

Charlottesville Business Exchange
Minutes
February 18, 2016

Dennis Kidd called the meeting to order. In attendance were: Dennis Kidd, Dan Elash, Stacey Norris, Terry Campbell, Blanton Bryant, Greg Allen, Paul McArtor, Patti Heckel, Larry Miller, Bill Rudd, Maria Gallery, Stuart McClintic and Angelo Jennings.

Guests: Kellie Bishop of Travel Leaders (Cosmopolitan Travel, Inc.) guest of Patti Heckel. Kellie's business provides travel services designed to ensure the best value of any trip one may want to take.

Officer Reports

VP Education: Paul went over the upcoming schedule:

Feb 23: Guest Speaker Susan Stimart speaking about the US 29/Rio Rd construction

Mar 3: Terry Campbell Member focus

Mar 10: Group Exercise

Mar 17: Dennis Kidd Member focus

Mar 24: Guest Speaker from Synapse an open networking opportunity

VP Membership: Angelo reported he has Jenn McArtor's application in hand and scheduling interviews.

Treasurer: Maggie was unable to attend but arranged for Bill Rudd to give her report. Last week we reported 8 RB's, 1 Referral, and \$200 in closed business. YTD closed business is \$661,185.

Paul went over how to fill out the new reporting form. Put the date and your name on it and turn it in even if you have nothing to report. The report is also used for attendance. Report any RB's you had since the last report including the name of the member you met with and number of times you met. List any referrals you gave to include the name of the member you gave the referral to and the person or company being referred. List any closed business you had with the name of the member who gave you the referral.

Educational Moment: Dr Dan gave the educational moment about the link between confidence and sales. He said the inability of so many people naming their strengths last week was either indicative of humility or a lack of confidence. The key is being confident in what we offer our customers and what it is that you sell. For example Mike doesn't selling shredding, he sells security of information. Knowing your product and the value of what you offer makes it easier to ask for payment because of the value your customer is buying. Lacking confidence in your product leads to poor sales and all manner issues. Knowledge of what you sell is power and gives you the confidence you need to go out and sell the real value of what you have to offer. If you need help with sales, schedule an RB with any of the people in the group who are good at sales.

Member Focus – Patti Heckel and United Credit Educational Services: Patti started by relating how she got into this business. She also owns a number of rentals which she often markets as rent to own. Often she attempted to help tenants improve their credit scores so they could get a loan to purchase the home. Unfortunately, too often nothing happened. This led her to discover United Credit Educational Services (UCES). The company gives her a tool to help others improve their lives.

UCES is more than credit repair. It is “one stop shopping” for credit repair, credit monitoring and identification theft protection. They also offer wills, trusts, and powers of attorney. Customers can use the product as a whole or pick and choose what they need. As part of the credit repair business the company enrolls customers in Rental Karma and offers secured credit cards. The company offers a full money back guarantee if the customer follows all of their steps and still does not gain the credit repair they need. UCES is not a debt consolidator or financial planner.

In a sense of full disclosure Patti did tell us that UCES is a “network marketing firm”.

With there being no further business the meeting closed.