

APPLEWOOD A L E A F L E T



April 2004

www.applewoodbusiness.com

GENERAL MEMBERSHIP ABA LUNCHEON MEETING



Wednesday, April 14

HOLIDAY INN, DENVER WEST

11:30 a.m. Cost: \$18

A panel discussion on preparing for spring with representatives from E.D.S. Waste Solutions, Wild Bird Center and Schulhoff Tree and Lawn Care

5-minute spotlight/door prize:
Janet Osborne, Shaklee/AirSource



May 13th breakfast meeting speaker will be Diane Robb on "Attitude, Yeah, I Have One"

5-minute spotlight/door price:
Roberta Rivera, Personal Introductions



June 9th luncheon meeting will be at THE ARBOR HOUSE, MapleGrove Park, 14600 W. 32nd Ave. 11:30

Please Clip and Add to the ABA Directory

Table Mesa Productions/David Lissy Photography, provides both film and state of the art digital professional photography for all business & corporate events, golf tournaments, conventions, trade shows, black tie events, holiday parties, special event parties, weddings, team and youth sports, advertising, corporate/industrial annual report, and editorial projects. Location shots of people in a variety of settings, illustrating a variety of lifestyle/recreation sport activities. Photography for model portfolios and boudoir photography available. Rental backdrops are available. Restoration of vintage photography available using the latest in digital technology. Call for prices 303-277-0232

Marketing Tips for April

Surveys are a good way to measure feedback from customers. After your business provides a service or sells products to a new customer, mail or call them with a brief survey to make sure they were satisfied. Your survey should be scripted and standardized for all customers and can include the following:

- Did our service department meet your needs?
- Was our staff friendly and courteous when you came in to our business?
- Are there other products or services you would like us to carry?
- How did you first hear about us?
- Based on your experience with our business would you refer us to your friends and family?

Be sure and thank them for answering the survey and offer them an incentive to come back in. Offer them a small free item or a discount on their next product or service when they come back in if they bring a friend or family member. Be sure to let your staff know to honor this offer when they come in. Measuring feedback will keep you abreast on any problems that you are not aware of and assist you with making needed changes or improvements.

Roberta Rivera, Personal Introductions

Mission Statement

The Applewood Business Association is dedicated to the promotion, expansion and development of its members by providing services that directly aid, support and promote their business and by expressing and supporting common goals for the protection, identity and growth of Applewood businesses and the community.

Applewood Business Association email list now accessible

The ABA email list is now operational and will only be used to send out meeting reminders, event updates, and links to the monthly newsletter on the ABA website (and which is also mailed out to you via regular post). If you are having an event that you want the ABA to help publicize, send a message to info@applewoodbusiness.com. We will get the word out through our web site, email and print publications.

Remember, the mission of the ABA is dedicated to the promotion, expansion and development of its members. This is one more tool at your disposal.

If you wish to stop getting email from the ABA, send a message to the list manager at members-leave@applewoodbusiness.com

Support local ABA businesses and let them know you belong to the ABA!

15TH ANNUAL GOLF TOURNAMENT

Friday • June 11, 2004

7:30 a.m. Shotgun Start (6:30 a.m. Registration)
 Applewood Golf Course • 14001 W. 32nd Ave., Golden

Scoring Format: 4-person scramble, men's, women's & couple's divisions

Entry Fee: Teams \$340 until May 1; \$360 after that date.

Individual golfers will be placed on a team at \$90.

Fee includes green fees, cart, tee prizes, raffle prizes, continental breakfast & lunch.

Hole-in-One Sponsor: John Elway Subaru

Portion of proceeds go to Swede Johnson Memorial Scholarship Foundation, Red Rocks Community College

CATillion



The Table Mountain Animal Center's annual event is scheduled for April 17 at the Denver West Marriott. Sponsored by the Center's Foundation, cost is just \$50 per person, (part of which is IRS deductible). Ragtime renditions by Bill Mayhercy on the piano and additional entertainment provided by the TopHogs and Castaway. More than 150 silent auction donations and a raffle. Cocktails at 6 p.m., dinner from an elaborate Italian buffet. For reservations and sponsorships, call 303-278-7575. Support this benefit. Our 4-legged friends need your help.

Steven Olsen, son of Bob Olsen of Golden Eagle Printing, lost his battle with Burkett's Lymphoma on Friday, March 12. In lieu of flowers, donations can be sent to Our Father Lutheran Church Sanctuary Enhancement fund, 6335 S. Holly St., Centennial, CO 80121. Steven was just 29. Our prayers are with his family.

MAIL RESERVATION FORM AND CHECK FOR ENTRY FEES TO:

Applewood Business Association, P.O. Box 5177, Wheat Ridge, CO 80034
 Only the first 36 teams will be entered. Entries must be received by May 31.

NO REFUNDS

Player #1

Name _____

Male Female

Address _____

City, State, Zip _____

Phone _____

Player #2

Name _____

Male Female

Address _____

City, State, Zip _____

Phone _____

Player #3

Name _____

Male Female

Address _____

City, State, Zip _____

Phone _____

Player #4

Name _____

Male Female

Address _____

City, State, Zip _____

Phone _____

Co-chairs: Edna Miklos, 303-233-4764, Bob Short, 303-233-4131, Preston Loos, 303-278-8600

The ABA is a partnership of community-minded business persons working together to improve the quality of life in our community.

Support local ABA businesses and let them know you belong to the ABA!

Nonprofit
 U.S. Postage
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 Golden, CO
 Permit No. 382

Applewood Business Association
 P.O. Box 5177
 Wheat Ridge, CO 80034

