



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

SBEA Newsletter

April 16, 2024

Volume 52, Issue 13

Inside this issue:

Today's Speaker	2
Leads Program	3
Looking for New Members	4
Split The Pot Drawing	5
Happy Birthdays	5
Our Golden Rule Is	5
Vacation Getaways	6
SBEA Is.....	7
How To Kill A Business In 10 Easy Steps	7

Upcoming SBEA Events

April 23, 2024

Classification Talk by Charles Coleman, Citizens National Bank

April 30, 2024

Classification Talk by George Fritze, Red River Chevrolet
SBEA Board Meeting

May 7, 2024

Round Table Discussions

May 14, 2024

Classification Talk by Craig Smith, Smith Farms

Our Meeting Today

Attendance was really 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 **64** members at our meeting with the '**11**' tables listed below 100%!

Table #2—**Robert McKinnon**, Eppraisal.com

Table #3—**Gerald Adams**, AAA Insulators & Service

Table #4—**Zemeron Vance**, Red Ball Medical Supply

Table #6—**Clint Wisdom**, Christus Shreveport-Bossier

Table #8—**Wayne Nissen**, Nissen Unlimited

Table #9—**Grace Sledge**, Fairfield Property Management

Table #10—**Chris Fultz**, Fultz Physical Therapy

Table #11—**Keith Payne**, The Payne Company

Table #12—**Adam Hubble**, Hand Construction

Table #13—**Roland Toups, II**, Thrifty Discount Liquors and Wines

Table #14—**Lloyd Hoover**, Geotechnical Engineer

Please, if you are ill, STAY HOME!

Today's Speaker



We were glad to welcome our first outside speaker to SBEA this morning.

Eric England is the Executive Port Director of the Caddo Bossier Parishes Port Commission and has served in this role since 2005 and with the port for 29 years. He serves as the Commission's Chief Executive Officer by leading all Port activity within the Port area, an area comprised of the entire Parishes of Caddo and Bossier. Eric also oversees the development of the 4,000-acre Port Industrial Complex, which serves as the region's multimodal commerce and economic development center.

Eric serves on the Board of Directors of the National Waterways Conference and locally on the YMCA of Northwest Louisiana as the President of the Board. He has served as President of the Gulf Ports Association of the Americas, an organization of United States and Mexico gulf ports and also served two terms as President of the Ports Association of Louisiana.

A veteran, Eric enlisted in the Louisiana Army National Guard while a junior at Captain Shreve High School and served with the 1st Battalion 156th Armor Division during Desert Shield/Desert Storm. Married to the former Amy Doughty, they have two children, Allen and Lillie. He received his bachelor's and master's degrees from Louisiana Tech University.

Below is the link to Eric's KTBS video and article regarding the 2 major projects coming to the Port.

https://www.ktbs.com/news/2-companies-announce-major-investment-at-port-of-caddo-bossier/article_51f6cb46-fb64-11ee-bb0f-e7e6fcabb609.html

Construction Leads

Police & Fire Academy firing range project bids today.
Gerald Adams

Additions & Renovations at Walter B. Jacob's Nature Park bids today.
Gerald Adams

General Leads

Pickleball complex coming to Boardwalk parking complex in Bossier.
George Fritze

Leads Program

Jarrod Horton led us in our Leads Program this morning. As you can see leads were not abundant. Remember all leads are being held onto for the month and on April 30th a lead will be drawn and win a \$100.00 SBEA gift certificate.

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 ARE EVERYWHERE!!!!

If you know of a new business opening....GIVE THE LEAD!

If you know of people or firms moving to the area...GIVE THE LEAD!

If you know of changes in management....GIVE THE LEAD!

If you know of remodelings or expansions....GIVE THE LEAD!

If you know of new construction of any kind.... GIVE THE LEAD!

If you know of people changing occupation....GIVE THE LEAD!

If you know of anything anyone wants to purchase....GIVE THE LEAD!

If you know of anything of interest....GIVE THE LEAD!

Looking for New Members



This morning, we did not highlight any open Classification 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.



- 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
- May 8 - Craig Smith
- May 19 - Steve Kinel
- May 27 - Shawn Horton
- May 28 - George Fritze

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 \$23.00.

OUR GOLDEN RULE IS.....

- Little fragments of
- Everyday conversations
- And rumors often
- Divulge numerous
- Sales opportunities

If it is going to happen, we want to know about it!
Remember a member **FIRST!!**

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.



P. O. Box 19487
Shreveport, LA 71149-0487

Phone: 318-632-4944
Fax: 318-632-4946
E-mail: debbie@sbea.biz

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

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!

How To Kill A Business In 10 Easy Steps

Don't advertise.

Just pretend everybody knows what you do.

Don't advertise.

Tell yourself you don't have the time to spend thinking about promoting your business.

Don't advertise.

Just Assume everybody knows what you have to sell.

Don't advertise.

Convince yourself that you have been in business so long customers will automatically come to you.

Don't advertise.

Forget that there are new potential customers who would do business with you if they were urged to do so.

Don't advertise.

Forget that you have competition trying to lure your customers away from you.

Don't advertise.

Tell yourself that it costs too much to advertise and you don't really get that much out of it.

Don't advertise.

Overlook the fact that advertising is an investment in selling – not an expense.

Don't advertise.

Be sure not to provide an adequate advertising budget for business.

Don't advertise.

Forget that you have to keep reminding your established customers that you appreciate their business.