

Charlottesville Business Exchange  
Minutes  
17 March 2016

President Dennis Kidd called the meeting to order. In attendance were: Dennis Kidd, Todd Jenkins, Terry Campbell, Blanton Bryant, Jenn McArtor, Maggie Morris, Maria Gallery, Bill Rudd, Greg Allen, Lissette subing for Libby Edwards-Allbaugh, Dan Elash, Stacey Norris, Angelo Jennings and Stuart McClintic. Mike Krause checked in before the meeting started but had to leave.

Guests: Tory Harding of Charlottesville Comcast Business and Larry Taff of Taff and No Associates specializing in technical financial consulting.

Officer Reports:

VP Education: Upcoming Schedule is as follows:

March 24: Keith Reynolds of Synapse  
March 31: Group Activity  
April 7: Jenn McArtor Member Focus  
April 14: Group Activity  
April 21: Dr Dan Elash Member Focus

VP Membership: We have received the resignation of Patti Heckel.

Treasurer: We had a change to the way we were reporting closed business to reflect earnings rather than total value of a house. This has reduced the totals on closed business.

	Last Week	Year to Date
RB's	15	74
Referrals	3	
Closed Business	\$13,342	\$38,799

Educational Moment: Dr Dan discussed 10 steps to building customer loyalty. The steps are:

1. Learn to communicate with your customer. This goes beyond speaking but also know how to reach them. Maintain a database with their contact information and communicate that you care about them as a person though all available media.
2. Provide great customer service. Anticipate concerns, exceed expectations and build in feedback loops.
3. Build employee loyalty by treating them the way you want them to treat your customers.
4. Train your employees. Make sure they know your expectations and how to meet them. Ensure they know what excellence looks like.
5. Provide customers incentives. Offer discounts on continuing business. Remeber though to balance the costs against expected returns.
6. Promoter product awareness. Find some way to demonstrate the value of what you offer.
7. Develop a reputation for reliability.
8. Be flexible with your policies. Listen to complaints and solve the problems your customers bring to you.

9. Adopt current technologies. Make it easy for customers to do business with you.
10. Address your customers by name. Know them and build a relationship.

Presentation: Dennis Kidd provided a great presentation that walked us through how he built a business from scratch to the outstanding business it is today. Starting with his life growing up on the dairy farm, through jobs working for Allied Concrete to enlisting in the Marines to learn to fly, (only to discover that wasn't offered), to his post service business he has remained a steady learner. He built his business by learning as he went and remains committed to learning to grow and maintain his reputation as a quality builder.

There being no further business the group reported their wrap ups and the meeting closed.