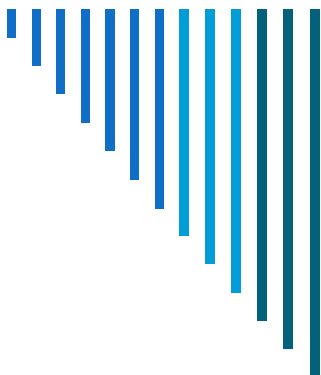




Growing our businesses together with the highest standards of business ethics and dealings.

SBEA Newsletter

August 19, 2025

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Upcoming SBEA Events

August 26, 2025

Classification Talk by Kyle Hand, Hand Construction
SBEA Board Meeting

September 2, 2025

NO SBEA MEETING DUE TO THE LABOR DAY HOLIDAY

September 9, 2025

Round Table Discussions—Heard McElroy & Vestal will be sponsoring this breakfast
Open House at University Veterinary Hospital

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 **56** members at our meeting with the '**12**' tables listed below 100% !

Table #1—**Mark Sealy**, Sealy Real Estate

Table #2—**Debra Williams**, The Glen Retirement Systems

Table #3—**Bryan Roppolo**, Roppolo's Insulation

Table #4—**Erin Smith-McConnico**, University Veterinary Hospital

Table #5—**Randi Hroch**, Sid Potts, Inc.

Table #6—**Chris Hamm**, Harrison Paint Company

Table #7—**Johnny Hamilton**, Hamilton Builders

Table #9—**Kevin Poston**, Caddo Signs

Table #10—**John Albin**, American Child Preschool & Child care

Table #11—**Michelle Long**, Innovative Monitoring Network

Table #12—**Steve Kinel**, Corporate Roofing

Table #13—**Leanne Churchman**, Worrell Bros. Promotional Products

Please, if you are ill, STAY HOME!

Classification Talk



Logan Lewis is the Executive Director of the Red River Revel. He is married to Elizabeth, and they have an 11-year-old son. Logan is a graduate of Louisiana Tech. His Grandparents were

longtime employees of Louisiana Tech, his grandfather was a football coach, and his grandmother was the Dean of Admissions. Before joining the Revel in 2022, Logan was at the Independence Bowl for 7 years.

The Red River Revel is a multi-day arts festival held in downtown Shreveport, Louisiana. Each year, approximately 60,000 people visit the festival plaza site for the Revel. Attendees participate in family-friendly art activities, sample food from a variety of local vendors, view concerts from nationally touring and local music acts as well as performances in various disciplines of the performing arts, and purchase visual art. The festival provides a platform for 90 visual artists to sell their art commission-free. It also serves as a fundraiser for dozens of nonprofit organizations. Over 100 performing artists use the 4 festival stages as a springboard for their craft through live performances.

The Red River Revel has a vibrant history in downtown Shreveport, Louisiana. Initially, the event was almost exclusively executed by the Junior League of Shreveport-Bossier and growth over its first 6 years was exceptional. In 1983, a nonprofit was incorporated, and staff hired to manage the festival's annual operations. For the following 40 years, the Revel continued to build upon and

grow its impact on the region. In the mid-1980's, an art education program for 4th grade students in Caddo & Bossier Parishes was created to serve children with one of a kind creative experience; and this program is still in existence today. The Revel spends 79% of its annual budgeted expenses locally in the Ark-La-Tex.

New things to expect this year include a new format, where the festival will be open Thursday through Sunday on two consecutive weekends (Sept. 25-28 and Oct. 2-5). The change will allow artists more time to move out, vendors to get a break, better volunteer recruitment, and most importantly: the ability to change the site around and offer new activities each weekend. Another change is the new Billfold technology, an open loop system, allowing attendees to add a card to the wristband which will then only be charged for purchased items. This will cut down on lines and waiting times, while allowing people to have what they want when they want.

The Red River Revel is an integral part of the culture of the Ark-La-Tex. Its place in the history of the community is cemented by the citizens of the region, and its continued success has a symbiotic relationship with the health of the population. The Red River Revel invests itself into the pride, creativity, and wellness of the Ark-La-Tex, and its residents are the foundation that supports the success, longevity and future of the festival.

The 76 Club is a newer membership program designed to engage individuals and households in the Revel community. Memberships start at \$250 and include recognition, Revel tickets, and VIP tickets.

Classification Talk, cont.

Logan showed us a great visual and oral presentation this morning. He plans on having his open house on September 25, so put this on your calendar now. I am sure it will be a great time for all. Logan brought Thomas Dubois, Secretary of the Governing Board of the Red River Revel with him today.

This morning Logan drew names of the following members who will get some tickets for entry to the Revel. The lucky winners were Spencer McCoy, Tim Keeley and Bear Goodman. Logan also had some fancy beer mugs and Kevin Duncan was the lucky winner of those.

General Leads

We have several Equinox EV's and a Silverado EV that qualify for the \$7,500 Federal Tax Credit. It will expire September 30th.
George Fritze

Seafood restaurant opening in Daq's on Youree by Imperial Cathay, owner.
Ben Whalen

Leads Program

Gerald Adams is leading our August Leads Program. Leads were fair today. All the leads turned in this month will be put into a drawing for entry tickets to the Red River Revel. This drawing will be next week. A big THANK YOU to **Logan Lewis** for donating this prize.

Leads are 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.

**TOOT
OWN
AT**



**YOUR
HORN
EVERY**

OPPORTUNITY.

**It is your Association –
USE IT!!**



August 23 - Linda Biernacki
September 2 - Bill Haynie
September 5 - Charles Roe
September 10 - Debbie Barras
 David Bushnell
September 27 - Zemeron Vance
September 28 - Bryan Roppolo
October 1 - Moss Duvall
October 3 - Mark Porter
October 4 - Ben Whalen
October 7 - Kevin Poston
October 14 - Kevin Pesnell
October 18 - Shane McPherson
October 19 - Robert Dean
October 29 - Wayne Nissen

SPLIT THE POT DRAWINGS

As of today, the pot is \$1,402.00.

Today **Tim Keeley** was the lucky winner of \$2.00, but he said to leave it in the pot.

Keep bringing money to build up this pot. You may be the lucky winner one day, All you have to do is draw the Ace of Spades!

Robert Poindexter Insurance Office (318) 564-2494

Life Insurance: Term, Whole, Guaranteed Universal

Annuities: Guaranteed Income and Fixed Deferred

Health insurance: Individual and Group (Medical, Dental, Life, Accident)

SBEA Breakfast Sponsorships

If you are interested in sponsoring a breakfast meeting, please contact the SBEA office. As of right now, we have a breakfast sponsor through November. The cost is \$1,000.00 and you can invite 6 people from your firm to visit that day.

Looking for New Members



We currently have 68 member firms and 13 associate members. There are several 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.

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.

Shreveport Bossier Executive Association

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**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!



Please furnish clear, concise and legible information on Leads:

WHO is the person to contact?

WHAT specific product or service is required?

WHEN is the need? Today, next week, or next month?

WHERE can the person in charge be contacted?

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!