

---

## April 22 Tuesday Lead Share Minutes on Dementia

---

**From** Stephanie Teague <stephanieanteague@gmail.com>

**Date** Tue 4/22/2025 11:38 AM

**To** AT&T <stephanieanteague@gmail.com>

**Cc** Noah Portugal NJP Accounting <noah@njpaccounting.com>; Benjamin Musser <benjamin@fauquierchamber.org>; Becky Miller Real Estate Lead Share Piedmont Fine Properties <becky@pfp.email>; Paul Klinger Tuesday Lead Share Chamber Of Commerce <paul.klinger@uvacreditunion.org>; John Frazer & Mary Brown & Bigelow <jfrazer1@netzero.net>; Caitlin Adkins <hello@spacesorganizedstyled.com>; Thomas Nicolai <drtnicolai@gmail.com>; Fatima Attai <fatimazflowers@gmail.com>; Jan Sutton Sutton Insurance <jsuttoninsurance@aol.com>; Judd Walls Constant Water <jwalls@constantwater.com>; Laurie Bersack & Joe IBDJ <lbersack@hotmail.com>; Lisa Berkema Piedmont Dispute Resolution Center <cjp.pdrc@gmail.com>; Scott Bricker Lead Share <bricker@orcada.com>; Erin Lead Share Prospect Equine <erin@countrysidetitle.com>; Alec Burnett <alec@fauquierchamber.org>; Dennis Reitz Golden Rule Builders <dennis@goldenrulebuilders.com>; russ@luxcando.com <russ@luxcando.com>; ddonovan@bowmangaskins.com <ddonovan@bowmangaskins.com>

### Announcements and Updates

- Dennis Donovan was absent, but is expected to arrive later.
- The accountant submitted a report indicating the money is still there.
- Members should inform Dennis about leads they provide or receive to ensure accountability.

### Upcoming Events

- Business Networking at Harry's at Airle from 11:30 AM to 1:00 PM.
- Valor Awards are happening tomorrow.
- Coffee and Commerce on Friday, April 25, at Dunkin Donuts from 8 AM to 9 AM.
- Young Professionals Council First Friday luncheon on May 2nd at Vinnie's Italian Grill in Bealeton from noon to 1:00 PM.
- Oakview National Bank grand opening and ribbon cutting on Thursday, May 8th, before 37, replacing the monthly after five event.

### Business Networking Lunch

- There are 19 attendees, including new and prospective members.
- Members can log in to the member information center to see who is registered.
- The Valor Awards will be the largest event in four and a half years, with 175 attendees and 29 tables.

### Silver Branch Update

- Silver Branch is not yet up and running due to extensive fire damage.
- Brewing operations were centralized and moved to Rockville, Maryland.
- Other breweries and wineries in Culpeper are carrying Silver Branch beers.

### Introductions

- Jan suggested improving introductions but is traveling.

- The suggestion was to introduce the person to the left.
- The plan is to review tips for introductions or elevator speeches, then introduce themselves.
- Brandon Neal, CEO and founder of Collective Technologies, Inc., introduced himself and his company's platforms, including Local Outing and Collective Auto.

## **Introduction**

- The speaker offers to teach how to make more money in the digital realm.
- Attendees are encouraged to eat and mingle before an exercise.

## **Resources**

- Copies of resources are distributed.
- The speaker admits to researching, not plagiarizing, an elevator speech.
- The best advice found was "don't actually do it in an elevator."

## **Elevator Speeches**

- The speaker mentions a past Sunday school lesson on crafting an elevator testimony.
- Some attendees are not business owners but represent the Walker community or non-profits.

## **Group Discussion**

- New members may feel that the group assumes everyone knows them and what they do.
- The speaker references a previous presentation where someone asked what the presenter did.

## **Strong Hook Exercise**

- The speaker "borrowed" ideas from the internet and found them relatable to the group.
- Step one is to pick something that gets people excited to hear from you.
- Attendees will go around and give an example of something relatable in their business.

## **Examples of Strong Hooks**

- Relate to the recipient: Mention a shared connection or experience to build rapport.
  - Example: "Becky, you and I are both connected to the housing industry."
- Start with a question:
  - Example: "Are you happy with how much you're paying for your home?" (Revised to: "Do you know somebody who's not happy?")
- Offer a surprising statistic or fact:
  - Example: "A conditioned crawl space can increase your home energy by 15%."
- Propose a problem:
  - Example: Clutter can cause people to panic and struggle to get things done.
- Use a quote:
  - Example: "Conflict is normal, but conflict doesn't need to be destructive."

## **Establishing Credibility and Value**

- After the "strong hook," the next step is establishing credibility and value.
- Clearly state your name and position.
  - Example: "I'm a scout breaker with the Arcata Media Group. We do marketing, branding and design."
  - Another Example: "I am the president."
- Provide a brief description of your business.
  - Example: "We provide promotional products."

- Provide potable water throughout a home or small business for any water out condition they might experience. Whether it's storms, broken water mains, floods, hurricanes, ice storms.

## Call to Action & [FCTStage.org](http://FCTStage.org)

- The speaker notes a weakness in the group is the call to action.
- [FCTStage.org](http://FCTStage.org): Volunteer for free tickets to shows.
  - Faulkier Community Theater has been around for 46 years.

## [Localouting.com](http://Localouting.com)

- [localouting.com](http://localouting.com): A platform for businesses to showcase experiences, classes, tours, and events.
  - Speaker says, "If you don't see an experience, a class, a tour, or an event that your business is putting on, you're falling behind."
  - For \$30 a month, businesses can earn equity in the platform.
- The platform is still in beta.
  - The technology is designed to build your website on the same platform.
  - The speaker can teach people how to make more money with their business using the platform, Instagram, or Facebook.

## BEMER

- BEMER is a medical device that improves blood flow.
- Two weeks free to try it.

## Introductions

- Becky Miller with Piedmont Fine Properties: "The average homeowner has a hundred times more net worth than a renter."
  - Looking to meet with local financial planners and estate attorneys.
- Dennis Reitz of Golden Rule Builders: Remodels kitchens, focusing on how families function in their kitchen.
- Paul Klinger with UVA Community Credit Union Mortgages: Many people don't know where to start when it comes to buying a home.
  - The credit union teaches people how to buy a house.
- Russ Nagle with Lux Foundation Solution: Offers free inspections on residential or commercial properties.
  - Focuses on crawl spaces, basements, and structural issues.
- Kelsey May is an assistant organizer with Spaces Organized and Styled, a residential organizing service.
  - They organize any area of the home and also do digital organizing.
  - They work with clients to make sure that they have healthier organizing habits in the future.
  - Website: [spacesorganizedinstitute.com](http://spacesorganizedinstitute.com)
- Piedmont Peace Center helps people navigate conflict in their life through mediation services (courts or privately).
  - They facilitate conversations with organizations, schools, and individuals.
  - They have a program called Chats, which connects humans and tells stories.
  - Connection is the cornerstone of building trust in the community.
- Scott Bricker with Orcata Media Group helps you tell your story (brand, business, event, product line).
  - They figure out where you are, where you want to be, and help you get there.
  - Contact: [orcada.com](http://orcada.com)
- John Fraser with Brown and Bigelow helps establish a budget and what kind of items to leave behind to make people remember what you are trying to accomplish.
  - They work within your budget, the number of items that you need, and your market area.
- Judson Walls is the founder and CEO of Constant Water.
  - Constant Water Systems are battery-powered whole house emergency water systems that provide a source of potable water throughout your home for any water out event.

- Website: [constantwater.com](http://constantwater.com)
- Erin Bannister is with Countryside, Title and Escrow.
  - She is looking for people who are thinking about buying houses or refinancing.
  - She has a lot of first-time home buyers that need extra hand-holding.
- Laurie Bursack represents Faulkier Community Theater.
  - Jersey Boys opens on Friday night.
  - They have three summer camps for kids 8 to 18.
  - Website: [FCTStage.org](http://FCTStage.org)
  - Free seats for anyone who comes and volunteers.
- Brandon Neal is the CEO of Collective Technologies.
  - He helps improve your business from a digital perspective.
  - He asks, "If you're not making revenue while you're sleeping, you're missing out a huge opportunity."
- Stephanie Teague is with Bemer, a medical device from Europe.
  - It works with blood flow, improving your blood flow.
  - Eight minutes in the morning and eight minutes in the evening can help with aches and pains, giving you more stamina and energy.

## **Rambling and Practice**

- The speaker admits to rambling during their first Culpepper speech.
- The speaker notes that "the more you do it, the better it gets as well" and that getting out of practice can hinder performance.

## **Referrals and Value Proposition**

- The speaker hopes that the group can get "really good about who we are, what we do, our value proposition" so that referrals become natural.
- The speaker wants members to understand each other's businesses to facilitate easy referrals.

## **Roster and Industry Needs**

- The speaker brought cards to put in the box and requests everyone else's cards to create a physical roster in addition to the website listing.
- Members are asked to come next week with three industries they would like to see in the group to help their businesses.
- The goal is to "divide and conquer" to find and invite potential members from those industries.
- The speaker emphasizes that this is a chance to be selfish and focus on industries that would best serve each member.

## **Element Messages and Business Cards**

- One attendee mentions that their office had a retreat but didn't get to element messages.
- The attendee will bring the idea back to their executive director.
- Business cards are collected to create a roster that can be easily carried and consulted for referrals.

**S  
t  
e**

**p  
h  
a  
n  
i  
e**

**T  
e  
a  
g  
u  
e**

**I  
n  
d  
e  
p  
e  
n  
d  
e  
n  
t**

**B  
E  
M  
E  
R**

**D  
i  
s  
t  
r  
i  
b  
u  
t  
o  
r**

O  
r  
g  
a  
n  
i  
z  
a  
t  
i  
o  
n  
a  
l  
M  
a  
n  
a  
g  
e  
r

5  
4  
0  
-  
9  
3  
1  
-  
4  
8  
5  
4

s  
t  
e  
p  
h  
a  
n  
i  
e  
.

t  
e  
a  
g  
u  
e  
@  
b  
e  
m  
e  
r  
m  
a  
i  
l  
.  
c  
o  
m  
S  
t  
e  
p  
h  
a  
n  
i  
e  
-  
T  
e  
a  
g  
u  
e  
.  
b  
e  
m  
e  
r  
g  
r  
o  
u

p  
.  
c  
o  
m

W  
H  
Y  
I  
S

B  
L  
O  
O  
D  
F  
L  
O  
W

S  
O

I  
M  
P  
O  
R  
T  
A  
N  
T  
?  
L  
i  
f  
e  
.  
b  
e  
m  
e  
r

g  
r  
o  
u  
p  
.  
c  
o  
m

H  
o  
w  
d  
o  
e  
s

B  
E  
M  
E  
R  
w  
o  
r  
k  
?  
L  
i  
f  
e  
.  
b  
e  
m  
e  
r  
g  
r  
o  
u  
p  
.  
c  
o

m  
/  
s  
c  
i  
e  
n  
c  
e

L  
e  
a  
r  
n  
M  
O  
R  
E

a  
b  
o  
u  
t  
o  
u  
r  
V  
e  
t  
e  
r  
i  
n  
a  
r  
i  
a  
n

E  
q  
u  
e  
s

t  
r  
i  
a  
n

A  
p  
p  
l  
i  
c  
a  
t  
i  
o  
n  
:  
L  
i  
f  
e  
·  
b  
e  
m  
e  
r  
g  
r  
o  
u  
p  
·  
c  
o  
m  
/  
e  
q  
u  
i  
n  
e

