



THE CITY SALESMEN'S CLUB

SELEGRAM



Meeting Date: October 10, 2023
Location: Hoover Country Club
Presiding: C.D. Denson
Prayer, Pledge & Creed: Matt Gray – My Logo Source

GUESTS (HOSTS): Adam West, ServPro (Danny Raymond); Matthew Kidd, Heights Title & Closing (Howard Whatley)

APPROVAL OF LAST WEEK'S MINUTES: Approved as submitted.

THANK YOU'S: Started by Lieutenant Colonel Howard Whatley

- MEMBER HEALTH REPORT:**
- Brian Lindsey was in a car wreck and is recovering.
 - Mike Seals is having bypass surgery this Thursday, October 12th.
 - Joseph Habshey is having surgery Monday, October 16th.

ATTENDANCE REPORT: 48 Active. 2 Associates. 2 Retired. 2 Guests. **54 Total.**

SECRETARY'S REPORT: No report.

TREASURER'S REPORT: No report.

SOCIAL REPORT: No report.

MEMBERSHIP REPORT: Bring prospective members to meetings and "buy their lunch".

- PRESIDENT'S REPORT:**
- CSC golf tournament will take place on October 30th at Highland Park Golf Club. All team slots are full, but there are a handful of openings for single golfers. See Alex Lott for more information.
 - All team information needs to be communicated to Alex by Tuesday, October 17th.
 - Ted Springer & Tommy DeRamus will present a special "History of the Club" program on Tuesday, October 24th.

PROGRAM: Daniel Gallegly – Attractional Marketing
Daniel has been married to Ann for 11 years. They have 3 boys, ages 7, 4 & 3. Cody Burns was his club sponsor. It was Cody's persistence that finally convinced Daniel to visit, and ultimately join, in 2015. His advice to new members is to find ways to get involved by volunteering as a greeter, leading the PPC, joining a roundtable, going to socials, etc. Attractional Marketing's main function is to manage your marketing, so you don't have to do it on your own. Some of their services are website management, SEO, reviews, online advertising, direct mail, social media repeat and referral marketing, graphic design, etc. "Attractional" is the idea of drawing customer to you, increasing intent vs. outreach. Attractional Marketing's office is on Hwy. 280 in the Lee Branch area. Advantages to using Attractional Marketing are it's local, its staff is responsive, and it provides marketing expertise (lead generation for businesses). An ideal prospect values marketing, has a budget (approximately \$500 or more/mo.), but don't want to do it themselves. Basically, they want outside guidance. Verticals that traditionally are a good fit are home services (i.e. roofing, HVAC) and medical (i.e. dentists, chiropractors).

SERGEANT AT ARMS: Howard Whatley reminded us to uphold a certain level of decorum. Modest fines were imposed.

- GREETERS & PRIZES:**
- Joseph Habshey (The Filling Station) – won by Frank Taylor & John Wolsoncroft (Joseph brought 2 prizes)
 - Frank Taylor (The Printing Place) – won by Ernie Daw

JACKPOT: \$19 – Won by Gus Hogue

MEETING ADJOURNED: 12:55 PM **NEXT MEETING:** October 17, 2023 **SPEAKER:** Kyle Kimsey – Red Diamond Coffee & Tea

2023 - 2024 OFFICERS

President _____ Joe Daniel
First Vice-President _____ CD Denson
Second Vice President _____ Alex Lott
Secretary _____ John Wolsoncroft
Treasurer _____ Dean Ledbetter



BOARD OF DIRECTORS

Daniel Gallegly Keith Keller
Cody Burns Jim Kline
Wes Cline Howard Whatley
Dick Coffee Gary Sheffer