



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

SBEA Newsletter

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Upcoming SBEA Events

April 16, 2024

Eric England, The Port, will be our speaker

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

Our Meeting Today

Attendance was **TERRIBLE** 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 **44** members at our meeting with the '7' tables listed below 100% !

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

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

Table #5—**Tim Keeley**, Martin Specialty Coatings

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

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

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

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

Please, if you are ill, STAY HOME!

Classification Talk



Bryan Roppolo, Roppolo's Insulation, is married to Amy and they have 2 daughters, Emma and Ava. Bryan attended LSUS and played baseball there for 2 years. He

moved to Tyler, Texas and when he returned in 1998, he acquired Roppolo's Insulation from his father.

Philip Roppolo, Bryan's father, started the business in 1977 as a part-time job while he worked at the Western Electric/Lucent plant. When he started the company, he had one truck and a trailer with a small blowing machine on it. Today they are a family-owned business that services the Ark-La-Tex and many surrounding areas including South Louisiana, East Texas, South Central Texas, and Arkansas.

Roppolo's Insulation is licensed in Louisiana, Texas, and Arkansas. They have a fleet of 8 box trucks and trailers, and 2 foam insulation trailers. They currently employ 22 employees.

The divisions of the company include new construction (retrofits and remodels), commercial and residential, and foam, fiberglass and Net and Blow.

Roppolo's Insulation does traditional fiberglass, blown-in or batt. They also have a great product named Net and Blow which they apply in the walls. Their best product is their spray foam. It is very effective in lowering heating and cooling

costs of your structure. Spray foam is an environmentally friendly and non-toxic material that has increased in popularity for its ease of use and long-range cost savings. It is applied as a liquid and expands upon a chemical reaction which forms the foam to fill in areas that would be difficult with conventionally laid fiber insulation. This can be installed in any type of residential or commercial grade building. With spray foam insulation your structure is sealed and protected from wind, dust, pollen or other airborne pollutants and even exterior sound.

Roppolo's Insulation does not always limit their insulation to just buildings. They have been known to apply foam in railroad cars, deer stands and panel trucks. They also foamed a Mardi Gras float and the cave in the movie "The Guardian".

Bryan joined forces with Brett Murray and Ryan Murray to start a new company in July 2023. Nail It specializes in any and everything to do with nails, staples, fasteners, and tool repair. In Bryan's warehouse you can find high quality products at competitive pricing. They also offer free delivery and outstanding customer service.

Bryan feels very strongly into giving back to his community. He is with an organization with some other men named the Giving BAK (Building A Kingdom) Foundation. This group travels to most all natural disasters to feed those who have lost everything. They are 100% non-profit and work entirely off donations.

Classification Talk, cont.

If you have any questions about insulation or need insulation, give Bryan a call. You can also go to www.roppolosinsulation.com and check out some of the projects they have done and learn more about the insulations they provide. If you need nails, staples, fasteners, or tool repair, give Bryan a call.

Leads Program

Jarrold Horton led us in our Leads Program this morning. Considering our attendance, leads were okay. 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.

Construction Leads

Broadmoor Health Clinic bids today.
Gerald Adams

General Leads

There is a bond issue election coming upon April 27th. Please make sure you vote.
Linda Biernacki

Lots in Bethany's Pecan Orchard have pending sale on 5 of them. I will give owner's name when sale is complete.
Lloyd Hoover

I have a 5 HP Jon boat motor that leaks oil from the lower unit. I am giving it away to first person who wants it. 4-cycle Tohatsu.
Robert Poindexter

Looking for New Members



This morning, we highlighted a dermatologist for a possible new member. We currently have 69 member firms and 10 associate members. We need an Ear, Nose and Throat Physician, 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 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
 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 we did not split the pot and **Bryan Roppolo** was the lucky winner of \$28.00.

WHO AM I?

I am a composite group representing the ELITE of business and professional classifications. My only reason for existence is to provide to my member firms, business information and leads. I am a sounding board for businessmen and businesswomen to discuss ideas and exchange information. I am different from any other group! I do not solicit members...I am not social or recreational (though I do encourage social interaction among my members!)....I have no community involvement...I make no donations...nor do I get involved in politics. I AM NOT A CLUB! I am an Association dedicated to the concept of developing additional and profitable business for my members. My mode of operation, properly directed, is unequalled!

I am VERY SELECTIVE in choosing my members. The strength of my membership comes from men and women of diversity who represent all phases of business and professions...but always those with influence...those who make decisions. To do otherwise would dilute my effectiveness.

WHO AM I?

I AM YOUR EXECUTIVE ASSOCIATION!

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!

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.