

North East Business Association

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NEBA News

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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.

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President's Corner

From Will Messer:

It has been four months since I was elected President of the North East Business Association and already we have covered a number of issues. I would like to highlight some of the issues we have dealt with and some we would still like to be involved in.

Early this year NEBA rallied behind the push for consolidated elections. Our support of this issue, and ultimate victory, will save the county taxpayers nearly \$250,000. Hopefully it will also define new leadership positions with the coming fall elections.

We have questioned the logic behind the downtown CRA (Community Redevelopment Area), by addressing how it could adversely affect businesses outside of the CRA district. In finalizing the CRA, city and county leaders developed a plan that would not only keep the monies separate and used for the CRA, but also implemented a clause that stated no rent subsidies would be offered. Keeping the money separate is important for obvious reasons, but even more importantly, disallowing rent subsidies means that businesses in those districts will not have an unfair advantage over other small businesses in other areas of the county.

The next issue I feel we should address is consolidation. I

don't think anyone has to look further than the infighting between city and county governments to recognize that it is an issue of the utmost importance.

I believe it is my duty, as the President of this association, to promote small businesses. If you are concerned about any issue, I would like to invite you to come to our monthly business luncheons and discuss it among friends. We meet at Lucy Ho's on the second Tuesday of each month at 1:00 p.m.

Our agenda for the June luncheon will be to evaluate two county commission seats. Both District four and the At-Large commission seats are up for re-election. We will have those who are already occupying those positions and those running for the open seats outline their positions and take questions from the audience. We hope all of you will come and pose important questions that directly relate to our businesses. After the commission candidates are finished, we would like our members to participate in a straw pole. Once again, we want our future leaders to understand that the members of the North East Business Association vote and have a voice in this community so that we will be best represented.

Come and join our cause. We are making a difference!

Been Good So Far? Now, Be Better

Keeping the customer satisfied is the key to success. These suggestions by the Better Business Bureau will make that task a little easier.

More than burnishing your outfit's good name, the tips that follow should help to attract new customers, retain existing ones, and fatten the bottom line:

• Assume full responsibility for the quality and performance of the product or service you sell. Avoid making promises in sales contracts, labels and promotions that you cannot keep. If you're selling online, take care to meet BBB standards for online business practices. The group maintains a Code of Online Business Practices.

• Provide better customer service by appointing one person as a customer contact, in order to avoid giving customers the run-around when they call for information or to report a problem. Listen carefully to your customers, paying attention to what they say and what they don't say. Return calls and messages from customers as soon as possible.

• Show up on time for a service call or appointment or notify the customer when you will be delayed. Promptly call the customer if the work and charges you are doing will exceed the price you estimated.

• Promote your business regularly and consistently. If you want to attract new customers, you may

want to make promotion a priority. Hire a marketing expert or take the time to create a marketing plan on your own and follow through with it. Make sure that your advertising is honest, accurate and honors the BBB's Code of Advertising.

• Seize every opportunity to promote goodwill in the marketplace. Don't ignore customer complaints. Responding promptly retains customer loyalty and stops unresolved wrangles soiling your reputation. If your best efforts aren't satisfying the customer, contact your local BBB, which offers mediation and arbitration services.

Source: Karen E. Kline- Businessweek

Winning is Easy!



NEBA members, be sure to attend our monthly meetings! Our speakers are always top-notch AND you have the chance to win great door prizes.

Look for your member name badge by the head table each month and wear it with pride! It could be your ticket to win.

Up To Date Information Is Key To Business Success

Stay informed about issues dealing with Small Businesses. Listed below are several websites of business magazines that provide informative information dealing with business matters and issues.

BUSINESS MAGAZINES:

INC	http://inc.com
Fast Company	http://www.fastcompany.com
CFO	http://www.cfo.com/cfo_home/
Business Week	http://www.businessweek.com
Fortune	http://www.fortune.com/fortune/
Forbes	http://www.forbes.com
Newsweek	http://www.msnbc.com/news/NW-front Front.asp
Entrepreneur	http://entrepreneur.com
Biz Journals	http://www.bizjournals.com/
Startup Journal	http://www.startupjournal.com/

Calendar

NEBA meetings are held on the second Tuesday of each month at Lucy Ho's 1700 Halstead Blvd. from 1:00 p.m.- 2:00 p.m. Cost is \$9.00 per person. Please pay at entry before meeting.

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

June 8- Political panel forum-Candidates for County Commission District 4 and at-large positions.

July 13 and August 10- TBA-Political panel forums.

Business Tips....

What about advertising?

Your business growth will be influenced by how well you plan and execute an advertising program. Because it is one of the main creators of your business' image, it must be well planned and well-budgeted. Contact local advertising agencies or a local SBA office to assist you in devising an effective advertising strategy.

How do I set price levels?

The price of a service or item is based on three basic production costs: Direct materials, Labor and Overhead. After these costs are determined, a price is then selected that will be both profitable and competitive. Because pricing can be a complicated process, you may wish to seek help from an expert.

Are some locations better than others?

Time and effort devoted to selecting where to locate your business can mean the difference between success and failure. The kind of business you are in, the potential market, availability of employees and the number of competitive establishments all determine where you should put your business.



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NEBA News

WWW.NEBAONLINE.ORG

May- June 2004

Congressman Allen Boyd Spoke At Our April NEBA Meeting

Congressman Allen Boyd was the guest speaker for the April NEBA meeting. He addressed several topics and questions asked by our NEBA members.

Allen Boyd was sworn into office on January 7, 1997, as a Democratic member of the 105th Congress representing Florida's 2nd Congressional District. The District spans 16 counties, from Okaloosa and South Walton Counties, through Tallahassee, and over to the Suwannee River almost to Lake City.

During the 106th Congress, Boyd was appointed by his peers to the powerful and highly-coveted Appropriations Committee where he continually works to restore fairness in funding to North Florida's priorities. Throughout his tenure in Congress, Boyd has worked to protect Florida's military community and bring much-needed aid to the agriculture industry. Having served in Vietnam, Boyd is a leading voice on veterans' concerns. Additionally, Boyd has been active across the district in the effort to fight drug abuse among Florida's young people.

He spearheaded Coalitions United for a Drug Free North Florida, a project to unite and assist local drug prevention programs. The Boyd Family regularly commits time and energy to raising funds for charities that serve children and families across North Florida.

Congressman Boyd's opinion is that our Government's responsibilities and functions should include national security, homeland security, education and environmental protection. As a government we must be willing to perform these functions and pay for them.

Two of the items that are relevant to these functions today are Iraq and the economy.

Regarding Iraq, Boyd feels the other 193 countries around the world cannot match the firepower of the United States. We have 25% of the world's wealth and 5% of the world population. Our military power should be used to protect the safety and security of the American people. It should not be used to depose every mean and cruel dictator and serve everyone's human rights.

Boyd pointed out that our economy and federal budget forced us to start tightening our belts in the

early 90's. In 2000, for the first time since 1969, the federal government did not spend more than in took in. Today, four years later, we are borrowing 490 billion dollars to operate the government. We have economic growth but yet we also have a jobless growth. He feels that if the government would perform and handle itself well, the private sector will cover the rest to help the economy.

Boyd is also a member of the *Blue Dogs*. This is a group of 3537 Democratic and Republican members, whose goals are fiscal responsibility, setting an economic model, welfare reform and balancing the budget.

Source:<http://www.house.gov/boyd/>

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