is committed to reliable service. They take special care to protect the needs of each customer's home during any installation or maintenance project. They also strive to get the job done right the first time. Michael said he really appreciates hearing from their customers when everything goes well, but he does want to hear from them also when things don't go well. Michael knows you can't fix a problem if you don't know about it.

Michael showed us about trenchless drain repair. It doesn't require a lot of plumbers or machinery. There is no need to

Classification Talk, cont.

open walls or dig up any landscaping. This allows for a faster process with little or no reconstruction costs, making it mor affordable. If you want to learn more about this, go to their website <https://pioneercomfortsystems.com>.

Michael is married to Amy Kathleen, and they have 3 sons, who keep them very busy.

A good lead for Michael is to tell your friends, family, and neighbors about them. In lieu of an open house Michael gave away gift certificates this morning. Logan Lewis, Audrey Robinson, and Ed Elberson won a \$100 gift certificate to Thrifty Liquor and Kevin Duncan won a \$200 gift certificate to Sid Potts, Inc. Congratulations to all the winners!

Leads Program

Keith Payne led us in our Leads Program this morning. As you can see leads were very slim. **Kelly Killian** won the \$50 gift certificate for Smith Farms 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.

Construction Leads

Base of Jimmie Davis Bridge—new shopping center broke ground—hotel, retail shops and pool hall.

Kelly Killian

Looking for New Members



This morning, we highlighted a security company 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 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
 May 1 - Paul Guidry
 Cameron Jones
 May 2 - Jason Doyle
 Jarrod Horton
 May 7 - Edward Taylor

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 **Tim Keeley** was the lucky winner of \$9.00.

SBEA Board Recommendation

The SBEA Board recommends the following new member proposals:

1. New Beginnings Florist—Missy Moore, Owner; Classification—Florist, proposed by Kelly Killian
2. Clean Slate Botanicals—Ben Waylin or Haley Brooke, Owners, Classification—Gift Shop, proposed by Audrey Robinson
3. A & J Complete Home Repair—Al Sanders, Owner; Classification—Handy Man, proposed by Adam Rimmer
4. Sparky's Appliance Service—Sparky Weldon, Owner; Classification—Appliance Repair, proposed by Debra Williams

The SBEA Board recommends the following change in representative:

1. Somdal Associates, Architects—change from Ed Elberson to Spencer McCoy, Project Manager

MEMBERS HAVE 15 WORKING DAYS TO SEND ANY COMMENTS TO THE SBEA OFFICE.

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

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 and you can get the same free advertising.



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**Growing our businesses together
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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