

# APPLEWOOD A L E A F L E T



June 2004

www.applewoodbusiness.com

## GENERAL MEMBERSHIP ABA LUNCH MEETING



### JUNE 9 LUNCHEON MEETING

11:30 a.m. \$18

THE ARBOR HOUSE, Maple  
Grove Park, 14600 W. 32<sup>nd</sup> Ave.

with **Paul Quaiser**, Prospect Recreation & Park District

5-minute spotlight speaker: Karen Olson-Knowles,  
IHI Environmental

Networking tables are always available for brochures,  
hand-outs and business cards.

Make meeting reservations online at  
[www.applewoodbusiness.com/meetingsignup.shtml](http://www.applewoodbusiness.com/meetingsignup.shtml).

Or by phone:

303-233-4764

48 hours in advance, please



### JULY 8 BREAKFAST MEETING

Holiday Inn West

7:30 a.m., \$12

**Speakers:** Jack Chisholm & Don Griffin from the Wheat Ridge  
Police Department with a program on business related crime  
and fraud.

5-minute spotlight and door prize: Hanks Auto Body



**The August 11 luncheon meeting** will feature  
Jenny Cook with the Foothills Art Center.

5-minute spotlight and door prize: EDS Waste Solutions,  
Dianne Willey

### 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.

### Remember!

#### ABA 15<sup>th</sup> Annual Golf Tournament

Friday, June 11

6:30 a.m. Registration

7:30 a.m. Shotgun Start

Applewood Golf Course

14001 W. 32<sup>nd</sup> Ave.



For more information  
contact Edna Miklos,  
303-233-4764; Bob  
Short, 303-233-4131,  
Preston Loos, 303-278-  
8600

### Congratulations to Lakewood's New Downtown

Lakewood's new downtown, Belmar, at Wadsworth Boulevard and Alameda Avenue is now open with stores and restaurants. The street names and the community park recall Lakewood's history. One street is named Bonfils, after the estate of May Bonfils Stanton. It was Bonfils Stanton's mansion that once graced Wadsworth, and her family owned the property under the former Villa Italia Mall. When visiting the area, look up at the street lamps that are an original, contemporary design. Look down at the manhole covers that are stamped with the Belmar logo and other designs.

### Reno Resigns to Accept Position in Texas

Dr. Eric Reno, president of Red Rocks Community College, has resigned to accept a position

with the Alamo Community College District in San Antonio, Texas. As the founding president of the district's Northeast College, Reno will spearhead the building and development of a new college. Reno's resignation will take effect at a date to be determined in July 2004. Reno was twice selected President of the Year by the Colorado Community College State Student Advisory Council (SSAC).

### "Performance in the Park" to Continue

The Wheat Ridge outdoor entertainment series will be held Wednesday at 10 a.m. and 6:30 p.m. from June 9 to July 14 at Anderson Park, at West 44<sup>th</sup> Avenue and Field Street. Acts set to appear include a Latin jazz group, a German folk dance and music ensemble, and an African drum group. Performances are free and open to the public.

The series was first discontinued due to lack of funding, but will return as a result of a partnership with the city's parks department, the Wheat Ridge Cultural Commission, Wheat Ridge Foundation, Colorado Folk Arts Council and several business and community groups.

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



## Help Make Applewood Red, White and Blue

From June 14, Flag Day, through the 4<sup>th</sup> of July

Sponsor a flag to be displayed along Youngfield — only \$20

Buy an American flag for your business or home – only \$15

Send check made out to ABA to P.O. Box 5177, Wheat Ridge, CO, 80034.

Include your name, address, business and phone number with the number of flags you are sponsoring and/or individual flags you are buying.

Each participant will be entered in a drawing for \$100 in ABA script. One entry for each flag sponsored or purchased. Drawing will be held at the July ABA Board of Directors meeting. Winner will be notified by phone or by mail.



## Click on your Local Library

You can use your local library as a resource from your own computer. For example from the county library's website you can click on the various resource links by entering the barcode on your library card. Offerings differ from county to county, but all of the following Denver metro area links have some services that you can access as long as you have a card. Jefferson County: <http://www.jefferson.lib.co.us/>

## Baby Whale Book Sale

The Second Annual Baby Whale of a Book Sale will be held Friday and Saturday, June 4 and June 5 from 9 a.m. - 5 p.m. and Sunday, June 6 from 11 a.m. to 3 p.m. at the Jefferson County Fairgrounds, 15200 W. Sixth Ave. Take the Indiana exit south from Sixth Ave. FREE admission to the general public.

Approximately 30,000 books and plenty of magazines, records, CD's and much, much more will be for sale. Proceeds from the event benefit the Summer Reading Clubs for Children and Young Adults at the Jefferson County Public Libraries and other literacy programs. For further information call the Jefferson County Library Foundation, 303-275-2240.

## Marketing Tips for June

Ads are great if they prompt the reader to use your products and services. Many businesses place an ad without creating an incentive that will prompt the consumer to visit or call your business. When allocating your advertising dollars it is important to use the following incentives on your next ad to get the most for your investment.

- Offer a buy one get one free promotion or buy one get one half off.
- Give the consumer a percentage off their entire purchase.
- Make sure the promotion mentions to bring in coupon for the special offer. You can then measure your results at the end of each month.
- Offer a flat dollar amount discount if they purchase a larger dollar amount.
- Give "new customers" a free consultation, estimate, and a discount on their first appointment.
- Extend the life of your ad by creating monthly coupons that will bring customers in long after the ad has run.

Ads are a great way to inform the public about your products and services. Measuring your ad results is even better when you add an incentive to the ad. If you are running the same ad in dif-

ferent newspapers, make sure you code each ad to gauge which gives you the best return on your investment.

*Roberta Rivera  
Personal Introductions*

## Welcome New Member

■ Lynne Poe, Floral Expressions, LLC, 6319 UMBER Circle, Golden, Co. 80403, phone 303-215-1001, fax 303-278-0409, email: [weloveflowers@aol.com](mailto:weloveflowers@aol.com)

## Thank You Renewing Member

■ Jessica Noonan, Golden Mortgage Capital. Please note new address: 143 Union Blvd. #100, Lakewood, Co. 80228-1829, phone 303-205-7925, fax 303-205-7926, email: [Jessnoon@yahoo.com](mailto:Jessnoon@yahoo.com), web [www.goldenmortgagecapital.com](http://www.goldenmortgagecapital.com)

## Changes

- New owner at Andolini's: Kathy Alexander
- Interim director for Table Mountain Animal Center: Marjorie Goldstein, replacing Shannon Matthews

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!**



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

Nonprofit  
U.S. Postage  
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