

Charlottesville Business Exchange
Minutes
June 16, 2106

Dennis Kidd called the meeting to order. In attendance were: Dennis Kidd, Todd Jenkins, Angelo Jennings, Bill Rudd, Terry Campbell, Greg Allen, Stuart McClintic, Maria Gallery, Dan Elash

Guests:

Officer Reports:

President: The word of the day was *power assist*: a procedure for supplementing or replacing manual effort. Referrals are a power assist. Remember to bring guests. Use the list membership has provided and seek to bring good potential members.

VP Education:

VP Membership: Membership committee has been meeting with Laurence Mann of College Hunks Hauling Junk. After careful consideration of his experience and network within Charlottesville the committee was satisfied that he has the right attitude to grow his networking skills and his network. They recommend him for membership.

Treasurer:

Secretary:

There was a question raised about the frequency of meetings during the summer. It was noted that many people are on vacation during this time frame and perhaps we should reduce the frequency. Leadership will look at the attendance pattern to see if that is an appropriate response.

Announcements:

Group Exercise: In lieu of infomercials we spent the first minutes of the meeting voting for the Daily Progress readers choice awards.

Educational Moment: Dr Dan continued his series on inoculating for stress. One of the things we need to be able to do is to correct erroneous thinking. A technique for learning from each event and thus correct our thinking is the “after action review”. The outline of the review is to ask the following questions: (1) What did I set out to do? (2) What did I accomplish? (3) What were the gaps in the goals and the results? (4) What do I need to do more of? (5) What do I need to do less of? A key point is to ensure the conclusions are rational and we do this by observing without judging. A second tool to inoculate from stress is to build you support network. We do this through the groups we belong to. The groups we belong to have a common purpose and these become our “volitional family”. These are the people we trust and can be open with. It includes our friends, professional groups we belong to, and our families. Ask yourself how much do you invest in building and maintaining your network.

Presentation: Today's member focus was Maria Gallery and Two Moons Consulting. Maria introduced us to the new Two Moons. Her company has changed with the loss of Jeremy. They no longer have a focus on the technical side of digital marketing but have adjusted to focus on the content side. She introduced her team and explained what each does. She provides marketing solutions designed to meet the needs of small business. Her approach is three fold: First analyze the marketing effort and compare

the ROI to the industry standards. Second, viewing the website as a storefront, she looks to increase marketing reach and drive shoppers to the website. Once there she wants to give them a compelling reason to buy. The third approach is overall branding of the company through digital marketing.

She then gave us a case study using Syntient (Dr Dan's company) as the case. While his new website was still in development she showed the differences between the old and new and what they are trying to achieve.

There being no further business the meeting closed.