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New and improved newsletter - one weekly email for all upcoming events and news!



WICHITA **INDEPENDENT**  
**BUSINESS** ASSOCIATION

## Upcoming Events

### Final Notice!

**Monthly Luncheon - Tuesday, March 8th, 11:45 a.m. - 1:00 p.m.**

**Wichita Boathouse, 515 S. Wichita St.**

Ford Saeks, President and CEO of Prime Concepts Group will be our presenter this month. Ford will lead us in an engaging session about Business Growth Innovation - Improving your Findability, Unique-ability, and Profitability!

Today's consumer is engaging and interacting with their favorite businesses, both online and offline. This program will provide practical strategies to enhance your local marketing appeal, increase your findability, improve sales, and create a following of loyal customers who will act as advocates for your products and services.

Ford Saeks will help you discover:

- \* Five Ways to Dominate Your Market, Increase Leads and Conversions
- \* How to Develop the Innovative Mindset
- \* Fresh insights to build relationships and encourage referrals
- \* Keys to leveraging your marketing efforts, even on a limited budget

[View a personal message from Ford Saeks.](#)

Bring your whole team to this WIBA meeting and you'll leave with lists of doable action-steps that can be quickly implemented and produce immediate positive results.

**RSVP and Pre-Pay before March 4th** by emailing [judy@wiba.org](mailto:judy@wiba.org) or visiting [www.wiba.org/wibacalendar](http://www.wiba.org/wibacalendar).  
\$20 for members prepay; \$25 for members at the door; \$35 for non-members

If you would like to be a "Greeter" please let Judy know!

**Guest Sponsors:**



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**Meet & Greet with Admiral Windwagon Smith - March 14th, 10 a.m.**

**WIBA Offices, 200 E. 1st St., Wichita**

This year's Admiral Windwagon Smith would like to meet the WIBA members! This is a come and go event so stop in, even if it is only for a few minutes. Also, the identity of the Admiral Windwagon Smith will not be revealed until March 9th so this is great opportunity to meet the ambassador right after the announcement.

**BYW Mixer - Tuesday, March 15th - 5:00 p.m. to 6:30 p.m.**

**Integrated Facilities Group, 125 Washington S. #200, Wichita**

Business Your Way Mixer kicks off this month and will be hosted by Integrated Facilities Group. This is a great chance to causally network with other members. There is no cost for members. We look forward to seeing everyone on the 15th!

**RSVP by March 11th** by emailing [judy@wiba.org](mailto:judy@wiba.org) or calling (316) 201-3264.



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## News



### WIBA partners with the City of Wichita for a new Economic Development Program

WIBA has officially signed a contract with the City of Wichita to initiate the WIBA Economic Development program, intended to help create local jobs and business growth. This program will work with disadvantaged, emerging and established businesses in the Wichita area and surrounding communities to help them grow and assist them in finding skilled workers.

Ray Frederick, Community Liaison, is the face of this WIBA initiative. Ray will identify businesses that have a desire to grow but need additional staff and then target potential workers with the skill set/s required or who can be trained for the open positions. Scholarship money for training is available. WIBA has partnered with several organizations (listed below) to provide business mentoring, specifically to aid in the expansion of their business's capacity and workforce.

- Workforce Alliance
- Entrepreneurship Task Force

- Greater Wichita Partnership
- Kansas Small Business Development Center
- Small Business Administration

To all of our members who want to grow and need assistance locating qualified work force, we encourage you to reach out to Ray by emailing [ray@wiba.org](mailto:ray@wiba.org) or calling (316) 990-8734.



### WIBA Connections

## New Networking Opportunity at WIBA

WIBA Offices, 200 E. 1st St., Wichita

WIBA members! Last week we introduced our new networking group called WIBA Connections. It's a wonderful opportunity to get to know other members and expand your current business circles. We did hear back from many excited members, but we need a few more members to join.

Once a month, each group of about 20 different people will meet at the WIBA offices. At the first meeting, you will get to know each other and each other's businesses. At the second meeting and every one after that, each person will be required to bring at least one lead for another member in the group.

WIBA Connections will bring the more personal feel to WIBA because people do business with people that they know, like and trust.

We will ensure that you are the only person from your industry in the group. Visitors are welcome to sit in once after that they must join WIBA if they want to continue. You are welcome to bring refreshments while you connect to success.

**The available times are:** Wednesday at noon or Thursday at 7:30 a.m.

Please email Lisa-Marie at [lisa-marie@wiba.org](mailto:lisa-marie@wiba.org) and let her know which day and time you would prefer to attend. We hope you are as excited about this new opportunity as we are!

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**LORETTA LYNN:  
Still a Mountain Girl**  
Friday, March 4 @ 8PM

Explore the country legend's hard-fought road to stardom. From her Appalachian roots to the Oscar-winning biopic *Coal Miner's Daughter*, Loretta Lynn struggled to balance family and her music career and is still going strong over 50 years later.

*American*  
**MASTERS**

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The image features Loretta Lynn in a purple lace dress standing in a rustic wooden structure. Logos for PBS and KPTS are visible.

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