



# The Minutes

Flash Drive

- Congratulations to the graduates of the Goldman Sach's 10,000 Small Business Program
- The Boardroom is looking for Interns. Please contact us at 610-803-3684

David Harris (Harris Insurance Services) and Mary Beth Bogan (The Bogan Law Group) were today's board members.

We discussed various insurance policies that should be on the radar of business owners.

Mr. Harris explained the importance of having buy/sell and key man insurance. Oversight in this area can lead to a business demise due to forced liquidation.

We touched on several issues concerning the placement and maintenance of property and casualty insurance, and what you should expect from your insurance agent.

When board member, Mary Beth Bogan joined the discussion, she

shared her belief that attorneys should proactively assist owners in the design of their commercial policies. By doing so, they could reduce their client's exposure from the onset.

In addition to protecting your company should a lawsuit arise, Mary Beth explained that your attorney should actively monitor your policy against company growth. A company's insurance needs changes as they acquire more inventory, buildings and lines of business, etc.

We encourage you to reach out to Harris Insurance Services and The Bogan Law Group for your insurance and legal protection.



Host/Creator  
**Russell L. Dinkins II**



## Upcoming Meetings

<b>The Bogan Law Firm</b>	4/21
<b>Global Leadership</b>	4/28
<b>Always Best Care</b>	5/5
<b>Laura Roane</b>	5/12
<b>Nigro Insurance</b>	5/19
<b>Dr. Naomi Booker</b>	5/26
<b>Dominick Belfiore</b>	6/2

## Addendum

Make sure you tune into "The Chalkboard Show next week!!!

In our first segment, CEO, Dr. Naomi Johnson Booker (Global Leadership Academy) will be on hand on to co-chair our roundtable discussion about school bullying.

We have asked our interns to poll students, teachers and parents to get their opinion on parent/teacher involvement in school conflicts.

Ginger Ragland, Infinity Educational Services will be joining us in the second half of the show.

Mrs. Ragland will describe how her firm partners with schools to strengthen the learning process of students.

Talk to us live:

610-664-4100



## Monthly Mission Statement

The Boardroom Meeting Talk Show  
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*“Don’t let your ego get too close to your position, so if your position gets shot down, your ego doesn’t go with it” — Colin Powell*



**Where business is done in real time.**

### The Bottom Line

One of the most critical things in business is to identify the person who can tell your story.

From the moment you complete your business plan, you have entered the sales arena, whether you know it or not.

Your business model has to be sold to the bank or private investors. Prospective strategic partners have to be wowed by your presentation. If your senior management have not bought into your management style or mission statement, you have lost before have even began.

The question is, “Are you the one to tell that story?”

I would argue that thousands of businesses suffer due to the owner, visionary or architect of the business inability to answer that very question.

Salespeople have an innate ability to weave their sales agenda seamlessly within a conversational exchange. They know when to apply pressure and when to give line. Their demeanor is always engaging like a candidate running for office. They control the dialogue without seeming pushy or obnoxious. And through a series of verbal maneuvers that can be traced back to basic elements of psychology, they position the prospect to the critical close

point. And when those few precious seconds to close presents itself, they ask for the sale.

The question is, “Can you do this?” If you cannot, like most people in this world, you need to find someone who can. The future of your business is dependent upon the one who can tell your story and close the deal in real time.

—*Russell Dinkins*

