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

The President's Note



Dear Membership,

As I write this letter I am sitting in a wonderful condo on the east beach of Kaua'i. Wish you all could be here. We all need to take a break now and then. Our next meeting on October 23rd will be interesting and you won't want to miss it. We are going to introduce our new slated board of directors, have you fill out a questionnaire concerning the direction you would like East Wichita Business Association to go and inform you of some items that will be changing for the coming year. Please plan to attend as we need your input to move the association forward in the direction that the membership wants. The year 2008 is going to be an exciting year for us. The membership is very important to the decisions that the Board makes. We would like each and everyone of you to be a major part in how the organization works. You are East Wichita Business Association and without the members and their ideas we would not exist. I want to personally thank each and every one of you for your ideas and involvement in the association.

Polly Peters
Central Plains Advisors, Inc.
President EWBA

Welcome Membership Applicants

Exit Realty Partners - Karen Peters & Teresa Black
i.design - Carole Durch
Farmers Insurance Group - Jamie Phillips & Teddy Woods

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. Members have until the next board meeting (2nd Tuesday of the month) to raise any concerns about membership applicants.

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, 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

Speaker: Ben Franklin
Member Business Brief: Tiempos

December Holiday Party at The Alley

WHERE: The Alley, 11413 E 13th St. N, Wichita
DATE: Wednesday, December 5, 2007
TIME: 6:00 PM Dinner, 7:00 Games
FAMILIES WELCOME!

TICKETS: \$30 Pizza, Cocktail, Bowling, Games
\$18 Dinner Only (Pizza & Cocktail)
Less \$4 for Kids

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 having a blast!

December No General Membership Meeting

Strategic Growth Solutions Mark Benefiel

By: B.D. Tharp, Scribble

If your company's revenue needs a boost it's time to invest in your sales force. Established in 2005, Strategic Growth Solutions, Inc. is Wichita's only sales training institute and a recognized leader in the area. An authorized franchisee of the Sandler Sales Institute, Mark Benefiel uses the Sandler Selling System that puts the salesman in control. Many companies still use the traditional sales system where the buyer is in control. Under the traditional sales system you often miss opportunities to assess the customer's actual needs and provide successful, creative solutions they may not have considered.

"Every company is different so we modify the core programs to fit their needs," Mark said. Whether it's consulting on revenue generation, customer service, sales management, or sales, Mark will tailor the

program to the need, time available, and budget. They provide professional coaching and unique sales and sales management solutions for the challenges all industries have in building and maintaining a solid client base for their product or services.

"Fifty percent of our clients are small business with 3 to 5 people," Mark said. "I primarily work with company owners to improve existing sales teams. Good business is relationship building, and EWBA is a good way of being connected to other business owners." He likes that EWBA promotes connectedness between members and would appreciate learning more about business practices and growth opportunities. He personally knows the value of continuing education and has a Masters in Staff Training and Organizational Development. Mark works with a variety of industries including

real estate, banking, furniture sales and service, RV sales, and roofing, to name a few. "While the industries may be different, the sales and sales management process is the same," Mark said. The key is continuing your personal and professional growth. Strategic Growth Solutions is also a member of the Chamber and WIBA.

This former marine is married with three boys and enjoys coaching youth and adult soccer. Mark loves to travel, especially to historical places. He likes reading about new business solutions and interesting people. While Mark admits to finding humor in the funny things that people do, he gets annoyed when people don't use their potential. For more information about what they can do for your company go to the web site <http://www.growth.sandler.com> or call 316-680-7405.

“ Good business is relationship building. ”

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.

Local Events Calendar:

November 2 - Momentum Marketing & Design "FIESTA" Open House & Ribbon Cutting

Come out for a Mexican fiesta open house & ribbon cutting. The margaritas are on us! Drawing for a free website! Door prizes, giveaways, food, fun!
Time: 3-5pm, Ribbon Cutting at 4pm

November 3 - 2nd Annual MOWTsquerade Ball

An elegant, costume optional, Museum of World Treasures event focused on frivolity, fantasy and FUNding.
Time: 7:00pm – 11:00pm
Where: Museum of World Treasures (across from River City Brewery) Cost: \$75.00 per person
Activities: Silent Auction, Lucky Draw (2 Free Tickets to your choice: London/Rome/Paris), Door Prizes
Costume Contest (1st Place - \$25 Playa Azul gift certificate & \$99 Museum of World Treasures Annual Pass/2nd and 3rd place - \$25 Playa Azul gift certificate)
Catering: Larkspur and Cameo Cakes (Wine and Malt Beverages will be served)
RSVP: 263-1311 or reservations@worldtreasures.org (by reservation only)

November 17th & December 8 - The Emerald City Chorus of Sweet Adelines

2 upcoming performances open to the public. Both shows are called "Holiday Harmony". Tickets are \$10.00 each, or \$8.00 each for groups of 10 or more. November 17th at 7:30 pm at the Augusta Historic Theatre. Tickets available now
December 8th at 7:30 pm at the Pretty Prairie Civic Center. Tickets will go on sale November 1
Contact Bonnie Holeman with Storage By Design for tickets. bonnie@storagebydesign.com

Museum of World Treasures DinoKids Fun Fair

The museum will offer a dinner theater experience that takes your group or organization back to the days of old time radio; sort of Saturday Night Live for the radio, before television was even imagined. It is great fun, includes a catered dinner by none other than Larkspur and, of course, access to the entire museum. It is by group reservation only and available 7 days a week, 365 days per year.

DONATION REQUESTS & Raffle Reminder

October Raffle Item:

"Fantastic Customer Service Inside and Out" by Doug Smart

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!



**ANNUAL EWBA
HOLIDAY PARTY**

**BOWLING
PIZZA
GO CARTS
COCKTAILS**

TICKETS
\$30 PIZZA, 1 COCKTAIL, BOWLING, GO-CARTS
\$18 DINNER ONLY (KIDS \$4 LESS)

**WEDNESDAY
DECEMBER 5
6PM DINNER
7PM GAMES
FAMILIES WELCOME**

**RESERVATIONS
264-2545**

**THE ALLEY - 11413 E 13TH ST N
WICHITA, KS 67206 (316) 618-1000**



September Meeting Recap

Thanks to everyone who came out for the September meeting! We all enjoyed listening to Sedgwick Country District Court Judge Woolley speak about the workings of the courthouse.

Please remember to bring a guest to the EWBA meeting and share the networking benefits with them!

Remember, there are only two meetings left in 2007! We look forward to seeing you at the next October Meeting.

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:

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www.momentummarketingdesign.com

2007 Board of Directors

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