

# APPLEWOOD AL E A F L E T



September 2004



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

## ABA GENERAL MEMBERSHIP MEETINGS

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.

### THURSDAY, SEPTEMBER 9 BREAKFAST MEETING

Holiday Inn, Denver West, 14704 W. Colfax

7:30 a.m. \$12

**Speaker:** Tim W. Jackson, State Director, National Federation of Independent Business on how Small Business Works for Colorado.

**About the Speaker:** Tim W. Jackson was appointed Colorado State Director for the National Federation of Independent Business in November 1997. NFIB has 12,000 members in Colorado. He will give an update on

- the status and progress of small business issues in Colorado
- the key small business issues from the Second Session of the 64<sup>th</sup> Colorado General Assembly
- the top ten problems facing small business nationally
- the top five problems in Colorado.

5-minute spotlight and door prize: All Property Inspections  
Every home, being purchased or sold, should be inspected, regardless of its age. Even new homes may have structural and mechanical problems that can be revealed by a home inspection.

### WEDNESDAY, OCTOBER 13 LUNCHEON MEETING

11:30 a.m. \$18

Holiday Inn West

**Speaker:** Dr. Cindy Stevenson, Superintendent, Jeffco Public Schools



Jeffco Public Schools was formed in 1950 when residents in the county's growing suburbs voted to consolidate 39 small school districts into one countywide school system. The county's population in 1950 was 55,687 with a student enrollment of 9,100. Today, Jefferson County has a population of more than 530,000 and a student enrollment of 85,700. The district has 93 elementary schools, 19 middle schools, 17 high schools, seven options schools and twelve charter schools.

5-minute spotlight/door prize: GL Specialties

### The "Float" is Gone

On October 28, the federal check-imaging legislation called Check 21 becomes law. This legislation makes a substitute check—created from a digital image of the original check—the legal equivalent of the original. No longer do banks and other financial institutions have to truck or fly checks from the receiving bank to the paying bank. What is the biggest impact on customers? The "float" or time lag in processing unpaid checks will probably disappear. With less float time, a business can more quickly find out if it has received a bad check. For example, moving checks from a Denver bank to a Chicago bank might take three to five days. With Check 21, this float time could be cut to just 24 hours. On the flip side, writing a check and depending on the float time to cover the checks with later deposits, might just result in overdrafts.

*Kent Ingram, Colorado Business Bank*

### 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.



### Circle the Date

Wednesday, December 8<sup>th</sup>, the Christmas Lunch will be at the Marriott-Denver West. Details to follow.

### Get Your Name Out There

Linda Schafer is looking for speakers and 5-minute spotlight/door prize presenters for 2005. She welcomes volunteers and/or suggestions. Email her: [glspcad@glspecialties.com](mailto:glspcad@glspecialties.com)



## 2004-2005 OFFICERS & DIRECTORS

Board meetings are the first Tuesday of each month.  
All board meetings are open to ABA Members.

### President

Brian DeLaet  
Educyber, Inc.  
720-275-4646

### Vice President

Edna Miklos  
The Hair Place  
303-233-4764

### Treasurer

Tom Harding  
Individual Member

### Secretary

Flori Dickson  
Genesee Business Systems  
303-278-0881

### Past President

Bob Short  
Dru Short State Farm Insurance  
303-233-2626

### Directors

Rick Bender  
Denver Tux  
303-238-3332

John Cubitto  
Cubitto's Fine Jewelry  
303-238-5234

Don Knox  
Applewood Auto Body  
303-234-9902

Preston Loos  
E.D.S. Waste Solutions, Inc.  
303-278-8600

Linda Schafer  
GL Specialties  
303-456-9035

Rachel Stadick  
Clearly Chiropractic Professionals  
LLC  
303-237-7900

Roberta Thornsberry  
Little Theatre Culture Center  
303-233-2970

Van Wedgwood  
Re/Max Alliance  
303-420-5352

Tom Yang  
Applewood Quality Construction  
303-237-1423

## Marketing Tips for September

Has your business tried cross-promotions? Many businesses find value in working hand-in-hand with another business that complements their products or services. Agree to promote each other's products for mutual gain, to increase sales, and to strengthen business relationships.

Some ways to cross-promote your products & services:

- A clothing store offers a discount for the local dry cleaner. The dry cleaner offers a discount for the clothing store.
- A coffee shop offers discounts for the local chocolate shop. The chocolate shop could offer a coupon for a free cup of coffee when they purchase chocolate.
- A fitness center can work together with a local sportswear shop to cross promote each other with special discounts.
- A hair salon could cross promote with a local spa by offering discounts for haircuts and discounts for spa packages.
- A detail auto shop could cross promote with a tire shop.

Make sure you structure a written agreement between you and the other business so that there are no misunderstandings. In the agreement determine how you will share the cross-promotion printing costs and how you agree to distribute the promotion. Don't forget to notify your staff on the cross promotion.

*Roberta Rivera, Personal Introductions*

## Thank You Renewing Members

- Karl Jaramillo, Carpet Time Wheat Ridge 80033, 303-274-7735, web: [www.stacyscards.com](http://www.stacyscards.com)
- Rob Osborn, Applewood Service Center, 4420 McIntyre St., Golden 80403, 303-238-9333, email: [dosborn@aol.com](mailto:dosborn@aol.com)
- Roberta Thornsberry, Little Theatre Culture Center, 1980 Youngfield, Lakewood 80215, 303-233-2970, email: [littletheatre@qwest.net](mailto:littletheatre@qwest.net) web: [www.4littletheatre.com](http://www.4littletheatre.com)
- Don & Shirley Brickley, Stacy's Hallmark, 3302 Youngfield, Wheat Ridge 80033, 303-274-7735
- New Address for Russ Kyncl: 143 Union Blvd, Suite 900, Lakewood, CO 80228

## Changes

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

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  
Paid  
Golden, CO  
Permit No. 382

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

