

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 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:

In January of this year I opened my President's column with the following: "My primary goal for NEBA in 2003 can be summed up in the following words: 'Every member bring a member.'" I asked all of you, and especially my Board of Directors, to look next door and bring a neighboring business owner to monthly meetings. I was sure that if we could bring more people to meetings we would turn them into paid members.

Today I am proud to report NEBA boasts 98 members - the highest number of verified members in years. Many of these members first became interested in NEBA through our luncheons - where you can always count on provocative speakers and plenty of audience participation! Thanks to Ted Thomas for bringing in those great speakers, and to all of you who made our visitors feel welcome.

Along with this unprecedented growth, your Board has been diligently working on updating our mailing and email lists. We have removed inactive or non-renewing members and identified preferred methods of communication with existing

members so that accurate and timely information can be dispensed at all times. A mailing list may sound like a small thing, but thanks to the work of this Board (and especially Peggy Munroe, who has kept our records since the inception of NEBA) we have a database that will help build the organization for years to come.

Communication has also been enhanced by the continuation of NEBA News, our bi-monthly newsletter. Thanks to the hard work of Nancy Burns and Maureen Thompson, our members can keep up with monthly luncheon dates and speakers, as well as political issues that affect our area. I would encourage all of you to submit announcements or business tips that might help inform fellow NEBA members; the newsletter is yours, after all!

Finally, I would like to thank my fellow Officers and Board of Directors for their support and hard work this year. I hope the entire membership supports Will Messer, next year's President, as much as you have supported me. I'll look forward to seeing all of you at monthly membership meetings - and don't forget to bring your neighbor.

Join Us At At The NEBA Holiday Party



NEBA President Alan Null would like to invite all NEBA members to the NEBA holiday party on December 9, from 6 P.M. - 8 P.M. It will be held in lieu of our monthly meeting at Old Town, and will be held at Will Messer's home, 4052 Kilmartin Drive. There is no charge except for a new unwrapped toy for the Toys for Tots program. The value is your decision. NEBA supports the Toys for Tots program and we look forward to seeing you at the party.

ABOUT TOYS FOR TOTS

Toys for Tots is the Marine Corps' premier community action program, one of the nation's flagship charitable endeavors, an American tradition and a national treasure. For 51 years, Marines have been the unchallenged leaders in looking after needy children at Christmas. The Toys for Tots message of hope for the future has motivated youngsters to grow into responsible, productive, patriotic citizens and community

leaders. Toys for Tots has earned the distinction as a program which plays an important role in helping youngsters emerge from a background of poverty to adulthood as assets to society. Toys for Tots not only benefits children, but also has a positive impact on communities, on businesses - large and small, on the Marine Corps and on the nation. Toys for Tots is one vehicle for addressing the issue of poverty among children.

Looking For Candidates

The 2004 Officers and Board of Directors nominations are nearing completion. The names submitted for next year's offices include:

President- Will Messer
Secretary- Maureen Thompson
Treasurer- Barbara Clements

We are still lacking a candidate for President Elect and several Board positions are still open.

If you are interested in one of these positions or would like to nominate a candidate for one of these positions, please contact Peggy Munroe at 385-9495. The full slate will be presented to the membership and voted on at the January 2004 monthly meeting.



Farewell President Alan Null

With the coming of a new year we will be welcoming a new President to NEBA. We wish to thank outgoing President Alan Null for all that he has contributed to NEBA this year. He has succeeded in maintaining a top notch association and also has increased our membership size. At this time we have 98 members- a record high. We wish you the best in your endeavors and look forward to working with you on the board next year.

From the 2003 Officers and Board of Directors

New Members Spotlight On...

* Christina Scaringe of belloviaggio
1616 Eagles Landing Blvd #73
Tallahassee 32308
980-3999

www.belloviaggio.biz
The business offers pilates, yoga, posturally & sports specific evaluations & training

* Mitch Stripling of Catalyst Communications
1465 Pine St
Tallahassee, FL 32303
866-254-8476

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

December 9- 6 p.m.- 8 p.m. Holiday Party at 4052 Kilmartin Dr. Since the TOYS FOR TOTS campaign was such a success last year, we will be participating again this year. Admission is one toy.

January 13- Attorney Jim McConaughay will discuss workers compensation as it affects small businesses.

February 10- Sheriff Larry Campbell will discuss the issue of merging and creating a joint communications and dispatch center and the Emergency Medical Service.

Business Tips....

What kind of profits can I expect?

Not an easy question. However, there are standards of comparison called "industry ratios" which can help you estimate your profits. Return on Investment (ROI), for example, estimates the amount of profit gained on a given number of dollars invested in the business. These ratios are broken down by Standard Industrial Classification (SIC) code and size, so you can look up your type of business to see what the industry averages are. These figures are published by several groups, and can be found at your library. Help is also available through the SBA and the trade associations that serve your industry.

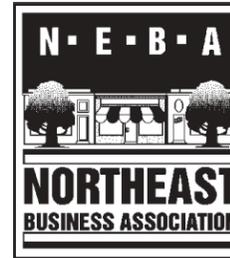
What should I know about accounting and bookkeeping?

The importance of keeping adequate records cannot be stressed too much. Without records, you cannot see how well your business is doing and where it is going. At a minimum, records are needed to substantiate:

1. Your tax returns under Federal and State laws, including income tax and Social Security laws;
 2. Your request for credit from vendors or a loan from a bank;
 3. Your claims about the business, should you wish to sell it.
- But most important, you need them to run your business successfully and to increase your profits.



North East Business Association
c/o 2930 Capital Medical Blvd.
Tallahassee, Fl. 32308



NEBA News

WWW.NEBAONLINE.ORG

November- December 2003

Tallahassee Memorial Hospital Plans For The Future

The new C.E.O of Tallahassee Memorial Hospital, Mark O'Bryant, was the guest speaker at our October meeting. He comes to us from Chattanooga, Tennessee where he also worked at a regional hospital.

Mr. O'Bryant feels if TMH wants community support, they have to also support the community. He plans to make TMH a world class community health center. At this time he feels TMH is not where it needs to be. They are a good hospital but can be improved. His main goal is to strive for National Benchmark Standards. The strategic plan is to understand that TMH is this community's hospital and they want you to feel that you can't get better health care anywhere else.

To accomplish some of his goals he is turning towards his employees. He wants to change the culture of the hospital and to have employees realize health care is not just a job, but that people are sick and vulnerable, entrusting you with their lives. The job is a mission in the ministry of medicine.

Mr. O'Bryant wants to redefine the mission and values of the hospital to include reverence, integrity and compassion. He wants his employees to have a major part in redefining these values.

He is looking to create an environmental change within TMH. His goal is to renovate, clean-up and to create the same standard of appearance throughout the hospital. At this time he feels the hospital's

cleanliness is unacceptable. The employees have set a goal to be the cleanest hospital in the area in a year.

He wants to develop a service line approach that opens communications for patients with a service that would deal with their specific illness or outpatient concerns. Such services would provide phone lines to connect the patient to areas such as cancer, cardiology, orthoneuro, nutrition, educational support, community support and women and children's issues.

Lastly, Mr. O'Bryant hopes to network with the universities, ministries and social services in the community to develop a strategic plan to have them understand that TMH is this community's hospital.

NEBA wishes you success in your endeavors Mr. O'Bryant!

Look! New Meeting Location

All NEBA members, please note that we will have a new meeting location starting in January 2004. We will be meeting at Lucy Ho's, located at 1700 Halstead Blvd. The restaurant meeting room will accommodate up to 75 people comfortably and offers a full buffet for \$9.00 inclusive. We are looking forward to the change and hope you attend. See you there!

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