

PRESIDENT'S MESSAGE

As I reflect on the past year, I am excited about the many accomplishments of our association and the track we are pursuing to take SHBA to the next level of success. In 2015, we launched a new website, boosted our cyber world rankings, improved our engagement with members and prospective members, provided additional networking opportunities, and developed a partnership with SCORE, a program of the Small Business Administration to deliver business training workshops to support entrepreneurs and small business start-ups.

With traffic numbers steadily increasing in Southern Hills, our area of Shreveport is poised for business growth in 2016. The expansion of Willis-Knighton South, the opening of the Walmart Neighborhood Market, and All Star Lanes co-hosting the Southern Bowling Congress 79th Annual Tournament will help attract new retailers, restaurants and service businesses and lead to existing businesses to expand their operations. The recent growth experienced by neighboring North DeSoto Parish can also be attributed to more businesses giving Southern Hills a second look.

While this sounds promising, it takes all of us working together to ensure a strong economy. One way you can contribute to this is by maintaining your membership in SHBA, which is now even easier for you to do. A new payment system has been implemented and members now have the option to pay membership dues by the month or year online at <http://southernhillsshreveport.org/membership>. Membership dues remain unchanged for 2016 and the options include:

- Business Membership – \$175 per year; \$15 per month
- Individual Membership – \$100 per year; \$9 per month
- Nonprofit Membership – \$100 per year; \$9 per month

It has been a great honor and pleasure for me to serve as your president and I am looking forward to continuing as an active member and leader, and providing my full support to our incoming President Richard Corbett. Thank you so much for making 2015 a great year of progress and one to remember.

--Daniel Lonsberry, SHBA President

MEMBER BENEFITS ADDED TO BRING MORE EXPOSURE TO YOUR BUSINESS

Last month in partnership with Lamar Outdoor, SHBA launched a new program promoting a "Southern Hills Business of the Month" on digital billboards throughout the city and in the Southern Hills area. Look to the sky to see if your business has been dubbed Business of the Month. Permatox Pest Control received this honor in November. Gibbsland Bank & Trust is our December recipient and Barksdale Federal Credit Union will make the boards in January. To qualify you must be a member in good standing of the Southern Hills Business Association at the time of the random drawing held at each board meeting.

New for this month is the creation of a coupon booklet promoting retailers, restaurants and services available in Southern Hills. This opportunity is only available to SHBA Members. Look for more details on how you can participate on Facebook, our website and via email. The booklets will be distributed for the first time in March to convention attendees, new residents and employees working in the Southern Hills area.

Southern Hills Business Association Newsletter December 2015

Upcoming Events SAVE THE DATE

Tuesday, Jan 26–

General Meeting 6p, Dinner 5:30p
SHBA Business Conference Center
Free Admission; Dinner \$10 per person
RSVP 687-7808

Program:
"Business Services of the National Safety Council ArkLaTex Chapter"

Speaker:
Paul Roussel
Industrial Safety Consultant



National Safety Council
ArkLaTex Chapter

Keep up to date on the latest news by visiting our website:



Board of Directors

2015

Daniel Lonsberry, <i>President</i>	<i>Directors:</i>	John Lorick <i>Charter Director</i>
Richard Corbett, VP	Marty Bamburg	Harold Sater <i>Charter Director</i>
Marvin Greer <i>Treasurer</i>	Robert Duvall	Jim Mabus <i>Ex-Officio</i>
John Bowman <i>Past President</i>	Chad James	Keri Elrod <i>Honorary</i>
	Drew Maggio	
	Barbara Riley	
	Chuck Stripling	
	Demetrus Wesley	

2016

Richard Corbett, <i>President</i>	<i>Directors:</i>	John Lorick <i>Charter Director</i>
Daniel Lonsberry, <i>Past President</i>	Dana Bruhnke	Harold Sater <i>Charter Director</i>
Chuck Stripling, <i>Vice President</i>	Robert Duvall	Keri Elrod <i>Honorary</i>
Marvin Greer, <i>Treasurer</i>	Jason Holland	
	Bonnie Lea	
	Drew Maggio	
	Paul Roussel	
	Demetrus Wesley	



Southern Hills Business Association
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SHBA Business Conference Center – a great place for meetings, job fairs and training. For more info call 318.687.7808 or go to the Resources section at www.southernhillsshreveport.org

NEW BUSINESS

- Air Service Between Louis Armstrong New Orleans Airport and Shreveport Regional Airport Now Available via GLO. One-way promotional fare of \$99 for all flights through February 1, 2015. More info @ www.FlyGLO.com



CONVENTIONS/MEETINGS

- March 5 – April 3 (Est. 3000 Attendees) Southern Bowling Congress Inc. 79th Annual Handicap Tournament – All Star Lanes



OUTDOOR FESTIVALS – SAVE THE DATE

- April 30 – Southern Hills Music in the Park

EXPOS/TRADE SHOWS – SAVE THE DATE

- September 27 – Southern Hills Business EXPO & Taste of Southern Hills

Thank you for helping us keep the Hills Alive! Your continued support as a member is greatly appreciated. Don't forget to Like Us on Facebook and share updates about your business.

