

NOTES

An excellent 2008 Holiday Taste & Business Expo!

A success for businesses and our community!

The 10th Annual Holiday Taste of East Louisville found a new home at E.P. "Tom" Sawyer State Park. Thanks to Chris Head and his staff for accommodating our needs to make this the most successful event ever! We reached 500 attendance this year including the businesses and public. All sixty-six booths were reserved by a wide variety of unique NELBA businesses. Radio ads on WVEZ-Lite 106.9 benefitted the featured NELBA businesses while bringing newcomers to the event. A portion of the \$10 admission was once again donated to Friend for Life, a non-profit cancer support network of volunteers. Friend for Life volunteers were instrumental again this year in helping plan the event and register and oversee the evening's activities.

Members of the Atherton Chamber Singers provided entertainment at the beginning of the event. A grand prize raffle (\$300 gift certificate to the shops of Westport Village) was awarded to Conway Stone, for his vote for best booth. Ballots were counted at the close of the event and The Kroger Chef Shoppes once again won "Best Booth" and a cash prize of \$100. Congratulations!!

The winner of the NELBA Booth "Free Membership" was Bryon



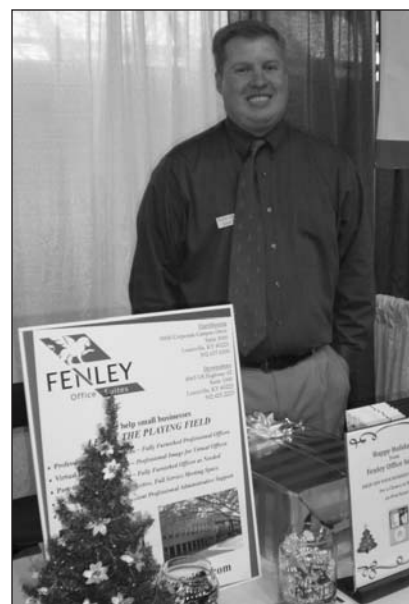
Once again, the Kroger Chef Shoppes was voted "Best Booth."



Steinbach, New Life Cleaning Services, Inc. (See "New Member Business Highlights.")

What a great, fun opportunity to promote NELBA and its members! Good work to all of the participants! Thanks to the planning committee, headed by Stacey Rothballer and Chad Douglas, for their innovative ideas and

Continued on page 4



Above left: The Atherton Chamber Singers added holiday music to the Expo.

Above: Jason Tiemeir of Fenley Office Suites was all smiles.

Now Accepting reservations for monthly Open Houses beginning February 2009

NELBA schedules business hosts for a series of "open houses" that are held after work. Many member businesses have showcased their facility, product or service while offering light refreshments and a fun networking opportunity for potential customers and referrals. Open houses are time-limited and allow for staggered work ending times. We already have an open house scheduled for January. Contact us now to get your business on the calendar!

Please email Rosann McWherter, Life After Forty, (rosann@lifeafterfortyllc.com) or call her 836-7532, if you'd like to schedule an open house for your business in a future. You plan it - we'll publicize it! We anticipate one per month. It's a great way to network!!

Note: We welcome Rosann as our new Open House Liaison and Ambassador! Thank you for serving NELBA!

NELBA Board Welcomes Suggestions

NELBA encourages any member to express ideas or suggestions about our programs, special events and other related service to our members. The NELBA Board of Directors meets on the first Wednesday of every month. If you have any agenda item you wish

the board to discuss, please forward it to info@nelba.com two weeks prior to the next Board meeting. (email subject line: "Agenda item for Board Meeting") Please include your full contact information so we can respond to you after the Board meets.

Interested in making 40 face-to-face sales calls in an hour?

You are? Then consider sponsoring a NELBA program meeting.

For \$100, you get a 3-5-minute "commercial" about your business, presentation of your company marketing materials and the opportunity to promote a special NELBA "deal."

Just ask Stacey Rothballer of American Founders Bank about the benefits of her October meeting sponsorship. By offering a special NELBA CD rate, she brought in several new customers and literally hundreds of thousands of dollars in new business!

Call Leslie Underwood, Commonwealth Bank & Trust (in the Springhurst Kroger) at 259-2140 or leslie.underwood@CBandT.com to schedule your meeting sponsorship.



NELBA Board of Directors

Ellen Wade, President

Thomas Jefferson Unitarian Church

Pete Buhl, Vice President

Sell & Save Metro Realty

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Fenley Office Suites

Leslie Underwood, Treasurer

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Your Community Bank

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 or visit 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

Submit newsletter information to Ellen Wade at bigole@aol.com.

Design/production:
Elaine Wood, *Business Mastery*

E.P. "Tom" Sawyer State Park named "2008 State Park of the Year"

It was a pleasure this year to hold the 10th Annual Holiday Taste of East Louisville at E.P. "Tom" Sawyer State Park. Manager Chris Head and his staff expertly accommodated the launching of NELBA's business expo in their facility with huge success.

This year, the Park's improvements in its programs and facilities have garnered the top award among the state's 24 recreational parks. Chris stated, "We've basically reinvented our entire programming adding history hikes, geocaching (a treasure hunt game using handheld global positioning devices), archery lessons and astronomy "star parties." The five-acre dog run, renovated tennis courts, new playground and improved cross country course are part of the accomplishments.

The community center opening in May 2009, which is being built with the help of \$1 million from the Sawyer family, will be ideal for business functions, wedding receptions, social events and community programs. For information on holding functions there, please contact Sarita Mickens at 429-3280 for more information.

The "Tom" Sawyer State Park Foundation is an important component of the continued improvements in the Park. Over the years, the Foundation has planted hundreds of trees. The Foundation could use more community help to continue to provide financial support for maintenance and renovations. Anyone interested in giving volunteer time or a financial contribution may contact the board's Chairperson, Earlene Bisig-Zimlich at SawyerBoardChair@aol.com.

NELBA Calendar of Events

January

January 8

6:00 pm – 8:00 pm

Open House

Embroidme Springhurst

3556 Springhurst Blvd.
(up from Tumbleweed/across from Dick's)

January 13

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.

January 22

11:15 am - 1:00 pm

Speaker Luncheon Meeting

How to Avoid the Top Ten Technical Mistakes Small Business Make

Erik Eckel

Computer Troubleshooters

Hilton Garden Inn/Northeast
The Summit off Hwy. 22
Cost: \$12.00 members; \$15.00 guests
RSVP by January 20

February

February 10

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.

February 19

11:15 am – 1:00 pm

Speaker Luncheon Meeting

Creating An Employee Ownership Mentality

Eric Brown

Profitable People

Hilton Garden Inn Louisville/Northeast
The Summit off Hwy. 22
Cost: \$12.00 members/\$15.00 guests
RSVP online by February 17

March

March 19 Speaker:

John Coots

Metro Louisville Government
What Our Local Government Can Do for Businesses

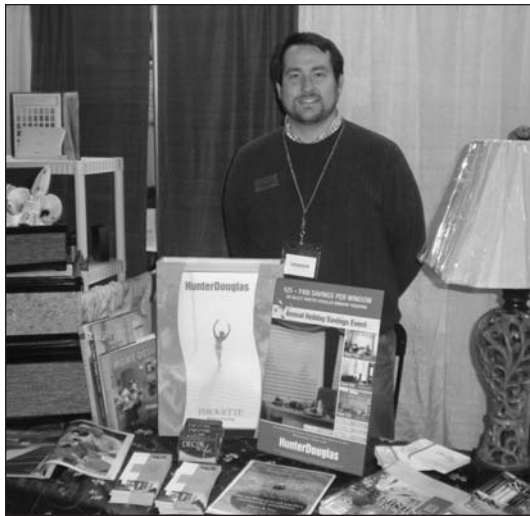
More Taste of East Louisville and Business Expo...

Continued from page 1

hard work made this event an outstanding success! A special thanks to Linda Rudloff, who for years, has been responsible for the registration and the booth layout and rentals. We'll see everyone next December!



Earlene Bisig-Zimlich, Chair, Tom Sawyer State Park Foundation, Park Manager Chris Head and Metro Council representative Glen Stuckel.



Decor & You



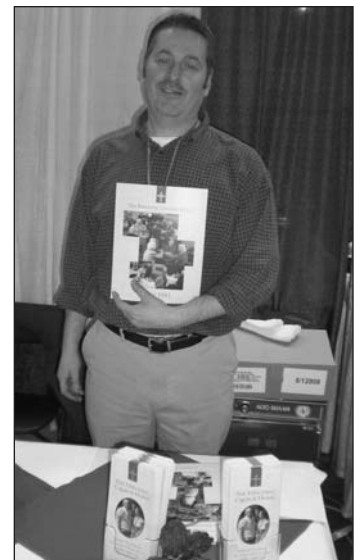
Red Robin



Bruce Wood, Charlotte Buster and Elaine Wood staffed the NELBA booth.



Amazing Green Planet



Episcopal Church Home



Jason's Deli



Stock Yards Bank & Trust



The University Club



Fifth Third Bank



Pippin-Ridgeway, LLC



BeeHive Homes



Coffee News



New York Life



Westport Village



L & N Credit Union



Kroger Catering



Wells Fargo Bank



SuddenValues.com



Home Instead Senior Care



Louisville Metro Police Department



American Founders Bank



Smiles on Meeting Street



First Capital Bank of Kentucky



Advantage Investment Management



360 Painting



HealthSource Chiropractic



Barton House



Fresh Air



Max & Erma's



Springdale Automotive



Sell & Save Metro Realty



Norton Healthcare

What's new in NELBA?



Opening January 2009

As Eggheadz LLC, Hall and Rothberg are planning a second Wild Eggs, leasing about 4,800 square feet at Westport Village shopping center in eastern Jefferson County, in space that formerly housed a Bountiful Bread restaurant.

Wild Eggs signed a 10-year lease with renewal options on Oct. 22, said Colin Underhill, leasing agent with Underhill Associates, which is developing Westport Village.

Hawkins Company CPA's, LLC (Hawkins) is pleased to announce that Lori Klumpp has joined the firm. Lori will perform the firm's Quality Control oversight and help manage the firm's Client Internal Audit Services.

Henry Hawkins, founding member of the firm, said of Lori's addition to Hawkins: "Lori brings years of financial institution experience and expertise from management positions both in public accounting and financial institutions. She will definitely be a team leader for the firm and add to our firm's focus of "having an impact" with our clients!"

The Summit

Habitation, now open next to Ulta Cosmetics. This store features contemporary and affordable home furnishings and accessories www.habitationstore.com or call 02-426-0807 for more information.

Card for a Cause gift card program will launch in January at The Summit in Louisville.

This gift card program originally began at The Summit in Birmingham and will be rolled out starting in January at The Summit in Louisville. Card for a Cause supports the local chapters of the Juvenile Diabetes Research Foundation as well as the American Cancer Society. Summit gift cards that are uniquely designed for these participating will be for sale at The Summit Guest Services Office located next to Ulta Cosmetics. The Summit will donate five percent of the card's annual sales to the charities' local chapters. Identical in consumer end use, the Card for a Cause gift cards can be used at all tenants at The Summit and the general gift card will still be available for purchase. For details on purchasing these special gift cards, please contact The Summit Guest Services office at 502-425-3441.

Westport Whiskey & Wine adds handmade artisan candies from Cellar Door Chocolates

Westport Whiskey & Wine has added handmade Cellar Door Chocolates to the extensive selection of wines and premium spirits carried at their Westport Village shop.

Created by local chocolatier Erika Chavez-Graziano, who founded Louisville-based Cellar Door Chocolates in 2007, the sinfully decadent line of artisan candies includes truffles, peanut butter cups, turtles, bourbon balls, and almond and peppermint bark, as well as candies and chocolate sculptures made to order for weddings, special events and fundraisers.

Of the decision to carry the Cellar Door line at Westport Whiskey & Wine, proprietor Chris Zaborowski observes, "We are very selective with every product we bring into our store. We look for wines, spirits, whiskeys and foodstuffs that offer great value, are interesting and not-so-common. Cellar Door Chocolates fit those criteria."

Open House

EMBROIDME -SPRINGHURST

Thursday, January 8, 2009

6:00 pm - 8:00 pm

3556 Springhurst Blvd.

(near Tumbleweed/across from Dick's Sporting Goods)

Gary and Faith Hopper invite you to their Open House for promotions and great networking! Refreshments and Door Prize (two free polos with personal name embroidered.) Also - free tee shirt with your favorite saying or other message printed right then.

Call 426-8881 for more information.

Proud USAF Veterans!

Proforma provides “V-Mags” e-publishing solution to NELBA

In the current climate of new economic challenges, businesses and organizations of all sizes and types are looking for ways to reduce costs and increase efficiency, while continuing to try to grow. Digital publishing, also called e-publishing, is one sensible, affordable solution that fits an array of different business communication applications. Not to be confused with digital printing, digital publishing uses special web-based software, called a publisher, to convert the PDF file that is used to print a publication into an online replica that can be viewed and manipulated on the reader's computer screen. Such publications could include any commercial or private periodical such as a newspaper, magazine, bulletin, or newsletter, as well as an organization's catalog, annual report, directory, or handbook. Digital publishing even works very nicely for the online version of a restaurant's menu!

In 2009, Proforma will provide digital publishing services to NELBA for the annual **Membership Directory**, through V-Mags Media Solutions. This new virtual version of the directory will be available to members only through a link on the NELBA web site. It will be as easy to use as the printed hard copy. Simply turn the pages of the digital edition with your mouse cursor instead of your fingers. But that's not all! When navigating the Directory online, members can zoom to enlarge fine print, search using key words or names, activate internal links to navigate to certain sections of the Directory, and click hot-linked web site or e-mail addresses to go directly to external online destinations.

Perhaps the greatest value-added feature for NELBA will be the ability to keep the virtual edition of the

Membership Directory up to date throughout the year. Whether it is the addition of new members or information changes for existing members, the online Directory will be kept current at all times. Additionally, members will be given the opportunity to “hot link” their web site and/or e-mail addresses in their own directory entries, thereby enhancing the ability of users to access companies' information with a click of a mouse.

Advertisers will also enjoy valuable new benefits offered by the V-Mag version of NELBA's Membership Directory in 2009. First, the very creation of the virtual copy turns each advertiser's print ad into an online ad! The advertisers may then choose to enhance their online ads by displaying them in color, hot-linking web site and/or e-mail addresses, and embedding flash video presentations. Ads may even be changed or updated throughout the year. Be sure to look for an exhibition of these features when you visit Proforma's ad in the upcoming Directory.

It is important to note that the V-Mag version of the 2009 Membership Directory will not replace the printed edition. NELBA will still print a significant number of copies to be distributed among members, their customers and the community throughout the year. Rather, the virtual edition of the Directory will serve as a benefit of membership, as it will only be accessible to members when they log on the NELBA web site. “Members will appreciate the value of this easy-to-use, always up-to-date presentation of NELBA member businesses,” says Mark Rich, president of Proforma Rich Solutions.

NELBA will charge nominal fees for hot-linking website and e-mail addresses, and for upgrading and changing ads in the online publication. Similarly, NELBA member Proforma Rich Solutions hopes this digital publishing venture will result in referrals from businesses and organizations that experience the value of presenting their publications in this dynamic online fashion. The goal is to provide a win-win-win solution for all involved!

V-Mags Media Solutions is the industry leader providing the most intuitive, measurable and affordable e-publishing solution in the marketplace today. With international reach, V-Mags currently hosts hundreds of digital publications of all kinds, including popular magazines, catalogs, manuals, and brochures for a diverse array of companies and organizations. Proforma represents V-Mags Media Solutions as their exclusive choice for digital publishing solutions in North America. For more information about V-Mags Media Solutions, contact Mark Rich at (502) 614-6176, or e-mail mark.rich@proforma.com.

Proforma is a leading business-to-business provider of commercial print, business



document, promotional product, e-commerce and multi-media solutions. With a network of over 650 offices in the U.S. and Canada, Proforma brings its clients the power of a \$350 million industry leader with the

local support of a personal media resource consultant. Proforma Rich Solutions is a full service Proforma office, owned by Mark and Ann Rich, located in Louisville, Kentucky. For information about the full range of resources and solutions available from Proforma, please visit www.proforma.com/richsolutions, or call (502) 614-6176.

NELBA scrapbook

October Program Meeting - Standard Country Club

Elaine Wood, Business Mastery, was our October program speaker. A business development consultant, Elaine spoke on creating customer-driven businesses.

According to Elaine, the characteristics of a customer-driven business are: 1) The CUSTOMER is the center of its being - why it exists; 2) The business KNOWS what its customers want/need and is always asking and



adjusting; and 3) The company asks of every process, task and decision: How will add VALUE for our customers?

She cited the steps to become a customer-driven company as:

1. Shift from an "identity crisis" to a laser focus on who we are/what we do/create, whom we serve and how to do things better.
2. Identify what your customers REALLY VALUE.
3. Make changes to focus on that which is valued.
4. Listen to your customers - continually.
5. Create enthusiasm and commitment from the top down - lead by example.

For more information, contact Elaine at 396-3397 or forelaine@bellsouth.net.

Ribbon Cutting and Open House



Left to right: John Coots (Metro Government) made the Eddins•Domine ribbon cutting "official." Kevin Eddins, Alissa Domine and Anne Schotz Heim welcomed NELBA members to their ribbon-cutting and open house.

November Program Meeting - O'Charley's

Don Carr, Pegasus Training/Rx Sales Careers, was our November speaker. A seasoned sales professional and corporate sales trainer, Don shared his advice for more efficient and effective sales.

His tips included:

1. Know your customer. What are the exact parameters of his/her needs? How do your products/services fill those needs? What is the added value?
2. Is this person the decision maker? If not, who is?
3. Understand and utilize the process for overcoming objections and closing the sale.
4. Recognize and maximize the communication tendencies of extroverts and introverts in making sales calls.

For more information, contact Don at 244-3996 or pegasustraining@bellsouth.net.



Josh Smith (right) assisted Don in a role-playing exercise.



Vicki Spencer Rouse enjoyed the delicious lunch.



Joe Houle, manager, O'Charley's, and Don Carr

NELBA New Member Business Highlights

Sign-A-Rama Northeast

At Sign-A-Rama NorthEast we want all our clients to receive the best value for their advertising investment. In order to do that, we spend time up-front with our clients, learning about their business. This allows us to recommend the perfect products and services to accomplish their needs. We have a professional sign designer, who through the creative use of color and layout can turn good ideas into great signs that speak to potential and current customers and get them to walk through the front door. We also establish a schedule so our clients know when to expect their proof and sign. We guarantee that you will be satisfied or we will make it right.

Sign•A•Rama NorthEast is conveniently located off Chamberlain Lane. We can be reached at LouisvilleNE.Sales@Signarama.com or 423-0014. We feature banners, yard signs, vehicle and window graphics, illuminated signs, site signs, safety signs and so much more!

Jason's deli

Jason's deli, founded in Beaumont Texas in 1976, opened its first Louisville location on North Hurstbourne Parkway in 2006. Jason's is also opening two more metro locations during the 1st quarter of 2009! Jason's is an industry leader by eliminating artificial trans-fats in 2005, processed MSG in 2007, and high fructose corn-syrup in 2008 (except for beverages) from the entire menu!

Not only does Jason's offer great sandwiches, but so much more. From pastas, potatoes, soups and salads, Jason's has something for everyone. And don't forget the free ice cream!

Jason's deli also specializes in catering and delivery! Jason's can cater any event for breakfast, lunch or dinner; from 5 to 5000 people! Jason's offers fresh made catering for all occasions! Jason's is also offering discounted delivery fees and minimums to NELBA members. You can place orders for pick-up or delivery online at www.jasonsdeli.com or by calling 502-412-4101.

Good As Gold

Although we are one of the "newest" members to the "NELBA" community, we are one of the "older" members of the business community. With over thirty years experience in the jewelry business that qualifies us as one of the oldest members in our industry. At "Good As Gold", our value proposition to the Kentuckiana community lies in the fact that we offer a convenient, discreet and professional atmosphere in which to have your valuables evaluated and turned into money instantly. As a member in good standing with the Better Business Bureau of Louisville, our customers appreciate our honesty and integrity in the way that we conduct business. Having been a part of the local fabric for over four generations, we understand the ever changing needs of our community and are thankful to be a part of it.

Don Thurman, Good As Gold

email: info@goodasgoldinc.com

4965 US Hwy 42, Louisville, Ky. 40222

Office: 502.855.3477

www.goodasgoldinc.com

A Coffee Affair

On November 1, 2008, a long-time dream for Doug and Linette Britt came true. The opening of A Coffee Affair, a Tuscan-themed coffeehouse and roastery located at **12418 LaGrange Road in the Forest Springs** shopping area off the Gene Snyder. This 1600 ft coffeehouse welcomes it's patrons with a warm inviting atmosphere of soft chairs, couches, and coffee tables to make you feel like you are in a home away from home. The Britt's fresh roast their beans from around the world on-site in their Ambex roaster which is positioned at the front of the cafe!. Using state of the art filtration for their water system, the Britt's brew up the freshest coffee in the area. Not only do they brew up a wide variety of your favorite espresso drinks, they also have non-coffee drinks such as bozos, Italian sodas, lemonades, teas, and Bellagio hot chocolates. A Coffee Affair sells their fresh roasted beans by the bag as well as offering fine local pastries for your sweet tooth! Come and stop by the shop and relax with a fine cup of coffee. Invite a friend. They are sure you will enjoy your experience and taste the passion they put into each any every drink.

NELBA New Member Business Highlights, continued

The Little Clinic

The Little Clinic is your convenient medical care facility located in select Kroger stores. Our advanced Nurse Practitioners are fully qualified to diagnose and treat common and acute illnesses, prescribe medication, perform health screenings, and much more. At The Little Clinic we treat colds, viruses, skin rashes, ear infections, strep throat, flu and more. The Little Clinic also performs sports physicals and gives flu shots. There is no appointment needed. We are open 7 days per week. Monday – Friday 8am – 8pm, Saturday 8am – 5pm and Sunday 10am – 5pm. The Little Clinic accepts most major insurances. An office visit without insurance is very affordable. We are currently located in these Kroger stores:

Hubbards Land 502-618-8058, Holiday Manor 502-813-3220, The Summit 502-618-8317, McMahan 502-451-4555, Stony Brook 502-499-9998, New Cut 364-2770.

New Life Cleaning Services

New Life Cleaning Services specializes in commercial carpet cleaning. While we have a number of different systems for cleaning carpet, the low-moisture system we most frequently utilize for commercial carpets is unique to the Louisville area. It uses the latest cleaning technology, it is very fast drying, and those tough returning spots are completely eliminated. Additionally, the carpets stay cleaner for a longer period of time after each cleaning.

We invite any NELBA member to try us out for free! We are so confident that you will be amazed with our results that we will clean your worst area of carpet for free, up to 300 square feet.

New Life Cleaning Services has been in business for six years and can provide an impressive list of current customers as referrals. We also clean tile and grout, VCT, and do limited work with wood and stone floors.

Bryon Steinbach

New Life Cleaning Services, Inc.

502 212-1595 office; 502 338-7398 cell

Smiles on Meeting Street Family Dentistry

**10515 Meeting Street
Prospect, KY 40059
(502) 420-2480**

Office Hours:

Monday through Thursday 9 a.m.- 9 p.m.

Friday 9 a.m.-5 p.m.

Saturday 9 a.m.- noon

We are a dental practice devoted to restoring and enhancing the natural beauty of your smile using conservative, state-of-the-art procedures that result in beautiful, long lasting smiles!

A Positive Experience

Listening to our patients, building a foundation of trust, and treating each as a unique individual is vital to our success. We understand how uneasy some patients may feel about their dental visits, and how we can make a difference in providing a relaxing and positive experience. Our entire team is dedicated to providing you with excellent, personalized care to make your visits as comfortable and pleasant as possible.

Training & Expertise

As your dental health professionals, we want you to be confident knowing that we are a team of highly trained and skilled clinicians. We pride ourselves in providing superior service and results and are committed to continued education and learning.

How to Make an Appointment

It's easy to make an appointment. Please telephone the office at 502-420-2480 or come in during business hours to schedule an appointment. We accept most insurance plans including Medicaid, and we offer Senior Citizens' discounts.

NELBA outdoor banners available!

Printworx has fortified our sponsor banners by reinforcing them with a third bracket on the sponsor portion to keep them from fraying or waving in the wind! There are still great locations available for banner sponsorship! Thousands of passersby will view these banners as they travel through our community. Dimensions: top portion (NELBA logo) 30"x60"

• Sponsor dimension: bottom portion: 30"x12"

The banner is made of durable fabric. The colors are white lettering on green background.

• Cost for the initial banner: \$425 per year. Annual renewal fee: \$100 for one; \$150 for two.

Call Linda Rudloff, 895-1713, now to reserve your banner and location.

NELBA New Member Business Highlights, continued

Randall L. Anderson, CPA, PLLC

Accounting and Tax Solution

We believe in the value of relationships. We view every client relationship like a partnership, and truly believe that our success is a result of your success. We provide a variety of services including:

- Income Tax Preparation for all types of businesses, and individuals - Our significant investment in computerized tax preparation and research software enables us to accurately and efficiently prepare returns for various types of entities including individuals, corporations, and partnerships.
- Payroll Processing and Reporting - We can assist you in implementing the controls necessary to ensure a reliable, efficient, and effective payroll system. Our firm can also help you develop a payroll system and prepare all necessary payroll tax returns in a timely manner.
- Certified QuickBooks ProAdvisors – QuickBooks setup, support and training. Our commitment to supporting the QuickBooks software products is evident by the significant number of our team who has acquired the Certified QuickBooks ProAdvisor Certification from the developers of this widely used small business accounting software.
- Monthly bookkeeping - Meaningful, well-organized financial records ensure that your business operations will run more efficiently on a daily basis and are the foundation of a successful business

Our continual investment of time and resources in professional continuing education, state-of-the-art computer technology and extensive business relationships is indicative of our commitment to excellence.

10900 Plantside Dr. Suite B, Louisville, KY 40299
502-551-5251-c; 502-267-0130-o; 502-267-1905
Fax

Dan Cassin

Dan Cassin is Author, Speaker, Trainer and CEO of Dan Cassin Group LLC. Dan's mission is transform people and create improved performance in your business.

Dan has authored the book "Creative Leadership Dynamics" and is producing "Creative Leadership Development." Both books are designed to train leaders in business; support non-profits thru a for-profit corp. partnership; and target market for both groups to improve recruitment and retention of quality staff,

Dan Speaks and Trains on Leadership, Marketing, Team building and Identity Theft and provides an Identity Theft/Legal Employee Benefit plan for the protection of employees, families and businesses and compliance with the new Federal Laws on Identity Theft Red Flags for small businesses.

Contact Dan at 502-554-2397 or dan@ dancassin.com.

Fifth Third Bank

Fifth Third Bank is a growth company that relentlessly meets today's needs while working hard to deliver a better tomorrow for our customers, our employees and our shareholders. Fifth Third Bank, Louisville is the fourth largest banking operation in the Louisville MSA, and is led by Philip R. McHugh, a 21-year Fifth Third veteran who is strongly committed to customer service, community support and employee empowerment.

Fifth Third's five primary businesses include Commercial Ranking, Branch Banking, Investment Advisors, Consumer Lending and Fifth Third Processing Solutions. Services are provided through 43 full-service financial centers serving Metro Louisville and Southern Indiana.

13 of Fifth Third's locations are Bank Marts®, full-service banking that is open seven days a week and until 8 p.m., Monday through Friday. With nearly 75 ATMs, 14 seven-day-a-week locations (the airport location is open 365 days a year), and free Internet banking, Fifth Third customers are never without access to their accounts.

Phil McHugh and approx. 500 Fifth Third Louisville employees believe that if you build a stronger community, you build a better bank. Every year, employees contribute time and energy as volunteers and board members for hundreds of organizations for the sake of improving quality of life and creating educational and economic opportunities within Louisville and Southern Indiana.

Fifth Third has contributed over \$13 million to the community since its start and participates in small business lending and real estate projects in traditionally underserved markets.

Contact Fifth Third Bank at 502.562.5300 or visit any banking center to see how we can help you achieve your financial dreams. Member FDIC. www.53.com

Need a creative outlet for your techno skills?

With NELBA being an all-volunteer organization (except for our administrative support person, Diane Crutcher), there are many tasks needed to make our organization function and provide valuable benefits to our members. Some involve just time; others requires specific skills and expertise. We need some help with these roles:

Web Manager needed for NELBA Website

Keeping the NELBA website updated is an ongoing job, but does not require a large time commitment. Tasks include updating/revising the calendar and other pages - adding photos and text, managing the Member Forum site and adding payment forms when needed. This person (or company) needs to be proficient in HTML and website management software, including shopping cart and data base management.

Newsletter design/production

The NELBA newsletter is published six times a year. Most of the content text is provided in a Word document. Photos (and some logos) are provided, but must be converted to high-res black/white files for printing. A person proficient in layout/design using InDesign or Quark is needed to take over the production. (Elaine Wood has volunteered her time for more than two years and would appreciate a respite.) After proofing, the approved file is sent via FTP site to the printer.

“Reporters” and experienced editors are also needed to gather and edit information.

If you have the technical expertise and are willing to take on either of these roles, please contact Elaine Wood for more information. 396-3397 or forelaine@bellsouth.net.

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

NELBA loses its grant: message from Metro Government

“...In the past, we have strived to minimize the impact of our budget reductions on the external agency funding. However, as a result of the global economic downturn, I must inform you of the budget reduction for your agency's Fiscal Year 2008-09 appropriation. It has been determined that we will not be able to fund the business associations this year.”

Newsletter Mailing Committee Could Use Your Help!

Do you have one hour to volunteer every two months? That's all it takes to help get our NELBA Notes on its way to your mailbox! Meet at Fenley Office Suites during your lunch hour, and network with a great group of NELBA volunteers.

Please contact Leslie Underwood, leslie.underwood@cbandt.com to sign up for our next committee mailing in February 2009.

Time to get serious about marketing?

- **Comprehensive Marketing Plans**
 - Identity programs (logo, stationery, signage, etc.)
- **Promotional materials (brochures, product sheets, newsletters, etc.)**
 - Advertising
- **Graphic Design** ▪ **Copywriting**


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Elaine Wood

502.396.3397 (Cell)

NELBA Member profiles

What a bundle of energy!

It's easy to see why Rosann McWherter chose to become a holistic life and wellness coach. Her smile is infectious and her energy is inspiring.

Faced with one of those life-changing situations five years ago, Rosann decided it was time to leave her career as a registered nurse specializing in mental health and create a whole new life focus.

Recognizing that a truly healthy person is balanced physically, mentally, emotionally, professionally and spiritually, she now helps people find that balance with her company, Life After Forty, LLC. She specializes in stress management, lifestyle and behavior modification, diet and wellness, self-motivation, diet and wellness and some clinical health-related issues.



In addition to her coaching work, Rosann utilizes her experience in nursing management to offer companies and organizations assistance in the areas of employee relations, conflict resolution and EAP issues.

Rosann says she joined NELBA for the networking - and the fun people. She has already volunteered to

coordinate the NELBA open houses and she is an Ambassador, welcoming new members.

Rosann was born in Italy and moved to the U.S. when she was only three. She was raised in Los Angeles and at 18 joined the Women's Army Corp, where she got her nursing degree, and later was stationed in Kentucky. And she stayed.

Rosann has a son who is stationed in Oklahoma.

When she's not working, Rosann loves salsa dancing, movies and cooking (mmm...Italian....).

We're glad you joined NELBA, Rosann! Thank you for sharing your enthusiasm and smiles! Contact Rosann at 502-836-7532 or rosann@lifeafterforty.com.

Though he's only been a member since last July, Mark Rich has quickly become an avid supporter of NELBA.

After 21 years in healthcare account manager/business development, negotiating provider contracts, Mark grew tired of the constant travel. Having always had a "secret desire" to be an entrepreneur, he decided to make a life change. "I was actually introduced to Proforma by another franchisee," Mark explained. "Proforma offers such a vast range of products and services, that virtually all businesses are potential customers. No industry is specifically targeted or excluded. I liked that 'recession proof' aspect of the business."

Mark formed his franchised business, Proforma Rich Solutions, in August 2007. His dad, Joe, joined him. "Our focus is building and managing



relationships, not selling products and services one time," Mark emphasized. Among the offerings of Proforma are promotional products (branded products, incentive programs, safety programs and logo'd wearables), printing services (commercial print, digital print, catalogs and brochures, variable data, banners and signs and packaging), business documents (forms, tags, labels, warehousing and fulfillment) and eCommerce solutions

(online stores, brand management, multimedia and web development and forms management). Proforma is providing the v-mag services for our 2009 Membership directory.

When he's not busy growing his company, Mark and his wife, Ann, enjoy following Western Kentucky University sports. (They're both alumni and have a son attending there now.) Marks' a big baseball fan and would like to improve his golf game.

Mark and Ann moved to Louisville 26 years ago after graduating from WKU. They have three children.

Contact Mark at 502-614-6176 or mark.rich@proforma.com.

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

NELBA marketing opportunities - member connections

You've read about NELBA's new V-mag technology. Now, NELBA members have the opportunity to utilize this service as part of their marketing plan.

The 2009 Membership Directory will be available online at the NELBA.com website the first week in February via a link - once you have logged in as a member. **Advertisers' and members' websites and emails as listed in the directory will be activated as hotlinks FREE for a 30-day period.** After that, the cost to maintain members' website hotlink and/or the email hotlink will be \$10 each (includes each category listing) for



the whole year!!! Advertisers who met the 12/1 space reservation deadline will receive their ad links free for the year as a "thank you"!

In addition, advertisers have the options to convert their ads to full color in the V-mag or to change the ad completely during the year.

The costs for this service are:

- 1/4 page \$ 15.00
- 1/2 page \$ 27.50
- full page \$ 50.00
- IFC/IBC \$125.00

Watch your email for more details.

Up close with new members

Each new NELBA member receives a NELBA tote bag full of member "freebies" and special offers. With all our new members, it's time to print more bags! The cost to be one of the four silkscreened sponsor logos is only \$100. If you'd like your company logo to appear on these NELBA gift bags, contact Ellen Wade at 855-3460.

Plan now for the 2009 NELBA Scholarship Scramble!

It's not too early to sign up as a sponsor for the North East Louisville Business Association (NELBA) 2009 Scholarship Scramble, which will be held on Friday, June 5, 2009 at the Indian Springs Golf Club. A portion of the proceeds will go to college scholarships for our kids. You'll be widely recognized for your support throughout the NELBA community.



The 2008 Scramble team presented the \$1000 check to our recipient.

ACE Sponsor \$2000+
Includes:

- 4 players and dinners
- Hole sponsorship
- Premier banner recognition at event, plus logo on printed materials and the NELBA website

EAGLE Sponsor \$1000+
Includes:

- 3 players and dinners
- Hole sponsorship
- Placard recognition at event and printed materials and the NELBA website

BIRDIE Sponsor \$500+
Includes:

- 2 players and dinners
- Hole sponsorship
- Recognition at event

PAR Sponsor \$250+
Includes:

- 1 player and dinner
- Hole sponsorship

To secure your sponsorship, contact Pete Buhl, Scholarship Scramble chairman, at 326.9009.



Mark your calendar!!!

Thursday, January 22

Erik Eckel

Computer Troubleshooters

How to Avoid the Top Ten Technology Mistakes

Hilton Garden Inn - Northeast

Cost: \$12.00 members; \$15 guests

RSVP are required by Tuesday, January 20. Cancellations required 48 hours in advance.

“No shows” will be billed. Register online at www.nelba.com



Thursday, February 19

Eric Brown

Profitable People

Creating An Employee Ownership Mentality

Hilton Garden Inn - Northeast

Cost: \$12.00 members; \$15 guests

RSVP are required by Tuesday, February 17. Cancellations required 48 hours in advance.

“No shows” will be billed. Register online at www.nelba.com

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