



# NEBA News

May- June 2005

## Growth For Goodness Sake!

**by: Jerome Osteryoung**  
**The Jim Moran Institute**

Growth is good and, in fact, growth is great! Growth is exciting in a business. Growth invigorates a business. When a business is expanding there is a certain amount of excitement you feel when you walk in. You can even see it in the bounce employees have when they walk past you.

Growing firms are continually bringing in new people and systems, which constantly changes the dynamics of the business. The process of assimilating these new employees and systems really makes a business ready to handle change. By having to deal with perpetual change, these businesses can better deal with volatility in today's market place.

By growth, I am talking about sales growth. Obviously you can outgrow the infrastructure (people, things and money) you have in place. Most firms seem to be able to handle a growth of 15% to 20% a year in sales without any problems. If growth is much faster than this, it will require a massive infusion of infrastructure to support sales. This large influx of people and equipment can easily unravel a very successful business.

I have seen too many businesses that are stale and their employees are bored just because the owners felt comfortable in not growing. A stagnant business is difficult to manage as profits are always going to be squeezed and the firm is going to be vulnerable to competition. An entrepreneur puts a strangle hold on a business, if they choose not to grow. However, some entrepreneurs choose not to grow and this is okay, if they realize the problems inherent in this strategy. Some of the problems in this "no growth" strategy include vulnerability to competition, difficulty in raising funds, problems in retaining workers and maintaining margins and low morale in the work force.

Okay, so you want your business to grow. The first step is to ascertain which markets have opportunities for your business. Restaurant entrepreneurs we were working with ascertained that their growth strategy was in the banquet and catering side because they had maxed out the seats in the restaurant. You also need to focus on the core strengths and underserved markets. One service firm JMI consults with is serving five states and the natural progression for growth is to expand their products

into other states.

Next, build up the infrastructure. The most common type of infrastructure needed is money to support the inventory and sales buildup. Additionally, people need to be hired and trained and this needs to be done before you grow! Trying to grow without the necessary infrastructure inevitably leads to bad customer service problems.

Finally, you need a plan for growth. A plan is really useful in providing a roadmap for growth strategies. The most successful firms are constantly going through this planning process. Planning is not just a thing that happens once a year.

A growing business increases your profits and invigorates the business. You need to grow in order to survive. Now start making plans on how you are going to grow your business.

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## 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@leoncountyfl.gov 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 Maureen Thompson:

It's June already, and that means membership renewals will be in the mail shortly. At only \$35 annually, dues for NEBA are one of the least expensive, best investments your business can make. Since we're hoping our all-time high membership numbers continue to rise, I thought I'd take a moment to remind you what your \$35 check to NEBA gets you:

The eyes & ears of elected officials. NEBA board members are tirelessly working behind the scenes, meeting with elected officials to make sure they know where small business owners stand on the issues. We also go to great lengths to let our members know what our elected officials are doing, by reporting both in this newsletter and via e-mail. If you're a member of NEBA, you'll always know where local politicians stand on issues that affect your bottom line!

Exciting monthly programs. Long time Board Member and Program Chair Ted Thomas does an excel-

lent job of bringing timely and relevant speakers to our monthly luncheons at Lucy Ho's. Whether it's economic development, inclusionary housing, local demographic figures, or management tips, Ted consistently brings in speakers that inform and entertain. And if a speaker cancels at the last minute (like a certain County Commissioner did in May), we can always put on a program consisting of our members. We did that in May and it turned into one of the best programs of the year.

This bi-monthly newsletter. Every other month Editor Nancy Burns pulls together small business tips and columns from other board members that address topics of interest to our members. We also solicit input from members, and welcome your feedback if there are any areas you'd like us to cover in future issues.

I think you'll agree that's quite a few benefits for only \$35. Join us for lunch the 2<sup>nd</sup> Tuesday of each month and see for yourself why the Northeast Business Association is one of the best values around.

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# An Invitation To Join NEBA

If you are a business owner in the general area of northeast Tallahassee, you are invited to join and support our organization. We are particularly interested in active people who are willing to devote some time to the association.

Remember, investing time in your business organization is an investment in yourself! We need everyone's help to make this group one of the leading business organizations in Tallahassee. Annual dues are \$35 per year payable in July.

Send membership application to:  
**Peggy Munroe**  
c/o Mays Munroe, Inc.  
2762 Capital Circle NE  
Tallahassee, FL 32308  
850-385-9495

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## MEMBERSHIP APPLICATION

Date \_\_\_\_\_

Business Name \_\_\_\_\_

Street Address \_\_\_\_\_

City & Zip \_\_\_\_\_

Primary Contact \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Services You Offer \_\_\_\_\_

Products You Offer \_\_\_\_\_

Days You Are Open \_\_\_\_\_

Business Hours \_\_\_\_\_

How do you prefer to receive notice of upcoming meetings? Email \_\_\_ Fax \_\_\_ Phone \_\_\_

Annual Dues- Cost \$35

Paid by Check # \_\_\_\_\_ Cash \_\_\_\_\_

# 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

June 14- Loranne Ausley- Legislative Updates

July 12- Brad Day- New Director of Economic Development Council

August- TBA

## Spotlight On...

We wish to welcome two new members:

Vee Ice cream  
2543 Whisper Way  
386-5266  
Old fashioned neighborhood ice cream vending

Jeremy E. Cohen, Attorney at law  
1471 Timberlane Rd. Suite 124  
907-9700  
Legal services (personal injury, general civil, employment, contracts, litigation)

### Special Thanks To:

*Bob Hollan from ABOBCO for providing the NEBA membership static cling decals for our members to display on their business windows. Paid members will receive a decal in their newsletter.*

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**Matt Brown**

Account/Engineer Consultant

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