

▶ THE PRESIDENTS NOTE
2007 SCHEDULE
MISSION STATEMENT 1

▶ MEMBER PROFILE
MEMBER SUCCESS STORY
DONATION REQUESTS
ANNOUNCEMENTS
FROM OUR CONTRIBUTORS
NETWORKING RESOURCES 2-3

▶ COMMITTEE INFORMATION
FUN BUSINESS FACTS
LAST MEETING RECAP
COMING SOON 4

Networking ewba

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

The President's Note: Involvement



This month's word is *involvement*. Each and every one of us is involved in something, whether it is our family, religious organizations, business, politics, etc.

In essence, if you are not involved, you cannot make a difference. Through EWBA we can be involved with different companies so that we work together, or we can become involved with competitors within our group. Becoming involved with competitors can be a very positive thing. They may be doing something different with their company than you do which either of you can benefit from.

There are exclusive lead groups in Wichita that one can join if an available profession opens up, but they generally require you to make a certain amount of referrals to others in the group (of which they track), or you can become more involved with EWBA and make your company stand out. EWBA is a great networking group comprised of all types of businesses whether they are

services, management, hospitality, or financial, just to name a few. By doing business with member businesses, we can see that each has their niche.

We also can become *involved* by supporting our charities through the Casino Night. Becoming a sponsor will make your business shine out among the others. Participating and inviting non-members to the Casino Night will also make you stand out. People will say, "WOW, that was a fun evening and my friend, business associate, etc. sure makes an impact on the community by supporting the Salvation Army, Wichita Children's Home, and the Eagle Valley Raptor Center. Who knows, maybe they will be so impressed that they will become a member of EWBA and continue our outstanding membership.

So... become *involved* in EWBA and let your company shine!

Thank you,

Polly Peters
Central Plains Advisors, Inc.

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

March 27th Meeting

Speaker: Kenneth Bollinger
Organization: Big Dog Motorcycle
Topic: Human Resources Issues

March 30th 2007 Directory Deadline

April 17th Networking Social 5:30-7:30pm

The Museum of World Treasures
\$10 Per Member, Bring 1 Guest Free
RSVP for this event by calling Tanya at 836-2136.

April 24th Meeting

Speaker: Tom Johnson
Organization: WATER WALK

May 22nd Meeting

Organization: SCORE
Topic: Retirees as Resources

June 26th Meeting

Speaker: Ken Lerman

June Networking Social

Eagle Valley Raptor Center Tour & Social

July 24th Meeting

Speaker: Jae Pierce Baba
Organization: Lip Shtick Productions

August 28th Meeting

Speaker: Kathleen Harris
City of Wichita: Career Development Office
Topic: How Work Study Can Benefit You

August 12th Fundraiser

Casino Night Fundraiser

September 25th Meeting

Speaker: Judge Bill Wooley
Organization: Sedgwick County State Court
"Workings of the Courthouse:
A Judges Perspective"

October 23rd Meeting

November 27th Meeting

December Holiday Party



Member Profile:

ComfortCare Homes, Lots of Love and Care

By: B.D. Tharp, Scribble Freelance Writing

ComfortCare Homes are specially designed to provide "in-between" care for those with memory loss disorders. A ComfortCare Home is just like any ranch style home in an established and desirable residential neighborhood. The difference is the "small family" of residents who enjoy a nurturing environment and the security of their own home with 24-hour care. The resident-to-staff ratio ensures that each of them receives the personal and loving attention they need.

Luci Swartz, Community Education Supervisor said, "The concept was created by sweethearts, Charlie and Mary Lou Stark, to fulfill a promise to their deceased mother and father who preferred not to go into a nursing home facility."

The ComfortCare caregivers are either licensed CMA or LPNs who have special

training in dementia care. They also provide some cooking, cleaning, medication, and social activities. There are eight homes in the Wichita area, some of which provide Advanced Services for end-of-life patients. They also partner with hospice if the family requests it.

“ The residents are the greatest teachers.”
LUCI SWARTZ

"The residents are the greatest teachers," Luci said. And she should know. She's been with ComfortCare Homes for more than 8 years and loves it. Previously she worked 6 1/2 years with Andover Health Care Center. As an advocate for balancing the needs of the body and the mind, Luci created an Elder Care Connections organization with representatives from other health care groups to address psycho/social issues in the elderly community. She's also involved in the Alzheimer's Association, Case Management Association, and the Kansas Guardianship Program.

Elaine McDaniel invited her to EWBA a few months ago and she appreciated the warm and friendly environment, as well as our mission of member businesses helping each other. She's already joined the Casino Night committee and is looking forward to helping with the fund raising event. "Small businesses need to stick together and support each other," Luci said. "The more referrals and resources for the membership, the more EWBA will continue to grow."

Although Luci is originally from Michigan, she's been a Kansan for many years. She finds pleasure in spending time with her three grown children and six grandchildren, and makes time for yoga, church activities, and flower gardening. This enthusiastic new EWBA member has a lot to offer our organization and its members.

For more information about ComfortCare Homes contact Luci Swartz at 685-3322 or visit www.ComfortCareHomes.com.

MEMBER SUCCESSES:

UPS Store
Central & Woodlawn



The UPS Store at Central and Woodlawn is about more than just mail. Owner Dirk Townsend recently made quick work of some color copying for a fellow EWBA member.

According to Julie Brown with Momentum Marketing & Design, "The quality was great and the price was right!"

The next time you have a document that needs copied or finishing give this EWBA member a try.

Tell us about your successful business relationships through EWBA!

Email us by the 10th of each month with your story.
thegirls@momentummarketingdesign.com

Local Networking Opportunities Calendar:

Do you know about some great networking events that you want to share? Email thegirls@momentummarketingdesign.com your suggestions by the 10th of the month and we'll list them in the next newsletter.

Check out these websites for more business events and resources:
Kansas Small Business Development Center – <http://webs.wichita.edu/ksbdc>
Center for Management Development - <http://www.cmd.wichita.edu/>
Small Business Administration - <http://www.sba.gov/ks>.

Monthly 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 4th Tuesday of every month. Guests are always welcome to two meetings before joining!

DONATION REQUESTS & Raffle Reminder

March Raffle: A Tour at the Eagle Valley Raptor Center- \$150 Value

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:
Nonperishable food, especially canned fruit, rice and canned meat items.

Wichita Children's Home:
Deodorant and Toothbrushes

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!

2007 Menu

March
Hot Beef Sandwich

April
BBQ Beef Sandwich

May
Hawaiian Chicken

June
Grilled Beef Pattie

July
Chicken Caesar Salad

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.

5 EASY WAYS: TO IMPROVE CUSTOMER SERVICE

Lucinda Blackburn, The Etiquette Execs

All it takes is one employee ignoring your customer or keeping them on hold for too long to make a customer unhappy. Research indicates that just one employee displaying apathy toward customers is the primary reason customers walk away to find a new provider.

Practicing a few easy business etiquette guidelines will keep customers happy and will make you happier too.

- *Treat customers and fellow employees with respect.* Use good eye contact, pay attention, and listen carefully to problems so your customer knows you care about his/her needs.
- *Show appreciation.* Always be generous and say, "Thank you" and "My pleasure" frequently.
- *When talking on the phone use good etiquette.* Speak clearly and avoid leaving anyone on hold for more than 60 seconds without informing the customer what is going on.
- *Keep all promises you make.* Even the little "I'll call you back" promises are important to build and retain trust.
- *Have a positive attitude.* Meet and greet everyone quickly and happily. Don't carry irritations from one customer to another.
- *Keep your facilities and workspace neat and tidy.* How your business looks gives the customer their first impression. In less than thirty seconds customers have decided if they like your business.

Member Announcements:



The Museum of World Treasures

On Saturday, April 7, 2007 the Museum of World Treasures will officially unveil its latest acquisition, an authentic tyrannosaurus rex only recently uncovered in northwestern South Dakota near the confluence of the Little Missouri River and Box Elder Creek. The fossil remains of Ivan will arrive at the museum on Monday, March 26, 2007 when the paleontology team will immediately begin unloading and assembling the great beast. The assembly process will take about four to five days and will be open to the public. Reservations are being taken for this period and can be requested by emailing reservations@worldtreasures.org.

Eagle Valley Raptor Center

Most of you might remember Annie, my little Barred Owl that is in love with me and has chosen me as her mate, and doesn't like women. After being with me for 7 years she has laid an egg and is nesting on the floor of her pen. I took this picture today of her. I just gave her dinner as you might see if you look close! Isn't love wonderful?



Bonnie Holman with Storage by Design will donate 5% of select orders from EWBA members to the Eagle Valley Raptor Center. Thanks Bonnie!

Ink'N Mor offers all EWBA members a special discount on ink and toner supplies.

If you have a special announcement to make please email Momentum Marketing & Design at thegirls@momentummarketingdesign.com by the 10th of the month.

EWBA CASINO NIGHT

AUGUST 12th



EWBA Casino Night was such a success in 2006 that we decided to do it again and use the EWBA Casino Night as our sole fundraiser.

Sponsorships are available for EWBA members. Please contact Robert Gelszat for more information at (316) 734-0129.

A special thanks to all the Casino Committee members who are volunteering their time for this cause.

2007 EWBA DIRECTORY

Deadline: March 30, 2007

Place an ad in the 2007 EWBA directory! Several sizes are available. Color ads are limited.

Full Size Ads:

Full Color Cover Page
Only 3 Available \$100 each
2 Full Color Center Page
Only 2 Full size Available \$90
Black Ink
Unlimited Availability \$70

1/2 Page Ad

Glossy Full Color Page
4 Available \$60
Black Ink
Unlimited Availability \$35

Business Card Size Ad

Black Ink
Unlimited Availability \$20

To be included in the directory you must be a paid member by March 30th and submit a directory form with your information. Directory forms are available at the March general membership meeting or you can download them from our website at www.EastWichitaBA.org.

EWBA Committee Information

Social Committee

April 17th Social - 5:30 to 7:30 pm at The Museum of World Treasures:
Speed Networking – Meet face to face in the most extreme networking EWBA has ever seen! Speed Networking gives you the chance to talk one on one about your business with as many other businesses as possible. This event is open to guests. \$10 per person, bring 1 guest free! RSVP for this event by calling Tanya at (316) 836-2136.

Membership

Please welcome the following businesses who have applied for membership:

The Etiquette Execs - Lucinda Blackburn

Welcome New Members:

Senior Care Pharmacy – Suzanne Meeker

Handyman Matters – Phil Davis

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.

Hospitality

If you know of a member that could use a pat on the back we can send out a card on behalf of the membership. Please call B.D. Tharp at (316) 371-4309 or email her at bd@scribblefw.com.

Fun Business Facts:

The Business of St. Patrick's Day

A Sea of Green: According to the National Retail Federation, nearly \$2.7 billion will be spent on St. Patrick's Day in 2007.

A Wear-able Holiday: More than 82 million people will wear some green on St. Patrick's Day this year, according to the National Retail Federation.

A Time to Parade: New York City hosts one of the most popular St. Patrick's Day celebrations in the country, complete with a grand parade of 150,000 marchers and green lights shining on the Empire State Building. Overall, more than 100 U.S. cities host parades.

MEETING NEWS

Last Meeting Recap

The Wichita Police Department is looking for support from the local business community for their program "Hooked on Fishing". If you can donate or volunteer for this event contact Officer Whyte through the Patrol East of the Wichita Police Department.

Christine Stovall from Bank of the West won the February raffle which was a gift certificate to Hog Wild BBQ. Enjoy!

Ken Elliott from the KSBDC spoke to EWBA about "No Cost & Low Cost Marketing Ideas".

Coming Soon at the March Meeting

Kenneth Bollinger, HR Manager at Big Dog Motorcycle will be speaking about "Hiring to Firing" at the general membership meeting on March 27th. Come find out how a small engine is a lot like team dynamics. Kenneth has been at Big Dog for four years. During that time he has also worked as an adjunct professor. Immediately prior to working at Big Dog he worked in HR at Thayer Aviation.

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) 262-9292 ext. 103
amber.tucker@snellingwichita.com

Hospitality Chair

B.D. Tharp
Scribble Freelance Writing
(316) 371-4309
bd@scribblefw.com

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



E.W.B.A. - P.O. Box 780232 Wichita, KS 67278
www.EastWichitaBA.org