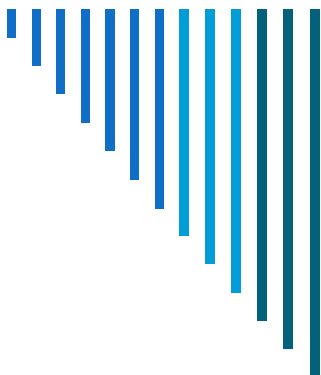




Growing our businesses together with the highest standards of business ethics and dealings.

SBEA Newsletter

October 14, 2025

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Upcoming SBEA Events

October 21, 2025

Outside Speaker—Kevin Nolte, Cyber Innovation

October 28, 2025

Classification Talk by Tim Wilson, Porters Carpet Cleaner
SBEA Board Meeting

November 4, 2025

Round Table Discussions

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

Table #1—**Peyton Mayeaux**, Osborn Funeral Home

Table #2—**Matt Shanklin**, Independence Bowl Foundation

Table #3—**Thomas Sanders**, EMA Engineering & Consulting

Table #4—**Jarrold Horton**, Anti-Pest

Table #5—**Adam Hubble**, Hand Construction

Table #6—**Robert Poindexter**, New York Life Insurance

Table #7—**Adam Rimmer**, Rimmer Electric

Table #8—**Tim Keeley**, Martin Specialty Coatings

Table #9—**Zemeron Vance**, Red Ball Medical Supply

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

Table #12—**Charlie Coyle**, Coyle Engineering

Table #13—**Ryan Rebouche**, ASAP Delivery

Please, if you are ill, STAY HOME!

Classification Talk



Sid Potts, Sid Potts, Inc. brought some beautiful jewelry to show us. He enlisted the help of **Randi Hroch** and **Erin Curren**.



Sid is married to Elizabeth, and they have a son, Bradley. Sid has been in the jewelry business for 45 years and owned his own business for 28 years. Sid Potts, Inc. is a unique concept in the Shreveport market, where clients are offered a truly one-of-a-kind buying experience. They have 12 employees who all are committed to a client focused approach of "Yes, we can do it!".

Sid Potts, Inc.'s services include jewelry repair. Their in-house jeweler offers the following services: ring sizing, re-tipping/rebuilding prongs, replacing missing diamonds and colored gemstones, broken chain repair, and other additional service. They can restring your pearls, give estimates on engraving, and repair your watches, and most importantly, Wish List development and maintenance. Just come in and bring your wife, husband, or special friend and they can try on different pieces of jewelry and find what they really like and want. The heart of their business is their buying power. They can bring their clients the best value and the most current jewelry designs and designers to Shreveport.

Sid not only has all kinds, colors, shapes and sizes of diamonds, exotic

gemstones, and rare pearls. They can help you maintain your fine jewelry so it can be passed down through generations. To retain the brilliance of gemstones and metal, they encourage you to bring your jewelry in for a complimentary cleaning and inspection at least once a year so they can make recommendations to bring your jewelry to its original beauty.

At Sid Potts, Inc., they will help you design and create the piece of jewelry of your dreams or redesign an heirloom and give it new life.

With gold, diamond and gemstone prices at all-time highs, it is important to have up-to-date appraisals so you can properly insure your jewelry. Sid Potts, Inc. is a member of the American Gem Society, and they have qualified professionals for insurance appraisals and gemological evaluations of any jewelry. They offer complimentary appraisals on all items purchased at \$500 or more. They can also help you with estate liquidations. They will provide you with an offer for the items they would like to purchase within 24-hours.

Sid reminded us that Santa Claus is coming and he would love to help you with any gifts for your wife, husband, or special friend, so come by anytime. It is never too early to start shopping.

Sid told us about several of the different artists they have pieces from. He would love for you to see them tonight at their open house. They are located at 8535 Business Park Drive and the open house is 5:00-8:00 P.M. You can also go to their website www.sidpotts.com to see some of their beautiful pieces.

Construction Leads

Station on the corner of Stoner on Youree is being rebuilt as a new Sunco Convenient Store out of Texas.

Gerald Adams

Old Chevron Station on E. 70th is now going to be a Valu Stop Station with a Subway.

Gerald Adams

SWEPCO upgrading power lines through Sabine Parish.

Charlie Coyle

General Leads

Correction—GM honoring \$7,500 EV Tax Credit Rebate on our Equinox EV's only until October 31, 2025

George Fritze

RUMOR—Louisiana Hayride may be considering relocating to The Boardwalk in Bossier.

George Fritze

Leads Program

George Fritze is leading our October Leads Program. Leads were fair today. All the leads for this month will be put into a drawing for a beautiful Waterford Crystal vase, donated by **Sid Potts** and **Randi Hroch**. Thank you Sid & Randi!

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.

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!!



October 14 - Kevin Pesnell
October 18 - Shane McPherson
October 19 - Robert Dean
October 29 - Wayne Nissen
November 14 - Kevin Duncan
November 19 - Chris Hamm
November 30 - Robert Poindexter
December 1 - Debra Williams
December 2 - Ryan Rebouche
December 9 - Cayce Hand
December 15 - Emily Jones
December 18 - Jordane Erckelboudt
December 20 - Michelle Long
December 21 - Tim Keeley
December 29 - Matt Snyder

SPLIT THE POT DRAWINGS

As of today, the pot is \$1,822.00. Also, as of today there are 28 cards left in the group you draw from.

Today **Matt Snyder** was the lucky winner of \$9.00, but he didn't take the money—he left 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!

SBEA Breakfast Sponsorships

If you are interested in sponsoring a breakfast meeting, please contact the SBEA office. 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.

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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!

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