

APPLEWOOD A L E A F L E T



October 2003

www.applewoodbusiness.com

GENERAL MEMBERSHIP ABA LUNCHEON MEETING

Wednesday, October 8

ROLLING HILLS COUNTRY CLUB

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

Back by popular demand: Networking
5 minute speaker and door prize: Golden Eagle Printing



The December 10 Luncheon Meeting

will also be at Rolling Hills Country Club
11:30 a.m., Cost: \$18

5 minute speaker and door prize: John Cubitto,
Cubitto's Fine Jewelry

GENERAL MEMBERSHIP ABA BREAKFAST MEETING

November 13, Holiday Inn, Denver West

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

7:15 a.m. Networking Table provided for business handouts

Speaker: Barbara Brannen, *Playmore*

"Learning to Play More to Keep from Turning to Crispy
Burnt Toast" — or, how to increase the bottom line
in both dollars and spirit, through play.

Door Prize: Wells Fargo



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.

Is your network really working?

There is a right way and a wrong way to schmooze

Networking is not a random activity. It is organizing your activities towards a realistic, achievable goal.

Here are some tips

■ Give first. Be a resource for others, send them articles of interest or tell them about an event they might enjoy. (No email jokes, please!)

In networking, remember you are part of someone else's network. You cannot simply keep track of your network, blithely using friends and associates and never expecting that they someday would want to ask for your assistance. Give without expectation.

■ Be open-minded. Treat those in your network as equals. There is no hierarchy in a network. Everyone is equal in the eyes of your database.

■ Be prepared. It doesn't do much good to be willing to network if you are not prepared to do so. (When you go to a function, take a few minutes beforehand to think about what you want to get out of a function in terms of networking and what you are willing to give to the networking process.)

■ Seek advice. Asking for favors is a real turn-off. Asking for guidance is a compliment.

■ Say thank you and follow up. Send a handwritten thank-you whenever someone helps or meets with you. It is a nonthreatening way to stay in touch

Back-to-the-past tip

Your computer is invaluable to cross-reference and update as needed, but so is the old fashioned small, portable and unobtrusive notebook in which to jot down names, ideas, and all sorts of information.

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

Pat on the back for a good civic duty: Clearly Chiropractic has adopted (for highway cleanup) Colfax from Kipling to Simms.

Moving On Up

Mike Dutton of the Artful Framer is moving November 1, up the street to 2600 Willow Lane. That is at 26th and Youngfield, across from Mesa Vet and Golden Eagle Printing.

Fire Prevention Week

October 5-11, 2003

This year's theme, "**When Fire Strikes: Get Out! Stay Out!**" Because fire can grow and spread quickly, you may have as few as two minutes to escape safely.

Crawl Low Under Smoke

If you encounter smoke on your way out of a fire, Find a second way out. If you must escape through smoke, crawl low under the smoke to your exit. If your clothes catch on fire, stop where you are, drop to the ground, cover your face with your hands and roll over and over to smother the flames.

– Wheat Ridge Fire Dept.
& West Metro Fire Rescue

Red Rocks Small Business Development Center Fall Seminar Schedule

303-277-1840; smbiz@sbdcredocks.org, www.sbdcredocks.org

Marketing Basics for Your Small Business. Improve your business advantage by understanding the vital role marketing plays in your business.

Wed. October 1 – 3-5 p.m.

Wed. November 19 – 7:30-9:30 a.m.

Fee: \$20

Record Keeping for Small Business. Learn about start-up issues plus information on tax advantages and employer responsibility.

Thursdays – 6-9 p.m.

October 16 – November 13

Fee: \$25

Business Planning for Success. Learn how to develop a good Business Plan, including feasibility, marketing strategies and financial projections.

Wednesday, October 22 – 3-5 p.m.

Thursday, November 6 – 3-5 p.m.

Fee: \$20

Business Basics for Start-up. This seminar identifies major steps crucial to starting a business. It includes discussion of key issues that affect your business success, along with start-up requirements and common pitfalls of a new business.

Wednesday, October 8 – 6-8 p.m.

Thursday, October 30 – 3-5 p.m.

Wednesday, November 12 – 3-5 p.m.

Thursday, November 20 – 6-8 p.m.

Fee: \$20



Thank You Renewing Members

■ Karen Cutrell, Remax Alliance, 5440 Ward Rd. Suite 110

■ Amy Sherman, The West Chamber Serving Jefferson County

■ Dory Reader, Budget CD's & Things, 3350 Youngfield

■ Mike Dutton, The Artful Framer, 2600 Willow Lane

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

Fax Rule Stopped

FCC stayed implementation of the unsolicited fax rules that require associations and business to obtain written consent prior to sending commercial faxes. Implementation of the new rule is stayed until January 1, 2005. Until then, an established business relationship will continue to be sufficient to show that an individual or business has given express permission to receive facsimile advertisements, The US Chamber of Commerce along with numerous associations and businesses filed a Petition for Reconsideration of the unsolicited fax rule. In short, that means that businesses and associations can hold off on collecting written permission to send commercial faxes for now.

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

Applewood Business Association
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