

Sasse Alumni Association Inc

"An Alumna Association of the Ex-Students
of St. Joseph's College, Sasse-Cameroon"
A 501(c)3 Charitable Organization



SOBA AMERICA

Press Release No 012- 2019/2020/05

SOBA AMERICA LAUNCHES BUSINESS DIRECTORY FOR SOBAN AND SOBANESE OWNED BUSINESSES

May 26, 2020

Fellow SOBANS,

On May 24, 2020, during SOBA America's first ever Virtual National Convention, the Fote Administration launched its White Page Project – A business directory of SOBAN and SOBANESE owned businesses. This directory was launch with fifteen businesses within eleven industries owned by SOBANS and SOBANESE. Some of the featured businesses include, but are not limited to, VSI Energy in the Energy Sector, Nobert Financial Service group in the Financial sector, John Creek House Call Providers in the Health and Wellness Sector, just to name a few. Logo, brief business descriptions and contact information are highlighted for each featured business.

This business directory will be updated annually with the goal of helping SOBANS and SOBANESE reach thousands of potential new clients. The 2019-2020 edition was an electronic edition only due to the COVID-19 pandemic which led to cancellation of our national convention. Subsequent editions will have both print and electronic versions. The directory will be widely distributed to reach as many people as possible. This initiative aligns with the Fote's Administrations goal to Celebrate Each Other and in keeping with the SOBAN spirit of being our brother's keeper. This can only be effectively achieved if SOBANS are aware of SOBAN and SOBANESE owned businesses and the services they offer.

SOBANS and SOBANESE who own businesses are called upon and encouraged to send their business information to be included in our SOBA America Business Directory at no cost. Even though there are over 100 SOBAN and SOBANESE owned businesses, responses to multiple calls for submissions was lukewarm. Vice-President Ngassa who chaired the project noted *“we need to keep the ball rolling and move forward with publication. That will hopefully trigger more SOBANS and SOBANESE to see the value of this opportunity and submit their business information.”* You can submit your information via email to info@sobamerica.org with the topic Re: Business Directory. Email should include their name, phone number and address. The following business information should also be included – business name, phone number, physical address, email address (if available), website and a brief description of the business in one or two paragraphs. They can also send a logo file.

This directory will be widely distributed in all our social media forums and on our website. SOBANS will be encouraged to patronize these businesses. The administration will also work with the businesses to explore possibility of SOBA America membership discounts for registered members who have an active SOBA America membership card.

SOBANLY

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