



## AICCNC Attends IBM Spring Into Community

On Tuesday, April 26 IBM held their annual "Spring into Community" fair.

The AICCNC was invited to be a vendor at this event. We were given the opportunity to meet with IBM employees so that we could tell them more about AICCNC's services and volunteer opportunities.

This was the second year

for the "Spring into Community" fair. Both years it has been a success for employees and the non-profits who exhibited there.

The "Spring into Community" fair was an opportunity for the AICCNC to recruit volunteers for our Intra-Member Counseling Service.

We were able to recruit employees with

backgrounds in marketing, software, IT security, IT technology, hardware, and programming.

IBM has always been a big supporter of the AICCNC. We appreciate their assistance of local community organizations.



## AICCNC Attends North Carolina Business Cherry Point Expo



**MARINES**  
THE FEW. THE PROUD.

The AICCNC attended the Cherry Point Expo on Thursday, April 7. The event was open to all North Carolina businesses that wanted the opportunity to sell goods and services to the

military. Government credit card holders, military buyers, contracting officers, and other decision makers from Cherry Point were in attendance.

This event gave the AICCNC the opportunity to learn more about do-

ing business with the military.

Events like these are very beneficial for small businesses. The military is a large potential client for many AICCNC members. We are fortunate to have so many military bases in one area.

## Organizations That Assist American Indian Firms

Native American Business Alliance (NABA)  
<http://www.native-american-bus.org/>

National Center for American Indian Enterprise Development (NCAIED)  
<http://www.ncaied.org/>

National Indian Business Association (NIBA)  
<http://www.nibanetwork.org/>

United Indian Development Association (UIDA)  
<http://www.uida.org/mission.html>

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### Special points of interest:

- *AICCNC attends several community events.*
- *Trade Show Behavior- Do's and Don'ts*
- *SBA Seminars*

# Best Practices: Trade Show Etiquette

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Give yourself enough time to set up the booth before the show begins. Setting up a booth carefully takes time. Be sure you allot enough time to finish before the clients arrive. Boxes blocking aisles keep clients from visiting booths. Even if you are not in the aisles, setting up a display while the show is open distracts clients and can potentially hurt someone.

Too many negative happenings can make enemies of your fellow exhibitors, or even get you banned from a show. By getting along with others, you can sometimes make important contacts and better yet, friends for life! To ensure that you present a professional, approachable image, review the following rules of trade show booth etiquette, body language, and popular mistakes.

## BOOTH ETIQUETTE

**While in the booth, do NOT:**

**Eat, Drink, or Smoke** - These activities ward off the press and potential customers.

**Sit down.** - Sitting down makes it look as though you are not interested in talking. However, if your booth has bar-stool-height chairs behind a draped table then, because of the higher seat, you are at the same eye level as people passing the booth. Acceptance of stools is increasing since the public is sympathetic

to the effects of standing on a hard floor for long periods.

**Have idle chatter with other booth personnel.** -The sight of two people in conversation looks like a meeting. No one will interrupt a meeting.

**Do not disrupt other exhibitors or visitors.** - Disruptions such as loud music or announcements, shining lights at other trade show exhibit booths, using laser pointers across aisles and the like are annoying. If you engage in disruptive behaviors, attendees will perceive you and our company not as professionals, but as people to avoid.

## BODY LANGUAGE

Many books have been written about body language; here are the most important points to remember, from a trade show perspective:

**Talk to the person,** not to a piece of equipment or charts that you are presenting. Maintain eye contact with the attendee and avoid getting "caught up" with the demonstration or presentation.

**Raise your voice appropriately** or you might be drowned out by other people near the booth or other sounds of the show.

**Present an open posture.** Folded arms and crossed legs are a message that you're not very open and will keep prospects from approaching your

booth. To create intimacy and trust, let your arms hang at your sides and position your feet about six to eight inches apart.

**Do have and use some kind of breath freshener!**

## MISTAKES

Some of the most common mistakes made by booth staffers are:

**Weak opening lines.** The best "hooks" are open-ended questions that keep the conversation going. Avoid yes-and-no openers such as "May I help you?" What's next if the answer is "no"?

**Turning on the "pitch" too soon.** There's nothing prospects hate more than pushy booth staffers. Give them a minute to warm up to you before you start sizing them up for a potential sale.

**Poor body language.** Stand up straight toward the edge of the booth with your hands at your side. Look alert and ready to serve.

**Writing off prospects too soon.** Don't just read badges; talk to booth visitors to find out what they want. Badges don't always tell the whole story. Also, do not dismiss prospects just because their current buying conditions aren't right. Their situation could change and you want them to think of your company first when this

## FREE SBA Seminar via Phone & Web!

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## Meet Our Members

Dale Nichols  
**Plumbing & Pipe  
Technologies**

919-461-0111

341 Kilmayne Drive  
Suite 201

Cary, NC 27512

[drainmasters@earthlink.net](mailto:drainmasters@earthlink.net)

### Company

Plumbing and Pipe Technologies

### Tell us about your company.

A complete plumbing company that focuses on commercial installation and repair. Specialized pipe cleaning, video inspection, and leak locating.

### What is your role within the

### company?

General Manager and  
Licensed Plumber

### What do you enjoy most about your work?

Solving plumbing problems.

We are taking submissions from members to be in the next "Meet Our Members" section of *The Red Wolf*. Please contact the AICCNC (919) 510-9696 to be in an upcoming issue.

### Name

Dale Nichols

## On This Date in History

June 1st

1868: After the "long walk" to the Bosque Redondo Reservation in New Mexico, the NAVAJOs suffered from the poor conditions on the reservation, and from homesickness for their old lands. After numerous visits from Washington representatives, General Sherman visited the NAVAJO. They again asked

to go back to their old lands.

They promised to keep the peace and the old treaties. Sherman talked listened to them. With a new treaty in hand, Sherman says he will let them go, if they sign, and obey. The NAVAJOs agree, even though they will lose some of their land as a part of the new agreement. On this date, Bar-

boncito, Armijo, Delgadito, Herrero Grande, Manuelito, and others sign the new treaty. 1934: A legal definition of "Indian" is made today.

June 2nd

1924: If they were not already based on treaty provisions, all American Indians become U.S. citizens today.



**AMERICAN INDIAN CHAMBER OF  
COMMERCE OF NORTH CAROLINA**

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Raleigh, NC 27613-7540**

**We're on the web  
[www.aiccnc.org](http://www.aiccnc.org)**

**Phone: 919-510-9696  
Fax: 919-510-9668  
Email: [info@aiccnc.org](mailto:info@aiccnc.org)**

## American Indian Member Companies



*Native Clans Casket Company*  
*Beautiful Wood Caskets for People and Pets*  
828-497-5115      407 Wolfstown Road      Showroom open  
Cherokee, NC 28719      M-F 10am-5pm  
Harvey Dooley      Bruce Martin      Nancy Martin  
Construction      General Manager      Upholstery  
[www.nativeclanscasket.com](http://www.nativeclanscasket.com)



Lumberton Truck Driving Academy  
Hearl Oxendine  
Director  
1-866-832-3744  
PHONE: 910-735-0033      FAX: 910-735-0510  
Cell: 910-734-6563  
EMAIL: [lumbe267@bellsouth.net](mailto:lumbe267@bellsouth.net)

## Becoming an AICCNC Member

If you know of an American Indian that wants to start a new business, contact the AICCNC.

There are three ways to obtain a membership application.

1. Go to the website- [www.aiccnc.org](http://www.aiccnc.org), click on 'Membership Information'
2. Email the Chamber at [info@aiccnc.org](mailto:info@aiccnc.org)
3. Call Scott Roberts at the AICCNC office, (919) 510-9696

We can accept completed membership applications three ways.

1. Send via US mail to:  
9201 Leesville Road, Suite 220  
Raleigh, NC 27613-7540 or
2. Fax the application to (919) 510-9668
3. Email the application to:  
[info@aiccnc.org](mailto:info@aiccnc.org)