

# **ae** ASSOCIATION FOR ENTREPRENEURSHIP USA

*Success by Association*

OCTOBER 2019



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# WHO WE ARE ...

## BOARD OF DIRECTORS

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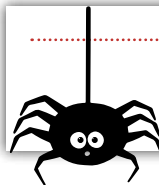


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## NOTE FROM THE President

Fall is here, the leaves are starting to change colors, and winter is just around the corner. Depending on whether you are in the service business or deliver a particular product to the marketplace, the seasons may change, but the entrepreneur remains focused on delivering to their customer base regardless of the change of weather.

The annual Member's networking and election of board members is scheduled for Oct. 5. Notices were sent out via the September newsletter as well as email notification to all Members of AFEUSA. If you are in the Phoenix area, you are welcome to join us for a fabulous evening of networking, refreshments, and live music. We will be interviewing a variety of attendees and posting their stories on Facebook, Instagram, and LinkedIn. I always enjoy meeting new Members and hearing how they have transformed their lives from traditional 9-to-5 jobs into an entrepreneurial adventure!

Remember, you have access to a variety of lifestyle and business service discounts. The website also provides the Member's Open Forum, which offers an open dialogue among fellow AFEUSA Members, and we continue to search for small entrepreneurs with BIG stories to share. Send me a note on yours, and you could be featured in an upcoming AFEUSA newsletter.

The GIG economy continues to gain more and more popularity whereby individuals are leaving the traditional employment structures and becoming self-employed freelancers with multiple income sources with flexible schedules. And new technologies are aiding this development through the use of laptops, smart phones, and a variety of online services.

In closing, I hope you will continue to pursue your dreams, love your families, and continue to expand your businesses.



*Charles Jackson*  
*President*

# DO YOUR EMPLOYEES KNOW THEIR BENEFITS?

## HOW TO INFORM YOUR STAFF ABOUT THEIR PERKS



Sometimes little things can make a significant impact on your business. In a report from Unum, it was revealed that companies that don't disclose their benefits have the same turnover rate as those that don't offer benefits. It can be difficult to communicate these benefits to those you don't see regularly, like part-time employees, remote staff, and gig employees, but doing so ensures long-term retention. You can use a few techniques to ensure your non-traditional employees recognize their employee benefits.

### DIGITAL

Digital technology is a great way to communicate with your remote employees. In 2018, 3.9 million Americans worked from home, so it's imperative to address this issue even if you don't yet employ a remote staff member. If your company utilizes email to communicate, you can use it to educate these employees of their perks. However, sending an email is only part of the solution.

Ensure your remote employees can easily access their benefits through a website that houses all the necessary information, and make it a habit to email employees with a call to action to explore the website at least once a month.

### PHYSICAL

If you're in the retail or merchandising industries, this is a technique you should seriously consider. Unlike remote employees, you can't guarantee local employees will have access to their email. Make the content concise and engaging and offer an easy call to action, so your employees have easy access to their employee benefits. You know your employees best, so choose the style that's going to fit their demographic. Flyers, posters, or even meetings can all do the trick. It's up

to you, but the extra mile you put into the communication materials can go a long way when you consider turnover rates. A report by DailyPay indicates that the turnover rate for retail and merchandising is over 60%.

“IN 2018, 3.9 MILLION AMERICANS WORKED FROM HOME, SO IT'S IMPERATIVE TO ADDRESS THIS ISSUE EVEN IF YOU DON'T YET EMPLOY A REMOTE STAFF MEMBER.”

### COMMUNICATION APP

If you struggle to communicate staff benefits to gig-employees, look no further. Think about how they already receive all the necessary materials to do their job. Most enterprises utilize communication apps like Slack, Trello, Asana, and Skype. If your company uses one of these apps or something similar, take advantage of it to inform your gig employees of their benefits. Like with digital communication, make a point of messaging them once a month with a call to action.

Many little things can decrease a high turnover rate or increase your employee's health and well-being. If you believe your non-traditional employees aren't utilizing their benefits, try one of these communication methods. If you're an AFEUSA member, use our discussion boards to find out how your fellow entrepreneurs are communicating their employee benefits.

# MEMBER BENEFIT

## HOW EJ PRO LEASE CAN HELP YOU SCALE TO NEW HEIGHTS



To take advantage of your AFEUSA benefits, you can call EJ Pro Lease directly at 602.826.3080 or visit their website [EJProLease.com](http://EJProLease.com) for your discount.

Reports have shown that a third of small businesses start with less than \$5,000, despite most requiring around \$10,000 to get off the ground. Thankfully, one company seeks to help fill the gap for AFEUSA Members, so they can reach their full potential.

EJ Pro Lease provides financing and working capital to entrepreneurs who need help scaling their businesses. With 20-plus years in the leasing industry, they can build a financing program that suits your needs. EJ Pro Lease has helped finance businesses for a variety of needs including construction equipment, software programs, medical supplies, and office equipment.

Regardless of your financing needs, the owner of EJ Pro Lease, John Keating, will be happy to educate you on how to best position your business for funding.

EJ Pro Lease can help provide between \$5,000 to \$500,000 in funding. They're so dedicated to small-business success that, if you choose to work with them, you'll receive vital tools for your financing progress:

- "4 Necessary Steps for Obtaining Funding" electronic flyer
- \$100 off Documentation Fee of ALL funded transactions — to be paid upon funding
- \*FREE Credit Card terminal with processing agreement through their Provider

As an entrepreneur himself, John makes the financing process accessible for entrepreneurs who want to reach new heights. Even if you have less than perfect credit, EJ Pro Lease only requires low down payments with 24-60-month plans.



## TAKE A BREAK

"Success is a lousy teacher. It seduces smart people into thinking they can't lose."

*Bill Gates*



You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future.

**STEVE JOBS**  
CEO, Apple Inc.



AFEUSA  
MEMBER  
EXCLUSIVE

## EXCLUSIVE BENEFIT Member's Forum

✓ QUESTIONS

✓ CHALLENGES

✓ QUERIES



Open only to AFEUSA Members, this platform allows AFEUSA Members to post various issues related to their business or idea, and allows other Members to comment or give advice/suggestions on how best to resolve those challenges.

To get started, login to AFEUSA, select membership benefits, and click on the link to the Member's Open Forum. Be sure to read the Code of Conduct prior to posting any question or answer. Let's start posting!



# A STORY OF THE ENTREPRENEUR WHO COULD “

## Like the Classic Children's Book, 'The Little Engine That Could'

I come from a long line of entrepreneurs. I learned firsthand what it takes to run a business and to have a strong work ethic. I guess you could say I followed in my family's footsteps and developed the entrepreneurial spirit early on.

Experience and my formal education taught me many valuable skills that were instrumental throughout my professional career. Throughout the years, I have maintained a strong desire to be a successful business owner and create unlimited financial potential and freedom in my schedule to pursue life's passions. This inner flame prompted me to create and launch seven businesses over the years, ranging from real estate, health and wellness products, a global meeting and conference planning business, a pampered pooch pet service company, a full-service creative agency, and lastly, LPBC Services (a business consulting services agency). LPBC Services is a female-owned business that specializes in business consulting services to help grow and promote your brand through professional business strategies and solutions. Some of my clients come to LPBC Services to help fill a need in their organization or personal brand. Some of the most desired requests often included resources for public relations, marketing, strategic planning, business development strategies, and solutions.

## A LITTLE ABOUT ME

I am a passionate, 25-year seasoned business professional, mother, and serial entrepreneur. I believe in giving back to my community, and my faith is a cornerstone in all I do. I am passionate about helping many local charities and global outreach organizations. I am a visionary and a talented professional who thrives in partnering with dynamic organizations and people around the globe. I have been a Certified Meeting Professional since 2003, published author, and blogger.

## LAUREL PENDLE

As the Founder of LPBC Services, I help organizations shape and share their brand. Many of our clients find they want additional exposure for their business and need key strategies to help grow and promote their brand. Our team provides value and targeted solutions to help fill the gap you may have in your business. I believe people and relationships come first — then, business and financial freedom will follow!

## WHO IS THE TYPICAL CLIENT FOR LPBC?

LPBC Services works with many different types of organizations and personal brands with various budgets and business needs. Some clients come to LPBC Services when they have an immediate gap to fill (a team member may be on maternity or medical leave, or a company has downsized). Often times, clients come to us because they simply do not have the necessary skills or time to grow their business effectively. A growing trend is the need

to save costs by hiring a remote freelancer or an independent consultant to help with ongoing sales and marketing strategic plans and business development initiatives. Many organizations or startups do not have extensive budgets to grow their departments by adding yet another W2 employee ... Overhead, training, compensation, and benefit packages are expensive!

## CAN THE ENTRY LEVEL ENTREPRENEUR AFFORD YOUR SERVICES?

Our “typical” client has a monthly budget to retain business services, and we work to provide solutions to best meet these individual needs and budgets. We value a partnership model approach with REAL solutions that will get them to the next level.

## ARE THERE ANY GEOGRAPHIC OR BUSINESS-SIZE LIMITATIONS TO USING LPBC SERVICES?

The good news is that LPBC Services is not limited to a brick and mortar location. We have the ability to service our customers virtually and provide the necessary resources to help fill the gap. Ultimately, we are here to help shape and share their unique story!



## CONTACT INFO:

 [LAURELPENDLE.COM](http://LAURELPENDLE.COM)  
 [LAUREL@LAURELPENDLE.COM](mailto:LAUREL@LAURELPENDLE.COM)

## CREATIVITY IS WITHIN REACH

A client of ours, John Westman, had been looking for a creative way to deliver a message of love to his wife on her 35th birthday. He'd heard about the idea of a sign behind a small airplane, or spelling it out in a wheat field, or hiring a group of singers to deliver the greeting.

He wanted it to be unique, and he came up with an even more creative way — roses. Roses? Yes, roses. Typically a dozen, but how about 35 roses? Now that's thinking big! But it was the creative way John did it that gave those 35 roses such impact.

She was to pick him up from a Southwest Airlines flight at Love Field in Dallas on his return from a business trip to Phoenix. In the boarding lounge at Sky Harbor Airport in Phoenix, John began asking his fellow passengers — complete strangers — to help him. John was not only creative, but he was also prepared with a great plan. He explained he had bought 35 beautiful red roses and wanted 34 people to each give his wife, Jan, a rose, and wish her a happy birthday. He explained to his helpers how he'd be at the door of the jet as they deplaned, and would give them each a rose as they left, so no one had to hold it during the flight.

He showed them a photo of Jan so the first few passengers off the plane could correctly identify her, and, of course, once she had two or three roses, the rest would know exactly who she was. Sure enough, 34 passengers agreed to help, and the Southwest Airlines flight attendant, after hearing about his plan, made frequent announcements during the flight, which added even further to the excitement and anticipation!

When they landed at Love Field, Jan was waiting in the boarding area (this was prior to 9-11) for what she expected to be just another warm welcome hug from John and then to head home. But John stood at the exit door on the jetway where she couldn't see him, giving out the roses. As she looked for him to deplane a stranger approached her and said, "Jan?"

"Yes," she smiled, and he handed her a rose and said "Happy Birthday!"

Shocked and speechless, she stared at him, and then the next passenger approached her followed by the third, fourth, fifth and sixth, each saying "Happy Birthday, Jan" and giving her a rose. Soon people in the boarding area began clapping with each rose, and by the 20th rose, Jan was crying tears of joy.

Finally, after everyone had deplaned came John, followed by the Southwest Captain and the flight attendant. And to the delight of a cheering crowd of strangers, John Westman gave Jan the 35th rose, and a big hug and kiss. Do you think Jan Westman ever will forget her 35th birthday at Love Field?

Now that's practical creativity—and one loving husband! Thank you, John, for sharing your application of how you "found out what everyone else was doing — *and didn't do it!*"

—Joel Weldon  
Inspirational Writer of Wisdom



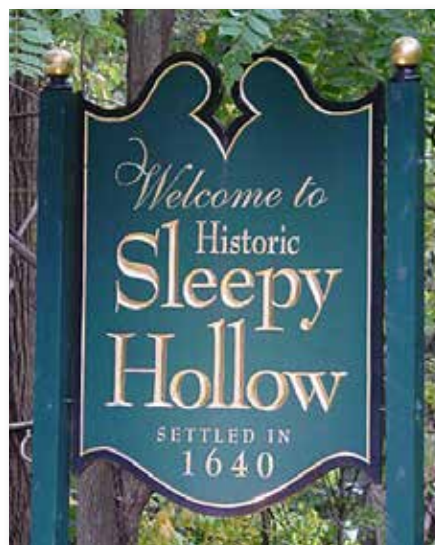
## WHAT REBRANDING LESSONS YOU CAN TAKE AWAY FROM SLEEPY HOLLOW

The real-life town of Sleepy Hollow, NY, formerly known as North Tarrytown, is an excellent example of how to handle your rebranding strategy.

When General Motors closed their Hudson River plant in New York in 1996, the city of North Tarrytown lost more than 4,000 jobs and a significant source of tax revenue. As town locals desperately tried to find a way to reinvigorate their local economy, they looked to Washington Irving's "The Legend of Sleepy Hollow" for inspiration, as the tale is set in the village that would later become North Tarrytown in 1883.

The rebranding strategy transformed the industrial area to a Halloween hotbed for tourists during the fall season. They recognized a unique angle for the demand for their town's services, which is a great way to focus your

rebranding. The town took their name change as an opportunity to highlight some of their best-overlooked tourist attractions like the grave of Washington



Irving himself and the Philipsburg manor. However, a simple name change and a little marketing aren't the only key factors to a successful rebranding campaign.

It's all in the details, which can be as little as font changes or as big as service and product updates. In Sleepy Hollow's case, it was providing Ichabod Ale in the local bars during their fall festivities and painting the headless horseman chasing Ichabod on ambulances, cop cars, and fire engines across the city to reinforce their rebranding strategy.

***If you're considering a rebranding strategy, look into the discussion boards through your AFEUSA membership portal. The discussion boards are a great resource where countless other entrepreneurs can give you their best advice on how to rebrand your business.***