

Inside

STEVE'S UPDATE

Page 1

JOIN A PROFESSIONAL ASSOCIATION AND
SEE YOUR BUSINESS GROW

Page 2

2 COLLEGE RECRUITMENT TACTICS YOU CAN
USE IN YOUR BUSINESS

Page 2

WHAT REALLY HAPPENED THE NIGHT
MARTIANS INVADED NEW JERSEY?

Page 3

REWARDS PROGRAM

Page 3

COULD A LLAMA SAVE US FROM COVID-19?

Page 4

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US POSTAGE
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South Bay Energy



Steve's Update

As I write this month's newsletter, it is the end of August. It is still hot out, and I have been trying to enjoy the summer as best I can. Right now, that is not as easy since we have gone back to work! We called some New Jersey business owners to see if they would be receptive to talking to our reps face to face. They were, so we called back our New Jersey salespeople and a good number of our telemarketing staff. It has only been a couple of weeks, but things seem to be going very well.

In New York, we still are not allowed by law to solicit customers because we are still technically in a state of emergency. This is set to expire on Sept. 20. We will bring back the rest of our staff then. It is great to be back at work and seeing our staff again. In New York, it looks like gyms and movie theaters will be opening soon. It's great to see things getting closer to normal. I guess it will still be a while before things truly get back to normal, but this is helping me feel better mentally by returning to a somewhat normal routine.

We did get hit hard by that tropical storm Isaias. I didn't think it would amount to much. The problem is that my power line to my house runs through my neighbor's tree. That tree cut our power line, and we were out of power for eight days. My whole block had power except for me!

I have brought this issue up to my neighbor previously, but apparently it is not much of an issue for him because *he* has power! This is the second time this has happened. Hopefully by next month, I can report that the offending tree has been removed. The good news is that after Sandy, I had a big generator installed. Although I was out of power from the utility, I still had electricity from my generator!

Otherwise, I have been spending my time teaching my 16-year-old twins how to drive. It has been a little over a month, and we haven't had any accidents, and I haven't had a heart attack! Today I think we will tackle on-ramps and exits! That's my son Jimmy next to the



car, getting ready for another lesson. The vegetable garden is still producing, but the storm did some damage. I think it will bounce back though. My Yankees right now look terrible — too many injuries, so the season doesn't look very good right now. For my peace of mind, I will be taking a Yankee hiatus! Hopefully by the time you read this, they will be preparing for the playoffs, and everybody is back, healthy, and ready to play ball.

- Steve Mellis

Could a Llama Save Us From COVID-19?

MEET WINTER, A 4-LEGGED HERO OF VACCINE RESEARCH

Throughout the COVID-19 pandemic, people have turned to their four-legged friends for help and comfort. In Nebraska, an 11-year-old girl and her pony, Peanut, cheered up nursing home residents through their windows this spring, while in Pennsylvania, an award-winning golden retriever named Jackson starred in videos that kept thousands laughing. Pets like these have given the national mood a boost, but another four-legged critter deserves just as much recognition. Her name is Winter, and she's the 4-year-old llama whose antibodies could help us beat the coronavirus.

At this point, you're probably thinking, "Llamas? Really? What will these scientists think up next?" But in fact, Winter wasn't an outside-of-the-box discovery during the COVID-19 vaccine scramble. Llamas have been helping scientists battle viruses for years. That's because, along with her fuzzy brown coat and long eyelashes, Winter has a unique virus treatment hidden in her blood: llama antibodies.

According to The New York Times, Winter has participated in past studies for both SARS and MERS — diseases also caused by coronaviruses — and her antibodies fought off both infections. Llamas have also helped out with research for HIV and influenza.

It turns out llama antibodies are smaller than the ones found in humans, which makes it easier for them to wiggle into the tiny pockets in virus-carrying proteins. This superpower gives them the ability to "neutralize" viruses, including COVID-19. Studies are now showing that using these llama antibodies in humans could potentially keep coronaviruses from entering human cells as well.

At least two separate llama studies have shown the effectiveness of these antibodies on coronavirus infections. This summer, a team of researchers from the U.K. discovered that llama antibodies "have the potential to be used in a similar way to convalescent serum, effectively stopping progression of the virus in patients who are ill" when given to those patients in a transfusion. They also suggested that a cocktail of llama and human antibodies could be even more successful at temporarily blocking the virus.

Studies of the latter are in the works, and scientists around the world have their fingers crossed for success. In the meantime, Winter will continue peacefully grazing in Belgium, unaware that she just might play a role in saving the world.



You're Not Alone

Learn and Grow With a Professional Association

Business is competitive by nature. If competitors didn't push our favorite brands to be better, they may not even exist. Our technology options would be limited without Apple's ingenuity. Shipping options would be limited without UPS or FedEx. And access to our favorite athletic gear would be more limited if no one was pushing the top brands like Nike to innovate. Competition fuels our greatest inventions, but behind every great leader or business is a core network of like-minded people and innovators supporting them.

Professional associations connect business leaders to fellow innovators in their industry without competition from local rivals. These organizations offer many benefits and little risk to business leaders looking to grow. If you haven't yet joined a professional association, these three benefits just might get you to change your mind.

EDUCATION AND RESOURCES

Google is great for a quick answer, but when you need to learn something more nuanced, a simple internet search won't cut it. Professional associations offer tailored, more in-depth help and resources like industry-specific training and webinars, how-to guides, and coaching. From peer advice and education to scholarly studies and reviews, associations act as a library of information for your industry.

NETWORKING AND MENTORSHIP

Why reinvent the wheel when you can adapt it with a mentor? Associations connect you to leaders who have stood where you are standing and succeeded. You can learn a lot from their failures, wisdom, and guidance. You can also connect with peers in your position and bounce ideas off of them. You won't have to worry about competitors "stealing" your processes, and

you have an honest, go-to support team to help you refine them before presenting them to your team.

PERSONAL DEVELOPMENT AND GROWTH

A business is only as good as the leader managing it, and all business leaders have room for improvement. An association can give you the tools to get there. And as you continue to learn, you'll discover personal and professional areas that can be further refined. This personal development only makes you and your business stronger.

Are you still not convinced you should join an association? Think of it this way: Your competitors could be growing through their involvement in an association while you remain stagnant. Push forward and connect with your peers today.



ORSON WELLES RECOUNTS 'THE WAR OF THE WORLDS'

On the evening of Oct. 30, 1938, an eloquent voice graced the airwaves in New Jersey:

"We now know in the early years of the 20th century, this world was being watched closely by intelligences greater than man's, and yet as mortal as his own. We now know as human beings busied themselves about their various concerns, they were scrutinized and studied, perhaps almost as narrowly as a man with a microscope might scrutinize the transient creatures that swarm and multiply in a drop of water ..."

And so began Orson Welles' classic radio broadcast, a retelling of H.G. Wells' "The War of the Worlds." Peppered in the retelling were fictional news bulletins informing the public of an alien invasion. Martians had arrived in New Jersey!

Some listeners, who had missed the fact that this was a retelling of "The War of the Worlds," assumed the news bulletins were the real thing. Frenzied, they called local police, newspapers, and radio stations hoping for more information about the invasion. What were they supposed to do?

Higher-ups at the CBS radio studio where Welles delivered the live reading called and told him he needed to stop and remind listeners that this was a work of fiction. The panic, it seemed, was growing as the Martians "approached" New York. A little later that night, police showed up at the studio with the intent of shutting the whole thing down.

The next day, the story broke across the country — newspapers reported on mass hysteria and stories poured out that the nation had erupted in panic. However, as we now know, the extent of the panic was exaggerated. In fact, the program didn't even have very many listeners that night, and most who had tuned in were aware they were listening to a radio play rather than a news broadcast.

American University media historian W. Joseph Campbell, who researched the broadcast in the 2000s, found that while there had been some panic, most listeners simply enjoyed the show. It turns out the person who was the most frightened was Welles himself who thought his career had come to an end.

THE OL' COLLEGE TRY

How University Recruitment Tactics Can Get You More Customers

The COVID-19 pandemic has changed how we do a lot of things, but few institutions have been as shaken by this global event as education. When it comes to college recruitment, universities have had to become creative with their sales techniques for prospective students — and it's paying off. Here are two pivots universities have made and how you can cash in on the action, according to the American Marketing Association (AMA).

COLLEGE TOURS

Students typically lead tours throughout the hallowed halls of the university and end with presentations, Q&A sessions, and conversations with experts. Since having to convert to online tours, universities have been able to target a wider demographic. More students can tune into a live tour without having to travel, and administrators and professors who may not have had time

for previous tours can offer their expertise with prerecorded presentations.

You Try It: Part of landing a sale is connecting with your prospective clients. What better way to do that than introducing what you have to offer in a virtual tour? Create a video of your team walking clients through your process step by step and introduce the prospective clients to your team. People do business with people they like, and when you showcase your culture on video, clients will feel that connection, even if they can't be there in person.

DIRECT MAIL CAMPAIGNS

With more people at home and school platforms converting to the digital sphere, universities have a greater opportunity to directly target students. In the past, mailers would typically hit the junk pile at parents'

homes. However, universities are using this opportunity to improve the design of their materials and mail out more appealing brochures and other packets they'd typically hand out on campus.

You Try It: Mail has become more important than ever, but you need to stand out in a direct mail campaign. Play with the design of your typical mailers and consider adapting your e-newsletter to a print one. As Texas A&M's director of social media Krista Berend explained in a June 2020 AMA article, "Our world is dominated by screens." Engaging with your clients through the mail that goes directly to their homes — without targeted ads drowning out your message — is a much more intimate way to grab their attention.

You can learn other recruitment tactics at AMA.org.

Word Search



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|-----------|---------|
| APPLES | OPAL |
| CALENDULA | POPCORN |
| CANDY | SCARY |
| HALLOWEEN | SCREAM |
| HORROR | TREAT |
| MASKS | TRICK |

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