



# gfb CONNECT good for business.

# monthly

Catawba Valley's Unique Business Journal – *“Our Businesses, Our People”*

**MAY 2020**

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Visit our website @ [www.gfbconnect.com](http://www.gfbconnect.com)



## Welcome Back...To Us

In the March issue of GFB Monthly, I began with the importance of the word, “Welcome”. After a one-month sabbatical during the early crunch of the evil virus and all the confusion surrounding it, we offer ourselves a Welcome Back message. Honestly, we were so impressed and honored by so many of you who contacted us saying you missed us during April. We assured all we would be back and never meant to leave...not unlike so many of our “on hiatus” small, entrepreneurial and innovative businesses who are now at the forefront of the “recovery”, we hope.

As always, our mission is to support business and economic development in the Catawba Valley with a narrow focus on small, entrepreneurial and innovative businesses and the people who make them successful.

So, this late May issue continues to offer insight (our **LEARN** category by EDC President Scott Millar), viewpoints (our **THINK** category by Dr. Garrett Hinshaw) and contributions (see **READ** in which Dr. Wayne Powell weighs in on his recommendation of a good read). Dr. Brian Jackson continues his highly regarded series “**Technology Tips and Taboos**” under the **IMPROVE** category, this issue offering tips for “Working From Home”...timely, huh?

And others. Be **SURE** to read the **APPLAUD** category. So many accolades to send out...and **MANY** more to come as we honor local heroes, champion survivor businesses, and celebrate initiatives.

So, **WELCOME BACK**, GFB Connect, Inc. **THANK YOU**, we all, editors, publishers and writers, say in return. We appreciate your patronage, suggestions, ideas and critiques.

Pass on your thoughts and acknowledgement of GFB Connect, Inc. to friends, relatives and even the chance meetings. Encourage them to visit our website ([www.gfbconnect.com](http://www.gfbconnect.com)) to sign up, for free, to receive both the GFB Monthly and the GFB NOW. We now have over 6,000 subscribers in the Catawba Valley.

In the June issues we will be accepting our first local advertisers. We need them. Their tastefully done and non-intrusive (to your reading pleasure – no pop-ups, no moving ads, all done with class) ads will keep you alert to valuable services and products to continue our upward growth in the area.

Thank you! – AGAIN

Tony Jackson, GFB Connect, Inc. Managing Director

## THINK



### **No More, “The Way We Used to Do It!”**

*by Garrett Hinshaw*

After 30 years in higher education administration, it is evident that I could have never prepared enough to deal with the rapid change and the complexity that evolved in all educational sectors and the world as a result of the COVID-19 Pandemic. Within two short weeks the world around us was changing and the challenge of leading a college through this change seemed “almost” impossible. I changed... our students changed... our faculty and staff changed... and our normal day to day practices, that we all were accustomed to and took for granted, disappeared.

[Click to read more...](#)

## LEARN



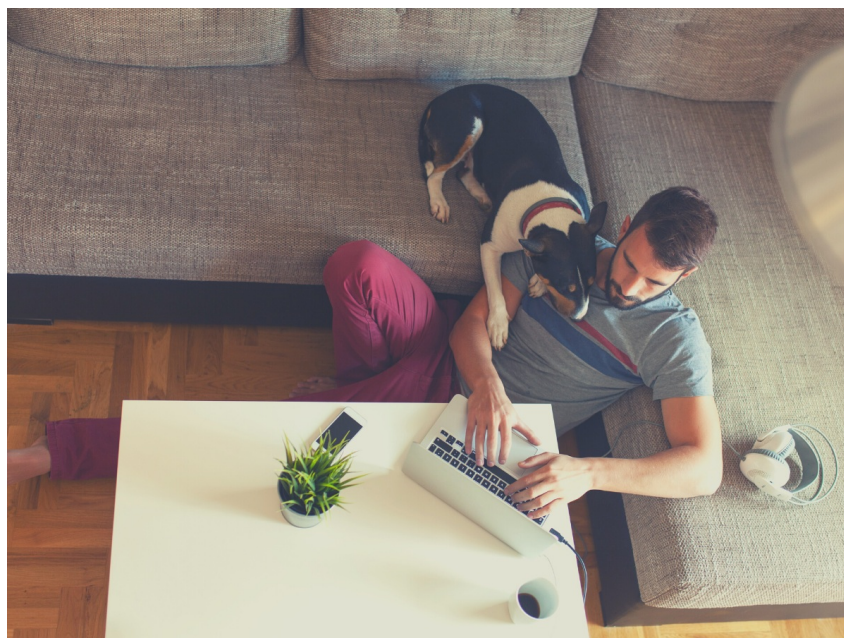
## Taking Bets on Catawba County - A Good Move

by Scott Millar

There is no doubt that our “New World” will be different than our old world in many ways, but, to slightly paraphrase Warren Buffet’s bullishness on America, I’d say “Don’t count out Catawba”.

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## IMPROVE



## Technology: Tips & Taboos - Working from Home

by Brian Jackson

You were suddenly expected to perform similar work functions in a less-than-ideal work environment...your home. For some, this is an easy transition...but for others, this requires a major change in operations. And, unfortunately for many...the need to work from home may not subside anytime soon (if at all).

[Click to read more...](#)



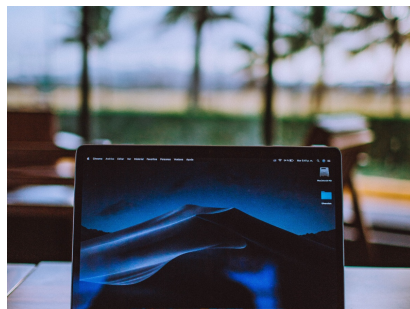
## Smart Work, Regardless of Where Work Is to be Done

by Tony Jackson

Confession Time: O.K., I admit it, though I hope this short piece will be of help to you as you do whatever you do, it is really written as a “self-help” piece...for ME. So why are we placing this article under the LEAD category? Because we are all the sole leader of ourselves, right?

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## MORE



### The Old Habit of Homeworking

As Freddy Mercury (Queen) so eloquently inquired... Is this the real life? Is this just fantasy?

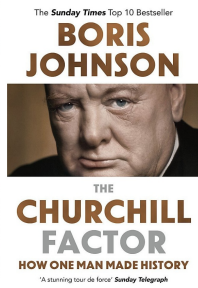
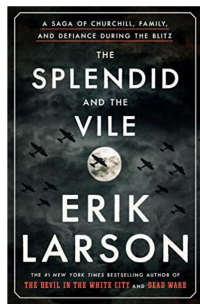
[read more](#)



### Hands Together, Thumbs Up, Congrats!

To all the small, innovative and entrepreneurial businesses, whether you are staying the course, new to the market or re-opening in some form....

[read more](#)



## What We Are Reading

“Reading is to the mind what exercise is to the body” - Richard Steele

[read more](#)

## Just Enjoy.

I came across a list of “68 Bits of Unsolicited Advice” by a 68-year old founder, writer, editor of Wired magazine, Kevin Kelly.

[read more](#)

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