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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 mo@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 Alan Null:

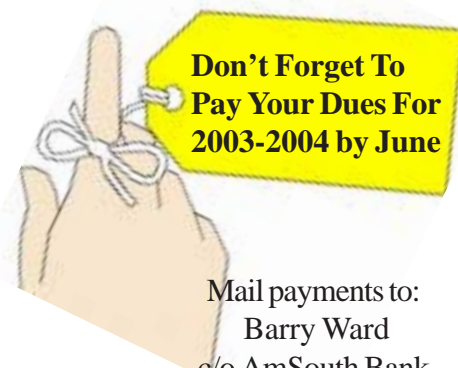
Welcome to another issue of NEBA News. The first two months of this year have been very eventful, and I'm proud to say your new Board has hit the ground running.

We've had great support for our "every member, bring a member" campaign, as February's well-attended meeting showed. So the Board voted to make things a little more interesting with the following offer: any member who brings in 3 new members by June (renewal date for all memberships) will get their own membership dues waived. We'll even give your business a free "spotlight" in NEBA News, to thank you for your support!

I recognize we need good member benefits to recruit new members, so rest assured that monthly meetings will continue to be informative and thought provoking. The busy political season we've just wrapped up made March's program a natural: County Commission Chair Tony Grippa. In April we'll bring in John Marks, our new City Mayor. These two individuals will be vitally important to the growth and direction of Tallahassee over the next year, so we're pleased to give our members the opportunity to speak to them in person.

Another great member benefit is the newsletter you're reading. It's designed to be a vehicle to recognize new members, promote old ones, and generally enhance our ability to communicate among like-minded business owners. We're constantly adding new features, like the "member website" section you see this month, and we'd welcome your input. Coming soon: a complete list of all re-named members, published in the July/August issue.

I'll leave you with a final thought: most of us do business near our own offices -it's more efficient that way. We eat, drink, and, generally speaking, patronize places that don't require a drive across town. The owners of these businesses are all potential NEBA members, so why not ask them to join you for lunch next month? It will be \$10 well spent, and will probably make you look that much smarter to a colleague.



Mail payments to:
Barry Ward
c/o AmSouth Bank
3516 Thomasville Road
Tallahassee, Fla. 32309

Introduction to Federal Taxes for Small Business/ Self-Employed

If you are starting or already have a small business and need information on taxes or record keeping, help is available in the form of a new CD-ROM, Intro to Federal Taxes for Small Business/Self-Employed. This CD-ROM is a teaching tool that can be used in a classroom setting, one-on-one counseling or in a self-paced manner. This course introduces new small business owners and self-employed entrepreneurs to Internal Revenue Service tax law. This course teaches the basics of how to comply with IRS rules and regulations while starting and operating a small

business. The CD-ROM provides both the instructor and student with the necessary information and resources to understand taxpayer rights and to meet record keeping and reporting requirements.

It is divided into three parts: Before I Start My Business (40 minutes), As I Go Into Business (70 minutes), and As My Tax Year Ends (60 minutes). The course is designed so small business owners, new entrepreneurs, and self-employed individuals can learn about business tax topics that apply to their own business situation.

If you are thinking about

starting a business, already in a business or are self-employed, visit our [Small Business and Self-Employed Community](#). Our site offers industry/profession specific information and provides links to other helpful non-IRS sites. In addition, you can view the schedule of small business workshops in your area.

To find out more about small business/self-employed educational products and services obtain [Publication 3698](#), Taxpayer Education and Communication's At A Glance brochure. You can order this brochure by calling 1-800-829-3676.

Source: Internal Revenue Service

New Members Spotlight

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

The Tallahassee Builders Association. Located at 1624 Metropolitan Boulevard, 385-1414. The TBA offers memberships for the building constructions industry and related firms. They also provide representation, referrals, etc. for builders.

Donald L. Bell, Attorney at Law. Located at 1016 Shalimar Drive, 385-9566.

Member Websites

As a new feature, we will be periodically featuring the website addresses of some of our NEBA members. Be sure to visit their sites and support our members.

Wood You...
(Kathleen Mullins)
www.woodyoutally.com
AXA Advisor
(Mike Campbell)
www.mc.myaxa-advisors.com
The Eyesite of Tallahassee
(Doctors Dean & Hamilton)
www.tallahasseyes.com
Leon County Sheriff's Office
www.lsc.leonfl.org

Capital City Veterinary
(Luke Blanton)
www.capitalcirclevet.com
Fonvielle, Lewis, Foote & Messer
(Sandra Tate)
www.wrongfullyinjured.com
Waddell & Reed
(Alan Null)
www.alannull.wradvisors.com
Dennis, Bowman, Jackson, Martin and Fontela PA
(C Bowman)
www.denbowlaw.com
Tallahassee Board of Realtors
(Jackie Wilson)
www.tallyba.com



NEBA News

WWW.NEBAONLINE.ORG

March- April 2003

Back To Basics

Everyone knows that the world is getting more complex these days. Unfortunately, not many people are well-prepared to handle the accelerating flow of changes that are complicating our future and making us all feel a little dizzy. For many, the challenge is with communication, since technology has made it so much easier and more economical to share ideas and information with colleagues, customers and business partners around the world. For others, the challenge may have more to do with learning and keeping up-to-date with the incredible volume of new information that spews forth from nearly every industry.

There is no doubt that success in the marketplace requires getting the word out about your products and services and keeping abreast of the competition. And although challenging today, this process will require ever-more skillful management and communication techniques with each passing year. Jack

Welch, the well-known CEO of General Electric, recently stated that "Business is going to change more in the next ten years than it has in the last hundred."

Many experts and futurists preach that new skills are needed for this new age of information. I believe this is quite true, yet it also may be slightly misleading. In my opinion, the foundation of success in the business world today is essentially the same as it was 50 years ago. It's simply a matter of recognizing, practicing, and following through on the 'fundamentals'. By the fundamentals I mean such things as: communication skills (reading, writing, verbal communication); planning skills (goal-setting, vision-building, business plan development); time-management skills (prioritizing, delegating); thinking and decision-making skills (critical thinking, creative thinking); and last, but not least, learning skills (reading and research skills).

Even the basics are rarely as

simple as they may seem. The flood of innovation and new ideas in the information technology industry has brought with it a few clever tools that can actually help us to review, practice, and maintain our commitment to many of the fundamentals.

Even mastery of the fundamentals, however, can only carry us so far in the age of information. At some point, we must simply jump into the sea of oncoming data and either sink or swim. How well we'll perform depends largely on the quality of the tools and technology at our service. So instead of calling the lifeguard for help, grab your swimsuit & surfboard and prepare for some excitement!

Source: William G. Wagner is the Editor-in-Chief of BUSINESS\$ Magazine and the director of Wagner & Associates, a research, publishing and consulting company.

Did You Know?

The Chamber of Commerce has convened a small group to look at the permitting process for businesses. The latest information indicates that the timeline from

purchase of a lot to obtaining a certificate of occupancy is 2 1/2 years. For more information contact the Chamber of Commerce at 224-8116.

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Business Tips....

How can I find qualified employees?

Choose your employees carefully. Decide before hand what you want them to do. Be specific. You may need flexible employees who can shift from task to task as required. Interview and screen applicants with care. Remember, good questions lead to good answers- the more you learn about each applicant's experience and skills, the better prepared you are to make your decision. .

How do I set wage levels?

Wage levels are calculated using position importance and skill required as criteria. Consult your trade association and accountant to learn the most current practices, cost ratios and profit margins in your business field. While there is a minimum wage set by federal law for most jobs, the actual wage paid is entirely between you and your prospective employee.

What other financial responsibilities do I have for employees?

You must withhold federal and state income taxes, contribute to unemployment and workers compensation systems, and match Social Security holdings. You may also wish to inquire about key employee life or disability insurance. Because laws on these matters vary from state to state, you probably should consult local information sources and/or SBA offices.

Calendar

NEBA meetings are held on the second Tuesday of each month at the Old Town Cafe on Timberlane Road from 11:45 am - 1:00 p.m. Cost is \$10.00 per person.

March – County Chairman Tony Grippa will be invited to address the group.

April – Newly elected Mayor John Marks will be invited to address the group.

May – We are considering asking Bill Montford back, to discuss how the Board is handling implementation of Amendment 9 (reduced class size Amendment).



North East Business Association
2762 Capital Circle N.E.
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