



Newsletter

Mailing Address: E.W.B.A., P.O. Box 780232, Wichita, KS 67278

www.eastwichitaba.com

NOVEMBER 2005

A Community Oriented, Networking Group of Local Business Owners

What's up?

EWBA Elections End November 22nd

Please make sure you return your ballot by November 22nd. You can bring it to the November 22nd General Membership meeting or return it by mail send to:

EWBA, P. O. Box 780232, Wichita, KS 67278 no later than November 22nd, 2005.

The new Board of Directors will be announced during the Grand Holiday Party on December 11th.



Wichita Offers It All

By B.D. Tharp as written in the Wichita East News

Wichitans Should Take Center Stage In Economic Development

With everything that has been happening in the Gulf Coast and around the world, let us not forget Wichita. The ripple effect of these disasters has without a doubt, contributed to our city's slow economic recovery, but Wichita residents and businesses continue to support local, as well as national programs that benefit the less fortunate and promote economic growth.

There are Wichitan's that need food, shelter, and support, and government money is just not sufficient. That is where local businesses, both large and small, step in and bolster this community.

Programs like Habitat for Humanity, The Lord's Diner, and organizations like the Salvation Army and the Red Cross are just a few of many, that bring assistance not only to Wichitans, but also to the world.

Often, aid comes in the form of small and independent business organizations whose goals include providing charitable and professional assistance through their membership. The East Wichita Business Association (EWBA) is one such organization. Since it's conception, nine years ago, members have raised funds for numerous programs like Roots & Wings, Wichita Children's Home, the Wichita Police Department Identify A Child program, Eagle Valley Raptor Center, and Salvation Army.

This year, EWBA is selling raffle tickets to win a collector's edition Martina McBride Barbie doll, signed poster and bracelet. They will also raffle an exclusive bottle of wine and set of glasses. Proceeds from these donated items will be given to the Salvation Army Hurricane Relief Fund.

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ANNOUNCEMENTS:

The Membership Gift Basket

Membership Basket Gifts are Needed at the Nov. 22nd Meeting. If you cannot attend the meeting please make arrangement with Polly Peters at 682-5148 to get the gifts to her so they can be presented at the Holiday Party.

Holiday Celebration Dinner

Please submit your invitation with dinner selection and payment by November 22nd General Membership Meeting.

Raffle Tickets for Sale

Don't miss your chance to win a \$200 bottle of wine or a personally signed Barbie doll by Martina McBride.

2006 Annual Membership Dues Are Due Now!

PRESIDENT'S NOTE



Hello Everyone;

The October General Membership meeting was the largest meeting attended by the membership. Seventy-five members and guests made their presence and enjoyed a great presentation by Phil Hayes of the Arnold Group. We received several applications for membership and are excited to have the board review them

in accordance to our bi-laws.

As our association becomes more known to the public, rapid growth will be unavoidable. To protect EWBA members, the board carefully screens applicants to ensure that we only accept ethically reputable businesses. On the other hand, if the status of a current member business changes and affects another member business negatively, it is equally important that members of the board be advised of such a change in order to protect all EWBA members.

As you may have noticed, your regular attendance gives the membership the opportunity to get to know you and encourages members to do business with you. That is what EWBA is all about. *Doing Business with Member Businesses.*

I want to thank our members for the warm welcome they bestow upon all of our guests. This is what makes people want to join. You are a great group of people and I am proud to belong to this association.

Sibylle Wilcox, President 2005

SHARE YOUR SUCCESS STORY

EWBA features **Success Stories** from business members doing business with each other.

Attending the Socials is a great way of getting to know your fellow business members and a great way to network. If you have a **Success Story** to share, email it to rtype@cox.net or fax it to Sibylle at 682-8356.

Members Helping Members

Twice, in as many months, my family has called upon Doug Watson at Watson Funeral Home and Reflection Pointe Cemetery to help us celebrate the life of our loved ones. He has provided an invaluable service, with comfort and caring, which was greatly appreciated.

Creative Writing Services has also had the pleasure of working with Doug Watson in a different capacity. During the past few months we've developed a Brand Strategy and Marketing campaign to inform the community that "Watson is the only local family owned funeral home and cemetery in one location in Kansas."

You may have seen the new logo(s) we designed on ads in the Eagle, East Wichita News, and Derby Informer. It will also be prominently displayed in the 2006 EWBA Directory and Wichita Symphony programs.

Thank you, Doug, for your business and for your support when my family needed it most.
B.D. (Bonnie) Tharp Creative Writing Services



Seventy-five members and guests signed in at October's General Membership Meeting

HOLIDAY PARTY SPONSORSHIP

The following sponsors have donated funds:

PLATINUM SPONSOR

- \$250** - Watson Funeral Home - Doug Watson
- \$200** - J. P. Weigand, Bonnie Sue Hultgren
- \$200** - Central Plains Advisors - Polly Peters

GOLD SPONSOR

- \$150** - J.P. Weigand & Sons - Norman McPhail
- \$150** - Puthoff & Farmer CPA, PA, Mike Farmer

SILVER SPONSOR

- \$100** - Nies Homes - Clifford Nies
- \$100** - State Farm Insurance - Jim Maddox

BRONZE SPONSOR

- \$50** - National Flooring - Kamela Compton

PEWTER SPONSOR

- \$45** - CTA - Sharon Hoffmann
- \$25** - Roger Ellis Realty - Roger Ellis
- \$25** - Momentum Marketing - Tanya Aziz
- \$25** - Cherry Creek Retirement Center - Elaine McDaniel
- \$25** - The Right Type - Sibylle Wilcox
- \$25** - Advantage Communications - Kathy Osterbuhr

Sponsorship are deductible under Advertising.

EWBA focus: "Doing business with business members".

If you have done business with one of our members and would like to share this information with your membership, please submit a short article by the 15th day of each month so we can include it in the EWBA newsletter. Word of mouth is the best kind of referral. We currently have 104 members and are growing. 000

Sibylle Wilcox, EWBA President

WICHITA CHAMBER ANNOUNCEMENTS

Sunrise Scrambler

December 8, 2005 7:30 a.m. - 9:00 a.m.

American Red Cross, 707 N. Main St.

Topic & Speaker: Aliesa George of Centerworks Pilates, LLC

Small Business Working Luncheon

December 14, 2005 11:45 a.m. - 1:00 p.m.

Chamber Board Room

Topic & Speaker: Insurance Options

Member Reception

December 22, 2005 5:00 p.m. - 6:30 p.m.

Topic & Speaker: TBA





The Marketing Minute

- The Marketing Minute is marketing made simple. In just a minute you will be one step closer to smart marketing.
- They're keeping a list and checking it twice.....
- The holiday shopping season is upon us, and every retailer in town is gleefully awaiting what is probably one of the most profitable times of the year, and for some of the biggest retail giants this can mean as much as 50% of sales and profits. But this year forecasters are expecting sales to increase only 3.4-4% over last year, projecting a softer sales season.
- What does this mean for the EWBA member who is competing for those same dollars? It means that large retail chains are going to do everything they can to get those dollars out of your pocket and into their own.
- What can you do this holiday season to ensure the customers that come to your store buy? Just keep doing what you have been doing all along.....give them fantastic, incredible, dazzling, indulging customer service. You were doing this already right?
- As the giants enter the battle of the deep discount this year, remember if there is one thing Wal-Mart is lacking it is excellent customer service. Even if you are not selling gifts, remember the holidays are stressful, is your shopping experience stress free? Customers are keeping track of which stores are naughty and which stores are nice.
- Think of one way you can provide some Holiday cheer to your customers this year!

Five Easy Ways to Spread Cheer This Year:

1. Offer hot cider or hot cocoa to customers when they come in from the cold.
2. Help them out to the car with those packages.
3. Offer a special service unique to your business.
4. Send out a thank you note after they shop with a coupon good through the first of the year.
5. Team up with a charity and let customers know how much their support is appreciated.

Customer service is a key component of marketing. Explore more smart marketing in The Marketing Minute next month or call Momentum Promotion to get your mini-marketing strategy at 201-6909.

By: Tanya Aziz



BUY YOUR RAFFLE TICKETS NOW!

Two Special Raffle Donations To Support Salvation Army Hurricane Katrina Relief



Norman & Ruth McPhail's son donated a Martina McBride personally signed collectors edition barbie doll with signed poster and charm bracelet. The doll is not yet released on the market.

Our newest member Robert Gelszat of AFLAC, has generously donated a **\$200 Bottle of Wine** which will be raffled off

separately from the doll. Sibylle Wilcox of *The Right Type* has donated some **beautiful wine glasses** to go with it. Purchasers of the Wine raffle tickets have to be 21 years of age. *You know the rules....*

Raffle tickets are \$5 each and can be purchased separately through December 11th. Proceeds of the raffles will go to Salvation Army Hurricane Katrina Relief Fund. *The winners of both raffles will be announced at the Holiday Party.*

Continued from page 1

This professional group and many others like it, do their part to not only help the community, but improve the local economy. EWBA focuses on doing business with other business members. The diversity of the organization lends itself to accomplishing this goal easily, mirroring the greater Wichita professional community that provides exclusive products and quality services to Sedgwick and surrounding counties.

It has been said there are no Bloomingdale's or Neiman Marcus in Wichita, but Wichita does provide a large number of unique shops. We don't have to go to the Dallas or Kansas City to shop--Wichita has it available, and at a reasonable price.

Have you ever asked yourself why it's important to shop here, rather than in far away places? Perhaps another question might help answer that one.

When Heartspring needed chairpersons for their Lights on the Lake fundraiser this holiday season, did they ask someone in Dallas? Answer: No, they asked Craig and Dalene Nelson of Conco Construction. When dozens charities needed help with fashion show fundraisers, who did they ask? Answer: GM Clotheshorse, Kracker Jax, Epic Apparel, and other local stores-not Nordstrom's. And local businesses say "Yes" every time.

Not only is Wichita a leader in philanthropy and entrepreneurship, it also provides an eclectic mix of the music and the arts. Music Theatre, Wichita Symphony, Mary Jane Teall Theater, the Singing Quakers and Sweet Adaline's are just a few of the many venues of entertainment in the area.

Wichita has a broad collection of museums and galleries that highlight local and world-renowned talent. With the few examples I've listed here, Wichita Center for the Arts, City Arts, Botanica, Wichita Art Museum, Exploration Place, Mid-America All-Indian Center, and Old Cowtown Museum, a person is sure to find culture and enjoyment. All of these attractions couldn't exist without the support of Wichita businesses. So let's support them!

Lets' not get caught up in some "thrill" of saying we bought something in Timbuktu, especially when its available in Wichita, probably for the same or even less money.

If you are looking for assistance, ways to serve, products or services, charitable organizations, education, culture, shopping, or just want to know where to go to have a good time, check out Wichita. It's a great place to live, where residents and businesses help each other be successful.

B.D. (Bonnie) Tharp, *local author and freelance writer is a member of East Wichita Business Association, Wichita Professional Communicators, Kansas Writers Association, Kansas Authors Club, and other national and international writing organizations. More information can be found at <http://members.cox.net/bdtharp/>.*

W A N T E D ! ! !

Can You Help???

It's all about who you know. EWBA is seeking guest speakers from our community who will be able to give presentations concerning leadership, motivational, managerial, business, insurance, financial or political topics. If you have names or contacts, please inform our Vice President, Dirk Townsend at 685-3200 if you can help in this matter.

***With Your Help,
2006 Can Be Even Better!***

F O R S A L E !

**10 sheets
Polished Black Granite**
Square 2.5' ft x 2.5' ft x 0.75"
Great for countertop or flooring.
\$25 per Sheet

**Elegant Large 32% Leaded
Swarovski Crystal Chandelier
by Strass**

24 Carat Gold Plated with
1200 individual crystal pieces. Must See

Rubber Mats with Brick pattern
made from recycled tires.
Great for Patio or Garage

Call
Sibylle Wilcox
682-8326



**Cookbooks make
great gifts for friends
and relatives.**

We have 160 cookbooks for sale at \$10 per book. Proceeds of the sale will benefit the Local charities and **\$5 is tax deductible**. Please purchase your book during the November 22nd General Membership Meeting or call Sibylle Wilcox, President at 682-8326 for your order.

EWBA... "Doing Business with Member Businesses"



Member Spotlight

By B.D. Tharp

Creativity & Customer Service

Prudential Dinning-Beard is lucky to have a real estate agent like Charlotte Patterson. "I love helping first time homeowners who might not otherwise attempt to buy a home," she said. Her compassion and ability to communicate to all walks of life have provided her with the tools needed to do the job well. "I've created a good client base, and have enjoyed assisting single mothers and low income clients buy their own homes." Charlotte's also a Home Staging Process expert, and knows how to present a home that will appeal to buyers and stages every home she sells.

Before choosing Prudential Dinning-Beard, Charlotte did her research. "There are a lot of good real estate companies in this area, but I liked the size of Prudential Dinning-Beard. They have a solid reputation and good marketing resources," she said. "I was impressed with their listing presentations, email and newsletter templates, and they have an excellent training program."

Her previous professional experience was in the hospitality and marketing management industry, as a member of the opening team for MainStay Suites and Exploration Place. "I've been very lucky to have had wonderful mentors in marketing, sales and service," she said. Giving back to the community is important to Charlotte. She often donates Home Staging certificates to non-profit organizations for prizes.

Charlotte became a member of EWBA just a few months ago, but pitched in and helped with the Business Expoventure. She's hoping for the opportunity to utilize her creativity within the organization. "I've already used one of the members as a resource," Charlotte said. Impressed with the business-to-business goal of EWBA, she called Computer Troubleshooters when her computer needed attention and was pleased with the results.

Married nine years to an independent remodeling contractor, Charlotte has two sons, ages 3 and 8. They are avid football fans, especially of the Wichita Wolverines where her 8-year-old plays nose-guard. She also expresses her creativity through quilting, upholstery, and decorative painting. EWBA is lucky to have such a multi-talented member. We welcome you to the organization!

BOARD OF DIRECTORS:

President

Sibylle Wilcox, The Right Type
(316) 682-8326

Vice President

Dirk Townsend, The UPS Store
(316) 685-3200

Past President

Dena Graham, Green Flash
(316) 733-8179

Secretary

Bonnie Hultgren, J.P. Weigand
(316) 733-7400

Treasurer

Kathy Osterbuhr, Advantage
Communications
(316) 264-5005

Entertainment Chair

Ruth McPhail, Nies Enterprise
(316) 684-0163

Media Chair

Kathy Adkins, KansasDogs.com
KansasHorses.com, Arbonne
(316) 807-8293

Membership Chair

Polly Peters, Central Plains
Advisors
(316) 682-5148

Hospitality Chair

Norman (Mac) McPhail
J.P. Weigand
687-0077

Honorary Board Member

Dorothy Campbell
(316) 683-4746

NEWSLETTER EDITED AND PUBLISHED BY

THE RIGHT TYPE

Typesetting, Graphic Design &
Printing Services

The East Wichita Business Association can-
not be held responsible for any opinions or
views expressed in this newsletter.

MEMBER SPOTLIGHT WRITER

Bonnie Tharp, Creative Writing
(316) 371-4309

POLICE CONTACT

For questions and concerns
contact

D.K. Zerr with Patrol East
Bureau at 316-688-9300 or at
dkzerr@wichita.gov

**JOIN NOW!
ANNUAL DUES-
ONLY \$50!**

SEEKING RAFFLE

DONATIONS!

EWBA is seeking
Raffle donations.
Please contact Dirk
Townsend at 685-3200
about your donation.



GET A FREE RAFFLE TICKET

Bring canned or boxed food items for the Salvation Army and receive a free raffle ticket to win a fabulous prize during EWBA's November 22nd General Membership meeting.



EWBA
Grand Holiday Celebration

Wichita Country Club

8501 E. 13th

Sunday, December 11, 2005

6:00 p.m. in the Evening

Agenda:

Cocktail Hour: 6-7p.m.

Complimentary Professional Portraits taken from 6-7 p.m.

Dinner: 7:00 p.m.

Dress: Black Tie Optional

Cost: \$35 per person

Entertainment by: Mr. Trent Bannister, Pianist

All members will receive one complimentary Professional Portrait.

In lieu of our annual White Elephant Gift Exchange we are asking everyone attending to please bring a unwrapped gift for a needy child age 12-14 or Gift Cards in \$10 increments. These gifts will be donated to the Salvation Army.

Dinner - your choice of Entrees:

Grilled Atlantic Salmon Fillet

Grilled Vegetables - Citrus Salsa & Couscous

Grilled Certified Black Angus Filet of Beef

Baked Tomato, Wild Mushrooms & Spinach, Garlic Mashed Potatoes & Roast Garlic-Bourbon Demi-Glaze

Boursin Stuffed Chicken Breast

Vegetable Risotto & Natural Herbed Sauce

All Entrees Include House Salad, Fresh Bread, Coffee or Tea.

Cash Bar

Invitations will be send by mail to all members. RSVP required.

For more information call: Ruth McPhail - 684-0163



P.O. Box 780232 • Wichita, KS 67278

SALVATION ARMY FOOD DRIVE



EWBA supports the Salvation Army Food Drive. **Please bring your money or non-perishable items to the monthly general membership meeting.** Your support is greatly appreciated.

Don't Forget!

Holiday Party Reservation Deadline Tuesday, November 22nd



Call Ruth at 684-0163

Send payment & menu selection to:

EWBA
P.O. Box 780232
Wichita, KS 67278

Raffle tickets sell at

\$3 for one Ticket \$5 for two tickets \$10 for five tickets.

WINE AND BARBIE RAFFLE TICKETS ARE \$5 EACH.

This month's Raffle Prize

A Gift Certificate for a Massage at Care Chiropractic donated by B.D. Tharp of Creative Writing Services (316) 371-4309

Last month's prizes 2 Handmade Ceramic Figurines from Elaine McDaniel, Cherry Creek Retirement Center were won by guest Chris Heilman of Webster University and the \$75 Gift Certificate for Arbonne Cosmetics from Kathy Adkins was won by Elaine McDaniels of Cherry Creek Retirement Center.

Congratulations! It really pays to attend. ☺

DOOR PRIZE:

This months Membership Drawing is for \$10

Last months prize of \$10 was won by Shannon Uhrig of Hilton Garden Inn

Congratulations! It pays to be present!

June through December 2005 door prize was donated by Bonnie Sue Hultgren of J. P. Weigand - 733-7400 ext 222

MEETINGS

NOVEMBER 22

GENERAL MEMBERSHIP MEETING

Speaker: 4-Member Business Briefs

Scotch & Sirloin, 12:00 Noon. Doors open at 11:30 a.m.

Lunch: Hot Beef Sandwich with Mashed Potatoes

DECEMBER 6

BOARD MEETING

Marriott, 12:00 Noon.

JANUARY 10

BOARD MEETING

Marriott, 12:00 Noon.

JANUARY 24

GENERAL MEMBERSHIP MEETING

Speaker: TBA

Scotch & Sirloin, 12:00 Noon. Doors open at 11:30 a.m.

Lunch: TBA

Cookbooks for Sale! Call 682-8326

MISSION STATEMENT

The East Wichita Business Association is organized for the purpose of advancing commercial industrial and civic interest in East Wichita!

This purpose shall include but not be limited to the:

- A. Promoting the development and growth in the East Wichita area
- B. Coordinating and working with other associations and governmental bodies
- C. Promoting of crime awareness and civic responsibility
- D. Encouraging the beautification of East Wichita.

ANNOUNCEMENT:

The following applications have been received:

Global Internet Services - Brendon Fox

National Telecom - Dan Peters

Staffmark - Shawna Horsch

Mel's World Class Carpet Cleaning - Mel Lorg

Reminder to EWBA Members: New prospective members are listed in the monthly newsletter to be reviewed by the general membership before they are reviewed by the board. Current members may contact the Membership Chair at ppeters@centralplainsadvisors.com within 10 business days of publication with any comments regarding the prospective member and/or business before acceptance.

Thank you

EWBA BOARD