



Each of Us In Our Own Way

I realize that each of us is responding in our own unique way to this universal enemy we so tamely call “the virus”.

Some enjoy the home time, even though we pretend not to. Some are angry that things have not yet “opened up”, some violently so. Some are simply taking things in stride, hoping, and believing things will be better in the future.

I fall in the latter category...for now. My not-for-profit business was put on hold, temporarily, as we sorted out how to best continue “at a distance” writing about our visits with “small, entrepreneurial, and innovative businesses” in the Catawba Valley – some of which closed, never opened, stayed partially open – but *ALL* concerned about the future of their business.

However, my faith in small businesses (our **GFB** focal point) makes me certain of the need to keep *GFB Connect, Inc.* “in the game”.

Hence this *first* offering of **GFB NOW**. A short and readable email, **GFB NOW** will address a few issues or points of interests about the small, entrepreneurial and innovative businesses in the Catawba Valley, and, boy, do we have a lot of those – and they need our support now.

How We Can Help - Now:

So, how best to support our businesses in this “in-between” time?

- When they fully open...BUY
- If they partially open...BUY and pick up
- If they remain closed...send a message of best wishes and “we miss you”

If you know the business owner, manager or employee, and you decide to contact them, don’t resort to the typical “so, how are you doing?”. Instead, show sincere interest and support saying, for example, “I just wanted you to know we can’t wait till you re-open so we can come and shop!”; “How can I best help you?”; or simply, “Your customers are thinking of you and wish you the very best”.

Personalize your interest and message of support.

(For a more insightful article about this interesting approach, check out “10 Much Better Questions to Ask Than ‘How Are You Doing’” by

my favorite journal writer, Jeff Hayden).

Be well, do good, keep yourself and others safe, and enjoy the changes!

Tony Jackson, Managing Director, [GFB Connect, Inc.](#)

What's Next From GFB:

Watch your inbox later this month for a new edition of [GFB Monthly](#);

You will enjoy, learn and, we think, benefit yourself and your company by reading:

- A “THINK” piece by **Dr. Garrett Hinshaw, President of Catawba Valley Community College**. A personally felt article about the sudden, unexpected and unprecedented changes that await our educational systems in the post-virus world. Really insightful, thought-provoking...and even a bit scary.
- An insightful and refreshing article by **Scott Millar, Executive Director of the Catawba County Economic Development Corporation**. More than an update of economic development, Scott reinforces that Catawba County is undeterred by the recent crisis in its ever-present role of building the economic base of the county. A really good piece.
- Another helpful, even humorous, and challenging article by **Dr. Brian Jackson, Associate Professor at Pacific University of Oregon**, the latest in his monthly-appearing piece on Technology Tips & Taboos. This month provides much needed suggestions for how to be productive working from home.
- And much more...

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