



NOTES

Warmer weather and NELBA events are on the way!



**Mother's Day Weekend
41st Annual Fine Art and Craft Festival
Saturday, May 9th &
Sunday, May 10th**

The Art in the Arbor festival will again be located on the beautiful wooded grounds behind Thomas Jefferson Unitarian Church, 4936 Brownsboro Road. With over 100 artists' booths, up to 8,000 visitors will mingle throughout the weekend after Derby.

As in years past, the North East Louisville Business Association supports the festival: **SPONSOR OPPORTUNITIES AVAILABLE!** Contact Ellen Wade, bigole@aol.com with your choice of sponsorship!

- Artist Award Ribbons
 - Advertising in the Festival Program
 - Gift Certificates for the Artists' Charity Raffle
- Major media publicity will bring visitors to our NELBA community- your business can be a featured supporter!

Every year, NELBA hosts our own hospitality booth at the festival entrance. NELBA volunteers distribute programs and offer giveaways and promotional material from our NELBA member businesses. This provides a great marketing opportunity as festival visitors learn about our products and services.

A free shuttle service will be provided to all festival visitors. Pickup points will be at both the Browenton

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NORTH EAST LOUISVILLE BUSINESS ASSOCIATION

**2009
SCHOLARSHIP**



SCRAMBLE

June 5, 2009
Indian Springs Golf Club
3408 Indian Lake Drive

8:00-9:00 am Registration
9:30 am Shotgun Start

**Call Pete Buhl at 326-9009 or visit
www.nelba.com for registration
information.**

**Talk it up with your business buddies and
friends - get a team together now!**

Entry Fee:
\$85 per Player (Includes cart and dinner)
\$20 per non-players for dinner only.
(Great opportunity for networking!!)

Entry Deadline:
May 28th: All forms and fees must be received by this date!

Format:
Four-person best ball scramble
Form your own team or we can place you on one.

Club Rules:
Players must be dressed properly - shirts worn at all times, no denim. Soft spikes only.

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NELBA bids farewell to John Coots

Everyone who knows John Coots has made a true friend. He not only showed pride in representing Metro Government at all NELBA's past events, but as NELBA's liaison with Metro Government's Economic Development Department, John was an invaluable resource. He offered solutions, helpful contacts and attended most of our NELBA events. John has been assigned a new territory. We will miss him and wish him the best. Maybe he'll still play in our NELBA Golf Scramble!

And now we are pleased to introduce Gordon Melton, our newly assigned NELBA liaison. Gordon may be our new liaison, but his is no newcomer to Metro Government! He has served all areas of the community in promoting economic growth along designated corridors. Look for Gordon to answer any questions about facade loans to improve your business as well as to connect you to the right person in Metro Government.

Announcing NELBA's New Member Recruitment Program - \$\$\$!

The NELBA Board of Directors would like to announce a new membership recruitment program. This will be an ongoing program that will benefit you, the member, and NELBA. By recruiting new members, you help strengthen NELBA by broadening our base, and expanding our network in Louisville.

At the Annual Membership Dinner in September, the top three recruiters for 2009 will be recognized and

rewarded with cash prizes. If you have referred any new members who have joined since the last September 2008 Membership Dinner, please contact info@nelba.com with your name and the name of the joining business.

NELBA is excited to offer this new program to its members as a way of saying thank you for all the ways NELBA is promoted in the community.

Ready to show off your company?

NELBA is now accepting reservations for monthly Open Houses beginning April 2009. NELBA promotes member businesses through "open houses" after work hours. Businesses showcase their facility, products and/or services while offering light refreshments and an environment for networking. Member hosts make numerous potential customer connections. The open house is time-limited and allows for staggered work-ending times. Only one is scheduled per month. **To reserve your date, contact Rosann McWherter, rosann@lifeafterfortyllc.com.**

You plan it; we'll promote it!



NELBA Board of Directors

Ellen Wade, President

Thomas Jefferson Unitarian Church

Pete Buhl, Vice President

Sell & Save Metro Realty

Jason Tiemeier, Secretary

Fenley Office Suites

Leslie Underwood, Treasurer

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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 visit www.nelba.com.

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

Design/production:
Elaine Wood, *Business Mastery*

Art in the Arbor

Continued from page 1

Building and Wilder Elementary School.

Come for the outstanding art, delicious food and great music. It's a fantastic opportunity to shop for Mother's Day and enjoy the event with your family.

Please review the sponsor brochure in this issue to learn more about these opportunities! Send in your sponsorship reply now! Final deadline for program ads is March 31st.

Remember: Marketing is an investment in your company and its viability - not an expense to eliminate!

Be a NELBA booth festival greeter - promote your company!

NELBA members - plan now to donate to the NELBA hospitality booth: coupons for discounts, promotional giveaways, etc. will improve your marketing exposure. Potential customers will make a positive connection to your business from your donations. Donations may be dropped off at the church office one week before the festival. This year, we will need to require a two hours shift for anyone who wishes to feature their promotions in the Hospitality Booth. Please check your calendar and tell us which day you can help. Plan on staying to enjoy the festival after your shift is over! If you want to help plan this event with Charlotte Buster and Chad Douglas, we can use you on the committee! It's a short-term commitment and it's fun!

Please call Charlotte Buster, 245-0081 today to sign up!

NELBA Calendar of Events

March

March 4

5:30 pm – 7:30 pm

Open House

Good As Gold

4964 US Hwy. 42, Ste. 1000
Located in Fenley Office Suites

March 13

5:30 pm – 7:00 pm

Networking Social

Hilton Garden Inn Northeast

Off the Gene Synder at Hwy. 22,
behind the Summit
Cost: \$5 Cash bar.

March 19

11:15 am - 1:00 pm

Speaker Luncheon Meeting

Update: Metro Government and the Business Community

Bruce Traugher

Director, Metro Economic Development

Embassy Suites

9940 Corporate Campus Drive
(off North Hurstbourne Pkwy. between
Shelbyville Road and Dorsey Lane)

Cost: \$12.00 members; \$15.00 guests

RSVP by JMatch 17

April

April 14

5:30 pm – 7:00 pm

NELBA Networking Social

Hilton Garden Inn Northeast

Off the Gene Synder at Hwy. 22,
behind the Summit
Cost: \$5 Cash bar.

April 16

11:15 am – 1:00 pm

Speaker Luncheon Meeting

Multi-generations at Work: The Good, the Bad and the Ugly

Cathy Fyock

Resource Global Professionals

Courtyard by Marriott North East
10200 Champion Frams Drive
(behind the Westport Road Home Depot)

Cost: \$12.00 members/\$15.00 guests

RSVP online by April 14

NELBA Scrapbook

Amazing Green Planet's Ribbon Cutting and Grand Opening was attended by NELBA Ambassador Susan Harris (second from left) and other community supporters.



Belleza Family Salon Anniversary - Karen Snyder and Stephanie Frederick.



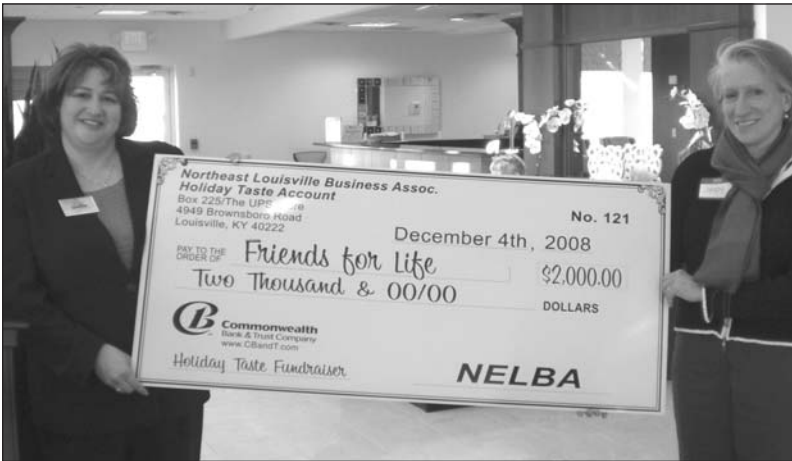
Colleen O'Connor was all smiles as John Coots, Metro Government, presented the "official" document opening Elements Therapeutic Massage.



Gary and Faith Cooper (left) hosted a fun open house at EmbroidMe in the Springhurst Towne Center in January.



Pete Buhl, Louie Karem and Rick Hogue had WAY too much fun at the January networking at Captain's Quarters. More than 40 NELBA members and guests attended the January event.



Board member and Holiday Taste chair Stacey Rothballer presented a check for \$2000 to Friends for Life representative Judy Kasey Houlette at the January speaker luncheon. A portion of the proceeds from the Holiday Taste and Business Expo benefits Friends for Life each year.



NELBA board member Charlotte Buster was one of many NELBA members who attended the Splendid Skin Medspa open house on February 5.



Thanks to our January meeting sponsor, Chad Douglas of New York Life. Chad offered valuable insights into the need for various insurance products (term and whole life, long-term care, etc.) and optimal timing - rather than being unprepared should a personal family or family crisis arise.



The audience listened intently as our speaker, Erik Eckels, Computer Troubleshooters, offered business-saving advice. (See a synopsis of Erick's presentation on page 8.)



Erick Eckels, Computer Troubleshooters



Leslie Underwood and Ellen Wade had a great time at the January meeting, which was held at the Hilton Garden Inn Northeast.

Don't forget!!

**NELBA Networking
moves to the
Hilton Garden Inn
Northeast
(behind the
Summit, off the
Gene Snyder at
Hwy. 22)
starting
Tuesday, March 10.**

Golf Scramble

Continued from page 1

Awards:

- Cash prizes
- Closest to the hole for men
- Closest to the hole for women
- Longest drive for men
- Longest drive for women
- Hole-In-One Contest Putting Contest (For players and non-players)

Prizes:

Not yet determined. PGA card holders not eligible for prizes.

*Portion of the proceeds benefits the NELBA College Scholarship Program

Fenley Office Suites supports our businesses!

Fenley Office Suites has offered NELBA members a temporary work solution for that next natural disaster or emergency that affects Louisville. The recent ice storm that swept through Louisville left many businesses without power or Internet/computer access. NELBA members will have access to private offices with phones and Internet, as well as conference rooms.

Fenley Office Suites specializes in offering short-term and long-term solutions to small businesses in the areas of meeting room needs, part-time and full-time offices.

Fenley Office Suites is happy to provide complimentary office solutions to NELBA members in the event of another natural disaster such as this ice storm.

Contact: Jason M. Tiemeier,
General Manager
www.fenleyofficesuites.com,
502-855-3401

Community update

Metro Council District 17 (Glen Stuckel)

The Neighborhood of District 17 is invited to Metro Council Representative Glen Stuckel's quarterly district meeting. **When: Tuesday, March 24th, 6:30pm. Where: Republic Bank –Springhurst, 9600 Brownsboro Road (lower level).** Power Point Presentation: "21st Century Parks"- Dan Jones, CEO. This project to begin this year will connect 4,000 acres to the Metro Park system between Shelbyville Road and Bardstown Road. Biking, hiking and horse riding trails will be established. There is nothing like this in the United States! Renowned landscape architects, Wallace, Roberts and Todd from Philadelphia have been contracted for this project.

Power Point Presentation: "E.P. "Tom" Sawyer State Park" – Chris Head, park manager. This presentation includes all features and facilities including the new community center scheduled to open Spring 2009.

NELBA included in Westport Road Small Area Plan Advisory Group

Ellen Wade has been asked to serve on the Westport Road Small Area Plan. The objective is to achieve conscientious, long-range planning of the Westport Road corridor between the Watterson and the Gene Snyder. Metro Government Neighborhood Planning will coordinate this advisory group in conjunction with Planning and Design.

Interested in Name Recognition and Helping the Community?

Brightside is inviting your business to share in keeping our neighborhood litter free and get your business name on roadside plaque! Comparable to the state's Adopt-a-Highway program, Green Mile, it allows groups to adopt a metro roadway. To recognize your cleanup efforts, Brightside will install a sign on the road indicating that this Brightside Green Mile is clean, thanks to your organization!

For more information call MetroCall 311, or call 574-2613. Visit: <http://www.louisvilleky.gov/Brightside/Litter+Prevention/Green+Mile.htm>

What's new in NELBA?



Westport Village- OUTRAGEOUS Derby Hat Contest

Saturday, April 11, 2009

www.westportvillage.com

Activities starting at 11a.m.

- Kosair Charities Children's Derby Crafts
- Kosair Charities Churchill Downs Playhouse Unveiling
- Jumpy's •Clowns
- Magicians
- Cotton Candy Hat contest 1-4
- Adult Categories: Designer, Handcrafted, Derby Themed
- Special Category: The Villagers – Kosair Charities Silent Auction Hat Parade
- Children's Categories: Youth age 4-10, Aspiring Designer 11-17

Fantastic shopping and Dining Deals throughout The Village. Enter to win online at www.westportvillage.com or www.courier-journal.com

Westport Village Tenant News

- Summer Classics Floor Sample Sale: Select Collections up to 50% off
- Patina Interiors Clearance Prices on Select Furnishings, some savings up to 50% off
- Wild Eggs Westport Village location is now open
- Other recent store openings were Chuck & Mike's Tennis Shop and Chartreuse Boutique
- Westport Village gift cards are available for purchase online or in person at the Underhill Associates office in Westport Village.

The Summit:

Gabriel Amar Derby Hats Available at Clay & Cotton! Again this year Gabriel Amar will be offering Derby Hats at Clay & Cotton. Gabby himself will even visit the store on April 10, 2009 to help you select the perfect Derby Hat. For details call Clay & Cotton at 420-0701.

Five Guys Burgers & Fries, Opening Soon at The Summit! Opening near Barnes & Noble, this exciting new restaurant will during Spring/Summer 2009. Five Guys burgers started in 1986 and have been serving award winning burgers and fries ever since.

The restaurant uses only fresh ground beef and Idaho potatoes, the ingredients are never frozen and are served in a plain brown bag. Visit fiveguys.com on the internet for more information about this exciting new restaurant.

Mark Your Calendars for the following Summit Events:

- Fashion Camp Registration, May 5, 2009 at 9:00 am
- Music on the Terrace Starts, June 4, 2009 at 6:30 pm

Visit the summitonline.com for more details about these and other great Summit events and happenings.

Open House

GOOD AS GOLD

**Open House and Display of Custom Pieces
Wednesday, March 4th**

5:30 -7:30 pm

You are invited to attend Good As Gold - the premier gold buyer in the Kentuckiana area, above all else values integrity, security and professionalism.

**Located in the Fenley Office Suites
4964 US Hwy. 42 Ste. 1000**

**502.855.3477 Open to the Public. No RSVP required.
Refreshments and gift bags.**

We are Kentuckiana's Gold Party Coordinators. We provide you with the unique opportunity of having fun while making money instead of spending it! Our ownership has over 30 years of experience in the jewelry industry. With coast to coast contacts it allows us to pay you and your guest top dollar for their unused or broken jewelry.

Take advantage of all time highs in the Gold and precious metals markets.

For more information: info@goodasgoldinc.com

**Don't Miss this Great Opportunity to Network with
NELBA members and friends.**

**Schedule your Open House today- it's a great way
to bring customers to your door!**

The top 10 technology mistakes small businesses make

If you missed Erik Eckel's presentation at our January meeting, you might just have missed an insight that could save you a LOT of trouble and many



headaches - and even save your business! Erik is the owner of Computer Troubleshooters, Louisville, and a real technical expert! What a wealth of

information and expertise he shared with us! Here are the basics:

MISTAKES

1. Weak tech support

Rely on unexperienced or non-professional (certified) technicians or limited telephone support to resolve problems, troubleshoot, set up systems and integrate new components/software.

2. Old, cheap or inconsistent hardware

Power surges and drops reduce technology lifespan and can cause business disruption and destruction.

4. Illegal software

Borrowed and illegal software can be detected and reported, as well as cause significant operational issues.

5. Inadequate training

It's estimated that most office workers understand less than 20% of the features of software packages they use, creating inefficiencies and mistakes.

6. Weak security

Weak security puts companies at risk for hackers, theft of information, personal data, corruption and debilitating vulnerabilities.

7. Insufficient data backups

There's a 50% chance an organization will go out of business immediately when critical data is lost.

8. Virus vulnerability

An unprotected computer (PC) has a 90% chance of becoming infected with a virus - within 40 minutes of connecting to the Internet.

9. Spyware threats

Spyware typically intercepts user information and relays it to third-party systems or even renders PCs inoperable.

10. Spam habits

Unsolicited emails cost businesses \$20.5 billion in technical expenses and decreased productivity.

If any of these mistakes are affecting your company's computer system and performance, call Erik at 767-3855.

Is there a **BOOK** inside you, just waiting to be written, but you have no idea where to start?

Let us guide and assist you - from the idea to the printed book:

- Concept development
- Text development
 - Editing
- Ghost writing
- Design/graphic production
 - Proofreading
- ISBN coordination
- Printing procurement



Call Elaine Wood at 396-3397 (cell)
or email forelaine@bellsouth.net

NELBA outdoor banners available in perfect locations!

Printworx has fortified our sponsor banners by reinforcing them with a third bracket on the sponsor portion to prevent them from fraying or waving in the wind. Thousands of passersby see these attractive, eye-catching banners each day.

The following locations are available:

- Westport Road in front of Home Depot
- Westport Road in front of Westport Middle School
- Goose Creek Road by Goose Creek Diner
- Blankenbaker Lane & Brownsboro Road
- Entrance to I-71 and Brownsboro Road
- Hwy 22 in front of Holiday Manor

The cost for each banner is \$425 per year; annual renewal fee is \$100, \$150 for two banners.

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

Would you like to make 40 face-to-face sales calls in less than one hour?

NELBA members are invited to sponsor one of our monthly luncheon or breakfast programs. With attendance ranging from 35 to 60 members, this is a great opportunity to meet dozens of prospective customers and make personal sales calls! Sponsorship benefits include:

- A three-to-five-minute "commercial" about your business
- A table to display your marketing exhibit and materials
- Placement of your marketing materials at each chair
- The opportunity to present a special offer for NELBA members, such as a discount or bonus.

The cost of a sponsorship is \$100. Only one sponsor per meeting is scheduled.

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

Meet our February program meeting sponsor: Chuck Fulner,



Chuck Fulner, an agent with AFLAC (yes, the company with the duck we all love), is a new NELBA member. He quickly saw the potential of a meeting sponsorship.

Thanks, Chuck! We hope you met lots of potential clients and found your sponsorship to be a valuable investment!

Chuck can be reached at cfulner@gmail.com



Our March Speaker

C. Bruce Traughber



Bruce Traughber, Director of Economic Development for Louisville Metro Government, has been an important leader in Louisville's economic growth since the 1980s. As president of Jefferson Riverport International, he aggressively marketed the site to companies, leading to more than 120 businesses and 6,000 jobs in Riverport today. Mr. Traughber also directed the initial development of the Hurstbourne Green office park and Eastpoint Business Center. He oversaw either the development agreements, design, or construction of Louisville Slugger Field, Louisville Downtown Marriott, 4th Street Live!, and currently is involved with development plans for the downtown arena, and the redevelopment of the former Haymarket site into a \$2 billion biomedical research facility and the Center City project.

Thursday, March 19

11:15 am -1:00 pm

**Update: Metro Government and the Business Community
Embassy Suites**

9940 Corporate Campus Drive

Cost: \$12.00 members; \$15 guests RSVP required by Tuesday, March 17.

Our April Speaker

Cathy Fyock



Four generations are working together in today's workplace, and sometimes that may mean that there are miscommunications, misunderstandings, and misconceptions. This session will identify four distinct generational cohorts and their corresponding values, and explore strategies to better get along and get the job done.

Our speaker is Employment Strategist, Cathy Fyock, CSP, SPHR, who is the Director of Recruiting for the Louisville office of Resources Global Professionals. For the past 20+ years Cathy has been providing meaningful learning events on the issues of an aging and multigenerational workforce through her own consulting company.

Thursday, April 16

11:15 am -1:00 pm

Multi-generations at Work: The Good, the Bad and the Ugly

**Courtyard by Marriott North East
behind the Westport Road Home Depot**

Cost: \$12.00 members; \$15 guests RSVP required by Tuesday, April 14.

NELBA New Member Business Highlights

A Higher Ground, LLC

Special events, fundraising, networking and program development are the key components of A Higher Ground. During the past 15 years, I have served in the community providing services for children, youth and their families. In order to do this successfully, I spent much of my time networking with business, civic and government agencies to acquire funding and resources to serve those most in need.

My intention is to work with non-profits, charities, and other organizations that need to increase their programs, funding and services but do not have the resources to do so - not everyone can have a development director / fundraiser on staff. I take the ideas and expressions of need, and then create, develop and produce a special event that will bring in needed funds and make important connections with business, government and other entities. Generally, 90% or more of the event profits go to the charity, non-profit or other organization that I partner with.

What's the benefit to businesses? You get publicity, patronage and recognition for being a part of the event, and have the opportunity to market yourself to a new segment of the community you otherwise may never have access to. Interested? See me at the networking events, or contact me directly at ahigherground@insightbb.com, or 216-6540.

The Duct Truck

The Duct Truck's goal is source removal. This is based on the highest standard set forth by the National Air Duct Cleaners Association (NADCA) standard. We use a powerful state-of-the-art truck mounted vacuum system. While the vacuum is attached at the base near the furnace, we clean each vent with a rotating brush & whip system. Once the dust & debris is dislodged it is then vacuumed out the base into the truck outside. The registers are hand washed, and we clean the plenum, heat exchanger, evaporator and condenser coil, condensate pan, blower housing, motor and wheel. Bottom line: the system is cleaned thoroughly.

Contact Anthony Ailiff, 502-364-6060;
www.ducttruck.com

Core Studios

Core Studios, formally Core Pilates, has opened in Norton Commons, 9506 Norton Commons Blvd. The studio specializes in personalized fitness, group exercise, and dance. Students can choose between a wide variety of exercise programs, such as Pilates, Yoga, Personal Training, Cardiolates, Zumba, and Ballroom Dance to reach their fitness goals.

Our clients include individuals getting in shape for golf and tennis to students just wanting to lose some inches or protect their back from everyday life. It does not matter if you don't know a thing about Pilates, Yoga or personal training. Our goal is to give you setting to grow stronger, leaner and more flexible with programs designed to challenge you while having fun. We have trained professional athletes from a number of sports such as the NFL, NBA, USPTA, and Louisville Ballet. Other unique clients have included members of the Lion King Dance Troupes, Louisville Ballet, Competitive Ice skaters and commercial models, who need an exercise method that allows them to stay in shape without bulking up.

Core Pilates, the largest Pilates studio in Louisville, operates within Core Studios and is in sixth year in business. It is the only teacher training studio in Louisville and has trained a majority of instructors throughout the city. Through a partnership with Integrated Balance, LLC, the studio hosts an in-house teacher training program which allows new teachers to gain an above average educational experience by utilizing year long apprenticeships under the tutelage of master teachers. The Yoga and Dance programs, while being new to the studio, are led by instructors with National certifications and demonstrate a gift for understanding the needs of the clients and creating classes that are relaxing, social, and fun. **Note: New Students can come try a class for free! Contact: info@trypilates.com**

Electica Gallery

Electica Gallery opened its doors in the commercial town center of Norton Commons in September 2007. Located between the popular Karem's Grill & Pub, Ribbons & Rags Clothing Boutique, and Gelato Gilberto frozen treat shoppe, Electica Gallery offers a unique and ever changing mix of fine art, furniture, and home and personal accessories. While there are always plenty of

NELBA New Member Business Highlights, continued

constantly changing unique all season treasures among the stock, special attention is also given throughout the year to offerings celebrating each unique season --- special garden offerings & Derby art, décor, and personal accessories in the spring; outdoor, pool and beach items for summer; warm & cozy autumn offerings, and of course plenty of warm and festive items for Thanksgiving & Christmas celebrations and gift giving. Complimentary gift packaging is offered in all seasons.

In the store you will find fresh original works of art and furniture by current local and national artists coexisting with vintage pieces brought to market through consignment and estates, and with hand selected new offerings from the country's largest domestic and import markets. The emphasis is always on offering our customers uniqueness, quality, and value. Gallery owner, Cissy Schuhmann, enjoys scouting close to home and traveling widely to develop the relationships with artisans and collectors that yield many of the gallery's special treasures.

The business is open Tues. – Sat. late March through December with extended hours at Christmas time. January through March of each year is restocking months when the gallery is closed. Check our website in early March for details of our 2009 Spring Reopening.

First Data

With an increasing rise in credit card fraud and identity theft, a challenging economy and struggling businesses with overdue invoices and high expenditures, creating a strategy to manage these challenges is not always easy. Sandra Purdy, of First Data, the largest credit card processor in the world, represents Kentucky's Small to Medium sized business. First Data serves global customers like Wal-Mart, Starbucks and Home Depot.

Sandra brings those same resources that serve these national customers to Kentucky business owners. As a Processing Specialist, she can immediately increase profit through increased ticket sales, generate new customers and improve customer loyalty and increase cash flow through strong processing strategies. These proven solutions are secure, effective and involve a simple turn-key implementation. Smart, innovative business owners seek experts in their field to do the leg work for them so they can run their company. Strengthen your business through this economy by partnering with Sandra Purdy of First Data and watch your company grow. **Sandra Purdy 502-529-9253 sandra.purdy@firstdata.com.**

Flame Run Glass Studio and Gallery

Unique in its location and model, Flame Run Glass Studio and Gallery features the largest glassblowing studio in the region and the only exclusively glass gallery representing glass artists from across the country as well as internationally. The facility includes individual studios and a gallery, a family room with a kitchen, and a basketball court out back. The facility has a hot shop on one side of Flame Run, and the exhibition gallery is on the other side. Opened by co-founders Brook Forest White, Jr. and fellow artist Susie Slabaugh White in 2005, the gallery is located in Louisville's East Market Street Arts District. Other resident artists work at the hot shop as well. In keeping with Brook and Susie's ambitions, the studio has become a center of contemporary art glass creativity in the American heartland, a slower-paced, easier-living alternative to New York and Seattle, where the form has developed and prospered. At 13,000 square feet, the glass-making hot shop and adjoining gallery and workrooms make Flame Run one of the largest art-glass facilities in the country. The studio also teaches classes and workshops as well as offers after-hours group outings in the facility.

FLAME RUN
828 East Market Street
Louisville, KY 40206
502-584-5353
www.flamerun.com

4 Flights Wine Boutique

We specialize in finding the best wine at the best value. Our wine portfolio consists of wine varietals and interesting blends from around the world. We also carry a select amount of fine spirits and cold beer. Be sure to visit our website at www.4flightswine.com.

We also offer:

- Private Wine Tastings
- Specialty Order Requests
- Party and Special Event Requests

Alex Tinker, Owner & Wine Enthusiast 9940
Norton Commons Blvd Prospect, KY 40059
502.718.0842

NELBA New Member Business Highlights, continued

hiko-A-mon

hiko-A-mon is a dining experience like traditional yet modern Japanese influenced by European and South East Asia. The menu features modern Japanese dishes as well as signature offerings inspired by traditional restaurants in Kyoto, Japan, where chef hiko was born and grown up. Also, hiko-A-mon has a noticeable wine list as well as a sake list. This is because chef hiko has a passion for wine. You can enjoy nice Japanese dishes with nice wine and sake. hiko-A-mon's environment is well-suited to singles, couples and families. The sushi bar seats up to twelve guests, and there are three special booths that seats six guests each. Private dining room is available to accommodate up to 10 guests, and a modern Japanese "Ozashiki" room is available to accommodate up to 16 guests.

Westport Village- 1115 Herr Lane Ste 130, 365-1651.

Hubbuck & Co. at Westport Village

- Full service interior design and architecture
- Design/build any project or renovation from conception to completion
- Full line of Crane and Kate Spade stationery, invitations and gifts
- Personalization of stationery, cards and invitations done in house
- Beautiful gifts and accessories for the home

1301 Herr Lane, Ste 150 Phone: 425-9905.

Store Hours: Mon, Tues, Wed, Friday 10-5; Thursday 10-7; Saturday 10-4 and Sunday 10-2.

Manager-Julia Smith, 494-0860; Proprietor-Colleen Underhill, 386-2619.

The Pet Salon

The Pet Station Salon and Boutique, 9410 Norton Commons Blvd. # 101, is family owned and operated. We provide the very best care in grooming in a very clean and comfortable atmosphere. Adam, our groomer/owner is internationally certified in pet grooming and is a graduate of Nash Academy of animal arts. So if you are just looking for a trim, or for a day of pampering, bring your furry one to The Pet Station. For those demanding absolute luxury for your pet, surprise them with a Renewing Spa Treatment or a Sexy Beast experience.

In our boutique, we offer the latest in pet fashion, accessories, and toys your loved ones are sure to enjoy! As well, your pet's nutrition is very important to us! That's why we carry several lines of 100% natural, farm fresh pet foods. We offer Innova, California Natural, Evo, and Fromm, which is all produced in the U.S.A. Not to mention, all of the scrumptious treats your four-legged friend will devour! So, come check us out and see for yourself what Louisville's premier pet salon and boutique has to offer.

Hours: Monday 12-8, Tuesday-Friday 7:30-7, and Saturday 9-3.

Paul Blackburn, Owner. Shop: (502) 326-3501; Cell: (502) 379-2373. www.thepetstationinc.com.

Ribbons & Rags

Ribbons & Rags is Louisville's newest women's clothing boutique located in Norton Commons, 3428 Norton Commons Blvd. We are an upscale clothing boutique, featuring clothing appropriate for anyone, from the young professional to stylish women in their fifties and sixties. The overall style of Ribbons & Rags is traditional with a twist of trend.

You'll find armoires filled with designers such as Lauren Conrad, For Joseph, Alternative tees, Tano hand bags and Love Quote shawls. Also, featuring local artist Summer Eliason's jewelry.

Ribbons & Rags is a dream come true, for mother-daughter duo Sheree and Meghan Roppel, 384-4347.

Saratoga Accessories & Design

Saratoga Accessories & Design, located at 9444 Norton Commons Blvd., offers a unique array of gift items and household furnishings. We carry jewelry by local designer Summer Eliason as well as the Jackie Kennedy Collection which is a must see. A few of our other collections include Hobo, Carver's Guild gold leaf mirrors, Italian pottery, planters and fountains as well as lamps, art work and French barware. Please call for hours or for a shopping day by appointment only. 502-339-6541.

NELBA New Member Business Highlights, continued

Right Angle

Right Angle helps organizations achieve their next level of performance and results. We help you boost profits through taking a fresh look at your financials, improving your planning - both strategic and operational, developing marketing and sales strategies, building better processes and increasing the productivity of your team. Do you ever find yourself thinking any of these thoughts?

- "I am spending too much time in the office"
- "It is hard to find good employees"
- "I want to grow, just not sure how"
- "I want to spend more time on the long term stuff"
- "Need to develop my team and improve sales success"
- "Not sure where this business is going"
- "I would like to step out of the day to day operations"

If so, then check out our website at rightangleresults.com or give us a call at **502.412.6505**. We would enjoy the opportunity to learn more about your business and determine the best strategies for future success.
rightangleresults.com

Tea Station Chinese Bistro

Tea Station Chinese Bistro 9422 Norton Commons Blvd. in Prospect, KY 40059. Telephone Number (502) 423-1202. Open 7 days a week.

Come and enjoy our food and service at the Tea Station. Our menu covers a wide variety of Chinese cuisine, including chef specials such as our Pineapple Chicken. We have also added a sushi menu with classic favorites like the California Roll and specials such as the Tea Station Roll. We also have a beer and wine list to go along with your meal. Be sure to try some of our Bubble Tea too!

Your Community Bank

When the Bank opened its doors in May 1934 as First Federal Savings and Loan Association of New Albany, the entire country was still in the "Great Depression." The complete credit system had collapsed and people had generally lost faith in financial institutions. With an original investment of less than \$10,000, a small group of local businessmen organized a mutual association under the new system of Federal savings and loan associations, authorized by an Act of Congress of 1933.

The change to "Community Bank" signified a renewed commitment to customers, with a greater range of financial services for all banking needs.

Contact: Julie Rigrish, Mortgage/Private Banking Officer, 400 Blankenbaker Parkway, Suite 100.
jrigrish@yourcommunitybank.com.

NELBA's monthly Networking social changes location March 10th

NELBA's monthly networking socials have convened at Captain's Quarters riverside Grill the second Tuesday each month for the past several years. We have enjoyed the service and the good food, but we have seriously outgrown our assigned area on the mezzanine. We thank Captain's Quarters for hosting NELBA for so long. Many members first visited NELBA there.

We are pleased to announce that member Donna Metzler and **The Hilton Garden Inn Louisville Northeast** (behind the Summit) have agreed to host our monthly networking socials.

Not only will we have access to their elegant bar and lounge area, but in better weather, NELBA networking may expand to the outdoor patio. The Hilton is offering at each event a 15% discount on all food served that evening. We encourage everyone to enjoy the Great American Grill for tasty appetizers or a full dining experience! Many of us plan to stay for dinner or snacks on our first night there, March 10th. Please mark your calendar now to stay to dine with your NELBA friends.

For the first time in March, we will offer an exclusive sponsor promotion for our monthly event. For \$50, your business may reserve the monthly event as a showcase for your product or service. A display table will be available for promotional materials. To reserve your spot, contact Leslie Underwood, leslie.underwood@cbandt.com or 259-2140.

NELBA Member profiles

It's easy to tell that Andrew isn't from around here! His English accent is a "dead giveaway." Born and raised in London, England, **Andrew Watson** came to the United States to study acting at the American Academy of Dramatic Arts in Pasadena, CA almost ten years ago. Rather than build a career in acting, he found a wife (from Lexington, KY), a new place to live and a whole new career path.



"I discovered that the commitment needed to be a successful actor would not fit my true life goals," Andrew explained. "I wanted a family and a more easy-going lifestyle." His love of the outdoors was also a priority.

Having also had restaurant experience, he decided this might be a better fit. Today, Andrew is the general partner of Jason's Deli on North Hurstbourne Parkway.

He has been with Jason's almost three years. He and his wife moved here while the restaurant was under construction. "I like this company's core values," he said. "They stress and LIVE high quality, service, high personal standards and both personal and ongoing professional development. This company continues to expand based on its success."

Jason and his wife are both avid runners and exercisers, often competing in mini and regular marathons, including the Bluegrass 10,000 and the Nashville Marathon. Andrew says they are both also bookworms. In their spare time, they love to play music - Jason on drums and his wife on guitar. His wife is in school to become a nurse.

Andrew, we're glad you came to the US, to Louisville and now to NELBA!! Maybe we'll see you in the Derby Festival Mini Marathon!

Stop by and say hello to Andrew at Jason's Deli on North Hurstbourne Parkway, next to the Old National Bank. Don't forget that great ice cream that comes with your food and/or beverage purchase.

Who says CPAs just study and manipulate numbers! **Randy Anderson, CPA** is certainly not in that category!

Sounds like living in Hawaii rubbed off on Randy. Stationed in Honolulu, Hawaii on Hickam AFB and at Egland AFB in Florida he developed a deep love of the outdoors!

He did mix work, education and outdoor activities. Randy got his undergraduate degree at Hawaii Pacific University and later obtained his CPA certification while working at Ernst & Young. He's been a practicing CPA for 17 years, and has owned his own firm for six years.

Randy found NELBA through Vicki Lenz of *Coffee News*, who recommended NELBA as a great way to network and meet potential clients.



When he's not busy working - as he will be until April 16 - Randy loves to play golf, snow ski and go to Churchill Downs. He says golf is just for fun, so there's no handicap involved - that's way too serious. He still loves the beach and spends time at Destin, FL.

Randy has two daughters. The youngest goes to Western Kentucky University. The other daughter,

Christine Lilly, is the owner of Spendid Skin Medspa.

As a CPA, Randy focuses on small businesses, providing personalized attention. His firm is also a certified Quick Books Pro Advisor and offers Quick Books training.

He also has a personal property appraisal business, Anderson Appraisal Associates, LLC, which offers appraisal services on anything but real estate. Contact him for either business at 267-0130.

Welcome to NELBA, Randy! We hope to see you having fun at the NELBA Golf Scramble in June!

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

Welcome new NELBA members!

The Welcome Ambassadors, lead by Lisa Montgomery, will be visiting our newest members soon to provide you with a NELBA Tote bag filled with NELBA business goodies and helpful information about NELBA.

What you get out of NELBA depends on what you put into it! If you participate in NELBA's programs and take advantage of the multitude of marketing opportunities, you will make successful connections! We hope you'll join us at our networking gatherings on the second Tuesday of each month, the monthly program meetings that feature experts in various business and related



fields to help you manage and grow your company.

Would you like to contribute to our NELBA goody bag? It's a great way for our new members to get to know your business. Contact Lisa Montgomery lisadm.4@juno.com for more information on how this can work for you!

The 2009 NELBA Membership Directories will be arriving soon!

Watch your mail in early March for the new 2009 Membership Directory! If you would like extra copies to distribute at or from your business, please call Diane Crutcher at 855-3460 or email info@nelba.com.

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

Looking for an easy and inexpensive way to reach new customers?

NELBA publishes our newsletter **NOTES** six times per year. This newsletter is distributed to all 200+ NELBA members, as well as prospective members, community leaders and other organizations. With a mailing list of over 500 individuals and organizations, the readership of **NOTES** is well over 1000.

Additionally, **NOTES** can be downloaded in its entirety from the NELBA web site. Ads are offered in a variety of sizes. All ads are printed in black only.

Digital camera ready art to size must be provided in PDF or TIFF format and created with at least 200 DPI. If requested, professional ad design and production can be provided at an additional charge, based on the size and complexity of the ad.

Printed advertising inserts (8.5" x 11" flat, one or two sides) may be inserted in **NOTES** for \$75.00 per insert. At least 500 printed inserts must be provided to NELBA by the 15th of the month preceding publication for insertion.

NOTES is published in January, March, May, July, September and November.

Contact Elaine Wood at 502.396-3397 or forelaine@bellsouth.net for more information or production assistance.

	<u>Size</u>	<u>6 issues</u>	<u>Per issue</u>
Full page b/w	7.5" x 9.75"	NA	\$100
Half page b/w	7.5" x 4.75"	NA	\$ 60
Third page b/w	2.25" x 9.75" or 7.5" x 3.25"	NA	\$ 55
Quarter page b/w	3.5" x 4.75"	NA	\$ 50
Business card b/w	3.5" x 2"	\$175	\$ 35



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

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

Mark your calendar!!!



Thursday, March 19

Bruce Traugher

Director, Metro Economic Development

*Update: Metro Government and the
Business Community*

Embassy Suites (North Hurstbourne Pkwy.)

Cost: \$12.00 members; \$15 guests

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



Thursday, April 16

Cathy Fyock

Resources Global Professionals

Multi-generations at Work:

The Good, the Bad and the Ugly

Courtyard by Marriott North East (behind Westport Road Home Depot)

Cost: \$12.00 members; \$15 guests

RSVP are required by Tuesday, April 14. Cancellations required 48 hours in advance.