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The Ultimate Small Business Community

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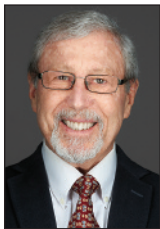
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**Small Business
Resource Association**



THE SBRA COMMUNITY

Successful Entrepreneurs are HUMBLE



**By Gary Seibert, CEO,
Small Business Resource Association**

In talking to a group of High School students about what it takes to be a successful entrepreneur, one of the students asked me if you had to know everything about running a business in order to be successful. The answer, of course, was no but that led into a discussion about creating a team of people that were subject matter experts, in areas of business that you were not, and allowing them to help you build a successful business.

This discussion led me to a story of when I was in college and was asked to be the student director of a three-day Gymnastics workshop that my college was providing to high schools across the state of Pennsylvania. I had 4 months to organize every detail of the event. Every other week I met with the Physical Education Department Head to go over the details of what I had done. She told me that in her 30 years as the department head, she had never met a student that was more detailed with the organizational structure of putting together an event. Of course, that encouragement made me work even harder.

Two weeks prior to the event, which had over 30 high schools and 250 students participating, Dr. Zimmerly called me into her office. She asked me how everything was

going. I replied with a very confident voice, "awesome—everything is set-up and ready to go". She replied "I don't think so".

She then asked me who would be teaching all the students coming to the event and I replied, "all the other physical education major students—my peers". She once again replied "I don't think so". She went on to tell me that although I had done a remarkable job of organizing the structure of the event, I failed to include any of my fellow students in the process, nor did I talk to them about helping with the event itself. I was so consumed in doing a great job myself, that I failed to realize the importance in including others. This event was designed to be a learning experience for many and I took it as an opportunity to display my ability to pull off a huge undertaking.

My peers were not happy with my lack of considering them to be part of the planning process and therefore, they decided to not help me with the event itself.

At that moment, I was speechless, my heart was beating so hard I could hardly breath and all I could say was "what do I do now"? She told me that in two days she was holding a P.E. Majors meeting in the field house and I was the "Guest Speaker".

Two days later, as I walked in the field house and saw 200 of my peers sitting in the bleachers, I was terrified. I had never felt so humiliated in my life. What was I going to say and what were they going to do? Then, the moment of truth surfaced as I opened my mouth

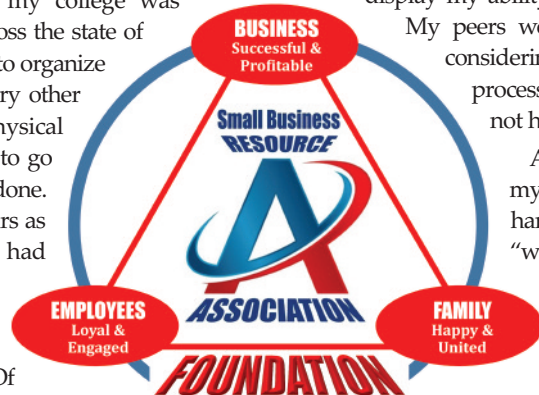
and said "I humbly apologize for my stupidity and selfishness for not including you in all I have been doing for the past three and a half months. I am asking for your forgiveness and understanding that it was not intentional. The gymnastic workshop will not take place without your help—I cannot do it without you". One-by-one they started to clap and stand up and came down out of the bleachers, shook my hand and hugged me. With tears in my eyes, I thanked them.

I truly believe that, everyone in that field house learned two very important lessons that day. 1. The importance of Humility 2. Understanding the difference between your ability to get the job done vs. your ability to influence others to join with you to get the job done. Successful business owners are Good Leaders.

Being HUMBLE is a characteristic that defines a great person. Being HUMBLE means not being proud or arrogant, and not thinking of yourself first or better than others. It can also mean being modest, unassuming, or unpretentious.

Lack of Humility comes from lack of wisdom and can lead to embarrassment, disgrace, arguments and departing friends or employees.

As business owners or managers, we need to be great Leaders, not just great doers. We need to hire and surround ourselves with people equal to or greater than ourselves. We need to get others to do what we want done, because THEY want to be part of it and do it. We must be HUMBLE and support others being successful—there is no "I" in HUMBLE. **SUCCESSFUL ENTREPRENEURS ARE HUMBLE**



SBRA Business Spotlight

Maid to Bee Clean

Maid to Bee Clean is a cutting-edge cleaning service committed to delivering a seamless and eco-friendly experience for busy individuals and families. With a focus on personalized service, the company offers a range of cleaning solutions tailored to clients' needs, all while integrating technology for real-time tracking and convenience. Emphasizing sustainability and efficiency, Maid to Bee Clean ensures a spotless home and peace of mind, leaving every space refreshed and ready for life's moments.

Phone: 484-509-7197 Website: [Maidtobeeclean.com](https://www.maidtobeeclean.com)



Located at 3126 Oley Turnpike Road, Reading, PA 19606



SOCIAL SECURITY DATA BREACH – WHAT CAN YOU DO?



By Anthony Pomponio, Riverfront Federal Credit Union

Recently, it has been reported in the news that millions of social security numbers have been leaked to the dark web. The data breach occurred from a background checking company. If your Social Security number (SSN) has been found on the dark web, it's important to take immediate steps to protect yourself. Here's what you can do:

- 1. Monitor Your Accounts:** Check your bank and credit card statements regularly for any unauthorized transactions.
- 2. Credit Monitoring:** Sign up for a credit monitoring service that alerts you to changes in your credit report.
- 3. Credit Freeze:** Consider placing a credit freeze on your reports with the three major credit bureaus (Equifax, Experian, and TransUnion). This makes it harder for identity thieves to open accounts in your name.
- 4. Fraud Alerts:** Place a fraud alert on your credit reports. This will require creditors to verify your identity before opening new accounts.
- 5. Report Identity Theft:** If you notice any suspicious activity, report it to the Federal Trade Commission (FTC) at

[IdentityTheft.gov](https://www.IdentityTheft.gov). They can guide you through the recovery process.

6. Review Your Credit Reports: Obtain your free credit reports from [AnnualCreditReport.com](https://www.AnnualCreditReport.com) and review them for any unauthorized accounts or inquiries.

7. Update Passwords: Change passwords for your online accounts, especially financial ones. Use strong, unique passwords and consider enabling two-factor authentication.

8. File Taxes Early: If you suspect your SSN has been compromised, file your taxes as soon as possible to prevent someone from using your SSN to file a fraudulent return.

9. Consider Identity Theft Protection: Look into identity theft protection services that can help monitor your personal information and assist with recovery if needed.

10. Stay Vigilant: Continue monitoring your financial accounts and credit reports regularly for any unusual activity.

Taking these steps can help mitigate the risks associated with your SSN being compromised. If you have any specific concerns, it may be helpful to consult with a professional specializing in identity theft.

Anthony Pomponio, Certified Fraud Examiner, Chief Lending Officer Riverfront Federal Credit Union

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



SBRA EVENTS

Events: Register at <https://www.sbrassociation.com/#EVENTS>

BREAKFAST Referral CLUB
Network. Learn. Connect.

SBRA Breakfast Referral Club

- **Friday, November 1st**
7:30-9:00 a.m. at B2 Bistro in West Reading
- **Friday, November 15th**
7:30-9:00 a.m. at B2 Bistro in West Reading

Tune Up Tuesday Zoom Workshop –

- **Tuesday, November 12th 9:30-10:30 a.m.,**
Customer Service 2.0, presented by Gary Seibert & Chris Pierson of the SBRA

information. sharing. motivating.



WELCOME NEW SBRA MEMBERS

Maid to Bee Clean

Queens' Café

Sitren Skin Therapy

East Coast Sports Academy

Go Fish Seafood

Just B Whole Body and Wellness Coaching

Kinya Ramen

Spartan Capital

WindowHero Northeast Reading

Will Omlor, EOS Implementer