

# NOTES

Everyone had a great time at **NELBA's 4th Annual Scholarship Golf Scramble** held at GlenOaks Golf & Country Club on June 7th. Perfect golf weather made every duff tolerable! In addition to the regular 18-hole round, players competed for a \$15,000 hole-in-one prize and a \$2500 putting contest. No perfect wins, but some amazingly close putts! This year's committee - Jason Tiemeier (Fenley Office Suites), Jan Gentry (L & N Credit Union), Pete Buhl (Sell & Save Metro Realty), Ron Snyder (Waddell & Reed), & Deanna Grubb (Springdale Automotive), worked diligently to obtain sponsors, door prizes, hole sponsors and delicious food for breakfast and lunch. Thanks to John Longstreet at Sign-a-rama North East for preparing our signage for the event. **A big THANK YOU to all our hole sponsors:** ElderServe, Fenley Office Suites, Synergy Home Health Care, DearWatch, Inc, Exit Realty One, New York Life, Dynamic Chiropractic & Rehab, Sell & Save Metro Realty, Waddell & Reed, Saratoga Accessories & Design, NELBA, Bellezza Family Salon, Ribbons & Rags, and L & N Federal Credit Union. **Winners of Longest Drive Men/ Women** (\$50 Pro Shop Gift Card): JP Davis & Laurie Donnelly Levine. **Winners of Closest to the Pin Men/Women** (\$50 Pro Shop Gift Card): David Biddle & Mary Romelfanger. Generous Door Prize Donations and Goodie bags for players were gratefully received at the golfer's luncheon after the Scramble. Thank you to GlenOaks Golf & Country Club was a great venue!

**This year's team winners include:** 1st Place Team: \$300- JP Davis, Sean Snook, Danny Smith, and Dave Biddle. ; 2nd Place Team: four \$50 gift cards to the Pro Shop- Steve Soph, Todd Lanham, Shawn Woosely and Todd Rosenbaum. And the 3rd Place Team: four \$25 Gift cards to the Pro shop- Grant Talbert, Phil Talbert, Sam Abernathy and Charlie Roy.

Most of all, NELBA thanks all our members and guests who registered as team players to raise money for our annual \$1,000 scholarship that was awarded to Kathleen Newman North Oldham H.S. who plans with NELBA's help to pursue her Bachelors in Physics and her Masters in Chinese language at Ohio State, IU or Western Kentucky. We wish Kathleen much success wherever she chooses to attend!



First Place Winning Team: JP Davis, Danny Smith, Dave Biddle



Synergy Home Care Hole Sponsor



L & N Federal Credit Union

## NELBA BOARD OF DIRECTORS

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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 visit www.nelba.com.

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

Design/Production:  
PrintWorx of Louisville

## NELBA Calendar of Events '10

### July

**July 13th**  
5:30-7:00pm

**Networking Social** - Hilton Garden Inn Louisville Northeast (behind the Summit) Cost \$5; refreshments/cash bar. Guests always welcome. No RSVP required.

**July 15th**  
11:15am-1:00pm

**Speaker Lunch:** "From Burnout to Bailout - Re-Inventing Your Life at Any Age" Speaker: Cathy Hallaway-Hill. Homewood Suites, 9401 Hurstbourne Trace. Cost: \$12 members; \$15 guests- RSVP by 7-13.

**July 20th**  
5:30-7:00pm

**Open House-** Java Brewing Company (inside details)

### August

**August 10th**  
5:30pm-7:00pm

**Networking Social** - Hilton Garden Inn Louisville Northeast (behind the Summit) Cost \$5; refreshments/cash bar. Guests always welcome. No RSVP required.

**August 19th**  
11:15am-1:00pm

**Speaker Lunch:** "On The Healing Place" Speaker: Jayne Labes, Healing Place. Hampton Inn I-265 East. Cost: \$12 members; \$15 guests- RSVP by 17th.

**August 24th**  
6:00-7:30 pm

**Open House-** Dynamic Chiropractic & Rehab - (inside details)

## Nominations for NELBA's 2010 Board of Directors

Nominations are now being accepted for one opening on NELBA's Board of Directors. If you are interested in joining this outstanding Board of volunteers, please contact Ellen Wade at bigole@aol.com. Elected Directors will serve a two year term beginning after this September's annual meeting. Directors' duties include attending our monthly Board lunch meeting on the first Wednesday and chairing or participating on a standing or ad hoc committee. If you would like to be nominated or wish to nominate a fellow NELBA member, please provide a brief bio profile for the September newsletter. NELBA members will vote on the slate of nominees at our annual Membership meeting in September. Stay tuned for more details.

**The deadline for nominations is August 31st.**



**Vote**

## ***A big "thank you" to our festival sponsors and volunteers!***



NELBA thanks all the businesses who participated in the Art in the Arbor Festival NELBA Hospitality Booth on May 8th & 9th. The donations were plentiful and visitors came away with bags of promotional goodies from our NELBA members! We especially thank all the businesses who volunteered to man the booth for several hours! This year a special marketing opportunity was reserved by Kinsafe Computer Services and Jewish Hospital Medical Center Northeast. Both companies featured booths at the front entrance to showcase their product and services. Kinsafe offered multiple giveaways of significant value to festival visitors!

The charity raffle booth was also supported this year by many member businesses who donated gift certificates and gift baskets to add to the artists' contributions. As a result, Repair Affair, the designated local charity this year, will receive almost \$2,000 from the festival proceeds! Thank you NELBA businesses for making this possible.

The Artist Award ribbon presentation was well attended by our NELBA business sponsors this year. Sponsors this year included TJ Unitarian Church, Commonwealth Bank & Trust, L&N Federal Credit Union, New York Life, American Founders Bank, First Capital Bank of Kentucky, Mary Kay, Inc., DotTrend.com, and DearWatch, Inc. NELBA is proud of the support our local businesses share in promoting music and art in our NELBA neighborhood! This year's major corporate sponsors were Jewish Hospital Medical Center Northeast and Fenley Real Estate. Metro Council Representatives Glen Stuckel, Kelly Downard and Ken Fleming once again contributed support through the music partnership funding. Congratulations to the raffle winner of the NELBA/ Summit \$300 Gift Certificate: Vicky Spencer Rouse, our own NELBA member!

### ***Kinsafe Computer Services Computer Winner***

Another successful Art in the Arbor Art & Craft Festival happened on May 8 & 9 and we are already looking forward to the next event. This year was particularly successful for Murray Toborowsky of Louisville. Murray was the winner of the HP desktop computer given away by **KinSafe Computer Services**.

**KinSafe Computer Services** is a proud member of NELBA and is located at 10280 Shelbyville Road in Dorsey Plaza. They provide full services for any needs related to electronics, computer repair, wireless networks, and data storage or associated technology problems that may arise in your business or home.

Congratulations to Murray!



Winner, Murray Toborowsky of Louisville

## ***NELBA's Welcome Committee Greets New Members with your Business Promotions!***

NELBA is pleased that our welcome committee continues to serve our new member with a personal greeting, a tote bag and NELBA goodies. If you have a business gift, coupon or promotion from your company that you would like to include in these welcome bags, contact **Lisa Montgomery**, lisadm.4@juno.com for pickup. This will be a great way to promote your company to other members. **Jan Gentry** is also serving our new members! We thank them for their service! (Check out the NEW TOTE bag sponsors: Kinsafe, First Data, Ladyfingers, and DearWatch, Inc.)

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## What's New In NELBA

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### **Louisville Triple Crown Of Running Donates \$133,445 To The Whas Crusade For Children**

Major Sponsors include Anthem Blue Cross Blue Shield, Rodes For Him and For Her, Papa John's International and Novo Nordisk

Louisville, Kentucky (June 1, 2010) – In celebration of the 57th Annual Crusade For Children Benefit on June 5-6, the Louisville Triple Crown of Running will donate a record \$133,445 to help better the lives of special needs children in this community. "The Triple Crown of Running is thrilled to be a part of such an important, long standing community effort and it is great to see the community rally together in support of this great cause," said Fred Teale, Race Director, Rodes City Run.

The series, officially named the Louisville Triple Crown of Running presented for a 7th consecutive year by Novo Nordisk, consist of three road races of varying distances. In 2010, the races had more than 27,000 runners participating in all three races. This resulted in a record attendance for all three events, as well as a record donation to the Crusade. The 2010 proceeds by event include:

Anthem 5K Fitness Classic 5k (March 6, 2010): \$44,500

Rodes City Run 10k (March 20, 2010): \$43,000

Papa John's 10 Miler (April 3, 2010): \$45,000

Miscellaneous Proceeds: \$945

"We would like to extend a heartfelt thank you to all the dedicated and loyal volunteers, policemen, firefighters, and to each of the runners and walkers for making the donation possible," said Teale.

### **Metro Councilman Glen Stuckel thanks NELBA for its service to the community**

Every year, each Metro Councilperson receives a large number of tickets for a Louisville Bats game to give to his/her constituents. The councilperson also has the opportunity to invite someone to throw out a first pitch on that night. This year Councilman Stuckel's night at Slugger Field is July 7. In appreciation for what NELBA means to the community, has invited Chad Douglas, NELBA President, to throw out that pitch. The game is at 7:05 p.m! Warm up that arm, Chad!

### **The Summit**

**Now Open...** Bill Lose Traveling Plant Sale

Located near Office Depot at The Summit. The sale offers ornamental shrubs, trees, and plant material at discount prices. Free delivery and install is available, see the store

for specific details.

### **Music on the Terrace at The Summit**

Starts June 3rd!

6:30 pm – 8:30 pm at The Summit Terrace, live music every Thursday night during June and July.

The Rigby's kick off the Season and join us every Thursday night to play Beach Blanket Bingo and for your chance to win a trip to Destin, Florida.

**For Imagine That Parties-** special offer for NELBA newsletter readers!

### **Imagine That Parties-**

conveniently located in Norton Commons at 9407 Norton Commons Blvd. Imagine That Parties takes the stress out of party planning by offering Custom Children's Parties and Special Events in a quaint Norton Commons setting.

No two custom children's parties are the same, Imagine That Parties works with you to design your child's dream party including a special theme with your child in mind. Some most popular themes that we build upon include Spa, Princess & Pirates, Pink Pirates, Super Hero, and Sweet 16.

In addition to custom children's parties, Imagine That Parties also offers party room rental so that you can host your own gathering and leave the clean up to us! The unique whimsical location makes Imagine That Parties perfect for Baby Showers, Bridal Showers, Graduation Parties and Rehearsal Dinners.

**SPECIAL OFFER:** Rent Imagine That Parties for two hours and receive the 3rd hour free...\$75 Savings.

**Must mention this special from the NELBA newsletter.**

\$100 deposit required. Availability based on Imagine That Parties schedule. Not valid on previously scheduled rentals and Custom Children's Parties

Contact Imagine That Parties at 502-409-7279.

[imaginethatparties.com](http://imaginethatparties.com)

[facebook.com/imaginethatparties](https://facebook.com/imaginethatparties)

[planner@imaginethatparties.com](mailto:planner@imaginethatparties.com)

### **Norton Commons**

Opening Soon!

**Big Ben Café** (deli menu)

10600 Meeting Street

Prospect, KY

Opening in June!

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## What's New In NELBA Continued...

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**Café Verbena** (breakfast & lunch)  
10639 Meeting Street, Suite 103/104  
Prospect, KY  
Opening in June!

**Norton Commons Farmers Market**  
Saturdays 9am-1pm, Town Center  
Thanks for supporting local farmers

### **Westport Village**

Opening this Summer:  
Adele Reding Photography, Clater Jewelers, Pools Plus,  
J. Higgin's Gallery, Anabel's Oriental Rugs, Closets by  
Design, Bella's Bib and Collection, Avanti Skin Care.

### **E.P. "Tom" Sawyer State Park 2010 Programs - July & August 2010**

#### **Outdoor Skills Camp**

July 5-9 (Ages 8-12)  
This is your opportunity to learn and experience the  
basics of outdoor wildlife, wilderness survival, setting up  
camp, and "Leave No Trace" skills.

#### **Fun Camp**

July 26-30 (Ages 5-7)  
What better way to enjoy summer break than with a  
week full of FUN! Children will enjoy games, sports, crafts,  
swimming, meeting new friends, and just being kids.

#### **Mythbusting Outdoors**

July 12-16 (Ages 8-12)  
Panthers live in Kentucky! Ducks are waterproof!  
Swamps are dirty places! Have you ever wondered if  
these statements are true or false? Join us this week as  
we do some Sawyer Style Myth-Busting. We will perform  
various experiments to explore the truth behind some  
of nature's mysteries. Hikes, activities, games and even  
pool time will also be filling our schedules for the week.

#### **Sawyer Survivor**

July 19-23 (Ages 8-12)  
This week we will take the age old game of capture  
the flag to a whole new level. Groups will be divided  
to conquer their own area of the park and establish  
a fort. Daily activities will bring the tribes together  
under a banner of peace. Time at the pool is included  
so expect to get wet. Obstacles, challenges, and face-off  
competitions will decide which team will be the ultimate  
tribe of Surviving Sawyer.

#### **Stream Stroll**

Saturday, July 24 at 2PM. Meet at Picnic Grove. Fee: \$2/  
person.  
Streams are full of life that we often overlook. Join the  
park naturalist to investigate the depths of Goose Creek  
in search of the elusive aquatic life. Please call 429-7270  
for more information.

#### **Mulching and Watering.**

Sunday, July 25 at 2PM. Meet at the community gardens.  
Free Event.  
As the dry, hot days of July and August take hold, rain  
becomes scarce. This program will cover various  
mulching techniques and how to conserve water while  
keeping your plants happy. Join park staff and the  
Jefferson County Extension Master Gardeners. Please  
call 429-7270 for more information.

#### **Late Bloomers**

Saturday, August 28 at 2PM. Meet at Picnic Grove. Fee:  
\$2/person.  
Everyone enjoys spring flowers in the spring, but what  
about those beautiful flowers of late summer? Flowers  
are still in bloom as the lazy days of summer slip into the  
colorful days of fall. On this hike, we will identify these  
flowers and their uses. Please call 429-7270 for more  
information.

#### **Cool Weather Plants**

Sunday, August 29 at 2PM. Meet at the community  
gardens. Free Event.  
As the summer growing season winds down, gardeners  
begin to think about what they can grow when the days  
are shorter and temperatures drop. Join park staff and  
the Jefferson County Extension Master Gardeners as  
we discuss some crops that thrive in the cool weather.  
Please call 429-7270 for more information.

#### **Triathlon XXIX**

Saturday, August 7, 2010. Meet at the activities building  
6:30 AM. Registration required.  
A 1/2 mile swim, 14 mile bike, and a 5K run. Registrations  
begins June 1, 2010. There will be no day-of-registration.  
This is a USAT sanctioned race. Co-Sponsored by  
Louisville Landsharks. Contact the Recreation Office for  
more information at 429-7270.

#### **Become a Facebook Fan of NELBA!**

NELBA now has a Facebook Page- become a Fan and promote your  
own business while spreading the Good News about NELBA!  
Click on our Website Facebook logo today!



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# Community Update

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(CJ Article, 5-25-10):

...**Westport Middle School** has "tremendous potential" despite chronic low student performance in the past, and it is designated for major staffing and curriculum changes under a school board plan. JCPS will spend \$1.5 million over the next three years at Westport Middle School adding 12 new teachers, a new literacy curriculum and more resources for students and teachers according to Dr. Sheldon Berman, Superintendent. It would also become a district wide Montessori magnet school beginning 2011-12. Dr. Berman believes that it will become a very strong middle school and a positive anchor of the entire school system.

NELBA welcomes our NELBA member, Staci Eddleman, new WMS principal, for the 2010-11 school year. We will be hearing more from Staci in upcoming issues as she announces exciting plans for our middle school!

## Westport Road Interchange Grand Opening

Federal, State and Metro Dignitaries joined together to celebrate the long-awaited opening of the Westport Road Interchange. On April 29th, the ramps were partially opened as the final work was continued on the overpass. Westport Village hosted a reception for the community after the ceremony. Amazing Green Planet, The Comfy Cow, La Vida Java, and Les Filles Boutique hosted a reception including refreshments. Everyone celebrated this long-awaited moment that the Westport Road expansion had become a reality.

All the lanes are expected to be open around July 1st. Lanes have been closed up to now for the reason that the widening of Westport Road is not complete west of the area to Hubbards Lane. It narrows for safety reasons to slow traffic as it channels to two lanes. Complications from the location of waterlines have pushed the final opening to July 1st. Motorists who use Westport Road Interchange daily are grateful for the interchange as it cuts off 10-15 minutes off their route now.

## Westport Road Corridor Small Area Design Plan

NELBA participated in a series of meetings with Metro Planning and Design Services involving the Westport Road corridor between the Graymoor-Devondale area and Hurstbourne Lane. Ellen Wade represented NELBA. Meetings of this planning committee continued over 15 months.

Throughout the plan there were opportunities to participate beyond the public meetings. By visiting the website for this project, you can review the process that

took place on the development of the plan. Louisville Metro Planning and Design Services posted maps, meeting notes, announcements, and other resources. Visit: <http://www.louisvilleky.gov/PlanningDesign/Neighborhood+Plans/westportroadplan.htm> to review the last public meeting notes of 4-21-10. The recommendations include improvements in the area of Land Use, Mobility, Urban Design, and Economic Development. This is another example of business and neighborhoods working together. Our thanks to Becky Peak, Mayor of the City of Plantation, who spear-headed this project for our community.

## Louisville Metro Economic Development Department

works to improve Louisville's business climate, making it a place where businesses want to locate or expand. It works with other government agencies, utilities, Greater Louisville Inc, and the private sector to create jobs, assist business start-ups, improve infrastructure, develop new amenities and deliver neighborhood services.

Improving Louisville's business climate also means creating better streetscapes and more attractive corridors, cleaner parcels of developable land as well as providing tools and resources for businesses to improve their building facades, set up shop, purchase equipment or make a workspace more accessible. Services include loan programs, client support through the regulatory processes, and referrals to state and local incentive opportunities. John Coats, NELBA's liaison, is knowledgeable and efficient. He was an active participant on the Westport Road Corridor Area Design Task Force. He welcomes inquiries. Please contact the Metro Development Center for any business improvements you may be considering! (502-574-4140.)

## Sign up for our E-announcements!

Win a FREE Lunch! With a click of a button, add your email address to receive NELBA's E-blast announcements of exciting upcoming programs and events and opportunities for cost-saving sponsorships.

**Win a chance for a FREE speaker program luncheon.**

(value \$15) and meet potential clients!

Congratulations, Mark Stowers, Jos. A. Bank, Hurstbourne Forum Manager, for winning in the January-March 2010 contest. Contact us for your requested date!

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## NELBA Member Profile

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**At each Networking Social at the Hilton (every 2nd Tuesday) we offer an opportunity for all attending NELBA members to win a Member Profile in the upcoming NELBA Newsletter- another membership perk for you! See you at the next Hilton gathering- you may be next!**



### FEATURING DONNA METZLER

The Hilton Garden Inn Louisville Northeast opened in July 2008, and Donna was right there to promote it in every way. When Pete Buhl, NELBA Board member, approached her to host NELBA's monthly networking socials, she readily agreed. Every month the Hilton now receives free advertising in return for outstanding hospitality- great

food and service included.

Donna has been in the hotel "sales" business for over 25 years. She absolutely loves working for the Musselman hotels that includes the Hilton. Donna was attracted to the hotel business as a former meeting planner- her experience with the hotel industry led her to her current career.

Donna has been married for 29 year. She and her husband traveled overseas in the past, but always enjoy "water activities" the most- the pool, beach or boating on Lake Patoka. She is also extremely proud of her adult daughter who recently graduated from University of Louisville as a competitive cheerleader- helping her team win the NCAA

National Cheerleading Association Championship. (U of L is nationally acclaimed as the top cheerleading program in the country) Now her daughter is making it a career- successfully marketing the competitive cheerleading industry in a three state territory.

What makes Donna successful? She is passionate about her work- meeting the customer's needs is a huge responsibility, and she takes it very seriously. Every day is new and different -

She and her trustworthy staff look forward to providing the best hospitality to their guests. The hotel is in a great location, and it offers a variety of meeting space for all needs. This past Derby, while creating a unique event for the Hilton, she collaborated with our NELBA member, Angie Marshall of Beijo Bags. Angie was one of several unique vendors at the hotel who met with great success there. They plan to partner again next year! NELBA has been important to Donna to keep her hotel in the public's eye. The Hilton Garden Inn Louisville Northeast continues to host the monthly NELBA networking socials, and it offers door prizes and discounts to its NELBA members. We are fortunate to have Donna as a NELBA member!



### FEATURING ELLEN WADE

In between her volunteer work with NELBA and her event planning, Ellen provides assessment services for a local law firm. She enjoys meeting new people in all walks of life. Her past career in Social Work made her new work easy- the same social work skills are handy when relating to prospective clients including gathering

data and organizing deadline material. She travels from Brandenburg to Berea and everywhere in between to meet new folks, so she wears out her blue tooth fitting in NELBA phone contacts while on the road! Part time employment gives her a more flexible schedule, so she can attend NELBA functions whenever she can.

Ellen's son, Brian, graduated from Spalding University after playing baseball during his undergraduate days. The whole family loves the sport and has seen a few Yankee games in the old stadium! While Doug enjoys golf, Ellen enjoys

traveling, gardening and their adorable pets- two adopted kittens and a Golden Doodle! They are like another set of kids! As a festival planner for the Art in the Arbor Fine Art and Crafts Festival, she enjoys promoting NELBA businesses while planning the arts and entertainment. Ellen enjoys seeing the impact a business can make in marketing itself while giving back to the community.

Ellen has served on the NELBA Board since 2001 and enjoyed the office of President for three terms. She currently participates on various NELBA committees and will continue to work on the newsletter and publicity for our NELBA businesses. She considers her strongest attribute to be "follow through." People who know her know that they can depend on her to do what she says she will do- "...it's an important part of a person's character, and I hope that my commitment to follow through will encourage trust and confidence in people I do business with." She enjoys the "nuts and bolts" tasks of NELBA's organization and enjoys meeting new people. "I am fascinated with the business talent in our organization. I want to continue serving on NELBA's Board, and keep it thriving as business and community work together."

# NELBA Scrapbook



Leslie Spetz (left) with gallery artist, Robert Halliday



Networking newcomers!



Leslie Underwood/Eric Brown, speaker



Amazing Green Planet -Westport Village Reception



Colin Underhill at Westport Village Reception for Westport Road Interchange



Glen Stuckel- Westport Village



Jordan & Colin Underhill



Kelly Downard



NELBA ambassadors attend the Westport Road Interchange ceremony



Linda Rudloff presents sponsor gift to Dee Dee Ford.



Caterer, "Cooking with Mary" and NELBA Open House guests-



LABA Director, Cathy Roberts (left) and NELBA neighbors celebrate the Interchange opening together!



Kevin Bailey-Hwy Dept. Colin Underhill, Kirt Jacobs, Metro Government

# NELBA Scrapbook



*La Vida Java hosts Interchange reception*



*Neighbors enjoy Westport Village Reception*



*Les Filles Boutique at the Reception*



*The Comfy Cow hosts refreshments*



*4 Flights Open House*



*4 Flights wine tasting*



*Planning and Design public meeting*



*Jean West, David Graham, Leslie Underwood*



*Golf Scramble Planners*



*2nd Place Golf Scramble Winners*



*3rd Place Golf Scramble Winners*



*NELBA networking*



*NELBA networking*



*Charlotte Buster, right greets guests*



*Dignitaries-Westport Road Interchange*



*Speaker thank you!*



*Kip Eatherly, District 17, speaks at Art in the Arbor awards presentation*



*Ellen Wade- festival awards presentation*



*Art in the Arbor Award Ribbon Sponsors*

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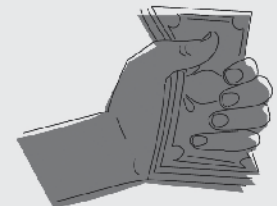


\*If your property is listed, this is not a solicitation for your listing. Commissions are negotiable.\*

**Buyers Get "Cash in Your Pocket"**

Join the hundreds of families who realize their dream of owning their own home.

**\*Ask About Our Buyer Rebate Program**



## NELBA Newsletter is a Budget-Saving Ad Opportunity! Purchase a Year –receive One Ad FREE!

NELBA publishes a professionally produced newsletter six times per year. This newsletter is distributed to all NELBA members, as well as prospective members, community leaders and other organizations. With a mailing list of 600 individuals and organizations, and the upload on the internet, thousands of visitors are in touch!

**Size 6 issues per issue**

Full page b/w 7.5" x 9.75" .....	\$100
Half page b/w 7.5" x 4.75" .....	\$ 60
Third page b/w 2.25" x 9.75" or 7.5" x 3.25" .....	\$ 55
Quarter page b/w 3.5" x 4.75" .....	\$ 50
Business card b/w 3.5" x 2" .....	\$ 35

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 600 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. Deadline for ads are the 1st of the month preceding.

**Contact Ellen Wade, [bigole@aol.com](mailto:bigole@aol.com) or 905-4408 for more information.**

## **Openings for NELBA's Membership/ Ambassadors**

We value our NELBA "Outreach Ambassadors": Lisa Montgomery (Mary Kay), Becky Kane (Office Depot), Greg Bryant (Wells Fargo Reverse Mortgage), Chad Douglas (New York Life), Vicky Lenz (CoffeeNews), Ellen Wade (Thomas Jefferson Unitarian Church), Jan Gentry Linker (L&N Federal Credit Union), and Charlotte Buster (retired business owner) will continue to serve NELBA in this outreach capacity through company contacts.

A basic understanding of NELBA's member benefits and our mission to serve both our businesses and the community is all that's needed to be a successful ambassador! NELBA wishes to support our NELBA members at various functions including grand openings, ribbon cuttings and various open houses. Encouraging newcomers to explore the benefits of NELBA membership, while personally benefiting from these function in representing your own company, serves a dual purpose. Recently, Susan Harris and Don Carr had to resign from their positions after several years. We are grateful for their past service in representing NELBA! We are currently looking for several new ambassadors who could introduce themselves to newcomers in NELBA's area. If anyone wishes to be NELBA's official "meet and greet" while promoting your own business, please contact **Lisa Montgomery, 429-0756 or lisadm.4@juno.com** for more information! This is an excellent marketing opportunity.

## **Plan now for NELBA's Holiday Taste of East Louisville Business Expo**

Plans are underway for this year's 12th annual Holiday Taste of East Louisville. Our goal is to promote NELBA businesses while also serving the needs of our community. We will once again partner with a worthwhile local organization-Friend for Life, a non-profit support network for cancer survivors. We can accomplish both objectives through our talented group of business members who will be meeting on a regular basis beginning this July.

Corporate sponsors interested in building brand loyalty by supporting this worthwhile community cause in an enjoyable atmosphere, may contact NELBA for more information. The sooner you reserve your sponsorship, the more media exposure we can offer!

Please make sure that your NELBA membership is current for 2010 fiscal year. (July 1, 2010 through June 30, 2011). Booth space will be limited and only NELBA members are eligible to participate.

**Contact Stacey Rothballer now to sign up for our first planning meeting - your input will help promote this year's successful event!**

**Stacey Rothballer, srothballer@bellsouth.net or 502-767-3992.**

## **Attention NELBA Property Management/Developers**

*NELBA welcomes updates for its bi-monthly newsletter on any new tenants, or special events for your Center. We'll be glad to include a FREE announcement in the next newsletter! Just send your update to Ellen Wade, bigole@aol.com by email by the 1st of the month preceding the next issue. Next NELBA deadline: August 1st! Remember that we have a "Promote Your Business" Section on the NELBA website for NELBA members to add their individual events/promotions or sales! They can be renewed every 30 days!*

***Please encourage any new businesses to check out NELBA and consider joining. We would love to promote them individually in the future!***

*Just ask them to visit our website and to contact info@nelba.com for any further questions. Members may join online.*



*Business & Community Working Together*

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## ***New Member Business Highlights***

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### **eVolve Business Solutions**

Small and medium sized businesses that have struggled with inadequate voice and data options can now get all of the big-business benefits of a next generation Voice over IP ( VOIP ) service now that Cincinnati Bell has brought eVolve Business Solutions to Louisville. eVolve Business solutions offers a suite of services that allows voice and data to come together onto one platform to increase the productivity and efficiency of business communications. By offering an end to end hosted solution as well as a solution that interfaces with your company's existing phone system, you can now choose the most cost effective system without sacrificing quality of service. This paradigm shift has given businesses the ability to fully manage their telephone system, benefit from minimal up front capital expense, deliver a call anywhere and never miss important calls again. For a complimentary needs-based consultation to determine how our solutions can best enhance your business's communication needs, please call Edward Motta, (502) 554-9140 [edward.motta@evolve.cinbell.com](mailto:edward.motta@evolve.cinbell.com) [www.evolvebusinesssolutions.com](http://www.evolvebusinesssolutions.com)

**Java Brewing Company** Opened their Northfield location with "Green" in mind: Saving the Environment is a inFocus for Growing Local Coffee Business.

The newest and 6th Java location was determined by polling the residents in the area. The study found they like great coffee but don't want to have to sacrifice quality because they are in a hurry. The inside of the store radiates with sustainable design elements. Chris Lavenson, said, "Every decision we made about design, construction, and operation focused on reducing the impact on the environment. We wanted to show the community that you can open a business using reclaimed and recycled materials and still look incredible inside. The bar, designed and built by Nathan Cotswald, is 100% reused and recycled materials. The counter top, made of recycled glass, is VOC free and LEED certified. The wood used to build it was reclaimed from an old tobacco barn, and the front portion is pressed sawdust and molasses. The light fixtures, made by local artist Fred Difrenzi are fashioned from wine bottles used previously to serve to customers at the Clifton Java location. Even the furniture is recycled to reduce the net impact on the environment to almost nothing. Every seat cushion is made from the coffee bags used to transport the fair trade and organic beans from the place of single origin like Mexico, Kenya, and even Ethiopia. Each chair is unique like every cup of coffee we serve."

Java Brewing Company Northfield also has a unique wine list, hand-picked by sommelier Chuck Korson. We choose wines from small, family owned producers instead of mega-brands to support their overall philosophy. When asked, Chuck commented, "I wanted to create a wine list that was different than the usual but had familiar flavors and tastes so people could experiment with new wines and likely find a new favorite every visit"

Toni Lavenson, partner with Chris Lavenson & Chuck Schnatter in 5 locations (Main Street, Fourth Street Live, Clifton, Prospect and Northfield) said, "We have tried to recreate all the elements that are so popular at our Clifton location in a sustainable package. We are continuing to offer free wireless access for our customers, a comfortable meeting space that can be reserved at no cost, quick friendly service through the drive-through or in the café, a phenomenal wine list, and great music and events like Wine Down Wednesdays, our ½ price wine night." Toni is enthusiastic about the business and explains, "the coffee shop is one of the last places in our community that encourages all types of people to gather in the same room. Where else can you go and sit between the Mayor who is enjoying a cup of coffee, a student who is cramming for a final medical exam, or a local artist enjoying a glass of wine--All of whom welcome conversation and new ideas? Our store is a great place for a first date, or a long overdue reunion between friends. It is truly a versatile space that takes on the personality of the patrons and becomes what the customers want it to be."

**NELBA also welcomes the Taj Palace Indian Restaurant, 2929 Goose Creek Road.**

### **NELBA Membership Renewals Due Now!**

**Renew online anytime!  
(Click on "Renew Membership")**

Join Our 200 NELBA members for Quality  
Business Connections And Excellent Programs

Only current memberships will be included in  
NELBA's printed 2011 Membership Directory  
and Proforma's Unique V-Mags  
(Virtual Magazine) online directory.

## 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 50 members, this is a great opportunity to meet dozens of prospective customers and make personal sales calls!

Sponsorship benefits include:

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

(Advance notice includes newsletter and e-blast promotion)

### The cost of an exclusive sponsorship is \$50.

NELBA thanks Linda Rudloff, Your Community Bank speaker luncheon sponsor, for her generous doorprize of a restaurant gift certificate!

## NELBA Needs Some "Goodies" for our New Member Welcome Bags!

Please consider dropping off some promotional "goodies" to stuff our Welcome Bags for our new NELBA members. This is an easy way to get your name and contact information in front of potential customers.

Drop off your contributions anytime at the Fenley Office Suites, 4965 US 42, and Ste.1000. For questions, contact

**Lisa Montgomery,**  
429-0756, or  
lisadm.4@juno.com.



## Are you missing out on a valuable resource?

If you haven't recently visited our new NELBA web site, you should!

The web site is full of information on how you can receive more traffic for your business. To ensure that your business information is easily accessed:

- **Update your business profile information** on the NELBA web site. If the latest info about your business isn't available, then you may just lose out on a potential new customer! Go to "Members Only", click on "login", then enter your username and password, You can add your web site and email address links in your description. Visitors will be instantly switched to your web site!!
- Enter this month's special feature or discount at "**Promote your Business**" link on the first page. **List new job openings** on the members' only site- Remember: Make your Title "catchy" to attract website visitors interest!
- **Purchase a website banner ad** that runs for a quarter or full year. About NELBA, Marketing Opportunities, Contacts, and Members Only. Check it out on the new NELBA website! Thousands of hits per month! We have unlimited rotating banners available for your budget!

### GREAT DEALS!

Stationary Banners	Stationary Banners		
Home Page	\$250/year or \$75/Qtr.*	About NELBA	\$200/year or \$75/Qtr.*
Calendar	\$250/year or \$75/Qtr.*	Marketing Opportunities	\$200/year or \$75/Qtr.*
Contacts	\$150/Year or \$75/Qtr.*	Members Only	\$150/Year or \$75/Qtr.*
Rotating Banner Ads	\$100/Year or \$40/Qtr*		

\*There will be an additional \$25 for stationary ads and \$55 for animated ads for DotTrend, if it's necessary to modify the ad to fit the Website specifications.

Note: **The stationary or fixed ad** means just that- it doesn't fade in and out or rotate among other banners of the same size. (see banner on left side) The fixed ads are one per web page-the headings are Home, About Nelba, Calendar, Marketing, etc.

**The rotating banners** are what you see at the bottom of the page- TJ Unitarian Church, DotTrend and Sell & Save Metro Realty- they can "pop up" on any page and rotate among themselves-still very effective!

If you are interested, contact Ellen Wade, bigole@aol.com for ad dimensions info.

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## NELBA SPEAKERS (July & August)

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### Our July Speaker

Thurs. July 15th  
11:15am-1:00pm  
Homewood Suites

**Keynote Speaker: :  
Cathy Holloway-Hill  
C. Holloway Hill Enterprises**

Cathy Holloway Hill is Founder and CEO of C. Holloway Hill Enterprises, a personal and professional development company in Jeffersonville, Indiana. Her company's mission is to devise strategies that promote performance excellence and empower others to achieve their personal and professional best. Cathy provides her clients with the tools and knowledge to take action, discover potential, embrace change, and unleash their brilliance.

In addition to her entrepreneurial work, Cathy also has corporate experience with two Fortune 100 companies. She walked away from a successful corporate technology career to focus on her life's purpose of enhancing and advancing the lives of others. Her professional experience in the male-dominated technology industry affords her the ability to speak from the heart on many topics related to career and life success. She is an International Advisory Board Member of Professional Woman Network, NAWBO, National Speakers Association (NSA), and is a National Premier Coach with eWomenNetwork, the nation's number one resource for connecting women business owners – 1 million nationwide members. Cathy is certified in Diversity Training, Professional Speaking, and Life Coaching. She is a column writer for Business First of Louisville, Hope for Women Magazine, she hosts a segment on the CW Louisville Morning Show. Cathy has been featured in numerous publications including Today's Woman, Black Enterprises, and will be featured in the

August 2010 issue of Ebony Magazine. Cathy is an Adjunct Instructor at Daymar College in Louisville, Kentucky.

Cathy is a weekly column contributor for the media giant, Radio One's affiliate station in Indianapolis, Indiana, WTLC. She has also worked with WTLC for their Women's Empowerment Series and the Indiana Black Expo, the largest minority conference in the Nation, with over 250,000+ attendees. Cathy has shared the stage with notable celebrities, during these events, such as Eric Benet, Jennifer Hudson, Jamie Fox, and Dr. Cornell West, just to name a few.

Cathy has a B.S. in Computer Science and multiple Life Coaching Certifications, and is currently pursuing a Masters in Psychology. Beginning her career at IBM Corporation, she has been recognized with leadership awards at both IBM and Brown-Forman Corporations.

Cathy hosts an internet-based talk radio show entitled Living By Design. The show focuses on the enhancement and advancement of lives through topics related to self, health, and wealth improvement. Cathy has conducted interviews with New York Times bestselling authors such as Kimberla Lawson Roby, Victoria Rowell, Zig Ziglar, Dr. Ian Smith, Barbara Corcoran, Simon T. Bailey, and many other celebrities in multiple industries. She has also hosted listener appreciation shows featuring special guests such as Grammy award winner, Mr. Howard Hewett, daytime stars of the Young & Restless, Mr. Eric Braeden, and Don Diamont, and Cathy's proudest interview was with First Lady, Ms. Michelle Obama.

Cathy's book, Emotional Bailout! is climbing the charts and has changed thousands of lives.

Contact: P.O. Box 1501, Jeffersonville, IN 47131  
812-418-3391 office; 502-387-7701 mobile  
[www.chollowayhill.com](http://www.chollowayhill.com) or [www.emotionalbailout.com](http://www.emotionalbailout.com)



### Our June Speaker

Thurs. August 19th  
11:15am-1:00pm  
Hampton Inn I-265 East

**Keynote Speaker: Jayne M. Labes  
On The Healing Place**

Jayne Labes is a fundraising professional with 19 years' experience in the Louisville community. She began her development career in 1990 at the Methodist Evangelical Hospital Foundation, which later merged with the Norton Hospital Foundation. She served as the Director of Development at The Chance School for five years, and began consulting for nonprofits in 2002. For the past six years she has served as the Director of Communications for The Healing Place.

She is a graduate of the University of Kentucky; a member of the Center for Non-Profit Excellence; and on the board

of the Fund Raising Executives of Metro Louisville. Jayne enjoys working with horses, hiking, photography and her two grandchildren.

Jayne will be speaking about her work at The Healing Place and its highly successful program for men and women suffering from addiction to alcohol or other drugs.

The Healing Place has served Metro Louisville and surrounding areas for 20 years as a compassionate shelter for the homeless and an innovative recovery program for the addicted. As Louisville's solution for the addicted and homeless, it offers an award winning long-term recovery program for homeless alcoholics and addicts and their children. It serves 450+ men and women a day on two campuses.

The Healing Place seeks to end homelessness and reunite families through addiction recovery and continuing care for its clients. This holistic approach breaks the cycle of addiction, through unique parenting and child development programs to address the entire family system.

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**"RSVP" is Important To Us!** We hope you will enjoy our upcoming speaker programs in the comfort of our host member businesses. We strive to work with our caterers to achieve a satisfying taste experience! Please be conscientious, and RSVP before the deadline date. We cannot adequately plan without an accurate reservation number. We also hope that anyone who cannot make it, will contact NELBA 48 hours in advance. NELBA is required to pay for all uneaten meals! Thanks for making our programs more successful!

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## July Open House



**Tuesday, July 20th  
5:30pm-7:00pm**

Java Brewing Company  
4901 Brownsboro Road 40222

**Special Invitation to NELBA Members & Guests:  
½ off wine from Java's Unique Wine List!**

Hand-picked by sommelier, Chuck Korson. Choose wines from small, family owned-experiment with new wines and likely find a new favorite every visit!

Also enjoy a selection of cheese samples.

**For more information:**

Chris Lavenson, [twogreenbeans@hotmail.com](mailto:twogreenbeans@hotmail.com)  
or 299-6533.  
No RSVP required

## August Open House



**Tuesday, August 24th  
6:00pm-7:30pm**

Dynamic Chiropractic & Rehab  
3707 Chamberlain Ln Ste 101, Louisville, Ky 40241  
**502-426-9200**

Enjoy Lemonade, Tea, Water, Veggie tray  
Sandwich Tray, and Cookies!

**Enter for Drawing:**

- Hour Massage • Waterbase Pillow
- 20 Minute Consult With Dr.
- Screening X-Ray Of Area Of Pain
- 30 Minute Massage
- 15 Minute Aqua Massage With Bio Freeze

**For more information:**

Emily Wicke, 502.426.9200

## Ready to show off your company?

NELBA is now accepting reservations for monthly Open Houses beginning September 2010. 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. The benefit to the host is potential future customer connections. The open house is time-limited and allows for **staggered work-ending times.**

Contact us now to reserve your spot!

**Contact Lisa Montgomery, [lisadm.4@juno.com](mailto:lisadm.4@juno.com) or 429-0756. You plan it;  
we'll publicize it!**

Current Resident Or

Box 225  
c/o The UPS Store  
4949 Brownsboro Road  
Louisville, KY 40222-6424

**Future Newsletter  
Deadline  
(Sept - Oct Issue)  
August 1, 2010**



<p>3928 Bardstown Rd. Louisville, KY 40218 <b>(502) 491-0222</b> (502) 491-0267 fax <a href="http://www.printworxoflouisville.com">www.printworxoflouisville.com</a></p>	 <b>Printworx</b> OF LOUISVILLE print   design   copy   mail   signs	<p><b>PrintWorx of Louisville</b> is your one stop shop for all your visual communication needs.</p> <p>100% Woman-Owned Business.</p>
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**MARK YOUR CALENDAR!**



**THURSDAY, JULY 15TH 11:15AM-1:00PM**  
**Speaker: Cathy Halloway-Hill**, Certified Career Consultant and Life Coach & Radio Talk Show Host  
**"From Burnout to Bailout - Re-Inventing Your Life at Any Age"**  
 Homewood Suites by Louisville Hilton East, 9401 Hurstbourne Trace 40222. Catered by Jason's Deli.  
 Sponsored by Kinsafe Computer Services.  
 Cost: \$12 members; \$15 guests

RSVP required online [www.nelba.com](http://www.nelba.com); or email [info@nelba.com](mailto:info@nelba.com).  
 For further information, contact NELBA 855-3460.  
 RSVP required by Tues. noon, July 13th  
 Cancellations required 48 hours in advance.



**THURSDAY, AUGUST 19TH 11:15AM-1:00PM**  
**Speaker: Jayne Labes, Healing Place**  
**"On the Healing Place"**  
 Hampton Inn I-265 East, 4100 Hampton Lake Way 40241. Catered by McAlister's.  
 Sponsored by Brownsboro Framing.  
 Cost: \$12 members; \$15 guests

RSVP required online [www.nelba.com](http://www.nelba.com); or email [info@nelba.com](mailto:info@nelba.com).  
 For further information, contact NELBA 855-3460.  
 RSVP required by Tues. noon, August 17th  
 Cancellations required 48 hours in advance.