



Annual Statewide Members' Meeting

The first statewide Annual Members' Meeting for the AICCNC will be held on October 23, 2003. This event is centrally located in Raleigh, North Carolina.

All members are encouraged to attend.

Topics that will be covered:

- Recognition of Members
- Guest Speakers (TBA)
- Planned Activities
- Election of Officers

October 23, 2003
10:00 am - 3:00 pm

9201 Leesville Road
Suite 201
Raleigh, NC 27613

Please RSVP
(919) 510-9696 or
scott@aiccnc.org.
Visit us on the web for
directions. www.aiccnc.org

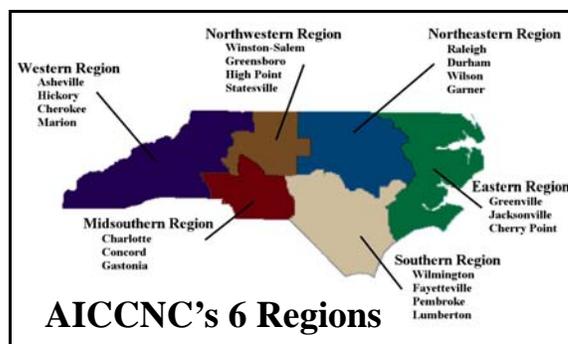
Regional Board Advisors

Four outstanding individuals have been selected to take on the leadership role of Chief Regional Board Advisors. We appreciate their valuable advice and assistance.

Chief Regional Board Advisors provide leadership and direction for each of the six different regions and the Chamber. These individuals help with promoting the Chamber to American Indian entrepreneurs in their area. These advisors also help determine the impediments to business growth that are facing local members. This information ensures that our Education/ Training Seminars are pertinent.

The list of these members that are

donating their expertise and time for other members is in the box below. The six regions are also below.



AICCNC's 6 Regions

Founding Regional Board Advisors

Southern Region

Freda Porter
President & Owner
Porter Environmental
719 Old Main Road
Pembroke, NC 28372
(910) 521-0549

Midsouthern Region

Earl Drigger
President & Owner
Driggers Electric &
Control Co., Inc.
634 Phillip Davis Dr
Charlotte, NC 28217
(704) 527-2811

Western Region

Greg Duff
Program Manager
Cherokee Bottled Water
PO Box 455
Cherokee, NC 28719
(828) 497-1857

Northwestern Region

Bud Hedgepeth
President
Business Cabling, Inc.
3622 Greystone Drive
Winston-Salem, NC
27107
(336) 769-4176

Inside This Issue:

Business Best Practices	2
Training / Education Seminar	3
Business Resources	3
Meet Our Members	3
On This Date	3
Members' Business Cards	4
Becoming an AICCNC Member	4

Special points of interest:

- *Founding Regional Board Advisors*
- *Annual Member Meeting*
- *Customer Relationships*
- *Northeastern Region Seminar*
- *Good Work*

Best Practices: Effectively Cultivating Your Customer Relationships

Elizabeth Sayed wrote this article first appeared on the May 2002 issue of the Small Business Technology Magazine. Free subscriptions are available at www.sbtechnologymagazine.org.

You have just attended a function and met a large number of new potential clients for your small business. You have just obtained a new product and want to inform all your prior clients that have purchased similar products in the past. It's the holidays and you want to send all of your clients greeting cards to ensure that they keep you in mind the following year when in need of your services. What do all of these situations have in common? In each of these situations, you need an efficient and effective means of storing past, present and potential customer information to easily communicate with them. In each of these cases, very common among small businesses, you could have simplified your life and done a much better job by utilizing a Customer Relationship Management (CRM) system.

Customer Relationship Management is a term that is used to describe methodologies, processes, software programs and Internet applications that assist a business manage and optimize customer relationships in an organized fashion. CRM enables a business to identify and target customers for marketing campaigns as well as quality sales opportunities. It focuses on improving customer satisfaction and thus ensures that these customers will continue to support the business. In addition, CRM provides businesses with the information necessary to know their customers, understand their needs, and thereby effectively build relationships with them. For

example, a business might develop a database about its customers that describes relationships in sufficient detail so that marketing, management, and other business groups can access this information and match customer needs with appropriate product plans, service plans or offerings.

What Customer Relationship Management entails varies significantly between businesses. CRM depends on the type of product or service a business provides, the customer base it attracts, the way it operates. For a consulting company, developing a CRM strategy might entail targeting specific clients and informing them of upcoming workshops or classes which would be of interest to them. However, for a construction company, CRM might involve using past customer information to develop a marketing strategy to attract new clients. Having an effective Customer Relationship Management strategy can mean the difference between a one-time customer and a frequently recurring customer.

Integrally linked to developing an effective Customer Relationship Management system is information technology. Information technology allows you to use software and other applications to efficiently track, categorize, and organize customer information. For example, a contact management software like ACT! enables you to historically track customer meetings, calls, and purchases. The program also permits you to create subgroups of individuals based on the specific products or services they purchased. In addition, it allows you to personalize anywhere from one to several thousand emails or letters using mail merge. Thus, you can select a specific group of customers that purchased a product or service and directly email them about a similar

product or service or tell them about a new promotion. The connection that exists between information technology and Customer Relationship Management is key to enabling CRM to be efficient.

Customer Relationship Management Self-Assessment Survey

- Do you currently have a central database in which you store contact information about past, present and potential customers?
- During workshops, seminars, conferences or other networking events, do you collect the contact information of individuals that could potentially become your clients?
- Do you keep track of how you met clients?
- Do you have an easy and efficient means of contacting a large number of clients and potential clients in a personal manner?
- Do you have an efficient way to track the evolution of your relationship with your existing and potential client base?
- Do you periodically touch base with past clients to find out how they are doing and inform them of your new business offerings?

If you answered 'no' to 2 or more of the above questions, you should consider developing a Customer Relationship Management Strategy for your business.

Elizabeth Sayed is a Management Consultant for the Technology Advisory Program. Please contact her at elizabeth@sbdctap.com or (415) 744-6815 with questions, comments, or for more information.

Training / Education Seminar

Northeastern Region

October 8, 2003

6:30 pm - 8:30 pm

9201 Leesville Road, Suite 201

Raleigh, NC 27613

Speaker: April Gonzalez - Economic Development Specialist

Everyone is welcome to attend.

Topics Discussed:

- Small business financing options
- Contracting with the Federal Government
- Mentor Program
- HUBZone

Please RSVP to Scott at: (919) 510-9696 or scott@aiccnc.org

Resources for New & Existing Businesses

Good Work provides participatory business skills and financial education training. Good Work also offers training on economic justice issues, community financial literacy, and culturally appropriate development. The skills training can help entrepreneurs develop, strengthen and expand small businesses. Good Work can also assist nonprofit organizations to become more successful. Good Work offers information sessions for individuals to learn more about their training and ongoing technical assistance to members.

To find out more, visit www.goodwork.org or call (919) 682-8473.

Meet Our Members

Stephen Bomberry

BomCor Associates LTD

(910) 522-1225

email: iroquoischieff@aol.com

Tell us about your company.

“BomCor is a 100% Native American owned management consulting company. Our specialty is Performance Measurement Systems. Performance measurement is the development of a management information system that allows management to identify the efficiency of their organizations operations. We also conduct pro-

gram evaluation studies which lets organizations know to what degree they have achieved their objectives.”

What is your role within the company?

“I am the president. I am a one-person operation; you must do everything- marketing, operations, administration, and the actual fieldwork. On bigger jobs, we do put together matrix project teams.”

What do you enjoy most about your work?

“Every project is with a different organization so there are no

mundane, routine aspects of this job. The travel as well is enjoyable.”

What is the biggest obstacle for companies in your industry?

“My expertise is a very specialized skill so there are not a lot of people that are in my field. Also, the NAIC Codes do not cover what I do.”

How is your organization dealing with this problem?

“We have added 14 extra NAIC Codes that are subcategories of my skill.”

On This Date in History

October 1st

1539: Today, de Soto's expedition reaches the APALACHEE village of Ivitachuco (also called Ibitachuco), in north eastern Florida. The Spanish will set up camp near the village. Throughout the eve-

ning, the Indians will shoot arrows at the Spanish with little effect. The Narvaez Expedition had also visited the village in June 25, 1528, which may somewhat account for the hostile reception de Soto's Expedition will receive.

October 2nd

1685: According to some sources, an agreement is reached today for the DELEWARE Indians to cede some lands to Pennsylvania.



**AMERICAN INDIAN CHAMBER OF
COMMERCE OF NORTH CAROLINA**

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Raleigh, NC 27613-7540

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Fax: 919-510-9668
Email: info@aiccnc.org

We're on the web
www.aiccnc.org

American Indian Member Companies

Your business card can be featured in our next newsletter. Send your card to the AICCNC.

Integrators
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Teresa Ozment
President

BICSI
CORPORATE
MEMBER

P.O. Box 1475 ■ Cary, NC 27512-1475
Tel 919.662.9975 ■ Fax 919.772.5387



BLUE STEEL COMPANY

Ronald Locklear
President

Jeff Locklear
Vice President

Clyde Locklear
Estimator

910-844-9339

Maxton, NC 28364

Becoming an AICCNC Member

If you know of an American Indian that wants to start a new business, contact the AICCNC.

There are three ways to obtain a membership application.

1. Go to the website-
www.aiccnc.org, click on 'Membership Application'
2. Email the Chamber at info@aiccnc.org
3. Call Scott Roberts at the AICCNC office,
(919) 510-9696

We can accept completed membership applications three ways.

1. Email the application to:
info@aiccnc.org.
2. Send via US mail to:
9201 Leesville Road, Suite 220
Raleigh, NC 27613-7540 or
3. Fax the application to (919) 510-9668