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Networking ewba

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

The President's Note



Dear Membership,

We are on the downslide for the year 2007—only three general membership meetings left. Fall has finally arrived, thank goodness. The heat was really getting to me. Vice president and social chairperson Tanya Aziz and her committee are gearing up for our annual Christmas party in December. I don't know any of the details at this point, but with Tanya in charge, I am sure it will be a great party.

Speaking of parties, don't forget to attend the social on October 18th at Sandler Sales Institute, which will be held at 209 E. William Suite 100B. Mark Benefiel was gracious and offered his offices to us. Sib's Catering and our very own Sibylle Wilcox of The Right Type will be cooking up some wonderful food for us. Speaking from personal experience, most of doing business with fellow members comes about from attending the socials. While the meetings are important to attend, the socials seem to be a more relaxed

arena in which to introduce yourself and your business to fellow members. I have received more referrals, etc. from socials than from any other source. Please mark your calendar and plan to attend.

As I mentioned in last months letter, it is also the time of year when 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 be a benefit to the group.

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

See you on the 25th.

Polly Peters
Central Plains Advisors, Inc.
President EWBA

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

2007 EWBA Schedule

Tuesday, September 25th General Membership Meeting

Speaker: Judge Bill Wooley
Organization: Sedgwick County State Court
Topic: "Workings of the Courthouse:
A Judges Perspective"
Member Business Brief: Get A Move On

Thursday, October 18th Networking Social

Make your EWBA membership work for you.! Come out for the fall social to network and build lasting relationships. You will learn some new networking tips and benefit from a structured networking program that allows you to speak one on one with each attendee.

Time: 5:30 PM
Cost: \$10 Per Person, bring 1 guest free
Guests may not be other EWBA members
Location: Sandler Sales Institute
209 E. William Suite 100B
Catered By: Sib's Catering

Tuesday, October 23rd General Membership Meeting

Speaker: Officer Steve Jaerrel
Organization: Community Policing, Patrol East
Member Business Brief: Momentum Marketing & Design

Tuesday, November 27th General Membership Meeting

Tentative Entertainment by: Sweet Adelines - Emerald City Chorus and Ben Franklin himself.
Member Business Brief: Tiempos

December Holiday Party

Plan on coming out for some Holiday fun with EWBA at our 2007 Holiday Party in December! We will be announcing the new board members and adding some unique events to the evening that will include you! Please watch for further information.

Date: TBA

December No General Membership Meeting

Scribble, Marketing, and Name Recognition

By: B.D. Tharp, Scribble

else? Probably, not, so you have to tell them why they should do business with you.

Use your printed material to project your philosophy, company image, and expertise. Wow them with samples of your work and testimonials from your customers.

“

I chose Scribble for my company name because it was unique and sticks in your mind...

”

Make your company name visible and memorable. Name recognition is critical to staying alive in the business world. Some examples that we all remember are Xerox, AT&T, Kleenex, Coke, and IBM, just to name a few. Facial tissues are often called Kleenex, whether they are Kleenex brand or not. You want your business name and logo to be synonymous with what you provide.

Target your market. If your product appeals to women 25-54, then don't put your brochures in an outlet that caters to men. The placement of your marketing and advertising material is just as important as the image itself.

I chose Scribble for my company name because it was unique and sticks in your mind. Your writing material begins with the jotting down of ideas, words, pictures, and phrases. By building it on a foundation of facts, injecting enough personality that it appeals to the individual customer, Scribble will make it attractive to the customer and show them the character of your company.

For quality writing and editing services, call Bonnie at Scribble, 371-4309, send an email to bd@scribblefw.com, or visit <http://www.scribblefw.com>.

scribble
Freelance Writing

Each of us has our own area of expertise and experience and if we're lucky we can use those skills to make a living. Just about everyone can write. The big question is, however, can everyone write well? No.

Just as the receptionist or sales representative is the face of your company to the customer, even more so are the words that you use in your marketing and advertising, and even in your day-to-day business. Does your services brochure tell the customer you are the best at making widgets? What makes you the best? Is it the combined experience of your team? Is the product or service provided something that can't be found anywhere

Local Events Calendar:

Museum of World Treasures DinoKids Fun Fair

Date: Saturday, September 22nd, 2007

Time: 12:00pm – 2:00pm

Where: 3rd floor Activity Center – Museum of World Treasures

What: There will also be a host of fast-paced activities every thirty minutes that will keep you on your toes.

Admission: \$6.95 for non-DinoKids (ages 4 – 12, \$4.95 with DinoKid membership card (3 and under free), \$8.95 for adults, \$7.95 with DinoKid membership card (DinoKid member must be present), \$7.95 for seniors (60+), \$6.95 with DinoKid membership card (DinoKid member must be present)

National Association of Women Business Owners - South Central Kansas Chapter

November 1st 6:00 doors open 6:30-8:00PM Meeting

“Office This” 4031 E. Harry (old mall)

Nationwide business organization serving the business women of the United States. 10.6 million women strong. Business Education, Support, Resource Sharing, Sales Training, Networking, Supply/Equipment Discounts, Trade Shows, Wealth Building and Fun. Info: 316-807-8293 or 316-213-6270

Setting Up Your Home Office

EWBA member Dena Graham will be teaching a course on organizing your home office. Cost is \$40 per person/per session and classes are Thursday evenings at Office This, 4031 E. Harry, the old Harry Street Mall, 3-5 p.m. Classes will be October 4,11,18,25, 2007.Call 316-771-7474 to reserve your space and get information on our “series discount”.

MONTHLY MEMBERSHIP MEETINGS:



Monthly General Membership Meetings are held at Scotch & Sirloin Restaurant on E Kellogg, Use West entrance, Doors open at 11:30 a.m. for networking, Meeting starts at 12:00 noon. Meetings are on the 4th Tuesday of every month. Guests are always welcome!

IMPORTANT NOTICE: Meals are \$10 each and are payable to EWBA. Attendees will be financially responsible to order and pay for their own meals should they have any special dietary needs. Special orders will be taken by the waitress after all regular meals have been served.

DONATION REQUESTS & Raffle Reminder

September Raffle Item:

\$25 Gift Certificate to “The Nail Thing” **Donated by Polly Peters, Central Plains Advisors**

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:

Non-perishable food, especially canned fruit, rice and canned meat items.

Wichita Children's Home:

Diapers and formula.

Do you have a product you would like to showcase at an EWBA meeting? Just donate an item to raffle and we'll promote your product and you'll help us raise money for our charities too!

August Meeting Recap

We are looking for a few good board members who are passionate about EWBA and it's mission. If you know of someone who you think could make a contribution to the group next year, please let us know!

If you missed last months meeting you might not know about the opportunities offered by the City of Wichita Career Development Office. If you are looking for a trained, unpaid intern that you are willing to coach and mentor in your business call Kathleen Harris at (316) 337-9444 ext. 113.

You Should Be In Pictures



Fun at Casino Night!

This is a picture of one of my guests from Casino night. He bought the rotisserie grill with his casino money. He also said it cooks a wonderful chicken. - Polly Peters, Central Plains Advisors



Welcome New Members

Please welcome **St. Raphael Home Care** as a new member at EWBA!

We welcome all new members to our group, we are not an exclusive group so we welcome friendly competition! Please bring a friend! 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.

Contibution

THE BLIND VETERANS ASSOCIATION

Provided by Randy Bane, Fogotten Heroes

The Blinded Veterans Association (BVA) traces its roots back to the end of World War II. BVA's forefathers were a group of veterans blinded during that conflict. In 1945, they met at Avon Old Farms Army Convalescent Hospital in Avon, CT and founded the association. Thirteen years later, BVA received its charter from the United States Congress. Ever since, the Blinded Veterans Association has worked to accomplish the mission expressed in our Congressional Charter.

If you are a blind or visually impaired veteran, if you are a relative or a friend or if you just want to get involved, write, email or give us a call. We are the Blinded Veterans Association (BVA), an organization specifically established to promote the welfare of blinded veterans. We are here to help veterans and their families meet the challenges of blindness.

RANDY AND SUSAN BANE WITHFORGOTTEN HEROES.US: IS PROUD TO SUPPORT SUCH A CRITICALLY NEEDED ORGANIZATION. FOR MORE INFORMATION CALL BLIND VETERANS ASSOCIATION AT 1800-669-7079, OR EMAIL: bva@bva.org, or contact forgotten heroes at randy@forgottenheroes.us

2007 Board of Directors

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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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