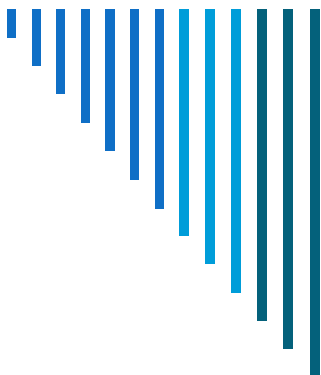




Growing our businesses together with the highest standards of
business ethics and dealings.

SBEA Newsletter

October 21, 2025

Volume 53, Issue 36

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Upcoming SBEA Events

October 28, 2025

Classification Talk by Tim Wilson, Porters Carpet Cleaner
Open House @ Jones Brothers Construction
SBEA Board Meeting

November 4, 2025

Round Table Discussions—Vote on the change of (Debbie will be out of town this week, so no newsletter)

November 11, 2025

Classification Talk by Brandon Brice, Red River Lights

Our Meeting Today

Attendance was down some today. Please continue to make SBEA a weekly commitment. Anytime we have a speaker, it is better to have 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 **52** members at our meeting with the **'8'** tables listed below 100% !

Table #2—**Matt Shanklin**, Independence Bowl Foundation
Table #3—**Thomas Sanders**, EMA Engineering & Consulting
Table #5—**Adam Hubble**, Hand Construction
Table #6—**Robet Poindexter**, New York Life Insurance
Table #9—**Roland Touns, II**, Thrifty Discount Liquors & Wines
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!

Outside Speaker



Kevin Nolten, President of the Cyber Innovation Center, was our speaker this morning. If you missed today, you missed a very interesting talk! He told us if you have ideas he would love to hear from you. His email address is kevin@cyber.org.

Kevin brings 15+ years of nonprofit and management expertise. Based in Northwest Louisiana, his career focuses on education, training, and workforce development in K-

12, higher education, and industry.

Leading the Cyber Innovation Center, Kevin manages a \$25 million annual portfolio in federal grants from agencies like the Department of Defense, Department of Homeland Security, and the Cybersecurity and Infrastructure Security Agency. His strategic engagement with policymakers secures crucial funding for Northwest Louisiana initiatives. Recognized for workforce development, he actively advances cybersecurity knowledge and economic development for both state and federal governments.

Kevin's success lies in positioning the Cyber Innovation Center as a key player in cybersecurity and innovation, contributing to national security and local prosperity. His collaborative and strategic vision elevates the Center's national profile, securing vital resources for the region's technological and economic advancement. Kevin's dedication to interfacing with government representatives underscores his commitment to Northwest Louisiana's sustainable future.

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Construction Leads

Plans are out to tear down the old CVS at Youree and E. 70th to make room for the new Chick Fil A.

Gerald Adams

Donnie Bickham addition.

Kyle Hand

General Leads

Topps Western World is going out of business and having a final huge sale starting Thursday—the trailer center will remain open.

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 for this donation!!

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.

WHAT IS A LEAD? It is an opportunity to do business BEFORE the other fellow even suspects that there is business to be done!

WHAT IS A GOOD LEAD? Any type of business information that may help a member. Information on anyone who is in the market to buy, build, sell, barter, or exchange any commodity or service offered by a member.

WHEN IS A LEAD A GOOD LEAD? Only when it is ADVANCE information brought to light before it becomes public knowledge.

WHERE ARE GOOD LEADS FOUND? In conversations with friends, employees, neighbors, family and any outside business or social contact. In conducting your own business, you frequently hear bits of information of no value to you, BUT this information, if passed along to other members could be very valuable to them.



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 now \$1,880.00. Also, as of today there are 27 cards left in the group you draw from.

Today **Audrey Robinson** was the lucky winner of \$10.00, but she chose 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!

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 12 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
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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