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# Networking ewba

EAST WICHITA BUSINESS ASSOCIATION...  
"DOING BUSINESS WITH MEMBER BUSINESSES"



## The President's Note

A great time was had by all at Casino Night last Sunday. Thanks to everyone who attended and helped raise money for our charities. A huge thank you to the Casino committee—you did an outstanding job!

Talk about the dog days of summer-it has been so hot outside that just walking from your car to your office is a tough job. Fall will soon be upon us and we will get some relief from the heat. I guess it is just another summer in Kansas.

It is also the time of year we will be slating members to be on the board of directors. If you have a desire to be on the EWBA board please let one of your current board members know. Fresh ideas are always welcome to aid in the success of the East Wichita Business Association, so please consider nominating yourself or someone you feel would benefit the group.

In September we will send around a sign-up sheet for board nominees, and then in November we will vote on them. The new board members will be announced at our Christmas party.

See you on the 28th.

*Polly Peters, President EWBA  
Central Plains Advisors, Inc*

## Mission Statement:

*The East Wichita Business Association is organized for the purpose of developing and growing the small business sector in the East Wichita area by advancing commercial, industrial, and civic interest.*

*The purpose shall include but not be limited to:*

- A. Providing professional resources and networking to small business professionals within the east Wichita area.*
- B. Supporting the East Wichita Business Association sponsored charities elected by the association annually.*
- C. Increasing crime awareness and civic responsibility within the organization.*

## 2007 EWBA Schedule

### August 28<sup>th</sup> Meeting

Speaker: Kathleen Harris  
City of Wichita: Career Development  
Topic: How Work Study Can Benefit You  
Member Business Brief: Etiquette Execs

### September 25<sup>th</sup> Meeting

Speaker: Judge Bill Wooley  
Organization:  
Sedgwick County State Court  
Member Business Brief: Get A Move On

### October

EWBA Networking Social

### October 23<sup>rd</sup> Meeting

Member Business Brief:  
Momentum Marketing & Design

### November 27<sup>th</sup> Meeting

Member Business Brief: Tiempos

### December Holiday Party

## General Membership Meetings

Monthly General Membership Meetings are held at Scotch & Sirloin Restaurant on East Kellogg. Please use the west entrance, the doors open at 11:30 a.m. for networking, meeting starts at 12:00 noon. Meetings are on the 4<sup>th</sup> Tuesday of every month. Guests are always welcome to attend two meetings before joining!

## TEST YOUR BUSINESS ETIQUETTE KNOWLEDGE

Contributed By Lucinda Blackburn, Etiquette Execs

How much do you know about business etiquette? Test your knowledge by answering the following questions:

1. If you are hosting an out of town business guest are you responsible for providing them with maps to and from your office if they are driving themselves?
2. Should you be kind and offer to pay for lunch if you are not the host?
3. Should you correct a co-worker's vocabulary or grammar to save them embarrassment later on?
4. If someone gives you their business card, should you read it immediately?
5. Do you believe networking, for the sole purpose of making sales for your, is an accepted practice?

Answers:

1. Yes, you should provide directions. If guests are staying at a hotel with no rental car, you should confirm other transportation to your office.
2. No, the guest should not offer to pay. The host always pays for the meal.
3. No, never correct other people's vocabulary or grammar. You are only embarrassing them and yourself by doing so.
4. Yes, taking the care to read a business card immediately shows that you feel the person and their information is important to you.
5. Networking for the sake of sales alone is not an acceptable practice and is frowned upon. Although sales might be a result occasionally, building positive relationships is the primary reason for networking and can help provide you with life long success. Knowing the right thing to do in a variety of situations can make an enormous difference in how you are perceived by the people you encounter. A professional doesn't just happen; they learn the guidelines of business etiquette and then practice them in a variety of settings.

There is no monkey business in business etiquette!

## Member Announcements

### Eagle Valley Raptor Center Builds New Eagle Center

After the work of two hard working boy scouts, Donations from very generous supporters of our Center, we finally are close to the final stages of our Eagle Exhibit. We are going to let kids give them a bath with the hose when on a tour. Thanks everyone for helping us achieve our dream of helping us help these amazing birds and teaching the community about them.

### CEO Space Features Paul Pfiefer

Date: Thursday August 30, 2007

Time: Doors open 6:30pm, Event begins 7:00pm Central Time

Venue: Wichita Airport Hilton

Address: 2098 Airport Road Wichita, KS 67209

Event Website: <http://www.ceospaceworld.com>

RSVP Contact Phone/email: Kathy Hadley at 316-990-0210 or [admin@ceospaceworld.com](mailto:admin@ceospaceworld.com)

Event Description

You are invited to come to the Wichita Airport Hilton, Thursday Aug. 9th to meet Paul Pfiefer from CEO Space. This is a great opportunity to get some complimentary business coaching to advance your dream and to network with other business people. There is no fee to attend.

E-mail your announcement by the 10<sup>th</sup> of the month to [thegirls@momentummarketingdesign.com](mailto:thegirls@momentummarketingdesign.com).

## 2007 Menu

August  
San Diego Chicken

September  
Hamburger & Fries

October  
Hot Beef Sandwich

November  
BBQ Beef Sandwich

Meals are \$10 each and are payable to EWBA. Please order and pay for your own meals should you have any special dietary needs. Special orders will be taken by the waitress after all regular meals have been served.

## EWBA CHARITIES & Raffle Reminder

### This Months Raffle: Backpack Luggage

Donated by:

*The Alheimers Association*

Receive a **free raffle ticket** with any donation to the Salvation Army & Wichita Children's Home! This month these organizations are in need of the following items:

### Salvation Army:

Any Pantry Item & Deodorant

### Wichita Children's Home:

Diapers & Formula  
School Supplies

Promote your business!

Promote a cause!

Call Tanya at 316-264-2545

# EWBA MEMBER PROFILE

## Reidel Studio

Contributed by B.D. Tharp, Scribble Freelance Writing

Although Riedel Studio has only been officially open since February 1, 2007, Julia Riedel has over eighteen years of graphic arts, design, photography, marketing and writing experience to support it. A two-time Addy Award winner for Channel 12 she has also been awarded for creative excellence and was one of the chosen artists for Aging the BTK Serial Killer for the Wichita Police Department.

This native Wichitan has utilized her talents to support a diverse group of industries: including but not limited to technology, retail furniture, banking, restaurants, aircraft, non-profit, and real estate. "My goal is to provide creative advertising solutions for the customer's needs," Julia said. With a BFA in Graphic Design and over 200 additional hours of college, she has the expertise to advise, as well as create a project from concept to final product. One of her clients, Art Tighe, Cessna Aircraft, stated, "She puts a high focus on the overall quality and paid particular attention to the detail of the graphics, layout and articles."

An award winning artist and photographer, Julia uses her creative eye to photograph weddings, portraits, and pets. She's an avid volunteer when help is needed as evidenced by her recent sojourn to Greensburg with Johnny and Jessica, two of her five children. "We helped people retrieve their personal belongings like dishes, quilts and even one woman's Bible, from the mud and debris." She also organized some of the other young volunteers who came to help, but were overwhelmed by the magnitude of the destruction.

Julia has helped many local non-profit organizations like the Eagle Valley Raptor Center, Guadalupe Clinic, Cerebral Palsy Ranch, and St. Anthony's Homeless Prevention program. "I love working with people. Helping others from the heart pays you back one hundred times over," she said.

“ “I love working with people. Helping others from the heart pays you back one hundred times over,” ”

This single mother is a new member of the East Wichita Business Association, one of the first of two Kansas facilitators for Powerful You for Women (powerfuleyou.com), West Wichita Women's Association, and Business Networking International. How does she do it all? "When someone needs a

lending hand, it just happens," Julia said.

Her children range in age from 29 to 6 and she's obviously very proud. Her oldest son, Rudy, recently returned from Iraq and is now the Pittsburg City Commissioner. John is becoming a psychologist. Her daughter Jessica is becoming a nurse. Jackie wants to be a doctor, and Jimmy James (the youngest) is very funny. "I have five beautiful kids, and four beautiful grandchildren," she said.

One of her goals is to grow her business so she can have employees and take a vacation on an island somewhere. That is a goal we can probably all relate to.

## New Members

Please welcome the following businesses who have applied for membership:

### St. Raphael Home Care – Julie Songer

Members can contact the board directly to express any legitimate concerns about the above listed companies joining EWBA within 30 days.

Welcome New Members:

### Isagenix – Patty Lewis

We welcome all new members to our group, we are not an exclusive group so we welcome friendly competition! If you know of a business that would like to join, please invite them as a guest. Guests are allowed to visit twice before joining.

## 2007 Board of Directors

### President

Polly Peters  
Central Plains Advisors  
(316) 682-5148  
ppeters@centralplainsadvisors.com

### Vice President

#### Social Committee Chair

Tanya Aziz  
Momentum Marketing & Design  
(316) 836-2136  
tanya@momentummarketingdesign.com

### Secretary

Bonnie Sue Hultgren  
J.P. Weigand  
(316) 207-6033  
bhultgren@weigand.com

### Treasurer

Mike Farmer  
Puthoff & Farmer, CPA's, PA  
(316) 262-5056  
mfarmer@pfcpa.net

### Fund-raising/Casino Chair

Robert Gelszat  
AFLAC  
(316) 734-0129  
Robert\_Gelszat@us.aflac.com

### Membership Chair

Amber Tucker  
Snelling Personnel  
(316) 213-1849  
ambertucker1954@yahoo.com

### Hospitality Chair

Shawn Snyder  
Heritage Funeral Home  
(316) 733-1020  
heritagefunerals@sbcglobal.net

Kathy Osterbuhr  
Advantage Communications  
(316) 264-5005  
Kosterbuhr1@cox.net

### Honorary Board Member

Dorothy Campbell  
(316) 683-4746

### Questions or Comments?

Please contact any board member with your questions or comments regarding EWBA. We are always looking for new ideas!

### Newsletter Design By:

Momentum Marketing & Design  
www.momentummarketingdesign.com



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