

## BBG Meeting 3/17/10 – MINUTES (31 in attendance)



Stephanie Cosby was introduced as the new corporate secretary.

Introductions of new members:

- Nadine Happell, Girl Scouts of America. At today's meeting on behalf of the Calvert County Mentoring Partnership to discuss Job Shadow Day. They are recruiting businesses to host an 8<sup>th</sup> grader April 19<sup>th</sup> 9:30 to 2:30 for job shadowing to learn about your career to help encourage them to stay in school and develop career interests. **There are 60 students that need a business to shadow.** Please contact Nadine ([nhappel@gscnc.org](mailto:nhappel@gscnc.org)) if you are interested. Please sign up as soon as possible.
- Cathreen Benne, Chez Elle Boutique. A womens clothing and accessories boutique in North Beach. (She is also a featured speaker – see notes below.)
- Stephanie Patterson, Ad Sales rep for “Southern Maryland- This is Living Magazine” covering Calvert, So. Anne Arundelrince Georges Counties.
- Gary Weeden, Paddle or Peddle. Bike, kayak, and canoe rentals at Fishing Creek in Chesapeake Beach. Open for rentals April 2<sup>nd</sup>. Has a location in Annapolis also.

Gary Armstrong provided entertainment by making an entrance in a Kilt.

Member-to-Member Discount Program:

- Lyn announced that businesses can sign up to participate in the BBG member-to-member discount programs. This program will help to promote our businesses within the BBG by offering discounts to business owners and their employees. If you didn't get a chance to sign up, please email Stephanie Cosby ([stephanie@careerpuppy.com](mailto:stephanie@careerpuppy.com)) your name and business name.

Discussion about BBG Guarantee:

- Lyn asked members to think about standards of service they would like have as part of a BBG Guarantee. What service commitment would we like to commit to.
- Cindy Bliss of Mary Kay said that the reason people are more committed to Mary Kay is the high level of customer service. Mary Kay promotes using the Golden rule: treat others as you would want to be treated. However, using the Platinum rule (treat others is how THEY would want to be treated) has helped her be very successful. What IS a standard for customer service?
- Joanie Kilmon of Twin Beaches Library spoke about the FISH! Philosophy which promotes these 4 principals: Be present (in the moment), Play (have fun and your customers will too), Make their day, and Choose your attitude.
- If you have any additional thoughts or suggestions, submit them to Stephanie Cosby ([stephanie@careerpuppy.com](mailto:stephanie@careerpuppy.com)).

BBG Survey results:

- There were only 17 responses to the recent online survey, but we need more to have valid results. A paper copy was handed out. Results will be tabulated and reviewed at the next meeting.

Featured speakers: Each member was asked to introduce themselves, their business, and give a business tip.

- Lisa Payne, Seascapes Home Accents in North Beach. Sells art and home accents. She is on the marketing and advertising committee and is interested in helping BBG members promote their business thru co-op advertising and other marketing opportunities. Lisa will put together survey to email out regarding marketing/advertising and what YOU want. Lisa talked about the success of co-oping advertising and events together in the North Beach Loop. Helping each other can push our businesses to a new level both within BBG and to our customers.
- Cathreen Benne, Chez Elle Boutique. A ladies clothing and accessories boutique in North Beach. She, along with other North Beach businesses, have been doing a monthly Ladies Night that has been very successful. They have punch cards that get shoppers to all participating businesses. Her customers urged her to do a fashion show. She wanted to get other businesses involved. There are going to be 15 businesses to promote a different and fun event. You can 'rip the clothes off the runway' by purchasing the clothes right off the model. Only a few tickets left. Lot's of goodies including totes, complimentary glass of wine, jewelry, food, DJ by Crow Entertainment, and more. Tickets only \$12 and the event is March 19<sup>th</sup> 6:30 – 9:30pm at Herrington on the Bay.
- Danita Bouchizey (sp?), Calvert Co. Dept. of Economic Development. There are many impediments to small businesses expanding. She offered that similar businesses can work together to get larger jobs. For instance, a cake maker and bakery can work together to get very large events by sharing the work load. There are many ways to think and work outside the box to further you business.
- Marci Kramer, Chesapeake Highland Memorial Gardens, a cemetery in Central Calvert Co. She has used the FISH! Philosophy for years as a realtor, as a small bus. owner and now in her job as general manager. She is a professional listener now ('Being Present' is the most important tenet to her – both professionally and personally.)
- Beth Guididus, The UPS Store in Dunkirk. After joining the BBG she has gained 5 regular customers. She can provide most office supplies, shipping, and online printing. She employs many 20-somethings. Most 20 year old young boys like to do heavy lifting, but communication skills aren't great. She provides guidance on how the young employees can use better communication with their customers. This helps her provide the best customer service for her patrons.
- Pat Carpenter, Celebrate! Event planning and florist in Chesapeake Beach. Provided green Mardi Gras beads for everyone at the meeting, Advertising in the e-news letter has helped her business incredibly! She is the volunteer coord. for the Town of Chesapeake Beach. The Easter Parade will be 3/27 in CB from 12 to 1:30 from 17<sup>th</sup> St. to the Beach. Also on the Beach Trolley committee. Please sign up for advertising on the trolley. Going to have 3 trolleys this year.
- Joy Baker, Chesapeake Bay Reflexology at the Bay Healing Arts in North Beach. If you are stressed out, come to get relaxed!
- Stephanie Patterson, Ad Sales rep for "Southern Maryland- This is Living magazine" covering Calvert, So. AA, Southern PG counties. It's a full color publication. Co-oping and strategic alliances are a great way to promote your business. She suggested doing special packages to promote your business.
- John Stutzman, Pre-paid Legal Svc, Identity Theft Shield. Gives access to top attorneys. Next networking event will be April 8<sup>th</sup>, 6pm at Heavenly Chicken. The reason people buy a good

or service is because the way it will make your customer feel. If you don't tap into those feelings, you may miss out on their patronage.

- Bert Ruggles, Pieces-n-Time antique clock sales and repair in North Beach. Websites work! Recently shipped a piece to London! Focuses on the customer in front of him at the time (FISH! Philosophy.)
- Gary Weeden, Paddle or Peddle (see introduction of new members above.)
- Linda Apichell, Chesapeake Beach Resort & Spa in Chesapeake Beach. We are all here to please the customer. A hotel is a home away from home and they encourage their staff to think of the hotel that way. You must have a passion for what you are doing and must take care of all requests.
- (We only made it through half the room when time ran out. We will finish at the next meeting.)

#### Announcements:

- Bill Rowe announced the Calvert Wine & Arts Fest Sat. May 8<sup>th</sup> from 11a to 6p at the All Saints Episcopal Church in Sunderland (at the corner of Rts. 2 and 4.) Also, he has a survey regarding collective purchasing power for consolidating propane use for cheaper rates for BBG members. An email will be sent to all members with the form to complete.
- Cindy Bliss, Cindy Bliss speaking 4/14 to the Annapolis Womens Group on how to deal with different personality types. Contact Cindy ([cbliss@comcast.net](mailto:cbliss@comcast.net)) if you would like more information about this event.

#### Committees:

Treasurer; Russ – we are solvent (time was running very short.)

Cost Savings Committee, Gary Armstrong. Please complete the survey Bill Rowe spoke of earlier. Please complete by next meeting. Please consider advertising on the Trolley. Also contact Gary if you would like more information about being a Cannon Sponsor. ([heavenlydunkirk@aol.com](mailto:heavenlydunkirk@aol.com))

Buy Local directory, Brian Crow. Please send Brian ([info@crowentertainment.com](mailto:info@crowentertainment.com)) a photo and your personal story and business story by next week. This info will be put on the online directory to help people get to know your business. Career Puppy is still offering their special pricing to shoot a promotional video to go on the directory, the BBG YouTube account, and your website. Gwen Schiada talked about the special promotional video offer. Career Puppy will produce a 1 minute for \$250. They will set up a single location for you to come and be interviewed about your business. Please contact Gwen ([Gwen@CareerPuppy.com](mailto:Gwen@CareerPuppy.com)) by March 31 to sign up for a time either Saturday, April 3<sup>rd</sup> or Thursday, April 8<sup>th</sup>.

Next BBG meeting April 21 at 7pm at Friday's Creek Winery.