

# NOTES

## Another fantastic NELBA Scholarship Golf Scramble!!!

Okay, so it wasn't the Ryder Cup, but everyone did have a great time at NELBA's 2nd Annual Scholarship Golf Scramble held at Glen Oaks Country Club on June 30. A cloudy morning gave way to blue skies and perfect golf weather as the 15 teams competed.

In addition to the regular 18-hole round, players competed for two hole-in-one prizes and in the putting contest. Alas, no one got a hole in one, but we did "crown" a putting champion with a \$50.00 prize.

This year's committee - Chair Pete Buhl (Sell & Save Metro Realty), Jan Gentry (L & N Credit Union) and Bruce Wood (Business Mastery)-worked diligently to obtain sponsors, door prizes and hole sponsors. A big THANK YOU to all our sponsors and donors, which include: L & N Federal Credit Union, Corporate Sponsor

### Hole Sponsors:

- American Founders Bank
- B & S Electric
- Chad Douglas, New York Life
- Mike Schano, MetLife Employment Benefits & Retirement Plans
- 2 Men & A Truck Moving
- L & N Federal Credit Union
- Louisville Pizza/T & A Marketing
- Signarama Northeast
- Web Media Interactive
- Xpertise



*The Scramble Committee posed with our scholarship winner. Left to right: Pete Buhl, Scholarship winner Melanie Claussen, Jan Gentry and Bruce Wood. Melanie will attend Jefferson Community and Technical College this fall to become a Radiology Technician.*



*L&N Credit Union #2 won the championship flight (Chris Brown, Sam Jackson, Tony Raley and Kevin Groody)*



*Volunteers Ellen Wade, Charlotte Buster and Linda Rudloff relaxed in the shade.*



*3rd flight was won by Signarama NE/Two Men and a Truck (John Longstreet, Mike Ellis and Jimmy Taylor)*

*Continued on page 2*

# Golf scramble

continued from page 1



The All Pro Satellite team won the 2nd flight.



Special thanks to Chad Douglas (right) and New York Life for providing the yummy breakfast from Dooley's Bagels!



Jan Gentry and her teammate were all smiles - good shots?



Stacey Rothballer and her co-worker from American Founders Bank took souvenir pictures of each team.



Doug Wade and Steve Kanotz enjoyed the day.

**Mark your 2009 calendar!!**

**3rd Annual NELBA Scholarship Golf Scramble**  
**Friday, June 5, 2009**

**Indian Springs Golf Club**  
**Westport Road at the Gene Snyder**

**Reserve your Corporate Sponsorship!**  
**Call Pete Buhl for information or to reserve your sponsorship at (502) 807-PETE**



I'm smiling because I won the "split the pot" drawing!



## NELBA Board of Directors

- Ellen Wade, President
- Thomas Jefferson Unitarian Church
- Pete Buhl, Vice President
- Sell & Save Metro Realty
- Linda Rudloff, Treasurer
- Your Community Bank
- Phyllis Onachilla, Director
- Century 21 - Realty Group Hagan
- Charlotte Buster, Director
- retired business owner
- Stacey Rothballer, Director
- American Founders Bank
- Elaine Wood, Director
- Business Mastery
- Diane Crutcher, Administrator
- Crutcher Business Services

For information, call (502) 855-3460, email [info@nelba.com](mailto:info@nelba.com) or visit [www.nelba.com](http://www.nelba.com)

**NELBA NOTES** is published six times a year. For advertising rates and information, please contact Elaine Wood at 396-3397 or [forelaine@bellsouth.net](mailto:forelaine@bellsouth.net)

Submit newsletter information to Ellen Wade at [bigole@aol.com](mailto:bigole@aol.com).

Design / production: Elaine Wood, Business Mastery

## September/October Open Houses

Wednesday,  
September 17

Please join Eddins • Domine Law Group as we host the NELBA Open House, from 5:00 – 7:00 p.m. We're located at 6011 Brownsboro Park Boulevard, Suite B, behind the hotel at the Watterson and Brownsboro Road. Our phone number is 893-2350. We look forward to meeting you and showing you how we can be of service to you or your business. No RSVP required.

Wednesday,  
October 8

5:30 - 7:00 pm  
Welcome to Fenley Office Suites at Brownsboro, creating complete solutions to meet clients' workspace and service needs. Located at 4965 US Hwy 42, Ste. 1000. Light refreshments and tour of the facility. Doorprizes! No RSVP required. Public welcome. For information, contact: Jason Tiemeier, [www.fenleyofficesuites.com](http://www.fenleyofficesuites.com); 502-855-3401.

Visit our NELBA members and see what exciting services and facilities they have to offer!

## NELBA Calendar of Events

### September

September 9  
5:30 pm – 7:00 pm

Networking Social  
Captain's Quarters  
5700 Captain's Quarters Rd. (off River Road)  
Cost: \$5 Light refreshments/cash bar.

September 17  
5:00 pm - 7:00 pm

Open House  
Eddins•Domine Law Group  
6011 Brownsboro Park Boulevard, Suite B

September 25  
5:15 pm - 7:30 pm

Annual Membership Meeting  
Keynote Speaker - Charla Young,  
WAVE 3 TV Troubleshooter  
Hilton Garden Inn Louisville/Northeast  
behind the Summit off Hwy 22 at the Snyder  
Cost: \$15.00 members and guests  
RSVP by September 22

### October

October 8  
5:00 pm - 7:00 pm

Open House  
Fenley Office Suites at Brownsboro  
6011 Brownsboro Park Boulevard, Suite B

October 14  
5:30 pm – 7:00 pm

NELBA Networking Social  
Captain's Quarters  
5700 Captain's Quarters Rd. (off River Road)  
Cost: \$5 Light refreshments/cash bar.

October 23  
11:15 am – 1:00 pm

Speaker Luncheon  
Customer-Driven or  
Customer- Deprived. You Choose.  
Elaine Wood  
Standard Country Club  
Highway 22  
Cost: \$12.00 members/\$15.00 guests  
RSVP by October 21

# It's time for the NELBA Board of Directors election

One important aspect of the NELBA Annual Membership Meeting - besides the great speaker, fabulous food and superb networking - is the election of the members of the NELBA Board of Directors. Elected directors serve a two-year term. Directors' duties include attending monthly lunch board meetings on the first Wednesday of every month and chairing/participating in at least one standing committee.

The returning members are: Ellen Wade (Thomas Jefferson Unitarian Church); Pete Buhl (Sell & Save Metro Realty); Stacey Rothballer (American Founders Bank); Linda Rudloff (Your Community Bank); Charlotte Buster (retired business owner); and Elaine Wood (Business Mastery). We thank retiring member Phyllis Onachilla (Realtor) for her many years of service on the board.

The slate of nominees is:  
Greg Bryant



Greg is originally from Rochester, NY where his father was a police officer for over 22 years, and his mother worked in retail. Greg graduated in 1987 from the

University of Buffalo with a degree in architecture. He moved to Louisville in 1995 and worked for Marine Bridge & Iron for eight years, before making a life-enhancing career change to be a reverse mortgage specialist.

Greg is currently a reverse mortgage specialist for Fifth Third Bank, assisting homeowners 62 and older to enjoy a better retirement with this program that allows them to turn

their greatest asset, their home, back into cash without worrying about making any payments to the bank. He is also the current chairperson for the Metro Louisville Aging In Place Council, which helps promote the concept of "Aging In Place" and the various products and services needed to accomplish this.

Greg joined NELBA in the fall of 2006. He recently became an Ambassador for NELBA to help promote the benefits of membership in NELBA and to reach out to the business community.

## Chad Douglas



Chad spent 22 years in retail, with the last four years flying every week, all over the country. As the national director of training for sales and operations for Best Buy, his job was to set up stores and train employees, a job which left no time for his personal life. Chad decided it was time to put down some roots and build a career based on working for himself.

He bought a home in Prospect five and a half years ago while on a long-term assignment to open three Best Buy stores in the Louisville market. And he decided to stay.

He chose a new career with New York Life. "My passion is to help people create and preserve wealth. I especially enjoy working with small business owners. My information and advice are always free. It's up to the person to decide if my proposal is the most appropriate for his or her particular circumstances.

When he's not working, Chad can usually be found working in his yard or surrounded by neighbors at a

cookout. "I also love to ride around golf courses, driving the cart for those who actually play golf, Chad noted. "It's a great way to be outside." He currently shares his home with his miniature schnauzer.

Chad is a member of the NELBA Membership and Ambassadors teams as well as serving as an event planner for the Holiday Taste of East Louisville, the Golf Scramble and the NELBA festival booth.

## Michael Kirk



Mike is a member of Wyatt, Tarrant & Combs, LLP's Health Care and Labor & Employment Law Practice Teams. Mike

concentrates his practice in employment law – defense and advises human resources officials on a variety of employment issues such as employment policies and procedures, internal investigations, and handling allegations of discrimination and retaliation.

Mike has been a presenter at numerous public seminars (including NELBA) and presentations to client management on topics such as sexual harassment, diversity issues, employee handbooks and hiring and firing issues. He is a member of the bars of Kentucky and New York.

Mike contributes relevant legal information articles to NELBA **Notes**. Mike will serve on the Program Committee.

## Leslie Underwood



A native of Southeastern Kentucky, Leslie and her family have the knack for incorporating good food and fun, which makes it only natural for

her to have married a chef. Leslie and her husband joke how they exchanged career paths. He studied finance and Leslie studied business management with an emphasis in hotel and restaurant management at Morehead State University, yet he is the chef and she's the banker!

Leslie joined the Commonwealth Bank and Trust team in 2002. She manages the Springhurst location, across from the Summit Shopping Center.

Leslie currently serves as the head of the NELBA Notes newsletter mailing committee and works on the NELBA Program Committee.

## Jason Tiemeier



Jason graduated from UK in 1999. Originally from the Newport/Covington area, he recently moved to Louisville from Lexington.

Jason has been the general manager for Fenley Office Suites at brownsboro since mid March. He has overseen business operations of executive suites located in KY, TN, OH, NC, IN, GA and FL.

Jason wants to help NELBA increase membership by promoting NELBA to all new businesses who take space in his suites, as well as virtual businesses that use Fenley's meeting rooms, business address and professional telephone answering services.

His past volunteer work includes the Special Olympics, Road Clean Ups; Women's and Children's Shelter in Lexington, KY and Jessamine County Humane Society.

---

The returning NELBA Board of Directors members:

## Ellen Wade



**President**  
Thomas Jefferson Unitarian Church

When she's not busy with NELBA, Ellen is a retired social worker who provides assessment services for law firms. She is the NELBA liaison with the Art in the Arbor Festival each year.

## Pete Buhl



**Vice President**  
Sell & Save Metro Realty

Pete is a Realtor/Broker and has his own agency. He has led the NELBA

Scholarship Golf Scramble committee since its inception.

## Charlotte Buster



**Director**  
Retired business owner

Charlotte is one of NELBA's best cheerleaders and a volunteer at most events. She serves on the Program Committee and arranges catering for NELBA events that aren't held in a restaurant setting. She also coordinates the volunteers for Art in the Arbor.

## Stacey Rothballer Director



American Founder's Bank

Stacey is the Financial Center Manager for American Founders Bank on

Hurstbourne Parkway. She has chaired the Program Committee and continues to serve as chair of the Holiday Taste Committee.

## Linda Rudloff



**Director**  
Your Community Bank

Her branch is in St Matthews on Shelbyville Road between the Post Office and

Thornton's. Linda specializes in consumer and small business banking at YCB. She has served as the treasurer of NELBA, has been in charge of the NELBA Banner Program and has been on the Holiday Taste Committee since joining the association.

## Elaine Wood



**Director**  
Business Mastery

Elaine is a business development and marketing consultant who specializes in strategic planning and communication issues. She designs and produces NELBA **Notes**, the NELBA Directory and our other marketing materials. Elaine also serves as chair of the Program Committee.

# ***Plan now for the 2008 Holiday Taste of East Louisville and Marketing Expo on December 4th!***

The Kroger Company is this year's Gold Sponsor for the 2008 Holiday Taste! We welcome Silver and Bronze Sponsors at this time -- a great marketing opportunity while supporting this charitable event! A portion of this year's proceeds will again be donated to "Friend for Life," our Louisville cancer support network. The sooner we receive your sponsorship, the more publicity for your company! Please see insert flyer for details. Sponsorships can be processed by credit card this year on NELBA's website!

Remember: Only NELBA members are eligible for a booth – make sure that your membership is current. Join or renew now!

Once again, booth spaces are offered at \$95.00 each, with electricity available. This year's event will be held at E. P. "Tom" Sawyer State Park, on Frey's Hill Road just off Westport Road.

---

"I thought the Holiday Taste was a great promotional event. Many of the people attending inquired about our Bee Hive Assisted Living. A week later one of the patrons inquiring came by for a tour and moved their Grandmother into our Community. She's a great Resident and still residing at our Community. "

Michele Allen, Owner, Bee Hive of Lyndon

---

"This promises to be a spectacular event. We can accommodate at least 60 booths. With ample close-in parking and such a convenient location, we will attract even larger crowds than in past years," said Holiday Taste Chair Stacey Rothballer. For more information or to reserve your sponsorship or booth, see the enclosed insert or call Stacey at (502) 638-4750.

## **Holiday Taste discount radio ads available to NELBA members only!**

Your NELBA Holiday Taste Planning Committee offers a marketing opportunity for your business: Be heard on radio as NELBA publicizes our expo the week before! (November 24 through December 4)

NELBA's Holiday Taste announcements will run every weekday and weekend from 6:00 am through 12:00 am on **WVEZ Lite 106.9**. This adult contemporary station has a huge audience, and it will be a great publicity tool for our annual expo. We have received a drastic discount since a major portion of our proceeds will be donated to Friend for Life Cancer Support Network.

This announcement will be aired 68 times, followed by mention of three sponsor companies and contact numbers. Your name will be mentioned up to five air times! **Only eleven sponsors** will be secured for these repeated announcements. In addition, five pairs of tickets will also be given to the public for admission to the Holiday Taste. This ticket giveaway will air 15 more times for added publicity! We will offer these 11 sponsor slots to NELBA members only. The cost per sponsor is \$300.

***NELBA must receive your payment in order to reserve your spot. For more information contact [info@nelba.com](mailto:info@nelba.com) Remember: First come, first serve!***

# What's new in NELBA?

## Westport Village

Suzanne Tiano, property manager of Westport Village, recently presented a huge gift package to NELBA for a door prize giveaway at Metro Representative Glen Stuckel's community meeting. NELBA thanks all the businesses that contributed and we look forward to welcoming them soon as new NELBA members!

Chartreuse Boutique- opening Fall 2008 at Westport Village  
[www.chartreuseboutique.com](http://www.chartreuseboutique.com)

Amazing Green Planet will open October 1. Amazing Green Planet is Louisville's answer to conservation and a better world.

## Norton Commons farmers market open Thursdays and Saturdays

Thank you for supporting local agriculture!

Corn, tomatoes, garlic and peaches are in season and you'll find them at the Norton Commons farmers market.

You can also find produce such as apples, potatoes, summer squash, cabbage and a variety of greens, and fresh herbs. The market also features grass-fed beef, pork (including bacon and sausage), certified organic and pasture-raised chicken, eggs, baked goods, jams and jellies, salsas and pickles, fresh cut herbs and flowers and perennials and houseplants.

The market is located on the village green in the town center at the corner of Norton Commons Boulevard and Meeting Street. It will be open from 8 a.m. to noon Saturdays and 4 to 7 p.m. Thursdays through October. Every Thursday evening during the summer, nearby Karem's Pub and Grill features an outdoor grill and live music.

## Rodes

4938 Brownsboro Road, the premiere luxury men's and women's apparel store in Louisville, was honored in New York City, along with 250 of the industry's top retail executives, with an achievement award from MR Magazine, the leading men's apparel industry trade publication. according to MR Editor-in-Chief Karen Alberg Grossman, "Rodes is an amazing store that has thrived nearly 95 years because they understand the concept of change. From selling officer's uniforms during WWII to offering the finest men's and women designer fashions, Howard and Susan Vogt have built one of the top specialty stores in America. They know how to edit assortments to the best of the best, and they live and breathe customer service. No one does it better."

## The Summit

Ryder Cup Week Entertainment at The Summit  
September 15 – 20, 2008

After spending the day on the golf course, enjoy live entertainment all week long from 6:00 pm – 8:00 pm on The Terrace at The Summit (next to Mitchell's Fish Market).

Monday, September 15

See Emily Play

Tuesday, September 16

Mike Tracy Jazz Trio

Wednesday, September 17

Rick Bartlett Trio

Thursday, September 18

Lamont Gillispie & 100 Proof

Friday, September 19

Old School

Saturday, September 20

Smooth Blvd.

Save on high gas prices...

Register to win a Vespa at The Summit! Now through September 28, 2008, stop by The Summit Guest Services office and register to win a Vespa LX50 courtesy of Vespa of Louisville. For a complete list of contest rules visit [www.thesummitonline.com](http://www.thesummitonline.com).

Christmas in September, Runway Fashion Show and Boutique Benefits Prodigal Ministries, sponsored by

The Summit September 25, 2008, 6:30pm -The Olmsted View the latest holiday fashions from The Summit. You could even win a \$500 shopping spree! For reservations email Mary Ellen Stottmann at [christmasin-september@prodigalky.org](mailto:christmasin-september@prodigalky.org) or call 502-386-5299.

---

## Report on August 5 public meeting: KY 22 expansion

About 100 people attended this meeting, including State Senator Ernie Harris, State Representative Bob DeWeese, and Metro Councilman Glen Stuckel. Speakers included Chris Phillips, project manager representing Metro Works, Craig Mount, project engineer with BTM Engineering, and John Callahan, Local District representative from the Kentucky Department of Transportation (KDOT). Representative DeWeese and Senator Harris presented an update relative to the funding issues complicating the progress of the project and stated that this project is a top priority for KDOT improvements in Jefferson County. Chris Phillips, Craig Mount, and John Callahan presented and discussed issues relating to the overall scope of the improvement project and challenges that include right of way acquisition and utility relocation relating to the project.

Bob Dye, president of the Glen Oaks HOA, spoke from the residents' point of view on the traffic congestion and the fact that people coming from Crestwood are routing their trips through Moser Farms, Glen Oaks and Norton Commons in order to avoid the congestion on KY-22. This is creating a safety issue. Gary Yurt, Chief of Worthington Fire District, discussed Worthington's new facility being built in Norton Commons and the anticipated Executive of the Louisville Metro YMCA, discussed their plans for a new YMCA branch to be located in Norton Commons and the need for infrastructure slow down in response time for emergencies until after the improvements are completed. Steve Tarver, Chief



*Gary Yurt, Chief of the Worthington Fire District discussed issues affecting fire protection.*



*Rod Henderson explained the critical issues of the Hwy. 22 expansion.*

Executive of the Louisville Metro YMCA, discussed their plans for a new YMCA branch to be located in Norton Commons and the need for infrastructure improvements to accommodate their new facility. Minister Bob Cherry from Northeast Christian gave a brief summary of the church's approved plans for an exciting addition to their campus. David Tomes, one of the managers of Norton Commons, reviewed the infrastructure improvements that not only Norton Commons but other developers were funding in the area and reviewed the civic

area and reviewed the civic buildings of St. Mary's Academy, the Worthington Fire District facility, and the potential of the YMCA and a JCS facility to be located in Norton Commons, all of which need access to KY-1694.

The good news is we now have forum from which we can monitor the progress of the project. I would anticipate this meeting on August 5 was the first of several meetings we will have in the

coming months. The bad news is there is not a firm date related to the beginning of the additional improvements for KY-22. Earliest expectations for the improvement project to begin would be the summer or fall of 2009. There is a possibility that issues such as right of way acquisition and utility relocation can be accomplished prior to that date.

I will be communicating with Metro Government and the engineers to discuss the status of the project and will report to you any changes or announcements. Any communication that you can have with elected officials in order to continue to keep this project on their "radar screen" would be helpful. Again, thanks to all who participated in the meeting. Please contact me with your suggestions. This issue is a community wide issue, not just a Norton Commons issue. Let me know any thoughts you may have.

Rod Henderson  
Managing Director- Norton  
Commons, rhenderson@henderson-  
services.com

---

# NELBA scrapbook



*Left to right: Richard Schnur, Jack Small, Sharon Akin and Vicky Perry enjoyed the networking, Mayor Jerry and the delicious desserts!*

*Mayor Jerry Abramson updated the more than 50 NELBA members and guests who attended the June 26 luncheon at Standard Country Club on the state of doing business in Metro Louisville.*

---

## Westport Village Ribbon Cutting and Grand Opening



*Friday, June 21 finally arrived to the delight of Westport Village developers Todd and Colin Underhill. Local dignitaries and many NELBA and GLI members attended the ribbon cutting. The celebration continued throughout the weekend with many activities, including live bands and fireworks Saturday night.*



---

# NELBA New Member Business Highlights

## MultiCare Center

Westport Village- 1315 Herr Lane. Ste. 201

As the Region's Oldest Holistic Medical Center, our mission at the MultiCare Centre is to provide the most effective treatments for patients by combining both conventional and integrative approaches that address all aspects of health and wellness.

Our board-certified physicians and licensed therapists help people live a healthier life by teaching self-care skills like diet and nutrition, corrective exercises, stress reduction, guided imagery, and by offering a host of massage and bodywork therapies.

We are continually working to transform healthcare by utilizing evidenced-based, cost-effective conventional, complementary and integrative healing practices; educating health professionals and the public about these practices; and creating new models of outpatient care.

Contact: April Mohler, 426.8666.

---

## World Ventures, Vacation Consultants

The Jetsetters - Toni Hutchins, Vicki Soto and Michaellee Duckworth - all knew each other in a previous work life. But, now they work together to offer their hard working customers "Vacation Therapy."

As vacation consultants for a large national travel club, they are able to market luxury trips at wholesale prices. Consequently, the bulk buying concept has allowed them to offer incredibly low rates.

On their scenic website, curious travelers can view a short but exciting video about the wonderful vacations and adventures. Furthermore, you can search for the trip of your dreams on their banner page or vacation calendar. Each year they offer at least 70 awesome venues all across the world and even close to home. Cruises, luxury resorts, golf resorts, all-inclusives, beachfront escapes and spacious condos from under \$100, up to a world class vacation in Egypt for under \$3000! Get with one of these representatives so they can give you their business card with the website address or even better, ask for a

copy of the newest vacation DVD or magazine. Your "escape" isn't that far away!

Vicki Soto 502.387.1423

Toni Hutchins 502.649.9296

Michaellee Duckworth 502.298.3851

---



Maybe you've seen it "hanging around" ... Town Planner has been in the Louisville market since 2002 (started in Cleveland over 20 years ago), and is quickly becoming known as "The Community Events Calendar with the yellow coupons." More than 2 out of 3 households that receive Town Planner keep it and use it according to local AND national surveys. What better way to keep your business "On Display Everyday!"

Town Planner focuses on local businesses and community events with this unique, direct-mailed publication. The shelf-life lasts all year—and Town Planner pages stay open on your ad for 30 days at a time. Space is limited, and filling up fast for the next edition... Town Planner does offer exclusivity for some business categories, too. So, call now!

To find out more, call Greg Austin, Publisher, at 228-2490. Visit them on the web at: [www.townplanner.com/louisville](http://www.townplanner.com/louisville)  
Check them out on YouTube at: [www.youtube.com/townplannerky](http://www.youtube.com/townplannerky)

---

## The Pampered Chef

The Pampered Chef was founded over 25 years ago by an upcoming business leader named Doris Christopher who entertained a brilliant idea of developing a business that would allow her to be a stay at home mom for her young children, yet supplement the family income. The business was developed under the premise of bringing families together at mealtime utilizing high quality kitchen tools that were easy and fun for the entire family to use. The Pampered Chef has developed into a household name by which consultants demonstrate simple recipes using high quality kitchen tools so families can connect at the dinner table.

---

## **NELBA New Member Business Highlights, continued**

Another important aspect of The Pampered Chef is the opportunity for individuals to earn income based on a schedule that best accommodates their lifestyles without interfering with important family commitments. A Pampered Chef consultant is enabled to set her or his own goals based upon their wants and needs and desire to earn a level of income that eases today's tight budgets.

Contact Kena Cambron at (502) 345-9695 to schedule your in-home cooking show or email her at [kcambronpchef@bardstowncable.net](mailto:kcambronpchef@bardstowncable.net) to obtain additional information about The Pampered Chef.

---

### **Westport Whiskey & Wine- A Tasting Experience**

Westport Village, 1115 Herr Lane Suite 140

We are a full service wine & spirits store providing an eclectic mix of wines, along with a wonderful selection of US whiskey, as well as whiskey from around the world. Westport Whiskey & Wine allows you to experience our products in an educational and fun setting.

Come enjoy our Tasting Room where we offer more than the traditional sampling. Regularly scheduled classes teach you how to determine value and how to expand your tastes across all segments of spirits and wine.



Chris Zaborowski (left) hosts a weekly wine tasting event. He is joined by Chris Webb, WJ Deutsh & Sons, Ltd.

Managing partner Chris Zaborowski is passionate about the beverage alcohol industry. With over 25 years experience in the industry in both retail and wholesale, Chris has the knowledge to serve you.

A popular wine educator, Chris has taught adult wine appreciation classes at Bellarmine University and the Louisville Zoo for over 13 years. He is an active sommelier for a chapter of the American Wine Society and has served as a wine judge for over 10 years.

Business partner Richard Splan has worked in sales and marketing for the past 26 years. He started his career with General Foods in retailing and product sales for multiple areas of the country. For the last 20 years he has worked in financial services. Richard has an extensive knowledge of whiskey and Scotch to compliment Chris' abundant wine knowledge.

Chris Zaborowski & Richard Splan

Westport Whiskey & Wine

1115 Herr Lane Suite 140

Louisville, KY 40222

502-708-1313

[www.westportwhiskeyandwine.com](http://www.westportwhiskeyandwine.com)

---



### **Wyatt Tarrant & Combs LLP**

Wyatt, Tarrant & Combs, LLP, traces its roots to the early 1800s and today is the product of the merger of several distinguished law firms. With more than 200 attorneys in eight offices located in Kentucky, Tennessee, Mississippi, Colorado and Indiana, a well-trained professional staff and the latest in computerized research systems, we move quickly to address the most sophisticated legal matters.

The Firm offers its clients resources and experience equal to those found in the nation's largest firms, yet we also provide the responsive, personalized service typical of much smaller, specialized firms. We have a comprehensive practice which includes all aspects of business and litigation matters including: Administrative, Antitrust, Securities & RICO, Banking, Bankruptcy, Commercial Litigation, Communications, Construction Litigation, Copyright, Corporate, Creditors' Rights, Employee Benefits, Toxic Torts Litigation and Counseling, Equine, Estate Planning, Finance & Commercial

Continued next page

---

## NELBA New Member Business Highlights, continued

Lending, Franchising, Governmental Law, Healthcare, Immigration, Intellectual Property, International, Labor & Employment, Mergers & Acquisitions, Mineral & Energy, Patents, Probate, Products Liability, Public Finance, Real Estate, Sports, Taxation, Tort & Insurance, Trademark & Trade Secret, Transportation, Utilities and Workers' Compensation. As our clients' legal needs have expanded in an increasingly complex business and legal environment, so have the variety of our services.

Contact: Michael K. Kirk  
Wyatt, Tarrant & Combs, LLP  
2600 PNC Plaza  
Louisville, Kentucky 40202  
(tel.) (502) 562-7306  
(fax) (502) 589-0309  
mkirk@wyattfirm.com  
<http://www.wyattfirm.com>

---

## The Genetic Information Nondiscrimination Act:

### What the New Law Means For Employers

On May 21, 2008, President Bush signed the Genetic Information Nondiscrimination Act. The Act is not effective for 18 months from the date it was signed. In that time, the EEOC has been tasked with creating regulations to implement the Act. The hope is that the regulations will be completed at least 6 months before the Act becomes effective. The Act covers employers which are covered by Title VII of the Civil Rights Act of 1964 -- private employers with 15 or more employees -- and federal employees. The overriding purpose of the Act is to encourage people to undergo genetic testing which helps medical providers to detect diseases earlier and, hence, to treat them sooner. But with such benefits comes the obvious fear that employers could use genetic information to deny jobs to applicants or to terminate employees with "problem" genes. Genetic testing may indicate the potential for conditions and diseases which will keep applicants or employees out of work for prolonged periods of time and could cost the employer in lost work and health insurance expenses.

The Act makes it unlawful for employers to fail or refuse to hire or to discharge an employee or otherwise to discriminate against an employee in the terms and conditions of employment because of "genetic information" pertaining to that employee. The Act also prohibits employers from collecting genetic infor-

mation from employees except in limited circumstances (Ex. when an employer seeks family medical history to comply with the certification provisions of the FMLA). Genetic information is defined as a genetic test or the genetic test of a family member or "the manifestation of a disease or disorder in family members of such individual." So it is not just scientific or medical test results which are at issue. If a relative has a disease and an employee discloses it, an employer cannot use that information to discriminate (Ex. Dad had another heart attack, Aunt Jane is undergoing chemo due to cancer).

The Act prohibits employment agencies from using genetic information to discriminate against individuals (Ex. refuse to refer for employment, cause an employer to discriminate against an individual). Labor unions are prohibited from discriminating against members on the basis of genetic information. The Act also addresses the insurance industry. Insurers which provide group insurance or individual insurance are prohibited by the Act from requesting or requiring genetic testing and from using genetic test results to determine eligibility for insurance or benefits.

One issue which will undoubtedly be litigated over time is inadvertent disclosures or disclosures made for FMLA leave requests which end up in the wrong hands. For example, employers are allowed to ask for an employee's "genetic information" in connection with certification requirements for FMLA leaves. But that process sometimes starts with an employee asking his supervisor about leave or telling a supervisor he needs leave. If the supervisor asks questions to clarify if the employee is seeking FMLA leave or if the employee turns in notes from his doctor to the supervisor, is such a disclosure covered by the new law. And what about medical discussions under other laws? It may be some time before we can answer such questions with any certainty.

**Michael K. Kirk**  
Wyatt, Tarrant & Combs, LLP  
(tel.) (502) 562-7306  
mkirk@wyattfirm.com

## Need to enhance your marketing?

- Marketing Plans
- Graphic Design
- Copywriting



Elaine Wood  
502.396.3397 (Cell)

Bruce Wood  
502.396.3398 (Cell)

---

## Do you need effective, results-driven NETWORKING?

More than fifty eager participants attended our July luncheon program, which featured a dynamic presentation by networking guru Lin Schussler-Williams. Attendees were offered numerous tips for creating effective networking experiences, including:

1. Be an informal networker. . Even the shyest person will have the opportunity to strike up a conversation in most situations. If you do not feel comfortable in a planned networking event, give yourself a job, such as making sure that everyone there meets other people. Or make it your job to greet people who walk in. You never know who will have a great contact for you - or whom you can assist.

2. Be generous.. Ask questions about others' expertise or products/services. Make introductions. That person you just met might need to meet another colleague for a great professional connection.

3. Know why you're going. Assess the potential for business contacts - not just the people who attend, but THEIR contacts. If a particular networking group does not fit your objectives, then stop going. Make smart allocations of your time.

4. Set the stage for success. Have CLEAR, CONCISE and BRIEF "sales" description of how you help your customers - the difference you make in their businesses or lives. Paint a picture of the RESULTS and effects your customers experience. Set goals for each networking event. Commit to each networking event as part of your personal prosperity plan.

5. Be the host. Act as if each person attending an event is a guest at your home. Make sure they are welcomed, shown the refreshment options and INTRODUCED to others. If you need to meet people a specific industry or situation, create your own networking group of people who also need to meet the same people, but for a different or non-competing reason. For example, if you need to meet people who are or will be building a new office or location to sell them office furniture, form a group with people who work with architects, landscapers, builders, IT equipment and so on.

6. Follow up. Send a hand-written note to people you meet at networking events. This says that you have taken the time to send a personal note - a much more effective and impactful response than an email. In fact,



*Our July luncheon speaker, Lin Schussler-Williams, offered tips for effective networking to another group of more than 50 members and guests.*

don't send an email unless specially requested.

7. Track your progress. Keep a list of the events, what happened and the results. Review the results and determine what you need to keep doing and what events could be eliminated from your schedule.

Lin is the creator of WP3: Women of Power, Purpose and Prosperity, a networking symposium of women business owners, executives and sales professionals. In her "day job," she is the national accounts manager for Southeast Durable Medical Equipment. She can be reached at 502.379.1246 or [lin.williams@sedme.com](mailto:lin.williams@sedme.com).

**If you have - or need - customers,  
don't miss our October program!  
*Customer-Driven or  
Customer-Deprived.*  
**You Choose.****

**Elaine Wood**

*Business Mastery*

**Thursday, October 23**

11:15 - 1:00 pm

Standard Country Club

- *What separates customer-driven companies from struggling companies?*
- *What do your customers truly value?*
- *Are your products/services in alignment with your customers' needs and wants?*

## NELBA Member profile

Stuck on that Sunday crossword puzzle? We may have some help for you.

Attorney Mike Kirk found NELBA when he was asked to speak at one of our programs on employment law. He enjoyed our group so much, he joined. A member of the Wyatt, Tarrant & Combs firm, Mike specializes in employment and HR law.

After graduating from Colgate University, Mike received his law degree from the University of Louisville. He then returned to New York to practice law. He moved back to Louisville in 1987.

Mike and Maureen, his wife of 20 years, have two teenagers -Duncan, 17, and Jacelyn, 15. Maureen is an estate administrator with JP Morgan.



Mike is an active community volunteer with Habitat for Humanity, Harvest and Leadership Louisville. He says that crossword puzzles are one of his favorite pastimes.

“Professionally, one of the things I enjoy most about my legal work is solving HR issues for clients through collaboration. I pretty much work myself out of a job,” he noted. “As a volunteer, I enjoy working with talented people to solve problems in our community.”

He says he enjoys NELBA because we have a group of business people who help each other, share information and work to grow their businesses. Mike serves on the Program Committee.

if you would like to receive, via email, Legal Update for Employers, which Mike and his colleagues at Wyatt, Tarrant & Combs provide to NELBA members, email Mike .

So, if you have an issue with your HR area or need help with a tough crossword puzzle, give Mike a call. he can be reached at (tel.) (502) 562-7306 or [mkirk@wyattfirm.com](mailto:m Kirk@wyattfirm.com).

Welcome, Mike!!!!

(Members are selected for a Profile by a business card drawing at the Captains' Quarters networking events.)



### Thursday, September 25 NELBA Annual Membership Dinner Meeting Keynote speaker: Charla Young, Consumer Advocate WAVE TV 3's "Trouble Shooter"

5:15 pm - 7:30 pm

Meeting and dinner hosted by The Hilton Garden Inn Louisville/Northeast

Cost: \$15.00 for members and guests

RSVPs absolutely required by September 22. Cancellations required 72 hours in advance.

"No shows" will be billed. Register online now for your reserved seat at [www.nelba.com](http://www.nelba.com)

Members and guests are eligible for a Grand Prize drawing for Overnight Gift Stay- Hilton Garden Inn Northeast + \$100 Gift Package from The Summit stores

#### Meeting Sponsors:

**Vacations by V \* Discount Carpet and Janitorial Cleaning \* Better Body's Fitness**



## NELBA has new telephone answering service - thanks to Fenley Office Suites' Virtual Business Solutions

NELBA member Jason Tiemeier, manager of Fenley Office Suites at Brownsboro, assessed NELBA's needs and tailored a package to meet them - a task he accomplishes for many small businesses. He and his staff work with small businesses and organizations to design office solutions that allow their clients to spend all their time growing their business and less time on small details - such as how the phones are answered.

NELBA's new service enables members, future members and vendors to reach the board member who is best equipped to answer specific questions. For example: Calls inquiring about sponsoring the Annual Scholarship Golf Scramble will be referred to Pete Buhl's cell phone. Ellen Wade no longer has to answer the call, take a message, and then call Pete to forward the information.

The Virtual Business Solution is just one way Fenley Office Suites can assist small businesses. Fenley Office Suites also offers meeting rooms, administrative support, and a business address for mail receipt. It is not necessary to be a tenant of Fenley Office Suites to utilize some of these services.

In addition, Fenley Office Suites offers turn-key full time office packages which are designed to be flexible, creating complete solutions to meet all clients workspace and service needs. The shared office environment allows Fenley to provide the latest equipment and technology,



*The staff at Fenley Office Suites will answer NELBA phone calls and route them to the appropriate board members.*

coupled with a prestigious office environment and a fully trained professional support staff. Office packages are readily available and simple terms allow companies large or small to move in immediately.

Fenley Office Suites at Brownsboro is located in the KMA building at 4965 US Hwy 42, Suite 1000. They have over 16,000 square feet of Class A office space with fully furnished offices and two executive boardrooms. Fenley Office Suites invites all NELBA members to stop in for a tour to see how your business can benefit from their services. Please

**(Non-Profit Announcement):  
Are you helping a loved one to age gracefully? Is this wearing you out? Join the TJ Care Givers Support Group. We meet the first Tuesday of each month at 4:00 pm at the church. Non-members welcome. Contact Thomas Jefferson Unitarian Church for more information, 425-6943 or office@tjuc.org**

feel free to stop in anytime or call Jason Tiemeier at 502-425-2225 for more information.

Thank you, Jason and Fenley Office Suites for providing this great service to NELBA!!!

Be sure to attend the Open House on October 8 at 5:30 pm.

**NELBA's new  
phone number is  
502-855-3460**

**Are you an EXPERT in an area that could affect NELBA members, such as human resources, tax changes, insurance, construction/remodeling or even operating efficiencies?**

**If so, would you consider writing a short article for our newsletter?**

**Send your article to Ellen Wade at bigole@aol.com. Be sure to include your contact information.**

## Mark your calendar!!!



**Thursday, September 25**

### **Annual Membership Dinner Meeting**

*Keynote speaker: Charla Young, Consumer Advocate*

WAVE 3 TV's "Trouble Shooter"

**5:15 am - 7:30 pm**

Meeting and Dinner hosted by The Hilton Garden Inn Louisville/Northeast

Cost: \$15.00 for members and guests

RSVP absolutely required by Monday, September 22. Cancellations required 72 hours in advance.

"No shows" will be billed. Register online now for your reserved seat at [www.nelba.com](http://www.nelba.com)

**Thursday, October 23**

*Customer-Driven or Customer-Deprived. You Choose.*

**Elaine Wood, Business Mastery**

Speaker Luncheon 11:15 am -1:00 pm



Standard Country Club, Hwy. 22 (between Barbour Lane and Goose Creek Road)

Cost: \$12.00 members; \$15 guests RSVP online by Tuesday, October 21

Box 225  
c/o The UPS Store  
4949 Brownsboro Road  
Louisville, KY 40222

Business & Community Working Together



Presorted Standard  
U.S. Postage  
PAID  
Louisville, KY  
Permit No. 553