

EBBE group

Expand Business Beyond Expectations

Meeting Minutes- February 19, 2009

- Meeting started: 7:15 am
- Members in attendance: 13
- Guests: none
- Introductions: none
- Speaker: Larry Krainson- "Putting Your Business Together"
- Referrals: 6
- Testimonials: 3

Agenda

1. The meeting was called to order at 7:15 am and the roundtable individual 1 minute commercials were completed.
2. **Larry Krainson of [Computer Care](#)** made a 10 minute presentation called "Putting Your Business Together" which was a quick seminar on useful electronic devices to assist people to make their business run more effectively. Below are some highlights:
 - [Card Scan](#) device priced at ~ \$279
This device can scan business cards and enter them into a database on Blackberry, laptop or other computer device. There is also an online feature that allows for quick retrieval of card image and information via the Internet.
 - [Blackberry](#) by Research in Motion, ~ \$49 - \$100 when purchased as part of wireless phone service, usually costs an extra \$30/month for Internet and other data access
 - Can be used to store card scan data
 - Can be linked to Outlook email information
 - Use Blackberry to keep track of appointments, "to do" lists
 - Use for email. Can be synched to Outlook email.
 - [I-Pod Touch](#) priced ~ \$229 - \$399 (8Gb → 32 Gb, less memory cannot not be upgraded) You can add contacts and synch to laptop or desktop computer. Built-in Wi-Fi so you can access free wireless networks within paying a subscription fee. Using a cheap program ([WiFi Fo Fum](#)) allows user to identify local wireless networks.
 - [Canon SX10IS](#), ~ \$400, 10 megapixel camera with 20X optical zoon, great camera for business and pleasure, good reviews
 - [Computer Care](#) is an authorized reseller of the Card Scan and Canon products. Larry can consult and train in the use of the Ipod Touch/ Itunes and the Blackberry devices.
 - The Computer Care website is: www.wemakehousecalls.biz and the contact phone number for any questions on this presentation is: 413-348-3289.

3. Bill Gilligan reinforced the idea that group members should carry other members business information for possible referral opportunities. Sydney Hirsch volunteered to bring in some small plastic business card holders for members.

The current year objective is for each member to bring one prospective member to a weekly meeting or “after 5 PM” gathering. For the “after 5 PM” functions, the group member should treat the prospective member to a free “drink + dinner” and will be reimbursement by EBBE. Prospective members are treated to a free breakfast if they attend a weekly meeting.

The next “After 5 PM” will be at Bertucci’s in Longmeadow on March 31.

4. The first meeting of every month will forego 1 minute commercials and be replaced with an open round table discussion. The other weekly meetings will have a member presentation (10 minutes + 10 minutes Q/As). Flynt Lincoln is organizing the weekly schedule which is posted on the blog.
5. Sydney Hirsch recommended two good networking books:
[Raving Fans: A Revolutionary Approach to Customer Service](#) by Kenneth Blanchard
[The E-Myth- Why Small Businesses Don't Work and What To Do About It](#) by Michael Gerber
6. Mike McGill suggested that the group consider some meetings at lunchtime to possibly help broaden the participation in the extra networking activities. His favorite lunch spot is J Quincys at the Basketball Hall of Fame
7. EBBE membership dues (\$125) are expected be paid by March 1.
8. Next EBBE meeting is February 26 at 7:15 am.

Submitted by Jim Moran/ 2/19/09

Corrections added on 2/20/09