

Kenmore Business Association, Inc.

Fall 2018 Newsletter

Message from the President

Greetings from The Kenmore Business Association! 2018 has been a very productive year for this association because we morphed from the Kenmore Merchants Association to the new and improved KBA! Your board has strategically mapped out a successful plan to help the members get the most out of their membership with the use of social media and our major events. Our goal is to communicate with our members via email and now with this newsletter. If you feel you are missing out on emails please reach out to us at kenmorebusinessassociation@gmail.com

We are excited about our next networking event: **State of the Village Presented by Mayor Patrick Mang and KBA Board Elections 11/15/18**. The mixer will be held at Gigi's Restaurant (981 Kenmore Ave., Kenmore NY) on Thursday, November 15, 2018 from 6:00 to 8:00 PM.

The KBA will sponsor light appetizers and a cash bar is available. Space is limited so please register early on our website: kenmorebusiness.com or visit us on Facebook. If you have an interest in being an active member and have ideas and energy please think of being part of the KBA board. We are making a change in the community along with promoting our KBA members and we are always looking for new and exciting ideas and even board members!

Mark your calendar for the **Annual Stop Sip and Shop the Blocks Holiday event on December 13 from 4-8 PM**. This event fills up quickly and it is a great way to get ready for the holidays. Vendors will be set up INSIDE KBA member Delaware Avenue businesses for shoppers to walk, stop, sip and shop the many storefronts. We have limited space available so register early. Check your email for information and the registration link. If you need to contact us you can reach us at kenmorebusinessassociation@gmail.com

Thank you for your continued support!

Enthusiastically Yours,
Marcia C. Brogan (Marcia C Brogan Insurance Agency
KBA President

Volume 1 Issue 1



Connecting you
with potential
customers and clients.

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Spring /Summer 2018 Events

Thank you to everyone that supported the KBA events this year. Our Stop Sip and Shop Spring Fling brought new customers into our storefronts along with an awareness of what businesses lined Delaware Avenue. Our Annual Discover Kenmore event held in June was the best ever! We had everything you could ask for, music (violinist, guitarist, banjos) a variety of food, children's activities (Library Book

Mobile) and over 80 vendors! The weather was spectacular and shoppers told us it reminded them of the quaint areas of NYC! In July we had another great concert on the green and mini taste of Kenmore.



7th Annual Stop Sip & Shop the Blocks Holiday Event!

Becoming a Member

Becoming a member of the KBA has multiple benefits and perks. To start you will have exclusive or discounted access to the events that we put together throughout the year. These events are held right in the Village and draw residents from Kenmore and the surrounding areas. As a member you are invited to networking events where you will have the opportunity to connect with business owners from all over WNY. Members are also featured on the KBA Facebook page. We will help you develop a personalized commercial that will create regular exposure on our social media outlets.

-Robert Kropczynski
Board of Directors

Thursday, December 13, 2018, the KBA will be hosting our highly anticipated 7th Annual Stop Sip & Shop the Blocks Holiday Event! The entire community is invited to stroll along Delaware Avenue with Santa while they "Pop In" to sip, taste, and shop with over 20 member storefronts and over 40 vendors, with all kinds of specials for their last minute shopping Kenmore Style! The event is free and runs from 4-8PM, with a Shoppers Passport Grand Prize Drawing in our Main Hub at Diversified Hearing. Following is the one-of-a-kind basket raffle featuring many of your Kenmore favorites and more! With carolers, music, and many complimentary treats, this is sure to put you in the Spirit of the Season while catching up with friends! Santa can't wait to see you this year!

As a home-based business, Tastefully Simple by Jann offers easy to prepare delicious, entertaining food and meal kits along with personalized gifts delivered to your door. You can order online or through the party experience. The Holiday Event is a perfect opportunity to showcase my business and offer my products just in time for last minute holiday shopping. The event lets me meet new customers and make connections for a new year at a very reasonable price. The value of the membership from a marketing standpoint is priceless and has been an incredible asset for my business. In addition, I have made lifelong friends, many new clients, and is a great referral network for services I need as well. The Stop Sip & Shop Holiday Event is a perfect time for businesses to experience the uniqueness and family traditions of the Village of Kenmore.

-Jann MacDonald, KBA Vice President

Update on Bylaws

After evolving from the Kenmore Merchants Association at the end of 2017, Kenmore Business Association, Inc. is expecting to adopt our new Bylaws that will govern the Corporation at the October Board of Director's meeting. As we balance both the flexibility and the infrastructure to meet the ever changing needs our membership, we are methodically building the foundation that will guide us in our mission in connecting our local businesses to their customers.

-Joe Hatch
Board of Directors

BOARD ELECTIONS

Every year the Kenmore Business Association elects 5 brand new or incumbent members of our association onto seats of the Board of Directors. This process starts in September and concludes at the annual meeting for all members in November. At the November meeting and by email ballot members are presented with a slate of no less than 6 candidates to fill the 5 Board of Director seats. This is also a hallmark meeting in that we use that meeting to host the annual "State of the Village" address by the Mayor of the Village of Kenmore. It is an event you do not want to miss!

-Bob Bolt
Past President

Social Media And How The KBA Can Help Your Business

Being a KBA Member has many benefits that will grow your business.

Social media is a popular and extremely useful resource that your business should be utilizing. There are many benefits to having an active social media account. These include basic business promotion, event promotion, connecting to your current and potential customers, or to inform of new products and services.

The KBA helps promote our members with frequent features of their business on our social media channels. KBA Events are also promoted on these channels giving participants added exposure leading up to our popular events.

We also organize group classes to KBA Members with lessons on how to use your social media, tips, and tools.

-Joe Haniszewski, Larry Welnowski, and Luke Bright
Social Media Team, Board of Directors

Benefits of the Brochure

When joining the KBA your place of Business will be listed in the brochure that comes out annually. Every spring the brochure is updated and 3000 are distributed in the community. That means 3000 people will see your Company Name, Phone Number, and Email or Website to draw customers to your business. The brochure also serves as a directory for a service that you making be looking for..a nice way to support another member. It lists all of the events the KBA will be holding throughout the year which provides an opportunity for you to get involved and helps connect you with potential new customers/clients. Something new that was added last year was including the Ken-Ton Chamber events on the brochure to bring even more businesses together. It also lists all of the Board members who are working hard to make a difference in Kenmore and the surrounding communities. These members are all business owners who truly care about our community and the true meaning of shopping local. We are here to help and support each other.

- Donna Cavallaro
Board of Directors

Getting Involved, Growing Your Business

It does not matter whether you are a small business owner running a home-based business or you are the CEO of a large Corporation, one of the top interests any business person ponders is ***“How can I increase my business.”*** One rare occasions, a business owner succeeds by himself. In many other successful businesses, it is a group effort. Whether it is input from employees, friends, family, customers, or other business people, it is usually a cumulation of many thoughts and ideas from several people. However, the last group in that list usually has a unique understanding of the trials and successes a business person goes through.

That is one good reason to be involved in a business association. Another good reason is to give something back to your community. What better way to grow your own business than to also help other businesses and your own community. Networking is a big deal for any business. The board members from the KBA, as well as many other business associations, have a variety of business owners to help you succeed. I recommend it, no matter your business.

GET INVOLVED TODAY!

- Michael C. Wolf
At-Large Member of the KBA

Why Kenmore Businesses Should Be Members

Have you thought about how to help your business grow? Becoming a member of the Kenmore Business Association can benefit you and your business in many ways. Over the 10+ years that Jovi’s Italian Grill and Bistro has been a member, we have had many opportunities to improve our business and network with other Kenmore business owners and residents. We have had the pleasure of hosting numerous events and mixers sponsored by the KBA which have allowed us to speak to our fellow members about how to improve each of our businesses. At these events, often there are advertising opportunities that are only open to KBA members that we use to get the word out about KBA sponsored events and promote individual businesses. The KBA sponsored events are primarily large events such as the Concert on the Green/Taste of Kenmore, Stop Sip and Shop, and Discover Kenmore to name a few. These events have allowed us to reach a wider audience and to get our name and brand out to the public and Kenmore residents. Being a Board Member and At Large Board Member has allowed us to speak monthly with fellow business board members about how to improve Kenmore as a whole and to make us feel part of the community that we have chosen to have our business. The KBA is constantly finding new ways to help out the businesses in our area by trying to be a driving force to bring new businesses and customers to Kenmore. If you are looking to find a group of professional and innovative people to help your business, please consider joining the KBA. You will NOT be disappointed!

- Jennifer Vitale
Board of Directors

The Importance of Being an At-Large Member

I love being a Kenmore Business Association (KBA) Member-At-Large! I had served on the Board for several years, but unfortunately had decided to step down, as one of my kids was having some medical challenges and I wanted to be able to spend more time with her and not feel neglectful of my Board Member duties. KBA President, Marcia Brogan, suggested that I stay on as a Member-At-Large and it has been a great fit! (continued below)

In general, a Member-At-Large has no specific duties, unless assigned by the Chairman of the Board. Therefore, duties change as defined in organization by-laws or as needed to fulfill board requirements and address overall organizational goals. However, a Member-At-Large often has the same rights and responsibilities as other board members, such as attending board meetings, serving on committees and voting when needed.

Being a KBA Board Member-At-Large has allowed me to remain active in the Kenmore community and participate in decision making and activities that affect the community in general and businesses in particular. This is important to me, even though I no longer live or work in Kenmore. I still have a soft spot in my heart for Kenmore and all the wonderful people!

Being a KBA Board Member-At-Large has also given me the opportunity to meet many new people and therefore expand my home-based business, which allows me to help people save money on just about everything they buy and build a Shopping Annuity (TheSavingsMall.com) and also to look better, feel better, have more energy and take up less space!

(WellnessTherapist.net)

-Bonnie Roll, Member-at-Large