

# APPLEWOOD LEAFLET



March 2004

[www.applewoodbusiness.com](http://www.applewoodbusiness.com)

## GENERAL MEMBERSHIP ABA BREAKFAST MEETING

**Thursday, March 11**

*How to get the most out of the ABA website*  
Brian DeLaet, Educyber, Inc.

Holiday Inn, Denver West

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

Networking table provided for business handouts

**5-minute speaker/door prize:**

Edna Miklos, The Hair Place

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

All ABA General Membership Meetings, both breakfasts and luncheons, will be held at Holiday Inn, Denver West. Luncheon meetings are at 11:30 a.m. the 2<sup>nd</sup> Wednesday of the month. Breakfast meetings begin at 7:30 a.m. the 2<sup>nd</sup> Thursday of the month.

### APRIL LUNCH MEETING

*Preparing for Spring* panel discussion with representatives from E.D.S. Waste Solutions, the Wild Bird Center and Schulhoff Tree & Lawn Care.

**5-minute spotlight/door prize:**

Janet Osborne, Shaklee/AirSource

### MAY BREAKFAST MEETING

**Speaker:** Diane M. Robb, M.H.S.

"Attitude, Yeah, I Have One."

**5-minute spotlight & door prize:**

Roberta Rivera, Personal Introductions

### JUNE LUNCH MEETING

at the Arbor House, Paul Quaiser,  
Prospect Recreation & Park District

**5-minute speaker/door prize:**

Karen Olsen-Knowles IHI Environmental.

## Prom Night Help

Each year the Wheat Ridge High School PTSA hosts a post-prom party for the junior and senior students. This after prom party provides a fun, free, and substance free alternative to "normal" post prom parties. This year the party will be held the night of April 17, beginning around 11:30 p.m. and ending at 4:00a.m. It will be held at Wheat Ridge High School. The school will be transformed into a theme park complete with decorations, performing artists, food and prize giveaways. Last year more than 800 students attended. The Wheat Ridge community is asked to donate to this event. The cost of the party is around \$15,000 each year. Donations should be mailed directly to Wheat Ridge High School PTSA-Post Prom; 9505 West 32nd Ave; Wheat Ridge, CO 80033.

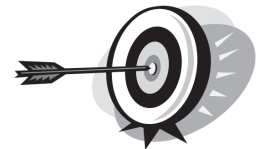
## January Meeting Follow-up

Party Precinct caucuses are on Tuesday, April 13. The precinct caucuses begin the nominating process for state elections. Delegates are chosen for county, district and then state nominating conventions where the parties pick their candidates for offices including the legislature, Congress and the U. S. Senate. Delegates to the state convention, in June, determine who runs in the August primary elections. (Colorado had three presidential primaries — in 1992, 1996 and 2000 — and then gave it up as expensive and ineffective.) Call your political party for caucuses information.

## 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.

## Target Your Market



For only **\$35** a month your business can add an insert to the monthly Applewood Leaflet newsletter. The newsletter is mailed to 225 businesses monthly. The \$35 must be paid in advance. Please make check to the Applewood Business Association P.O. Box 5177, Wheat Ridge, CO, 80034. Inserts must be printed, ready to mail and delivered to Golden Eagle Printing, 2575 Youngfield, by the 15<sup>th</sup> of the previous month. Golden Eagle Printing can also print your inserts. For more information contact Helen Masterson at 303-467-9680.

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



**2004**

**OFFICERS**

**Bob Short, President**

Dru Short State Farm Insurance  
303-233-2626

**Janet Osborne, Treasurer**

Shaklee/Air Source  
303-278-7175

**Helen Masterson, Secretary**

Masterson & Friends Communications  
303-467-9680

**Edna Miklos, Past-President**

The Hair Place  
303-233-4764

**DIRECTORS**

**Bob Conner**

Schulhoff Tree & Lawn Care, Inc.  
303-279-1910

**Brian DeLaet**

Educyber, Inc.  
720-275-4646

**Flori Dickson**

Genesee Business Systems  
303-278-0881

**Preston Loos**

E.D.S. Waste Solutions  
303-278-8600

**Linda Schafer**

GL Specialties  
303-456-9035

**Van Wedgwood**

Remax Alliance  
303-420-5352

**Marketing Tips for March**

Do you or your staff upsell? If you are not employing the fine art of upselling in your daily interaction with customers you are loosing out on extra revenue. Upselling is the best way for any business to sell more products and services to increase their bottom line.

Points to remember when upselling:

- Educate your staff to always ask the customer if they would like a service contract or would they like to buy another item as a gift. Create weekly or monthly incentives and bonuses for your staff to upsell.
- Restaurants should always ask customer's if they have room for dessert & coffee before presenting the check.
- Always ask if the customer if they want the better plan or the higher quality product instead of the middle or lower end option.
- Group products that complement each other and offer those additional products when a customer buys one out of the group.
- Put products in the customer's hand and explain how it will benefit them.

Track your current daily sales per customer before implementing an upsell program and then measure your results after educating your staff on upselling. Upselling can also be done as follow-up seven to ten days after the initial sale with either a phone call or postcard. Remember that upselling is a skill and daily practice makes perfect.

*Roberta Rivera, Personal Introductions*

**Seminars from Red Rocks Small Business Development Center**

**Record Keeping for Small Business:** This 3-hour seminar provides valuable information on: Tax issues on Business Structure, Tax Tips, Employer Responsibility, Creating Accounts and Schedule C.

Classes: March 18, 6-9 p.m.

Fee: \$35 (includes IRS CD rom)

Classes held at: Red Rocks SBDC, Denver West Office Park

To register: Phone: 303-277-1840, Fax: 303-277-1899 or e-mail: [smbiz@sbdcredocks.org](mailto:smbiz@sbdcredocks.org)

**Welcome New Members**

■ Jerol Novacek, Novacek Greenhouse, 2635 Youngfield, Golden. 303-237-3572

■ Jim Swanson, Sterling Real Estate Group, 7175 Jefferson Ave., #4700, Lakewood, 303-929-2727

**Thank You Renewing Members**

■ Linda Schafer, GL Specialties, P.O. Box 2321, Arvada

■ Lew Shirley, Aspen Mortuaries, 1350 Simms, Lakewood

■ Shannon Matthews, Table Mountain Animal Center, 4105 Youngfield Service Road

**Please Note** correct phone number **303 233-5939** for Marla Jane Swanson, Healthy Offerings: Reflexology, Iridology, Healing Touch, Ear Candling, Reams Testing, Dry Blood Cell Testing. Call Marla Jane at 303-233-5939 for a free consultation.



**ABA Golf Tournament**

**Friday  
June 11, 2004  
Applewood Golf Course**

*See You There!*

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

