

North East Business Association

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NEBA News

Editors:

Maureen Thompson- Media Options
Nancy Burns- Leon County Sheriff's Office

The North East Business Association publishes NEBA News bi-monthly. Articles of interest are welcome. Publication of submitted materials is subject to review and space available. Article deadline is the 1st day of the month of publication.

Send articles, letters, photos or suggestions to: NEBA News at the following email addresses: burnsn@mail.co.leon.fl.us or maureen@mediaoptionsinc.com. or FAX-850-893-4097

For additional information phone Maureen Thompson at 850-668-0948 or Nancy Burns at 850-922-3331

President's Corner

From Will Messer:

Only three months into the New Year and already your Board has been very active on your behalf! We've had almost 100% attendance at Board meetings and we've made great progress in furthering the objectives of NEBA.

At the February Board meeting, we addressed issues in our community that NEBA should support, the definition of membership and our desire to listen and respond to members' needs.

At our last monthly luncheon, Ion Sancho spoke passionately about his support for Citizens for Consolidated Elections and their drive to move City elections to the fall (thus saving city taxpayers \$275,000). This is an issue that I personally strongly support and I know that many of NEBA's member businesses have also contributed financially to CCE's efforts. I asked our Board to approve donating \$1,000 to this effort on behalf of our members; after much discussion the Board narrowly supported giving \$500 to CCE. As a group, NEBA's members have consistently

supported voicing our opinion about local politics and I feel that this donation will make a strong statement in the community about our beliefs.

Several of our newer members have asked about the definition of membership within NEBA and how many employees can be listed as "members" on our website and in other promotional materials. The Board voted to clarify membership status as follows: the fee for membership is \$35; it applies to one location of a business and one employee at that location. Should a business with multiple locations wish to have all locations listed as members, they would need to pay \$35 per location. NEBA members may bring as many co-workers as they wish to monthly luncheons, since all attendees pay the same price, regardless of member status.

We have a busy political season closing in on us and you can count on seeing incumbents and challengers alike at future meetings.... So stay tuned and please feel free to email me your thoughts and any ideas you have for issues NEBA should be involved with.

Note: Our New Meeting Time

NEBA's new meeting time will be from 1:00 pm to 2:00 pm on the second Tuesday of each month. This change is in response to the concerns ad-

dressed by our members regarding the parking problem we were having at Lucy Ho's.

Please adjust your schedules. We look forward to seeing you there.

The NEBA Website Is Back Online

Great news! The NEBA website is up and running again. Special thanks to Kevin Tuten from MobileNETS, Inc. for returning our site to the information highway and for updating the webpage.

By visiting www.NEBAonline.org members will have access to the Board of Directors and their e-mail contact information. The membership application is also available to download for non-members and the past bi-monthly

newsletters have been added for anyone who may have missed one.

In the future, we will be posting our members e-mail and web addresses as a bonus for being a NEBA member. This will be done in an effort to develop advertising and promotional opportunities for our members.

Please feel free to send any suggestions or comments you may have on improving the site to Kevin Tuten at ktuten@mobilenets.net.

"TAXES" from page one

on taxes, recordkeeping, accounting practices, completing Federal business and employment tax returns, and meeting other Federal tax obligations, there is help available. Much of the assistance is free. The service is called Small Business Tax Education Program, or STEP. You may go to the [Tax Info For Business](#) on the IRS web site. You can find out more about this program for small business by referring to [Publication 1066](#), Small Business Tax Workshop, or [Tax Topic 103](#), Small Business Tax Education Program (STEP).

What forms do you use when you have a small business?

The annual income tax forms that you would use to report your business activity to the IRS would depend on the type of entity you operate your business under.

Sole Proprietorships use [Form 1040, Schedule C](#), Profit and Loss from Business (Sole Proprietorship) or [Form 1040, Schedule C-EZ](#), Net Profit from Business and [Form 1040, Schedule SE](#), Self-employment Tax.

Partnerships use [Form 1065](#), U.S. Partnership Return of Income and Schedule K-1.

Corporations use [Form 1120](#), U.S. Corporation Income Tax Return. S Corporations use [Form 1120S](#), U.S. Income Tax Return for an S Corporation.

Limited Liability Companies use one of the choices above according to their structure.

If you hired employees to work in your business, if you are liable for excise tax, or heavy highway vehicle use tax, other forms and publications would come into play. Contact the Internal Revenue for further information.

New Members Spotlight

The North East Business Association would like to welcome the following new members:

Sandra Cartee (Sandy)
Prudential Fezler & Russell Real Estate
1319 Peacefiled Place
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THANKS!

A most gracious THANK YOU to Matt Brown of Capital Business Systems for printing the *NEBA Newsletters* as a donation to the North East Business Association.

Calendar

NEBA meetings are held on the second Tuesday of each month at Lucy Ho's 1700 Halstead Blvd. from 11:45 a.m.- 1:00 p.m. Cost is \$9.00 per person

March 9- A discussion round table. This is your opportunity to let the NEBA Board know what you want (or don't want!) NEBA to do for businesses in the coming year.

April 13- Congressman Alan Boyd will update us on the 2004 Federal legislation.

May 11- Tom Tomasi of the Tallahassee Democrat will present the latest demographics for Leon and surrounding counties.

June 8, July 13 and August 10- TBA-Political panel forums.

Business Tips....

What does marketing involve?

Marketing is your most important organizing tool. There are four basic aspects of marketing, often called the "four P's":

- **Product:** The item or service you sell.
- **Price:** The amount you charge for your product or service.
- **Promote:** The ways you inform your market as to who, what and where you are.
- **Provide:** The channels you use to take the product to the customer.

As you can see, marketing encompasses much more than just advertising or selling. For example, a major part of marketing involves researching your customers: What do they want? What can they afford? What do they think? Your understanding and application of the answers to such questions play a major role in the success or failure of your business.

What is my market potential?

The principles of determining market share and market potential are the same for all geographic areas. First determine a customer profile (who) and the geographic size of the market (how many). This is the general market potential. Knowing the number and strength of your competitors (and then estimating the share of business you will take from them) will give you the market potential specific to your enterprise.



North East Business Association
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NEBA News

WWW.NEBAONLINE.ORG

March-April 2004

Sheriff Campbell Discussed The New Emergency Medical Services Provided to Leon County

NEBA'S guest speaker for the February meeting was Sheriff Larry Campbell and the Emergency Medical Services Chief Dan Moynihan. He discussed the newly formed Emergency Medical Services being provided by Leon County.

On December 31, 2003, Leon County began providing EMS services county-wide with dispatch provided by the Leon County Sheriff's Office (LCSO). In the first month of operation, more than 3,000 calls came into the LCSO 911 center. Leon County Emergency Medical Service (LCEMS) responded to 2,083 calls in January, arriving at the scene in less than 13 minutes, approximately 90% of the time.

"The numbers show our

system is improved. Technology is allowing LCSO dispatchers to get the 911 information to the medics in the field who are closest to the emergency. This is reducing our response times so our citizens can get the emergency care they need, when they need it," Sheriff Larry Campbell said.

The LCEMS Department in partnership with the Leon County Sheriff's Office continues to improve the amount of time it takes for an ambulance to respond to an emergency.

LCSO dispatchers take the 911 calls and provide life-saving instructions over the phone while dispatching the ambulance to the scene. The Computer Aided Dispatch, or CAD, helps pin point the location of the emergency using a Geographic

Information System. In addition, LCEMS also utilizes a System Status Management concept, providing for expanded coverage.

EMS Chief Dan Moynihan said, "We have our ambulances strategically placed county-wide. Our paramedics and emergency medical technicians are in their ambulances waiting to be dispatched. They put their truck into gear and are on their way. In the several weeks we have been in operation, we have seen a significant reduction in the amount of time it takes to get to an emergency scene".

For more information visit www.leoncountyfl.gov to learn more about Leon County's EMS Department.

It's Tax Time!

It is that time of year when businesses must start gathering all records, accounting information and forms to file income taxes. Following are some brief tax tips that apply to small businesses. For further information you may visit the IRS web page at <http://www.irs.gov/faqs/faq12.html>.

There are many questions answered on this site regarding small business and income tax filing.

I am starting a small business. What assistance can IRS give me?

If you are starting or already have a small business and need information Please see "TAXES" on page 3

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