

Charlottesville Business Exchange
Minutes
February 4, 2016

Paul McArtor called the meeting to order at 11:45. In attendance were: Patti Heckel, Stuart McClintic, Libby Edwards-Allbaugh, Stacey Norris, Terry Campbell, Mike Kruse, Maggie Morris, Angelo Jennings, Bill Rudd, Larry Miller, Todd Jenkins, Greg Allen, Dan Elash, and Paul McArtor. Jenn McArtor was Paul's guest.

Because Jenn was already familiar with all of our businesses, Paul dispensed with the 60 second pitches.

Treasurer: Maggie explained the new forms for taking attendance and reporting. Members note their name and date on the form even if they have nothing to report. Maggie will provide additional instructions on the form as to what goes where.

Last week we reported 12 RB's and \$660,000 of closed business. We may need to revisit how we define closed business because the bulk of the reported closed business was the total value of one sale.

Membership: Angelo reported that Jenn McArtor has applied for membership. The membership committee will interview her soon.

Upcoming schedule: Feb 11 Quadriplecity
Feb 11 Dr. Dan's Exercise
Feb 18 Patti Heckel's member focus
Feb 25 Guest Speaker: Susan Stimart will speak about Rio Rd / 29 construction
Mar 3 Terry Campbell member focus

Educational Moment: Dr. Dan prepared us for next week's exercise. Next week come prepared by being able to state two or your goals and two of your strengths. Personal skills and abilities are what set you apart from the competition. You need to know what makes you unique so you can better represent yourself in the market. Your business related goals are also important to how will you perform. This is information you need to learn to share with your network and is information you should have available for RB's.

Member Focus: Stuart McClintic and Heartland Payment Systems. Heartland has been in business for over 15 years and Stuart has been a representative for over four years. Heartland is traded on the NY Stock Exchange under the ticker symbol HPY. Heartland prides itself on being an advocate for the merchant and established the "Merchant Bill of Rights" in 2007. What makes Heartland unique is its simplified billing record and that it sells its processing equipment to the merchant for a one time fee rather than leasing it for what amounts to an exorbitant rate over time. A good referral for Stuart is a local business owner with a consistent volume of credit card charges and who is currently unhappy with their credit card processor.

Announcements: Dr Dan is conducting his six week "Living Free Together" program for veterans and their families beginning Feb 22. If you know a veteran who might benefit or if you would like to volunteer to assist in the seminar, please contact Dr. Dan.

Greg Allen passed out copies of the media kit for the "We Are C'ville" issue. The purpose of this

particular issue is to highlight the owners and why they do what they do. If you did receive a copy please speak with Greg.

Bill Rudd is still collecting shoes for the less fortunate. He also thanked everyone for the calls and