

▶ THE PRESIDENTS NOTE  
2007 SCHEDULE  
MISSION STATEMENT . . . . . 1

▶ MEMBER PROFILE  
CONTRIBUTED ARTICLES  
DONATION REQUESTS  
ANNOUNCEMENTS  
FROM OUR CONTRIBUTORS 2-3

▶ COMMITTEE INFORMATION  
NETWORKING RESOURCES  
LAST MEETING RECAP  
COMING SOON . . . . . 3

# Networking ewba

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

## The President's Note: Giving



Dear Membership,

Spring has finally sprung! It is a rebirth of flowers, trees, warmer weather, and a time to renew friendships, as well as produce new friends. Sow seeds by forming new friendships and watch as they bud and bloom into prospects for your business. Just as well-established gardens still need tending and caring, so do our standing relationships require continual cultivation—so thumb through your Rolodex, dig up contacts, and say hello. Networking with old and new businesses is what East Wichita Business Association is about. Think about friends or business associates who you think would benefit from a membership with us. Ask them to join us during a monthly meeting and invite

them to our Casino Night on August 12th. You never know what may spring up.

EWBA is also about giving. Remember monthly donations for the Salvation Army and Wichita Children's Home. This newsletter will let you know their needs. You will receive a free raffle ticket for your donation. This month will be a free cheesecake donated by my business, Central Plains Advisors, Inc. Since it is impossible to give free money management, I have chosen to find a member of the club who can give a tangible item and pay them for their product. You can do the same, as we need a raffle item each month. Look around at this next month's meeting and find someone whom you can purchase from to donate an item.

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

### May 22<sup>nd</sup> Meeting

Speaker: John Stevens  
Organization: SCORE  
Topic: Retirees as Resources  
Member Business Brief:  
Museum of World Treasures  
& Heritage Funeral Home

### June 26<sup>th</sup> Meeting

Speaker: Ken Lerman  
Member Business Brief: Mark Benefiel

### June 19<sup>th</sup> Networking Social

Eagle Valley Raptor Center Tour & Social  
\$10 Per Person, Bring 1 Guest Free

### July 24<sup>th</sup> Meeting

Speaker: Jae Pierce Baba  
Organization: Lip Shtick Productions  
Member Business Brief: Forgotten Heroes

### August 12<sup>th</sup> Fund-raiser

Casino Night Fund-raiser

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

Speaker: Kathleen Harris  
City of Wichita: Career Development Office  
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 23<sup>rd</sup> Meeting

Member Business Brief:  
Momentum Marketing & Design

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

Member Business Brief: Tiempos

### December Holiday Party

## 2007 Menu

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.

## Flash Point Why Green Flash?

Why Green Flash?

Many people have asked why I use the term Green Flash for my company name. There are three explanations I can provide that led me to this name.

The Green Flash is an atmospheric event. When conditions are right, at the last moment of the setting sun, its upper edge or limb blazes with an emerald green color for a few seconds before disappearing below the horizon. The basic cause for the green flash is that refraction bends the light of the sun. The atmosphere acts like a weak prism, separating the light into different colors. Few people have seen the green flash, yet it is one of the most startling and colorful of sunset or sunrise phenomena, requiring patience and good luck to be seen.

The effect is real. It is however made more spectacular by the fact that, while you are looking at the red sun, your red photoreceptors suffer retinal fatigue so that, when the red light disappears, the remaining green appears all the more vivid. This is one of the reasons why it is easier to see the green flash in the evening. The others are that it is easier to predict where and when the sun will set than where and when it will rise, and that some of us see more sunsets than sunrises!

Look for the "rest of the story" next month!

Contributed by:  
Dena Graham  
Green Flash Business Concepts  
316-253-3649

# EWBA CASINO NIGHT AUGUST 12<sup>th</sup>



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 fund-raiser.

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

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

## 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 4<sup>th</sup> Tuesday of every month. Guests are always welcome to attend two meetings before joining!

## Member Announcements:

**Eagle Valley Raptor Center** received 2 Adult Great Horned Owls, 1 Juvenile and this baby Screech Owl. One of the birds came from a family who's silo was destroyed and drove all the way from Ellinwood to save this little guy. At the bottom is a picture of Peter Pan & Tinker bell, that was brought to us Sunday Night. They have adapted well and are pretty much in great shape despite being in an F-5 Tornado! - Ken Lockwood

**Forgotten Heroes.US Foundation** is a Veterans Assistance Program for veterans and their families and has a TV show on KCTU-TV. Channel-5. Forgotten Heroes focuses on a multitude of issues which our American veteran faces on a daily basis. i.e., employment, housing, financial, family estate, retirement benefits, receiving proper information on medical benefits and where to go to receive these benefits. We have set-up a network with other veteran programs, community resources with a variety of agencies, churches and support programs of all kinds including mental health centers - Randy Bane

If you have a special announcement to make please email Momentum Marketing & Design at [thegirls@momentummarketingdesign.com](mailto:thegirls@momentummarketingdesign.com) by the 10<sup>th</sup> of the month.



A Baby Screech Owl next to a cellular phone.



Great Horned Owls "Peter Pan" & "Pixie"

## DONATION REQUESTS & Raffle Reminder

**May Raffle: Cheesecake!**  
*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:**  
Any Pantry Item  
Deodorant

**Wichita Children's Home:**  
Toddler Socks & Sunblock

**Eagle Valley Raptor Center:**  
Any Mice You Can Spare

Donate an item to raffle and we'll promote your product and you'll help us raise money for our charities too!

# EWBA MEMBER PROFILE

## Prudential Dining Beard

Contributed by B.D. Tharp, Scribble Freelance Writing

Charlotte Patterson, a Sterling Society realtor with Prudential Dinning-Beard, knows the value of relationship building and is right at home with this technological age. She uses her e-Certification to provide extra value to both buyers and sellers. "I'm a member of the On-Line Sellers Advantage Program and Realtor.com," said Charlotte. The advantage of an Internet savvy realtor is more than just photographs showcasing the home inside and out. She can also provide neighborhood search (interest) results and actual sales information in a particular neighborhood. The corporate affiliation with Yahoo.com directs real estate

An accredited Staging Professional, Charlotte's main focus is residential real estate, but she is licensed for commercial and residential sales statewide. "I love what I

do," she said, and her client's reap the rewards. Her previous experience in the hotel industry, marketing, public relations, and sales make her an asset to any home seller. And her fiduciary knowledge and creativity also provide an important benefit to the homebuyer.

"Referrals are earned through relationship building," she said. She recognizes that EWBA is a great organization for networking and providing opportunities to build relationships. She rarely misses the monthly luncheon meetings and enjoys meeting with members.

Charlotte Patterson wants to be a "community resource" and looks for ways to serve Wichita and the surrounding area. As of March 2007, she authors a monthly home issues article for Womens Focus Magazine (also an EWBA member). "I'm thrilled to have found a voice in writing and be able to tie it to my profession," she said. "Being inspired to write was a surprise."

Time with her husband and two sons is very important to Charlotte. And a challenge when building a business, but she is "content" and finds balance between home and career. To unwind, Charlotte enjoys antiquing, sewing, and quilting. Along with EWBA, she is a member of the Quilting Guild and Connections of Wichita.

For more information on Charlotte Patterson you can call 409-0398 or send her email at [charlottepatterson@cox.net](mailto:charlottepatterson@cox.net).

### Business Know How How To Leave Impressive Voice Mails:

We've all experienced the voice mail rabbit, the person who talks so fast that you have to listen to the message five times to understand their phone number. Alternatively, have you heard from the person that rambles all day to get his point across? Here are some easy tips to help you leave impressive voice mails.

- Be prepared with a short and clear statement. This way you will not find yourself rambling if you must leave a message.
- Speak relatively slowly, clearly and be friendly. Negative voice mails are never productive.
- Say your name and the name of your company. This helps the receiver to identify you. Do not rely on anyone to remember you from the sound of your voice.
- State the date and time you called. Some message machines do not automatically record the date or time.
- Say your phone number twice at a moderate pace. This will allow the recipient time to mentally process and write down the number.

There is no monkeying around when it comes to business etiquette.

Article provided by:  
The Etiquette Execs  
[www.EtiquetteExecs.com](http://www.EtiquetteExecs.com)

## Low Cost & No Cost MARKETING IDEAS

By Ken Elliott from the KSBDC

- 1) Give customers a "celebrity" status when you use their ideas
- 2) Take free samples to businesses
- 3) Create a "Limited Time Special", but don't state the end date
- 4) Sponsor an event where a percentage of sales goes to charity
- 5) Collect information on your website from people who visit with a contest
- 6) Develop your value proposition
- 7) Get a magnetic sign on your car!
- 8) Use fun statistics
- 9) Block some time off on your calendar to market yourself
- 12) Pass out two business cards
- 13) Offer EWBA member discounts
- 14) Put a memorable sticker on your name tag at business events
- 15) Sponsor a local team or club
- 16) Identify local "buzz creators"
- 17) Brainstorm with business owners
- 18) Create a story for the press
- 20) If you're a consultant spend about 20% of your time marketing
- 22) Get a website!
- 23) Offer free second opinions!
- 24) Ask for ideas
- 25) Have your elevator speech written down and memorized
- 26) Go to a networking event and collect 7 new business cards
- 27) Hang a banner
- 29) Test a direct mail piece or brochure with a small audience
- 30) Sell gift certificates
- 31) E-mail re-order forms

For a free detailed list of Low Cost/No Cost marketing ideas from Ken Elliott's presentation at the February EWBA meeting email [tanya@momentummarketingdesign.com](mailto:tanya@momentummarketingdesign.com).

# EWBA Committee Information

## Social Committee

### June 19th Social - 5:30 to 7:30 pm at The Eagle Valley Raptor Center:

- Networking Program
- Tour of the Raptor Center (Just 20 minutes west of downtown)
- Appetizers by Sibs Catering

\$10 per person, bring 1 guest free! Additional guests are \$10, Families welcome too!  
RSVP for this event by June 15th by emailing [tanya@momentummarketingdesign.com](mailto:tanya@momentummarketingdesign.com).

## Membership

Please welcome the following businesses who have applied for membership:

**Alzheimer's Association Central & Western Kansas - Marsha Hills**  
**Serenity Home Health - Stacia Foley & Brian Garrett**

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

Welcome New Members:

**Tiempos – Diario Independiente - Dan Oropresa**  
**The Jason Booker Group – AllState Insurance - Jason & Larry Booker**  
**KPTS - Stephanie Crabtree & Leanna Scott**  
**50+ Fitness - Chad & Trisha Lee**  
**Riedel Studio - Julia Wall-Riedel**

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.

## Local Networking Opportunities Calendar:

"Connections of Wichita" a women's leads & Networking group meets every Tuesday morning. Call Charlotte Patterson for more details at 409-0398.

Do you know about some great networking events that you want to share? Email [thegirls@momentummarketingdesign.com](mailto:thegirls@momentummarketingdesign.com) your suggestions by the 10<sup>th</sup> of the month and we'll list them in the next newsletter.

## Last Meeting Recap

Tom Johnson from the Waterwalk, LLC spoke about the downtown project at the April meeting. The presentation was very informative. The meeting adjourned late due to technical difficulties, we apologize for any inconvenience this may have caused.

## Coming Soon at the Next Meeting

John Stevens is a retired owner/operator of several small businesses including oil & gas production, oil well drilling, sign manufacturing and restaurant interiors. He graduated from East High in 1961. Studied accounting at Wichita State University, engineering at LeTourneau University in Longview, Texas and Oil Field Technology at Kilgore College in Kilgore Texas. He serves on several community boards including Schweiter East Neighborhood Association, Wichita Independent Neighborhoods, Inc. and Wichita SCORE Chapter. He is the current Chairman of the WICHITA SCORE Chapter which counsels entrepreneurs who want to start new businesses. He is actively involved in the Visioneering Wichita program in the area of economic development.

## 2007 Board of Directors

### President

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

### Vice President

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### Treasurer

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### Fund-raising/Casino Chair

Robert Gelszat  
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### Membership Chair

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Snelling Personnel  
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### Hospitality Chair

Shawn Snyder  
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Kathy Osterbuhr  
Advantage Communications  
(316) 264-5005  
[Kosterbuhr1@cox.net](mailto: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](http://www.momentummarketingdesign.com)



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