



NOTES

Holiday Taste of East Louisville

Food, Music, Prizes
Tuesday, December 4

Best Western-Brownsboro Inn

3:30 - 5:00 pm business networking (only)

5:30 - 7:00 pm public

Our goal of promoting NELBA businesses while also serving the needs of our community will once again benefit a worthwhile organization, Friend for Life, a non-profit support network for cancer survivors. We are accomplishing both objectives through our talented group of business members who are meeting on a regular basis since August.

Bringing customers to our door by better advertising including major radio spots, improved booth displays, and advanced planning will make this Holiday Taste a success.

Only NELBA business members will be eligible to participate. We plan to hold a business-only expo session from 3:30 to 5:00pm before the public arrives, to maximize our networking capabilities! All business representatives who show their business credentials will have an



Holiday Taste Committee chairs: Stacey Rothballer and Elise Goldberg

opportunity to enter early to network with our booth participants. Doors open to the public at 5:30pm.

The \$10 donation at the door will help NELBA promote this quality expo, while serving the needs of Friend for Life.

Your NELBA Holiday Taste Planning Committee presents a marketing opportunity for your business!

**Be heard on radio as NELBA publicizes our expo the week before!
 (Nov 26 through Dec. 3rd)**

NELBA's Holiday Taste announcement will run every weekday and weekend from 6am-through 10pm on WVEZ Lite 106.9. This easy listening station has a huge audience, and it will be a great publicity tool for our annual expo. We have received a drastic discount since a major portion of our proceeds will be donated to Friend for Life Cancer Support Network.

Continued on page 2

Seeking NELBA Ambassadors!

NELBA has created a "Welcome to NELBA" Ambassador committee. Due to the recent resignation of a few board members we have openings on this committee. You don't need to be a board member to participate. If you enjoy meeting enthusiastic new NELBA members and consider this invitation to network a valuable tool for your own business, then join our committee now!

The Ambassadors greet new members and give them our Welcome Bags - canvass tote bags that include directories, promotions and giveaways.

If you have a business gift, coupon or promotion from your company that you would like to include in these welcome bags, please notify us; we need more contributions. This is a great way to promote your company to other members.

Please contact the Ambassadors listed below to join them as greeters, or if you wish to donate any coupons or giveaways to our Welcome tote bags!

Lisa Montgomery
lisadm.4@marykay.com;
Elise Goldberg
Elise@theideagroupllc.com



NELBA Board of Directors

Ellen Wade, *President*
(Thomas Jefferson Unitarian Church)
Pete Buhl, *Vice President*
(Help-U-Sell Metro Realty)
Joshua Smith, *Secretary*
(Lifetime Financial Growth)
Linda Rudloff, *Treasurer*
Phyllis Onachilla, *Director*
(Century 21 - Realty Group Hagan)
Charlotte Buster, *Director*
(retired business owner)
Karen Maddox, *Director*
(Fenley Real Estate)
Stacey Rothballer, *Director*
(Old National Bank)
Elaine Wood, *Director*
(Business Mastery)
Debbie Horvay, *Administrator*
(Thomas Jefferson Unitarian Church)

For information, call Ellen Wade at 905-4408-cell; fax: 742-4401, email bigole@aol.com or visit www.nelba.com

NELBA NOTES is published six times a year. For advertising rates and information, please contact Debbie Horvay at 425-6943 or debbie@tjuc.org.

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

Design/production:
Elaine Wood, *Business Mastery*

Marketing Opportunity

Continued from page 1

This announcement will be aired 68 times followed by mention of three sponsor companies and contact numbers. Your name will be mentioned up to five air times!

Thirty sponsors will be secured for these repeated announcements

In addition, five pairs of tickets will also be given to the public for admission to the Holiday Taste. This ticket giveaway will air 15 more times for added publicity!

We will open these 30 sponsor slots to NELBA members only.

Cost per sponsor: \$100 Sponsorships may be purchased in increments of \$100 and \$300.

NELBA must receive your payment in order to reserve your spot.

For more information contact Ellen at bigole@aol.com

**Now Accepting
reservations for
monthly Open Houses
beginning January
2008**

**Contact NELBA to schedule
yours!**

NELBA is now scheduling business hosts for our 2008 after-work "open houses". Businesses showcase their facility, product or service in return for offering light refreshments and a social/networking setting. The benefit to the host is potential future customer connections. The open house is time-limited and allows for staggered work-ending times. We already have open houses scheduled through 2007. Contact us now to get your business on the 2008 calendar!

Please email Phyllis Onachilla (Phyllis@BestLouisvilleRealtor.com) by December 1 if you wish to organize an open house for your business in 2008. You plan it; we'll publicize it! We expect one open house per month. It's a great way to network!!



Karen Finlinson and Denise Dixon enjoyed the Park Community Federal Credit Union Open House.

NELBA Calendar of Events

November

November 7
7:30 am – 9:00 am

Speaker Breakfast :
Dr. Clifford Kuhn, *The Laugh Doctor*
"A Prescription for Greater Success"

Courtyard by Marriott
3500 Springhurst Commons Dr.
RSVP by Monday, November 5

November 13
5:30 pm – 7:00 pm

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

November 15
6:00 pm – 7:30 pm

SpeedNetworking Small Group Sessions
Presented by Mike Schano, MetLife Employee Benefits/Retirement Plans
Hosted by the PR Store
4505 Shelbyville Road

December

December 4
3:30 pm – 5:00 pm
Business only
5:30 - 7:00 pm
Public

9th Annual Holiday Taste of East Louisville Marketing Expo
Best Western-Brownsboro Inn
US 42 at the Watterson
\$10 Donation at the door

December 11
5:30 pm – 7:00 pm

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

Property Management Updates

The Summit

DSW Shoes is now open next to J.Crew in The Summit. DSW carries men's and women's shoes and offers name brand selections. A typical DSW store has 30,000 pairs of shoes on hand at any given time. Update your wardrobe now at DSW.

Lights Up at The Summit!

November 16, 2007 6:30 pm – 9:00 pm. Come celebrate the season at The Summit! Live holiday entertainment presented by Northeast Christian Church, entertainment by Radio Disney, a fireworks extravaganza, and most importantly an appearance by Santa Claus. For details visit www.thesummitonline.com or call 502-425-3441.

Northeast Christian Church Complimentary Holiday Gift Wrap Store!

Bring your presents to the Northeast Christian Church holiday gift wrap store located next to After Hours Formalwear at The Summit. Free gift wrap store starts November 23rd. For details visit www.thesummitonline.com or call 502-425-3441

Special Holiday Offer for Businesses! Purchase your colleagues and associates a Summit gift card for the holiday season and you can SAVE! Now through November 30th businesses save 5% on gift card orders of \$500 or more. Call

502-425-3441 to learn how your business can take advantage of this great offer.

Norton Commons

Eclectica Gallery, a furniture and accessories shop, just had its grand opening last weekend. They have many uniuquities for the home, both antiques and new items.

The Chinese Tea Bistro, an MSG-free Chinese restaurant, opened in October. They have a full menu, including beer and wine, for lunch and dinner.

Our new section in Norton Commons will break ground this fall. There will be many new house plans and even pool lots available! Come check us out!

Owner, Luther James, preparing to sell Brownsboro-Best Western Inn

A Fresh Market specialty grocery has signed a lease to anchor a new commercial

center planned for the current site of the Best Western-Brownsboro Inn at Rudy Lane and US 42. A branch bank and other office and retail uses also are proposed. Zoning will be applied for, and it is possible that ground breaking could begin by later next summer. (CJ 9-19-07)

Westport Village

Colin Underhill recently announced the newest tenants at Westport Village:"

hiko_A_mon modern Japanese sushi bar and fish market opening January 2008 and **Remarkable Interiors** offering interior arrangement and design, opening February 2008.

The following stores opened in October: Qdoba; Patina Interiors; Croquis Boutique; The MultiCare Centre; Thoroughbred Drycleaners; and La Vida Java Coffee.

Need to master your business?

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- Marketing
- Sales


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Elaine Wood
502.396.3397 (Cell)

Bruce Wood
502.396.3398 (Cell)

NELBA 2007 Annual Membership meeting

Our annual meeting in September featured entertainment by Dave Inman from the *Courier-Journal*, as well as delicious food by our host, Standard Country Club. Members and guests enjoyed networking!

NELBA has grown in size and reputation, and its benefits are far more valuable than the \$65 annual membership. We encourage everyone in our NELBA community who appreciates our newsletter, programming, community charitable events and networking in support of our efforts to economically enhance our area. We enjoy promoting non-profits as well as businesses and small city governments. Please support NELBA through your membership and attendance in the upcoming year! See you soon!

Ellen Wade, President

NELBA Board of Directors:

Ellen Wade, President
Pete Buhl, Vice-President
Linda Rudloff, Treasurer
Joshua Smith, Secretary
Phyllis Onachilla, Director
Charlotte Buster, Director
Stacey Rothballer, Director
Karen Maddox, Director
Elaine Wood, Director
Debbie Horvay, Administrator



Dave "Incredible" Inman was the featured speaker at the Annual Meeting.



Karen Maddox, left, and Elaine Wood, right, were elected to the board at the Annual Meeting.



Ellen Wade, above left, was re-elected president, Pete Buhl, above right, was re-elected vice-president and Charlotte Buster was re-elected as director.



NELBA New Member Business Highlights

Advantage Typing Solutions provides professional document production and administrative services – offsite and in-house temping – to any size business from the home-based entrepreneur to large corporations and law firms at reasonable rates. Advantage specializes in Microsoft Office applications, in particular, Excel spreadsheets, PowerPoint presentations and Outlook database organization, which is a powerful direct marketing tool that most people have on their computers but don't take advantage of. With Outlook, staying in contact with your clients is at your fingertips! Advantage can set up your client contact base to establish a marketing campaign that you can easily maintain yourself or have it maintained for you at a minimal cost. Once your base is set up, send "thanks for being a client" cards, business announcements, notices about upcoming events/sales, greeting cards/invitations, and lots more as easy as 1-2-3!

Some of the other types of document production services offered are: manuals, manuscripts, term papers (with a discount for students), and any other basic projects or administrative services that you need. Advantage can also assist with your Secretary of State business filings.

With over 20 years experience as an executive assistant/legal secretary/paralegal and a diverse background, Advantage takes pride in being able to provide clients with superior service and the highest quality work product.

For more information or to request a rate quote, please **contact: Angie Marshall at 502.541.9458 or advantagetyping@bellsouth.net**.



Cardinal Printing/Red Leaf Digital
Cardinal Printing / *red leaf digital* has served the Kentuckian area for more than 50 years, specializing in full-service, commercial printing and finishing solutions for local, regional and national customers. From one color to six colors, we can handle your most challenging print projects from start to finish, including getting the pieces in your customers' hands with our mailing and fulfillment services.

If you are looking for a new way to target your marketing efforts to really speak to your customer, the team at *red leaf digital*, located within Cardinal Printing, can you introduce you to extreme personalization through variable data printing. Target your message, target your offer and make your next marketing brochure more relevant to each of your customers. The team at *red leaf digital* specializes in variable data printing, digital printing and short run, on-demand black and white or color print projects. (*red leaf digital prints NELBA Notes.*)

The skilled team of print professionals at Cardinal Printing and *red leaf digital* are committed to delivering end-to-end print solutions that consistently exceed your expectations. We are large enough to have the turnkey solutions, capacity and equipment that you need, yet, small enough to be responsive, flexible and innovative. We can say with confidence that, as a company with a 50-year history, we stand behind every product that we produce to ensure that you are thrilled with the experience and product.

**Call Troy Cupp, vice president of sales, Cardinal Printing and *red leaf digital*, at (812) 945-6611 or email Troy at troyc@cardinalprint.com.
*Our job is to make you look good!***

NELBA New Member Business Highlights, continued

Derby City Litho

We've never strived to be the biggest - only the best!

Derby City Litho is a full-service commercial printing company that has provided businesses with effective solutions in marketing communications for over 30 years. We offer a wide range of printing solutions for every budget - from digital to six-color offset and everything in-between. We are committed to excellence and dedicated to bringing you results. And Derby City Litho understands that the results of your efforts are the most important element of your print project.

Our customers have come to expect uncompromising quality, extraordinary service, competitive pricing and fast turn-around with Derby City Litho. We listen and respond to your needs. By assisting you in job planning and offering cost effective strategies with your print projects, you are assured that your job is done right and delivered on time.

We have integrated cutting-edge technology with knowledgeable people who take printing to the next level. And although exceptional craftsmanship goes into everything that leaves our shop, our primary focus is you. Discover why so many area businesses put their trust in us. If you're looking for help with your next print project, then look no further than Derby City Litho. Visit us at www.derbycitylitho.com. Wayne Rudloff, 502-560-1440, email: print@derbycitylitho.com.

Homewood Suites by Hilton Louisville East

9401 Hurstbourne Trace
Louisville, KY 40222
P 502-429-9070

Louisville's exciting new extended stay hotel and the first ever Homewood Suites by Hilton in Louisville owned and operated by Musselman Hotels LLC. Whether you're traveling on business or leisure, relax in all the comforts of home at Homewood Suites by Hilton. Our warm, spacious suites and home-like services and amenities make our hotels the perfect place to stay for a few nights or more.

The Homewood Suites by Hilton is Louisville's exciting new extended stay hotel, conveniently located in the booming East End off north Hurstbourne Pkwy., just north of Shelbyville Road.

100 spacious suites. Choose from a variety of suites types with studios, one bedrooms, and two-bedrooms Suites. Enjoy fully equipped kitchens, living areas with contemporary décor in a home-like setting. Complimentary Wired and Wireless High Speed Internet in all suites as well as two phones and personal voicemail service are available.

For more information, visit www.homewood-suites.com. **Contact: Erin McMahan, Director of Sales, 429-9070, erin_mcmahan@hilton.com.**

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Anthem 

BEE HIVE HOMES OF LYNDON

8401 LaGrange Road
Louisville, Kentucky 40222

Quality senior living in a residential setting

CALL 541-4719 for a tour
Contact: Michelle Allen

NELBA New Member Business Highlights, continued

Millennial Advisors

Contact: Todd Reale, Owner

502-429-8893 (O) / 502-500-3790 (M)

Choosing the wrong school, major or career path helps increase the total cost of attendance by an average of \$9,674 at four-year public and private colleges and universities. It is a major reason why 31% of college freshman do not return for their sophomore year, 51% change majors at least once, students require an average of 4.6 years to earn a bachelor's degree and only 40% complete a "four-year" degree in five years or less.

With 16 years of business and higher education experience, including six years as Vanderbilt University's MBA admissions director, Todd Reale founded Millennial Advisors to guide high school students toward ideal colleges, majors and careers.

Starting as early as ninth grade, clients choose from four custom programs designed for different needs, goals and budgets. "Student Strengths" identifies options that emphasize unique talents, traits, interests and preferences. "Student Success" addresses learning styles, practical skills and current issues. "Ideal Colleges, Majors and Careers" includes a customized list of recommended schools, outstanding reference books and helpful online resources. "Seven Steps to College and Career Success" offers comprehensive support through the entire process of assessment, planning, exploration, preparation, admission, financial aid and transition.

All programs include a detailed interpretive report for at least four personal assessments, a customized written summary with specific recommendations, two or more private consultations, free follow-up support by phone or email and a money-back satisfaction guarantee.



PRstore

The PRstore is a full service advertising, marketing and PR agency. Services include TV, radio, print, web sites, direct mail, outdoor, telemarketing, brochures and much more.

A one-stop-shop: We write it, design it and produce or print it.

A franchised concept offering:

- First rate quality design and copywriting by our national creative team
- Affordable prices due to our business model and national economies
- Accessible store front open Mon - Fri, 9:00 - 6:00
- No retainers, no appointments necessary

An agency whose owners have 50 years big brand marketing experience which they focus on growing their clients' businesses

Coca-Cola, YUM! Brands, Blockbuster, BBDO, Burger King

Clients' work never gets passed along to a "B Team"

Shannon Baker

PRstore Owner/Operator Louisville

and Lexington Metro Areas

4505 Shelbyville Road

Louisville, KY 40207

502.897.1234

sbaker@prstore.com

www.prstore.com

NELBA networking snapshots



John Coots, Metro Economic Development, presented Ellen Wade with a check for our recently awarded grant at the October networking session at Captain's Quarters. The grant made is in support of NELBA's work to promote the economic development of North East Louisville. John assists new and existing businesses in our area with issues pertaining to location, expansions and funding.



Jack McKeough and Jan Gentry discussed the benefits of advertising in NELBA's 2008 Membership Directory.

NELBA Member, Rodes, Gives Back to the Community

Louisville Triple Crown of Running Opens Registration

Runners and walkers, both experienced and novice alike, now have the opportunity to register online for the 2008 Louisville Triple Crown of Running® presented by Novo Nordisk. For information on registering for all three or any of the individual races in the series, go to www.louisvilletriplecrown.com.

About the Louisville Triple Crown of Running®

The Louisville Triple Crown of Running® has a long-established partnership of generosity with the Crusade for Children having raised more than \$280,000 since 2002, including \$91,220 in 2007. The Triple Crown dates for 2008 are set as follows:

- Anthem 5K Fitness Classic
March 1, 2008

- Rodes City Run
March 15, 2008
- Papa John's 10 Miler
March 29, 2008

About the Crusade for Children

The Crusade for Children raises money for schools, agencies and hospitals that help children with special needs. Approximately 3 million children have been helped by the Crusade since it was established in 1954. In its first 54 years, the Crusade has raised more than \$123 million. Thanks to generous contributions of goods and services, the Crusade returns 100% of all donations to organizations that serve special needs children in all 120 Kentucky counties and more than 50 southern Indiana

counties. Fire departments raise more than 50 percent of the money each year by staging road blocks and other events. For more information, contact John Blim (502) 582-7521.

For additional information on the Triple Crown series, please contact the following:

- Lisa Cox
Anthem 5K Fitness Classic
lisa.cox@anthem.com
- Fred Teale
Rodes City Run
fteale@rodes.com
- Rene` Trimer
Papa John's 10 Miler
Rene.Trimer@papajohns.com

NELBA members in the NEWS

Rodes Featured in Harper's Bazaar, Esquire

Harper's Bazaar and *Esquire Magazines* have both selected **Rodes For Him & For Her** one of the nation's top specialty stores in their September issues.

Rodes For Her again joins the prestigious group of *Harper's Bazaar's* "Style Leaders"; the top 100 best specialty stores in America, as chosen by the editors and other important industry figures. *Harper's Bazaar* is proud to salute Rodes For Her and America's Style Leaders – the top tier women's fashion specialty store."

Rodes For Him was again named in *Esquire* magazine's "Best of Class" on "The Gold Standard" list of 35 of "the country's top men's specialty stores that offer discerning men the very best in quality, variety and most importantly, customer service," as stated in the September 2007 issue. "As the leading men's lifestyle magazine, we felt it necessary to salute the finest men's specialty stores in the country," stated Kevin O'Malley, Vice President/Publisher of *Esquire*, in a recent letter to Rodes. "And, we are committed to providing our readers with the most up-to-date information on the best places for them to shop.

Marcus Warren- J. Hagan, Warren & Associates, LLC
Marcus Warren was recently named by *Business First* as an esteemed member of the "Forty under 40 List." In addition to working as the managing principal and chief operating officer of his wealth advisory practice, Warren serves as CEO of Summit Mortgage Group LLC. He also volunteers about eight hours per week. Eventually Warren wants to start a non-profit organization to help some of his favorite charities. He hopes to expand J.Hagan, Warren & Assoc. to \$500 million in assets under management and to develop Summit Mortgage Group into one of the state's most profitable mortgage companies. In addition to his determination, Warren said the ability to adapt is strength. And a willingness to change is key to personal and professional development; processes that Warren says are never-ending. (*Business First*, 9-28-07)

Christopher Sims, Décor & You

Christopher Sims has earned national CID certification in interior decorating through Certified Interior Decorators International. Fewer than ten percent of design professionals in the U.S. hold this designation. It also validates his training as an interior decorat

ing specialist, with the capabilities to improve the quality of his clients' lives in their homes, and preserve and enhance the equity in his clients' residential or commercial properties. Christopher became the owner of Décor & You in October 2006.

www.DecorandYou.com/csims

NELBA board member openings: Join a successful team!

If you appreciate your own qualities of sound time-management and organizational skills, you'll find serving on NELBA's Board of Directors a fun and worthwhile civic role. Attendance at monthly board meetings and service on at least one committee during the year is expected.

NELBA is currently recruiting members who are interested in filling the remaining terms of two board members who recently resigned. The terms will extend to September 2008. Anyone interested in serving your community through NELBA, please contact the board at info@nelba.com.

NELBA member profiles

He always has a genuine smile on his face and he's quick to tell you, "Call 807-PETE."

Since joining NELBA, **Pete Buhl** has been a vital asset on the board for three years and he serves on various organizational project teams.

Pete is the owner of Help-U-Sell Metro Realty, located in Westport Plaza. After seven years with ReMAX, he became a broker and started his own residential agency. Help-U-Sell is a fee-for-service agency where home sellers pay a much smaller percentage to sell their homes. "We offer full real estate services, but in a



non-traditional manner. We can save sellers several thousand dollars, depending on the value of the home. Of course, we help buyers, too," he noted.

Citing golf as one of his favorite things to do, it's no wonder that Pete is the driving force (no pun

intended) behind NELBA's annual golf scramble, which provides scholarships to local college students. "Our scramble grows each year, and improves with each year of experience," he stated. Pete ran the BNI scramble for five years prior to his NELBA involvement.

Pete says he just loves to have fun, especially being with his wife, Jennifer. They are big U of L sports fans and love to travel.

So, if you have a home to sell, or need a golf partner or just want to have a fun conversation, call 807-PETE!

Originally from Columbia and now a Naturalized American Citizen, **Bene Curcio** is truly living the American Dream. She moved to Louisville over 30 years ago with her chemist husband, Joe, and remained here after his death in 1995.

Today, Bene says she is healthy and free of the pain of arthritis thanks to a nutritional regimen from ForMor, an international company. "Once I found these products, the difference was surprising and quick - so much so that I started to work with the company," she explained. "ForMor products and technology represent a breakthrough in the nutritional market all



over the globe," she added. The company has also created a global sales network, which has enabled Bene to travel and meet many new people. She says working with these products and seeing the results is great fun. And she noted that there are great financial rewards with the company - to help others

achieve their American Dream.

Bene has one daughter - Ana Milena, two beloved grandsons, Eduardo and Andrew, and her son-in-law, Humberto. (Humberto is also a frequent face at NELBA gatherings. He has a commercial carpet cleaning service.)

If you would like to know more about these nutritional products and the ForMor business opportunities, give Bene a call at 426-1315 or visit the eWebsite at www.greath-health-tour.com/bene.

Thank you, Bene, for reminding us how blessed we are!

Mark your calendar!!!

November 7

Speaker Breakfast 7:30-9:00am

Dr. Clifford Kuhn, The Laugh Doctor

"A Prescription for Greater Success"

Courtyard by Marriott, 3500 Springhurst Commons Dr. 4024

Cost: \$5.00 RSVP by Monday, November 5 Catered by McAlister's

November 15

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Hosted by the PRstore 4505 Shelbyville Rd.

Join us for the Holiday Taste of East Louisville

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