

APPLEWOOD AL E A F L E T



February 2004

www.applewoodbusiness.com

GENERAL MEMBERSHIP ABA LUNCHEON MEETING

Wednesday, February 11
HOLIDAY INN, DENVER WEST*

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

Speaker: Cathleen Hight, Kaizen consultant, trainer and author with more than 18 years experience in sales & marketing and performance improvement. Kaizen is the management concept that builds a culture of excellence in all industries and changes the way people approach and do their work. Hight has been a productivity enhancement coach for an international training firm and former Vice President of Operations for the Chamber of Commerce of Hawaii. Reservations: 303-233-4764, 48 hours in advance.

GENERAL MEMBERSHIP ABA LUNCHEON MEETING

Wednesday, April 14
HOLIDAY INN, DENVER WEST

Wednesday, June 9*
THE ARBOR HOUSE, Maple
Grove Park, 14600 W. 32nd Ave.

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

*Because of the success of "field trips" last year, several such meetings are being planned for 2004. The first "away" meeting will be in June at the Arbor House.

FUTURE GENERAL MEMBERSHIP ABA BREAKFAST MEETINGS

Thursday, March 4: Tips for Using the Web, Brian DeLaet, Educyber, Inc.

Thursday, May 6: "Attitude Will Make Or Break A Company" Charles Swindoll

Holiday Inn, Denver West

7:30 a.m. Cost: \$12

Networking table provided for business handouts

Reservations: 303-233-4764, 48 hours in advance, please.

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.

Benefit for Red Rocks Scheduled

The Third Annual Red Rocks Community College Foundation/ 240 Union Swede Johnson Memorial Scholarship fundraising event is scheduled for Thursday, Feb. 5. 240 Union in Lakewood will donate 25 percent of the day's gross revenues to the fund. Lunch is from 11 a.m. to 4 p.m. and dinner is served from 5 to 10 p.m. For reservations call the 240 Union restaurant at 303-989-3562, or for more information call the Red Rocks foundation at 303-914-6425.

ABA Directory Now Available

Extra copies of the ABA Directory are available. The Sentinel/ Transcript Newspapers distributed the directory to household and business subscribers in the Lakewood, Wheat Ridge and Golden area. If you would like additional copies for your office or business, please contact an ABA officer or director. As an added benefit of membership in the ABA, members will receive a free six-month subscription to the Sentinel or Transcript newspaper.

Open House

The Wild Bird Center, 3486 Youngfield is having a Grand Opening and Open House, Saturday, Feb. 7 & Saturday, Feb. 14 from 10 - 5. On the 7th, Internationally known bird carver Don Van Horn will demonstrate his award winning art. Stop by and buy some birdseed. February is National Wild Bird Feeding Month and our feathered friends are hungry.

Marketing Tips for February

Create a business newsletter to educate, and inform your customers and potential prospects for the New Year. Let customers know about:

- New products & services and how they can make their life easier.
- New employees and what special skills they can offer customers.
- Special services you can offer that customers may not know about.
- New seasonal hours. Let customers know when you are opened and closed.
- Special sales or marked down items. Great time to move old inventory.
- New location. Provide a small map if your business is hard to find.
- Community involvement. Let customers know about your recent donations.

Personalize your business with newsletters and let customers know who you are, what you do, and how your products and services can benefit them. Let them know about new employees who can assist them with purchasing decisions. Provide a special incentive to those who read the newsletter to bring it in for a free gift. Get their feedback when they come in for the free gift and track your responses. Insert newsletters in monthly invoices, bags, or mail to your entire database. Newsletters can generate new leads and referrals that bring in new business.

Roberta Rivera-Personal Introductions

Lower Back Pain and Chiropractic

Lower back pain is a common problem that causes many people to visit Doctors of Chiropractic every day. Lower back pain can be caused by twisting or lifting injuries, or also from playing sports. Many times it occurs seemingly out of the blue, with no apparent cause. For example, you bend over at the sink to brush your teeth, or bend over to put your socks on, and your back goes "out", causing immediate pain and many times the inability to stand up straight. How could such simple activities cause a lower back injury? This type of problem usually means you have had an underlying condition or imbalance in your lower back, hips or pelvis for some time. It is always important to do a thorough history as well as an orthopedic, neurological and chiropractic examination to properly diagnose the cause of the low back pain.

One common cause of lower back pain is caused by structural imbalances, or misalignments, of the hip and pelvis, as well as decay or degeneration of the spine. Causes can be from recent or old car accidents, sports injuries, or bad posture. Chiropractic care can help realign the pelvis and spine, taking the pressure off the nerves and relieving muscle spasm and pain.

With chiropractic care available why continue to suffer?

Drs. Erin & Arthur Kruse, D.C., Mountain Lifestyles Chiropractic & Acupuncture Center, P.C.

Welcome New Members

■ Jimmy Golden, Edward Jones Investments, 13690 Braun Drive, Golden, 80401, 303-279-3707, fax: 303-278-6215.

■ Roberta Rivera, Personal Introductions, P.O. Box 294, Wheat Ridge, 80034, 303-232-0400.

Thank You Renewing Corporate Members

■ Kim Buck, Guaranty Bank, 16800 W. Colfax, Golden

■ Sherin Buhler, US Bank, 1801 Jackson St., Golden

Welcome Rejoining Member

■ Megan Forsmark, Wind and Wave Aromatherapy Products and Services, P.O. Box 351104, Westminster. 303-451-0504.

Thank You Renewing Members

■ Michelle Progar, Hank's Auto Body

■ Rachael A. Stadick, Clearly Chiropractic

■ Debbie Rainguet

Correction: Mountain Lifestyles Chiropractic & Acupuncture Center should also have been listed under Chiropractor in the Buyers Guide section of the directory.

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

