



NOTES



A big "thank you" to our sponsors and volunteers!

NELBA thanks all the businesses that participated in the Art in the Arbor Festival Hospitality Booth on May 10 and 11. The donations were plentiful and visitors came away with bags of promotional goodies from our NELBA members! We especially thank all the people who volunteered to man the booth for several hours!

The charity raffle booth was supported this year by 17 businesses that donated gift certificates along with the artists' contributions. As a result, the Kentucky Refugee Ministries Student Uniform Project will receive \$1420.00 from the festival proceeds! The Artists Award ribbon presentation was well attended by our NELBA business sponsors this year. Sponsors this year included



Art in the Arbor Art Award ribbon sponsors: Left to right: John Benjamin, TJ Unitarian Church; Chad Douglas, New York Life; Leslie Underwood, CB&T Springhurst; Jan Gentry, L & N Credit Union; Chuck Harper, CB&T Glenview; Stacey Rothballer and Trish Osborn, American Founders Bank; and Mike Allen, Beehive Homes of Kentucky.



Festival Gold Sponsors: Lora Forde, Fenley Real Estate and Hank Mangeot, AT&T, with Ellen Wade (middle)



NELBA Hospitality Booth: Charlotte Buster; Vicki Perry, McAlisters Catering; and JoAnne Boyle, SportClips

Thank you

Continued from page 1

Thomas Jefferson Unitarian Church, New York Life, Commonwealth Bank & Trust, L&N Federal Credit Union, American Founders Bank, and Beehive Homes of Lyndon.

NELBA is proud of the support our local businesses share in promoting music and art in our neighborhood! Visit our website photo gallery at <http://nelba.com> to see more photos. ♦



One of the many artist booths

Are you taking advantage of this HUGE NELBA benefit?

Another great membership benefit*! As a member of the Kentucky Chamber of Commerce, NELBA has been authorized to enter an agreement with **Office Depot's Group Purchasing Program**:

- Up to 85% member discounts on 300 most commonly ordered items with pricing for each.
- Member discounts averaging 40% on orders from Office Depot's general merchandise (14,500+ items) catalog.
- Free next business day delivery
- Multiple ordering option via internet, phone or fax
- Free store purchasing card (used at any retail location)
- Flexible billing: 30 day billing or company credit card purchases

NELBA members who sign up for this savings program will have an account number and all purchasing activity will be assigned to this account. **NELBA members, contact info@nelba.com to begin the registration process. It's fast and easy!**

*Join NELBA to benefit from this program. Visit www.nelba.com and click on "Join NELBA."



NELBA Board of Directors
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Crutcher Business Services

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 Elaine Wood at 339-7498 or forelaine@bellsouth.net

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

Design/production:
Elaine Wood, **Business Mastery**

Have you checked your mail?

MEMBERSHIP DUES FOR 2008/2009

You should have your invoice by now! Please mail in your membership by July 1! Only updated memberships will be included in the 2009 NELBA Membership Directory

This year, NELBA will again offer our own professionally produced Membership Directory, which will



also include community resources, facts and figures at your fingertips.

The directory is a useful marketing tool because extra copies are printed for distribution to new-comers who

are looking for a product or service in their area. NELBA members' ads are prominently featured for these potential customers!

Our directory, which includes NELBA members in both alphabetical and categorical listings, is distributed to the North East Area of Metro Louisville.

NELBA membership is required for advertising in this directory. Color ads will be available as well as black and white. You will have the opportunity to participate upon membership renewal.

Want a supply of 2008 Directories for your store or business? Contact info@nelba.com. ♦

NELBA Calendar of Events

July

July 8

5:30 pm – 7:00 pm

Networking Social

Captain's Quarters

5700 Captain's Quarters Rd. (off River Road)

Cost: \$5 Light refreshments/cash bar.

July 24

11:30 am - 1:00 pm

Speaker Luncheon

Efficient, Effective and Results-Driven Networking

Lin Schussler-Williams

Martini's Italian Bisto at

The Summit

Hwy. 22 at North Hurstbourne Pkwy.

Cost: Members \$12:00/Guests\$14.00

RSVP by July 22

August

August 12

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.

August 19

7:30 am – 9:00 am

Speaker Breakfast

Making the Most of Your Trade Show

Joe Cherrie, Concept Displays

Karem's Grill & Pub

9424 Norton Commons Blvd

Highway 22

Cost: Members \$5.00 / Guests \$7.00

RSVP by August 15



Newlywed NELBA member Josh Smith, was congratulated by Charlotte Buster at the June Captain Quarters networking event.

NELBA scrapbook

Incredible Dave's, Westport Road, ribbon cutting



David Lawrence (right) proudly watched the ribbon cutting.



Joe Conroy and Pete Buhl enjoyed the festivities!

LaVida Java Coffee Company, Westport Village, ribbon cutting



LaVida owners Terry and David Sierra (center) shared this celebration.



John Coots, Metro Government, made the opening "official."



Caregivers Seminar Series

NELBA member Judy Flowers, Humana MarketPoint, was one of the exhibitors at the event, of which NELBA was a promotion partner

Dynamic Chiropractic Open House



Dr. Paul Constantine (right) and guest were all smiles.



Massages were a much appreciated treat for attendees.

The Trail Store Ribbon Cutting, Westport Village



Owner Jim Ball and his daughter greeted guests.



Ink and Toner USA Open House



Owners Susan and Stan Harris (back row) welcomed NELBA.

April Speaker Luncheon



Property Management and Business Updates

The new **Westport Village** shopping center on Herr Lane at Westport Road announced its Grand Opening Celebration Friday and Saturday, June 21 and 22. In addition to the new center's existing tenants, Westport Village welcomes the following:

- Westport Whiskey and Wine opened June 12
- Napa River Grill opened June 16
- Pretty Nails opened June 15
- The Glassworks opened June 20
- MODA'S Men's Casual Wear opened June 20
- Summer Classics opened June 27
- Chuck and Mike's Tennis Shop will open in September.

As always, tune into www.westportvillage.com for all the latest news from the Village.

Music on the Terrace- The Summit

Every Thursday during June and July, 6:30 pm – 8:30 pm

In partnership with Norton Brownsboro Hospital, bring your chairs and blanket and have a picnic at The Summit while enjoying live local bands. Also visit *Music on the Terrace* on these special dates to receive special giveaways: June 12 the first 250 people received a complimentary camp chair; July 17 the first 100 kids will receive a FREE \$10 Build A Bear Gift Card; July 31 the first 100 people will receive a FREE \$10 J.Crew gift card.

Visit www.thesummitonline.com for a complete schedule of bands.

Win a Vespa!

The Summit in partnership with Vespa Louisville is giving away a Vespa LX 50. Register to win now through September 28, 2008 at The Summit Guest Services Office. For a list of official rules and regulations visit www.thesummitonline.com. The Vespa will be displayed at various upcoming Summit events. For additional

information on Vespa contact Vespa Louisville at 502-568-2311 or call The Summit Guest Services Office at 502-425-3441.

Live Music for Ryder Cup Fans-The Summit

Monday, September 15 through Saturday, September 20, 6:00 pm – 8:00 pm.

Want to show off your business and attract new customers?

NELBA is accepting reservations for 2008 monthly Open Houses beginning June 2008.

Contact Phyllis Onachilla to schedule yours:
Phyllis@BestLouisvilleRealtor.com

*Life is either a daring adventure
or nothing.*

Helen Keller

Creating customer-driven companies for higher sales, productivity and profitability


BusinessMasterySM
Maximum sales, productivity and profitability

Elaine Wood
502.396.3397 (Cell)

Bruce Wood
502.396.3398 (Cell)

NELBA New Member Business Highlights

Eddins-Domine Law Group

Since its founding in 2005, Eddins-Domine Law Group has developed a reputation of providing quality legal services at reasonable prices. Our five attorneys (a majority of whom are also licensed in both Kentucky and Indiana) have more than three decades of combined experience in assisting individual and business clients with a broad array of legal services, including:

- **Business Formation and Consultation** - form corporations and limited liability companies (LLCs) for our clients and consult with them about numerous issues, including the addition and withdrawal of owners to a business and the protection of business trade secrets, copyrights and trademarks.
- **Business Transactions** - represent both sellers and purchasers of existing businesses and business assets and represents lenders in conventionally and SBA-financed transactions.
- **Business Litigation** - file suits to enforce and defend non-compete and non-solicit agreements and to prosecute and defend cases involving breach of contract or the collection of delinquent accounts.
- **Commercial and Residential Real Estate Transactions** - conduct closings for the purchase and sale of commercial and residential real estate and represents numerous property management companies and condominium and homeowners' associations on a variety of issues.
- **Family Law** - handle contested and uncontested divorce cases, adoption and paternity actions and also works with clients on post-divorce matters and in preparation of pre- and post-nuptial agreements.
- **Estate Planning and Probate** - assist clients with the preparation and execution of wills, living wills and powers of attorney and administration of estates.

We welcome the opportunity to discuss how we can be of service to you or your business.

6011 Brownsboro Park Boulevard, Suite B
Louisville, Kentucky 40207
502-893-2350
www.eddins-law.com

Macca's Florida Seafood Grill & Bar

(Reprinted from LEO's Eats with LouisvilleHotBytes.com, with Guest Critic Kevin Gibson)

If Macca's Florida Seafood Grill & Bar, with its clean, corporate, angular design and requisite marine-centric décor, looks like it could be part of a chain, that's probably more than coincidental - this sleek, family-friendly restaurant was originally going to be an R.J. Gator's franchise, but corporate expansion plans by the Florida-based restaurant chain got put on the back burner, reportedly for economic reasons.

The similarities are striking, as a quick glance at both menus reveals a number of parallels, from the restaurant tag lines to the selections, right down to the photography. The "South Beach Bucket" at Macca's bears strong resemblance to the "Gulf Coast Bucket" at Gator's, even in the way it is presented on the menu. But I digress. What developers Todd Darland, Marc King, Chris Wolfe and Ed Lacefield came up with fits its new space nicely; Macca's holds down a prime spot in the Westport Village center at Herr Lane and Westport Road - co-existing with restaurants such as hiko-A-mon Sushi Bar and Indigo Joe's, with Napa River Grill opening in June - that should be a prime attraction for shoppers once the new complex really gets moving.

**Westport Village, corner of Westport Road
and Lyndon Lane**

Ed Lacefield, Manager

618-2770

www.maccasgrill.com



The May Captain's Quarters networking was a great gathering.

NELBA New Member Business Highlights, continued

Comdata Processing Systems (CPS)

CPS is a full-service card payment processor for credit cards, debit cards, gift cards and loyalty cards.

Whether your focus is credit card acquiring, credit card issuing, gift, loyalty or payroll, CPS has a solution to suit your needs.

CPS customer support is available 24 hours a day, seven days a week. Providing outstanding technical support whenever you need it is a top priority for CPS.

CPS technology is reliable. The CPS processing platform offers data processing depth and capacity coupled with system redundancy for complete dependability.

CPS also provides its customers with consolidated, easy-to-read statements that clearly explain account details. Customers can access their accounts online anytime for up-to-the-minute information.

Most importantly, CPS offers cost savings on processing fees. CPS delivers streamlined card processing solutions by eliminating the middlemen and reducing your overall costs by providing one company for processing. This structure will save you card processing dollars.

Additional solutions that CPS offers includes wireless terminals, PC software and Internet solutions; the elimination of paper reconciliation through online reporting options; electronic check conversion eliminates the need to make check deposits; reduction of existing credit card processing rates and fees; and merchant funding solutions.

Through our relationship with Stored Value Solutions, we also offer electronic gift card solutions that will help expand your market awareness and build your customer loyalty.

Contact James Batts at (502)420-6526 or email: jbatts@comdata.com. Comdata Processing Systems is located at 101 Bullitt Ln. Suite 305 Louisville, KY 40222 next to Oxmoor Mall.

Merrill Lynch

David Bugg and Fraser Schaufele offer clients a team approach, combining three decades of financial experience. They understand that no two investment strategies are alike, so they work with each of their clients to develop a personalized investment strategy based on their particular set of goals, objectives and risk tolerances. They also help you look beyond your dreams to address needs you may not even

recognize; things like life, disability and long term care insurance.

Contact: David Bugg, 10350 Ormsby Park Place Ste 104, Louisville KY 40223
<http://fa.ml.com/schaufelebugg>

Fenley Brownsboro Suites

Fenley Brownsboro Suites is located in the KMA building at 4965 US Hwy 42. We have over 16,000 square feet of Class A office space with fully furnished offices and two executive board room. Fenley Brownsboro Suites will offer turnkey office packages that are designed to be flexible, creating complete solutions to meet all clients workspace and service needs. The shared office environment allows Fenley to provide the latest equipment and technology, coupled with a prestigious office environment and a fully trained professional support staff. Office packages are readily available and simple terms allow companies large or small to move in immediately.

The new Fenley Brownsboro Suites will also offer virtual offices to allow clients who don't need physical square footage to have meeting space, their mail delivered and telephone answered by a receptionist using their company name. Virtual offices afford clients the professional appearance of an office for receipt of calls, meetings and mail with the convenience of telecommuting from anywhere.

Jason M. Tiemeier, General Manager
Fenley Office Suites at Brownsboro
www.fenleyofficesuites.com
502-855-3401 (ph)

NELBA New Member Business Highlights, continued

SuddenValues.com

SuddenValues.com of Louisville, which opened for business in late May of this year, is a provider of internet and email marketing services to locally owned businesses on the east side of Louisville. SuddenValues is locally owned and operated by husband and wife team, **Steve and Kelly Kanotz**, who have made Louisville their home for the past nine years.

SuddenValues is a complete marketing system that enables local merchants and service providers to harness the power of the Internet to promote their businesses. Use SuddenValues.com to set up a customer loyalty program, a birthday club, or send special offers directly to your customers via email, our local neighborhood weekly email update and/or website. SuddenValues.com is the measurable, real-time marketing service that delivers the frequency required at a price point you can afford.

Company Background: US Online
SuddenValues.com is the fastest-growing local media company in the United States, serving over

7,000 in 107 plus markets across 36 states. Launched in November of 2004, SuddenValues delivers the measurable, frequency and real-time benefits of Internet marketing to brick and mortar merchants that promote their businesses locally at an affordable cost.

Customer Value: At SuddenValues, we believe every business should have the ability to harness the power of the Internet. Our merchant business represents more than just a store—it is the pursuit of their dreams and years of hard work. Because of this belief, we have created and continued to enhance a marketing service that, combined with the expertise of our Solution Providers, makes a big impact on our clients' bottom line.

Sign up to receive our Weekly Neighborhood Email at <http://elouisville.suddenvalues.com>
Contact Steve Kanotz at 502-648-5036
Email: S.Kanotz@suddenvalues.com
Address: 4213 Willowview Blvd, Louisville, KY 40299

Holiday Taste/Marketing Expo Kick-Off

July 9 7:30-9:00 am
American Founders Bank
1200 Forest Bridge Road
off North Hurstbourne Pkwy.

We invite NELBA members to join us to plan for the 10th Annual Holiday Taste of East Louisville. We have an exciting new venue this year - EP "Tom" Sawyer Park - and we need your involvement to make it another success.

Join us for breakfast before your busy day begins. Please mark your calendar now! For more info, contact Stacey Rothballer, srothballer@american-foundersbank.com.

This year: New Booth Layout; New Marketing Ideas; Special Sponsor Features

Don't forget our area Farmers' Markets this summer!

Suburban Christian Church, 7515 Westport Road, opened in May and plans to be open every Thursday thru October, 4:00 pm to 8:00 pm. Please support this very worthwhile community event!

The area's newest Farmers' Market opened in May on the village green of Norton Commons, at the corner of Norton Common's Boulevard and Meeting Street. The market will be open from 8:00 am to 12:00 noon on Saturdays and from 4:00 to 7:00 pm on Thursdays.

NELBA Member profile

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



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

He chose a new career with New York Life. "My passion is to help people create and preserve wealth, he explained. In this role he assists clients in creating a legacy by helping them plan for the years ahead.

Chad says he chose to represent New York Life because of the ongoing training that's provided, the many and varied products to provide wealth and the access to experts.

"I especially enjoy working with small business owners. My information and advice are always free. It's up to the person to decide if my proposal is the most appropriate

for his or her particular circumstances," he added.

When he's not working, Chad can usually be found working in his yard or surrounded by neighbors at a cookout. "I also love to ride around golf courses, driving the cart for those who actually *play* golf, Chad noted. "It's a great way to be outside."

Chad is originally from Frankfort, Indiana, a small town northeast of Indianapolis. He currently shares his home with his miniature schnauzer.

Chad is a member of the NELBA Membership and Ambassadors teams.

We're VERY glad you decided to stay here! ♦

Meet our new NELBA administrator

When her job at General Electric moved to Cincinnati, Diane Crutcher decided to stay in Louisville.

She opened Crutcher Business Services in 1985 as a bookkeeping service. Diane caters to small businesses, helping them with their "overload" work and other projects. She prides herself on providing personalized service. In addition to bookkeeping and administrative projects, Diane offers mailing and desktop publishing services.

She has also served as chapter administrator for the National



Association of Women Business Owners and has been the administrative director for the Kentucky Speakers Association (KSA) since 2000. In fact, we were led to Diane through a KSA/NELBA connection - and we are grateful!

"I enjoy meeting people, so working with professional associations is great fun. And I learn new ways of doing things as organizational leaders change," she said.

For fun, Diane loves to watch movies and play computer games. She has a daughter and two grandsons.

"I'm so please to have been hired as the NELBA administrator. I'm looking forward to many years of working with NELBA," she added.

Contact Diane at info@nelba.com or call 426-7033. ♦

NELBA offers members GREAT marketing opportunities!

Web Site Banner Ads

NELBA is offering a great member benefit: **Banner Advertising** on the NELBA website. No more than 10 floating banner ads will be accepted.

Stationary banners will be limited to three per year. The cost for these banner ads will vary depending on the type (see rates below). Anyone who signs up for a one-year banner ad will have the first right of refusal for each year they sign up. All banner advertisers will also be able to log into stats that give the number of viewings of their banner and the number of clicks the banner ad has sent to their web site. For more information about listing your ad, contact info@nelba.com.

Internet Advertising on www.nelba.com:

Stationary Banner Ads -Home Page/About
NELBA, Join NELBA Page,
Calendar/Monthly
Events Page : Price \$225
Rotating Banner Ads -Alternate Pages
Price: \$75

NOTES Newsletter

NELBA **NOTES** has evolved to digital printing, instead of copies, which creates a much sharper image and higher quality reproduction. Digital production means that our ads will reproduce clear, crisp and sharp!

NELBA **NOTES** is published six times a year. With a distribution of more than 600 members and neighbors, this newsletter is seen by thousands of people in our market area. Additionally, **NOTES** can be downloaded in its entirety from the NELBA web site. All ads are printed in black only. 6 issues per year. Advertising from \$35-\$100.

Printed advertising inserts-color or black and white (8.5" x 11" flat, one or two sides) may be inserted in NOTES for \$75.00 per insert. At least 625 printed inserts must be provided to NELBA by the 15th of the month preceding publication for insertion. Contact Elaine Wood at 396-3397 or forelaine@bellsouth.net.

Outdoor Banners

We are proud to display our logo in our expanded territory of the corridors of US 22, US 42 and Westport Road. We offer our member businesses an opportunity to display their company name as well. These banners will display the NELBA logo on the top two thirds and a sponsored company's name or logo on the bottom portion of the banner. You may request a site for the banner near your place of business. We will take orders on a first come-first serve basis. Businesses may order more than one banner. Thousands of passersby will view these banners as they travel through our community. It's a mini "bill-board" advertising your company in an eye-catching visual display alongside NELBA's logo.

Dimensions: top portion (NELBA logo) 30"x60"
Sponsor dimension: bottom portion: 30"x12"
Banner is made of durable material and NELBA is responsible for its maintenance. The colors will be white lettering on dark green background.
Cost for initial banner: \$425 per year. Annual renewal fee: \$100; \$150 for two.

Contact **Linda Rudloff**, Your Community Bank, at mlrudloff@yourcommunitybank.

Such a deal!!!

**Buy one ad - any size
- in NOTES and
receive one of the
same size FREE!**

**Buy two rotating
banner ads on the
NELBA website and
get one FREE!!**

**Offer good for the
September/October
and
November/December
2008 issues.**

NELBA News

Nominations for NELBA's 2008 Board of Directors

Nominations are now being accepted for NELBA's Board of Directors. If you are interested in joining this outstanding volunteer board, 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 a monthly board lunch meeting on the first Wednesday and chairing a standing or ad hoc committee. If you would like to run or wish to nominate a fellow NELBA member, please provide a brief bio profile for the September newsletter by August 6. NELBA members will vote on the slate of nominees at our annual September Membership Meeting! Nominations deadline is August 31st.

NELBA's "Welcome" Committee!

A member of our "Welcome" Committee personally greets each new member and presents him or her with a tote bag and NELBA goodies. If you have a business gift, coupon or promotion from your company to include in these welcome bags, contact **Lisa Montgomery**, lisadm.4@juno.com for pickup. This is a great way to promote your company to new members. We thank **Jan Gentry** and **Karen Finlinson** for their past service!

NELBA's Newsletter Mailing Committee grows!

Leslie Underwood is pleased that two more volunteers have joined her committee for the bi-monthly newsletter mailing. The committee meets on the 2nd-to-the-last Wednesday of every other month to fold, staple and label your NELBA newsletter. With enough volunteers, the task takes only your lunch hour! We welcome **Chad Douglas**, New York Life and **Patsy Bargo**, Bargo and Associates in their willingness to serve NELBA in this simple way! To join them, please contact **Leslie Underwood**, CB&T, leslie.underwood@cbandt.com or 259-2140.

NELBA's Membership/Ambassador Committee

Welcome our NELBA "Outreach Ambassadors": **Todd Reale**, Millennial Advisors; **Becky Kane**, Office Depot; **Greg Bryant**, Fifth Third Bank; **Don Carr**, RxSales Careers/PEGASUS Training; **Chad Douglas**, New York Life; and **Don Daub**, Xpertise. **Vicky Lenz**, CoffeeNews, will continue to serve NELBA in her outreach capacity through her 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! NELBA supports our community at various functions, including grand openings, ribbon cuttings

and member open houses. You promote NELBA while making business contacts - a win/win. If this is "right up your alley," please contact info@nelba.com for more information!

NELBA Administrator update

We wish to thank **Debbie Horvay** for her years of service as NELBA's administrator. She was instrumental in establishing NELBA's new website and guiding many NELBA members in advertising and marketing opportunities, as well as supporting the NELBA board. We truly appreciate her dedication and wish her well in her continued role as office manager for Thomas Jefferson Unitarian Church and other professional opportunities.

We now welcome our new NELBA administrator, **Diane Crutcher**. See "Welcome" article on page 10.

NELBA's Program Committee Expands

We welcome new members to the Program Planning Committee: **Amy Johanneman**, Signarama-East; **Linda Johnson**, University Club; and **Judy Flowers**, Humana MarketPoint. Attending quarterly meetings to develop enjoyable, professional programming takes a minimum of time, but produces the quality programming that our NELBA members and friends enjoy. To join this team, contact info@nelba.com.

Are you really prepared for a Sexual Harassment experience?

Legal advice for business owners and operators

A recent jury verdict against a Kentucky employer demonstrates the importance of sexual harassment training for all supervisory personnel. In *West v. Tyson*, the plaintiff worked for Tyson for approximately 2 months. In that time West alleged: (1) a co-worker asked her to go home with him and when she refused he made a sexual comment; (2) she complained to her boss, who laughed and said that was how Mexicans treat their women and then told her it did not help that she was hot; (3) she was assaulted by a male co-worker; and (4) she was subjected to whistles and catcalls while she left work. West quit and filed a charge with the EEOC, at which point Tyson investigated, but it determined no harassment occurred. Tyson defended at trial by saying it had a sexual harassment policy, West was aware of the policy, and the policy told employees to take complaints of sexual harassment to HR, not to their boss. Tyson also presented evidence that West's boss told West to take her complaint to HR.

Unfortunately for Tyson, the jury found for West. The jury found West was subjected to a hostile environment, that Tyson knew of it, that Tyson did not take corrective action, and it further found that West was constructively discharged (i.e. she was apparently forced to quit due to the hostile environment). The jury awarded \$1,281,363 in damages, including emotional distress, front pay, back pay, and \$400,000 in punitive damages. It is likely that this matter will be appealed, but there are several issues for employers to consider. There is no way to know from the reports why the jury ruled as it did, but there are several steps employers can take to try to avoid such verdicts:

1. Make sure that your company has a thorough sexual harassment and non-retaliation policy in your employee handbook.
2. Make sure that you cover sexual harassment, retaliation, and reporting of same during orientation.
3. Make sure that you cover sexual harassment at least once a year in department or other types of company meetings attended by all employees.

4. Train all supervisors, managers, and executives that if they witness sexual harassment or if they receive a report of it to immediately contact the Human Resources Department for further action.

5. No matter what the company policy says, once a report is made to any supervisor, manager or executive, the company is on notice of alleged sexual harassment and it has a duty to investigate it and, if it is determined that harassment has occurred, to put an end to it.

6. If an employee reports sexual harassment, but refuses to cooperate, document the report and investigate anyway.

7. Don't keep complainants in the dark. Inform complainants that the investigation is ongoing, if it takes more than a few days, and no matter the result, inform the complainant that their complaint was taken seriously and an investigation followed.

When in doubt on any of these issues, contact your legal advisor for guidance. ♦



Mike Kirk was the speaker at our April meeting.

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

SCORE meets with NELBA members

Can you successfully track your company's cash flow? Do you really know where your cash is coming from? What was your company's pattern of income/expenses over the last year? Will you need to adjust your business plan to adjust to economic and cash flow changes? If you don't know how to measure these indicators, your company may be in trouble -- or at least not as profitable as it could be.



Left to right: Stacey Rothballer, Tom Scattoloni and Linda Rudloff chatted at the luncheon



SCORE is a resource partner with the United States Small Business Administration. It is dedicated to aiding in the formation, growth, and success of small businesses. Louisville SCORE's mission is to provide a free client-driven counselor service for new and established small business owners. Tom Scattoloni, a SCORE counselor for nine years, recently facilitated an informal breakfast discussion with NELBA members at American Founders Bank. Louisville's SCORE office currently provides 75 counselors from a multitude of seasoned business backgrounds. The center is one of 400 in the country. SCORE

provides the following services:

- Start-up counseling for small businesses
- Σ• Existing business counseling
- Σ• Cyber counseling
- Σ• Workshops/Seminars providing overviews of what it takes to own a business.

Prospective business owners often have unrealistic expectations of what it takes to run a new business. Only about 5 in 100 new business concepts will succeed. SCORE can encourage and support sound business plans while preventing heartache and financial disaster for those that cannot succeed. It makes good sense to

evaluate your plan with SCORE before you take steps to borrow money or expand your business without a sound foundation. Existing businesses are assigned a lead counselor who assesses what the problems might be. Then a team of 3-4 counselors provide expertise in different specialties, including legal, accounting, marketing and banking. A client may receive periodic counseling services for a period of months if needed.

SCORE works with the Louisville Metro Economic Development to assist businesses on "forgivable" loans for specific target locations, and low interest façade loans to improve existing businesses.

Tom suggests that anyone interested in receiving free counseling from SCORE contact the main downtown office through the website www.score-louisville.org or contact the office at 582-5976 to register for a counseling session. ♦

Are you taking advantage of these NELBA web site opportunities?

1. Make announcements.

NELBA members have asked for a way to advertise their promotions and special events. So, here you go!

The **Member Forum** ([now available by clicking on NELBA's home page](#)) enables NELBA members to register with our administrator, establish their own user name and password and then enter as many announcements as you wish!

Have a networking event you are sponsoring?

- Post it on the **Member Forum**.
- Planning a community event to promote a charitable cause? Post it on the **Member Forum** to maximize your attendance.
- Have something to sell or

swap? Overstocks or items that you have discontinued or unwanted office furniture/fixtures? Post it on the **Member Forum**.

- Do you have a position within your organization that you need to fill? Post it on the **Member Forum**.

The listing will be good for 30 days unless the NELBA administrator is told differently.

You can also add a link from your announcement or information directly to your web site for additional information.

2. Tell members what you do.

As a NELBA member, you can update your business information online, including upload your photograph, company logo and a

business. Membership includes one category listing. For an extra \$10.00 per year, sign up for up to 5 more categories.

3. Make updates.

Don't forget to log in to update your information and check your business profile for accuracy. Has your email address or phone number changed? Do you now have a website that wasn't included last year? These are important updates to potential customers or clients who will try to find you!

Remember: if you haven't reviewed your NELBA website entry, your "user name" is your first initial and last name as one word in lower case. Your password is "password". Don't forget to change the password when you log in. ♦

A request from Ballard High School

The Cubs to Bruins Youth Services Center (YSC) will begin its third year at Ballard High School and Kammerer Middle School. The mission of the "Cubs to Bruins" YSC is to effectively remove barriers that keep students from performing well in school. Another aspect of the YSC is to motivate and move students toward employment. The YSC partners with Eric Kinslow, of the Louisville Education and Employment Partnership (LEEP). Mr. Kinslow works to ensure that Ballard students have interviewing and workplace skills. If you are interested in having students work part-time/summer job positions for your business give Mr. Kinslow a call at 485-7071.

Ranked as one of the best schools in American, Ballard High School focuses on academics and attendance. That's why we provide our students with an incentive called the Renaissance Program. Our program is filled with positive reinforcement such as the Ballard Lunch Club for students nominated by their teachers for work well done. You too can be part of the plan by partnering with the YSC to help provide necessary incentives and mentoring to help keep students in school and focused on the future. You can reach the YSC coordinator, Yvonne Riggs at 502.339.8783 or yvonne.riggs@jefferson.kyschools.us

Ballard High School Alumni Association

Are you interested in being part of the foundational Alumni Association at Ballard? Look for more information coming this fall to our website at www.jefferson.k12.ky.us/Schools/High/ballard/index. We are working on putting our Alumni directory together and the publishing company be contacting you in the future. Ballard Alumni are dispersed all over the world and this will be the first opportunity to have a database starting with our first graduating class to our 2008 graduates. Directories will be on sale from the publishing company. ♦

Mark your calendar!!!



Lin is the creator of WP3, a networking program for women in business, and a frequent speaker on optimal networking strategies.

Thursday, July 24

Speaker Luncheon 11:30 am - 1:00 pm

Lin Schussler-Williams

Effective, Efficient and Results-Driven Networking

If you're tired of wasting time at networking events or hate to walk into that room of strangers, this presentation is for you!

Martini Italian Bistro, U.S. 22 at The Summit

Cost: \$12.00 members; \$14.00 guests

RSVP online at www.nelba.com by Tuesday, July 22

Tuesday, August 19

Speaker Breakfast 7:30 am -9:00 am

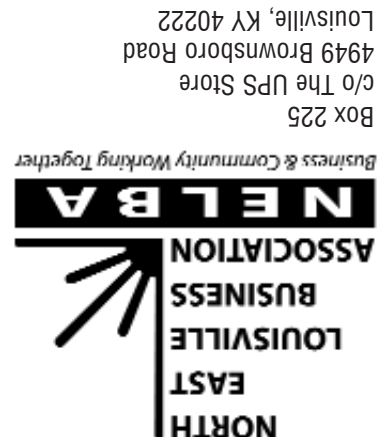
Joe Cherrie, Concept Displays

Making the Most of Your Trade Show

- *Breaking the Ice*
- *The right promotional marketing materials*
- *Effective displays and exhibits*

Karem's Grill & Pub 9424 Norton Commons Blvd.

Cost: \$5.00 members; \$7.00 guests RSVP online at www.nelba.com by Tuesday, August 17



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