

A Monthly Newsletter

Happy Easter 

April 2019

GMDM CHARITY GOLF TOURNAMENT

THURSDAY, MAY 30, 2019 GREENSBORO COUNTRY CLUB

Be A Volunteer!



The annual GMDM Charity Classic Golf Tournament is scheduled for **Thursday, May 30 at the Greensboro Country Club, Irving Park Course**. If you would like to volunteer, please email Pam Olson at polson@pennybyrn.org or call 336-821-6507. Arrival time for volunteers is 7 a.m. Volunteer opportunities include: hanging signs, registering, selling raffle tickets, collecting money, handing out items and directing players where to go.

FOR YOUR INFORMATION

ABOUT THE PROGRAM

"Dear Clueless" – A Daughter's Journey Through Alzheimer's Disease

ABOUT THE SPEAKER

SANDRA SAVELL, author, will tell her story of a decade of caregiving, covering important information about dementia, what to do, and much more.



Sandra "Sandi" Savell

UPCOMING COMMUNITY SERVICE DRIVES FOR 2019

MARK YOUR CALENDARS NOW!

CLOTHING DRIVE
May 15, 2019
 For the Women's Resource Center



TEACHER SCHOOL SUPPLY DRIVE
August 21, 2019
 Supplies go to Guilford Education Alliance



HOLIDAY TOY DRIVE
November 20, 2019
 Toys go to The Salvation Army



BE A SPONSOR!

SPONSORSHIP OPPORTUNITIES

TEE MARKER – \$100

SIGNAGE AT ASSIGNED HOLE – \$150

ACTIVITY SPONSOR – \$300

Closest to Pin – need 4 sponsors
 Longest Drive – need 1 sponsor
 Straightest Drive – need 1 sponsor
 Putting Contest – need 1 sponsor

Contact Bruce Barton at bruce.barton@conehealth.com

NEXT MEETING

RESERVATIONS ARE REQUIRED

Date and Time:

Wednesday, April 17, 2019
 11:45–1:00 p.m.

Buffet line opens at 11:30 a.m.

Meeting Place:

Starmount Forest Country Club

Program:

"Dear Clueless"
 A Story About Caregiving

Speaker:

Sandra Savell, author

Cost: \$20.00 for a guest



MESSAGE FROM THE PRESIDENT

Jamie Alston

HAPPY SPRING! Finally, an end to winter and, hopefully, the abundance of wet weather we have had. Spring is one of the most exciting times of the year. The colors of the flowers and trees are at their most vibrant, and the chirping of the birds is almost a musical each morning. The health goals that were a New Year’s resolution may finally begin to take form as we can spend more time outdoors exploring, walking through the park or going for a hike.

Spring is also the symbol for a fresh start. Some of us will de-clutter our closets or begin our “spring cleaning.” Others may find they are ready for a fresh start on a larger scale, such as starting a new career or furthering their education. It’s important to remember, before we tackle any new project, to have a game plan. What will I do with all these clothes from my closet or the extra household items I find while cleaning? How will starting over in a new career or beginning a semester at school be the most beneficial for me and my family?

I think I can help you with a couple of those questions! In May, GMDM will host our annual clothing drive, so save all your closet goodies until then. I can assure you they will go to a great cause, and many young men and women will appreciate your kindness. If your interest is in starting a new career, put a little sparkle into your resume and submit it to Teresa Rakestraw at ta.rakestraw@wendoverobgyn.com. Teresa is the chair of our Resume Resources Committee and will share your information with other GMDM members who are looking to fill positions in their offices.

Whatever fresh start you are looking forward to this Spring, I hope you will pursue it with organization and excitement!

Jamie

GETTING TO KNOW YOU – ASSOCIATE MEMBER



NAME AND PRESENT POSITION:

BILL STRICKLAND, CCIM, is a Commercial Broker/Realtor® with Brown Investment Properties., Inc.

GMDM COMMITTEES:

I originally joined as an active member in 1995. I’ve been an associate member and on the Communications Committee since 2007. I recruit members for the Getting To Know You column of the monthly GMDM newsletter. Please contact me if you like free advertising in our newsletter!

CLUBS/ORGANIZATIONS OUTSIDE GMDM:

I am a member of the Greensboro Regional Realtors® Association, the North Carolina Association of Realtors® and the National Association of Realtors®. I am a CCIM (Certified Commercial Investment Member) designee. I am also a member and elder at First Presbyterian Church in Greensboro and am involved in various community-focused activities in Greensboro, including several nonprofit boards. I also am past president of the Western Guilford High School PTSO. I have served on the boards of the Greensboro Regional Realtors® Association and the Realtors® Commercial Alliance. I am a past member of the City of Greensboro Board of Adjustment.

EDUCATION: BS and MBA, Elon University.

HOMETOWN/FAMILY: Born and raised in Rocky Mount, NC. Married 30 years to Libby. Two daughters: Sara Kathryn and Carrie.

ONE OF THE THINGS I’VE LEARNED THROUGH GMDM:

Life is short – try not to stress over things you can’t control, and love your family and friends.

I WOULD LIKE PEOPLE TO REMEMBER ME AS:

A person who lives his life and practices commercial real estate by the “Golden Rule.”

WAYS TO RELAX: Walking, listening to music, cooking, surf fishing, golf, spending time with family and friends.

FAVORITE FOOD(S): Traditional Southern fare is best, but most all food is good!

FAVORITE TRAVEL SPOT: Holden Beach, NC.

FAVORITE MUSIC: Classic Rock ‘n’ Roll.

COMMENTS ABOUT GMDM: Great organization, great people, great friends!

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Danny Rudisill, President

MISSION STATEMENT

GMDM is the premier professional organization for medical and dental practices in Guilford County, dedicated to providing timely educational programs, strong networking support and personal growth opportunities. Join. Connect. Grow.

OUR SPOTLIGHT THIS MONTH

IS ON:



BROWN INVESTMENT PROPERTIES
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Brown Investment Properties, Inc., has been around since the 1940s and is now one of the largest commercial real estate firms in the area. Brown is a full-service commercial real estate company, offering quality products and services for a fair profit in development, management and brokerage. The company is committed to honesty, fairness and professionalism in its relationships with clients, tenants, employees and the general public.

Contact Bill at 369-5974 or bstrickland@bipinc.com to discuss how he can help you save money.



Ask The Lawyer

Have a question about the law?
Send your questions to KSchaede@
ConnorsMorgan.com

Q: What is defamation?

A: This is a statement made to a third party that seems like a fact, but is untrue. It would hurt someone's reputation. Many times, we think something is defamatory, but it does not fit these two criteria. In a legal sense, a defamation victim must prove there was actual economic damage.

When it comes to employment, there is a risk of being accused of defamation if a supervisor or someone in management talks about an employee and why they were terminated. This can also happen if Human Resources gives a bad reference to a prospective employer if, for whatever reason, it is not completely accurate.

If defamation occurs in written form, it is called libel. If it is oral, then it is slander.

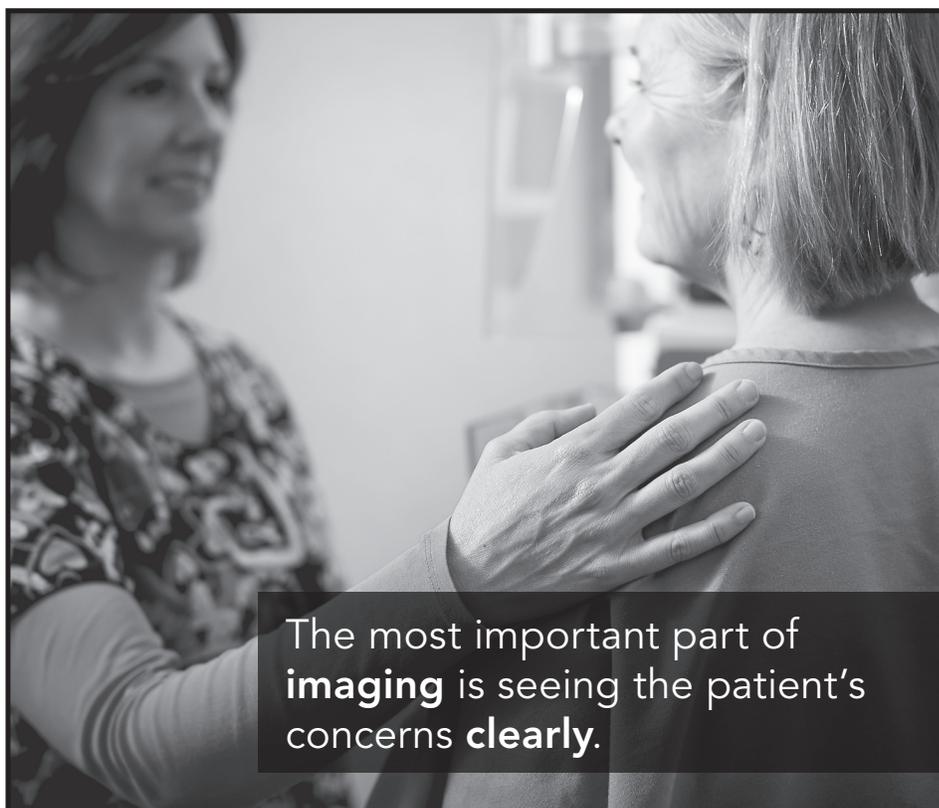
Truth is always a defense to a defamation claim, and an opinion is not defamatory. The problem is you must prove both of these. This can become costly and often can result in a public relations nightmare. Therefore, most companies give a neutral reference.

This article is for informational purposes only and not for the purpose of providing legal advice. You should contact your attorney to obtain advice with respect to any particular issue or problem. The information contained in this article does not create an attorney-client relationship between Connors Morgan PLLC and the reader.

NEWSLETTER SURVEY RESULTS

Last month we polled GMDM members to get your thoughts on our monthly newsletter. We asked you some very specific questions, and you did not hold back! It was exciting to see how much our newsletter is appreciated. Below are the survey results. For those who would prefer to read the newsletter online, we will begin emailing a newsletter link to all members monthly. The newsletter is posted at www.gmdm.org.

- Do you receive the monthly newsletter?
 Yes 93% No 7%
- How often do you read the monthly newsletter?
 Every month 79% Most months 7% Occasionally 7% Never 7%
- How would you like your future newsletters to be delivered?
 Electronically, through email with a link to an online PDF version 50%
 Standard Mail, current delivery 50%
 I don't wish to receive the newsletter (leave name below) 0%
- Do you read the monthly E-Couragement and Ask the Lawyer articles?
 Yes 79% No 21%
- Do you read the Getting to Know You section?
 Yes 89% No 11%
- Do you participate in the Puzzler?
 Yes 64% No 21% Sometimes: 15%



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LOYALTY HAPPENS AFTER THE SALE

Everyone expects good service *before* they buy.

That's why the most effective time to differentiate your customer experience is *after* the sale.

Boost your marketing strategy with a few low-to-no cost initiatives aimed at retaining the same customers you worked so hard to acquire:

- Demonstrate gratitude with a check-in call or personal thank you note.
- Provide interesting or helpful information that will empower your customers to maximize their investment or purchase.
- Resolve questions, problems or complaints with as much urgency as you did before the sale.

Reassure your customers that they made the right decision to spend their money with you.

Instead of inflicting buyer's remorse, instill customer loyalty.



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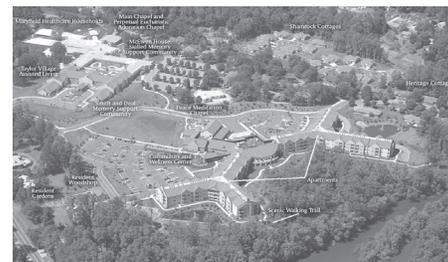
The campus-style community offers:

- Independent living apartments and cottages
- Assisted living, memory support
- Healthcare households
- Transitional short-term rehab

All of the care services are available to all area residents, not just existing residents of the community. The intimate environment, picturesque mature neighborhood setting and rich tradition of the sponsors, the Sisters of the Poor Servants of the Mother of God, blend to create a lifestyle rich in choice and personal fulfillment.

Pennybyrn is represented in GMDM by Pamela Olson, transitional services coordinator, Pennybyrn Transitional Rehab.

Aerial view of Pennybyrn campus



THE PUZZLER ???

Where is Adam's Apple located?



1. Look for the answer in one of the ads.
2. Identify the answer and the ad in which the answer appears.
3. Email the answer and name the ad in which the answer appears to Shay Rumsey at shayrumsey@northstate.net



SOCIAL ENGINEERING – THE NEW HACK

Bob Ring,
Marketing Manager



Social engineering: “The use of deception to manipulate individuals into divulging confidential or personal information that may be used for fraudulent purposes.”

Medical practices are currently the No. 1 target for ransomware attacks because attackers know the practices have to pay the ransom or they will lose access to patient records.

Ninety percent of system intrusions are not caused by hacking. They occur because employees are tricked into opening malicious links or giving out credentials to access the system.

Example: I received the following e-mail yesterday:

Progress draft for your review. Citrix Attachments

Expires March 12, 2019

01_Letter_Rialto.docx Front Cover_Rialto.docx

DownloadAttachments

Nicole Agnone, uses Citrix Files to share documents securely.

Thank you,

Nicole

I don't know the sender, so I didn't open the attachment. But what if the sender had been the president of my company? E-mail spoofing (displaying a fraudulent e-mail address) is a popular method of tricking people into opening malware.

When you are unsure about opening an email or an attachment, here are some steps you can take. If you hover your mouse over a link, it will display the URL. In the case of my email, it was <https://yftr8iouu.pl/fsdfs/dhgsssd/>, obviously not a valid URL. A safe way to check the validity of suspicious links instead of clicking on them is to type the address directly into your browser search bar.

The Golden Rule: If **anything** in an e-mail looks suspicious, check with the sender before opening.

NEW COLUMN BEGINNING WITH THIS ISSUE

The article on this page is a new column we are introducing to give our members the opportunity to share helpful information relating to their practice/company.

For example, you can submit an article on a topic related to your business or about a service you offer as long as it is not a promotion for that service.

Read the article on this page that Bob Ring submitted and you'll get the idea. We will use your photo, your name and position, and your company logo with the article.

The article should be approximately 200-225 words and should be submitted to Shay Rumsey at shayrumsey@northstate.net.

Get busy, plan your article, and email it to Shay by the 15th of the month. First come, first served.



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