

**Events/Calendar**

Featured Event

**WWLA Luncheon**  
WIBA Women's Leadership Alliance

**Attend our open networking WWLA luncheon on May 2!**

Come join the WIBA Women's Leadership Alliance luncheon on May 2nd at the Boathouse! This is an opportunity for women to network, and really connect with each other. Liz Anderson of Emprise Bank will be there as our emcee and sharing her success story.

**Where:** Wichita Boathouse, 515 S. Wichita St.  
**When:** 11:30 am-1:00 pm on Tuesday, May 2  
**Cost:** Members \$15 | Non-Members \$25

**RSVP Today**  
Call (316) 201-3264.  
Online - reserve your spot at [www.wiba.org](http://www.wiba.org)

WWLA Luncheon Sponsor:

Bailey Hayden - Signature Partners, LLC

**Wichita Small Business Connect - Put Your Business on the Map!**

**Attend for free. Participate for free. Network with local businesses - all at no cost. The speaker schedule is full! Only a few booth spaces left so contact us now!**

In celebration of National Small Business Week, the Wichita Independent Business Association and Armstrong Chamberlin Strategic Marketing are hosting the Wichita Small Business Connect!

We have quite the variety of amazing and talented speakers lined up for this event: Lee Gray with ActionCOACH Business Coaching; Todd Bailey with Transworld Business Advisors; Jeff Lucas with High Touch Technologies; Trey Hall with Eleos Services; Jill Miller with Creative Solutions; Sue Tirukonda with Financial Benefits; and Whitney Craig with Polston Tax Resolution & Accounting.

Upstairs, we will have the business expo, which will feature over twenty businesses. This is an opportunity to show off your business and products at no charge, but spots will fill up quickly! Local food trucks including B.S. Sandwich Press, The Big Apple and The Brown Box Bakery will be outside the Boathouse from 11:00 am to 1:00 pm. Booth spaces are on a first come, first served basis. Workshop schedule and exhibitors on display will be published soon.

If you are interested in having a booth, please contact Lisa-Marie Pulley, at (316) 201-3264 or [lisa-marie@wiba.org](mailto:lisa-marie@wiba.org).

**Featured Workshop: "How to Leverage Google to Grow Your Business"**

A Google Partner Connect presented by Armstrong Chamberlin and Google from 11:30 a.m. to 12:30 p.m.

Learn the basics of how customers find your business online and how to promote your online presence with methods like search engine optimization (SEO) and online advertising from Google Partner Armstrong Chamberlin. We also introduce tools to help you run your business online, including Google Analytics and Google Apps for Work.

**Where:** The Wichita Boathouse, 515 S. Wichita St  
**When:** 8:00 a.m. to 1:00 p.m. on Thursday May 4th  
**Cost:** Free

**RSVP your space:**  
Call (316) 201-3264.  
Email Lisa-Marie at [lisa-marie@wiba.org](mailto:lisa-marie@wiba.org).  
Online - reserve your spot at [wiba.org/events](http://wiba.org/events)

**Monthly Luncheon**  
Speaker: Dorothy Harpool, Marketing Professor at WSU

**You don't want to miss this presentation on March 9!**

**It's a game changer for your business!**

**Topic: Solutions by Design**

Do consumers buy drills or do they buy holes? Designing products and services based on the underlying needs of customers is one of the keys to any business' success. This presentation will introduce you to the world of Design Thinking and the techniques that have changed how businesses around the world cultivate new ideas and develop solutions for today's business and workplace challenges.

**About Dorothy Harpool:**

Dorothy Harpool is the Director of Student and Community Initiatives and a Barton School Lecturer at Wichita State University's Barton School of Business.

She teaches courses in the areas of marketing and consumer behavior for the Barton School and is a two time winner of the Wichita State Excellence in Teaching Award and a two time winner of the Barton School of Business Teaching Award. Doty is also on the training staff of WSU's Centers for

Management Development and Entrepreneurship and provides training for local businesses through courses in marketing, communication skills, overcoming negativity in the workplace, and Emotional Intelligence. She was named the 2013 Marketer of the Year by the Wichita American Marketing Association.

**Where:** Wichita Boathouse, 515 S. Wichita St.  
**When:** 11:30 am-1:00 pm on Tuesday, May 9  
**Cost:** Members \$20 | Non-Members \$50

**RSVP Today**  
Call (316) 201-3264.  
Online - reserve your spot at [www.wiba.org](http://www.wiba.org)

Monthly Luncheon Sponsor:

Upcoming Events & Programs

**Tues. May 2**  
11:30 a.m.-1:00 p.m.  
Wichita Boathouse  
515 S. Wichita St.  
316-201-3264

**Tues. May 9**  
11:30 a.m.-1:00 p.m.  
Wichita Boathouse  
515 S. Wichita St.  
316-201-3264

**Tues. May 16**  
5:00 p.m.-6:30 p.m.  
Botanica  
701 Amidon St.  
316-201-3264

**Thursday May 4**  
8:00 a.m.-1:00 p.m.  
Wichita Boathouse  
515 S. Wichita St.  
316-201-3264

Reservations for any of these WIBA events can be made by calling (316) 201-3264 or online at [www.wiba.org/events](http://www.wiba.org/events).

*We no longer send invoices for payment. All reservations must be paid in advance.*

**News**

News

**WIBA announces first woman president!**

The WIBA Board of Directors have elected Alicia Holloway as the first woman president of WIBA. Holloway's main goal for WIBA is expanding its viability and visibility, assuring the growth of the association and its members. "I am so honored to have the opportunity to lead WIBA," said Holloway. "I have been passionate about this organization for many years." She graduated summa cum laude from the University of Texas and held marketing positions at Pizza Hut and Rent-a-center for 11 years prior to starting Right Recruiting of Kansas. Welcome to the team, Alicia!

**WIBA TAB Board Takes Off**

The WIBA Exclusive Alternative Board is a new service to WIBA members. Access to other Board members and the Facilitator/Coach, John Meetz, help owners effectively conquer challenges and

seize new opportunities. While most challenges faced by business owners are common across industries, the insights members gain from members in different industries is invaluable. The results our members receive from the TAB Board makes them better business leaders. TAB's mission is to help business owners improve their businesses and achieve a greater balance in their lives.

We have had several members join the WIBA TAB Board. There are three open spots remaining. The next TAB Board meeting is Wednesday, May 17 at 11:30am in the WIBA Board Room. Lunch is provided. An RSVP is required, so please call Cindy at (316) 201-3264 to secure your spot.

**You are invited to the grand opening of Troutman and Richardson Aesthetic Center!**

Celebrate the grand opening of WIBA member, Troutman and Richardson Aesthetic Center with a tour of the new suite, introductions to our great staff, refreshments and hor d'oeuvres.

**When:** May 4, 2017 form 4:00 p.m. -7:00 p.m.  
**Where:** The Offices at Cranbrook located at Building Three, 10111 E. 21st St. N. Wichita, KS 67206

**Make a difference by volunteering in a community action project!**

Our marketing director, Lisa-Marie Pulley is participating in the 2017 Advance Kansas class. As part of this program, her team is developing a community action project to address real-time issues in our community. Her group has chosen to partner with the Wichita Women's Initiative Network (WIN) to start a financial mentorship program. WIN supports survivors of abuse with educational and employment opportunities to foster healing and self-sufficiency. When the Advance Kansas group met with WIN, they were told that the women were interested in having a financial mentor to assist them with budgeting, filing taxes, getting a credit card, etc. The Advance Kansas group believes that this mentoring project will have a positive and lasting impact on the women served by WIN. Here is where you come in!

**Here are the details:**

- WIN provides a one hour volunteer training session and lunch and learn for all mentors.
- The time commitment is one hour a month starting in June.
- Materials are provided. You will have a workbook with information to share with mentees.
- You do not need to be a financial planner or accountant to volunteer.

If you are interested in participating or have any additional questions, please contact Lisa-Marie at (316) 201-3264 or [lisa-marie@wiba.org](mailto:lisa-marie@wiba.org). Thank you for your time!

**More about WIN:**

WIN focuses on the physical, mental, emotional, and spiritual abuse of life so true healing can take place. Simply providing survivors of social and physical aspects with job training, employment options or educational opportunities is not enough. Recovery from abuse requires a holistic approach.

**Member News**

WIBA Event Photos

Photos from BYW Mixer on March 21.

Photos from the WWLA Luncheon on April 4.

Photos from the Monthly Luncheon on April 11.

New WIBA Members

**Plastics Recycling of Kansas**  
Contact: Mike Hastings, (316) 269-1359  
725 E. Clark  
Wichita, KS 67211  
[mikec@m@wibachita.com](mailto:mikec@m@wibachita.com)  
[www.prokansarecycling.org](http://www.prokansarecycling.org)  
Type of Business: Recycling  
Referred by: Susan Armstrong, Armstrong Chamberlin

**Bailey Hayden-Signature Partners, LLC**  
Contact: Bailey Hayden, (316) 638-1700  
1635 N. Waterfront Pkwy #150  
Wichita, KS 67206  
[baileyhayden@kw.com](mailto:baileyhayden@kw.com)  
[www.hawsrealty.com](http://www.hawsrealty.com)  
Type of Business: Real Estate

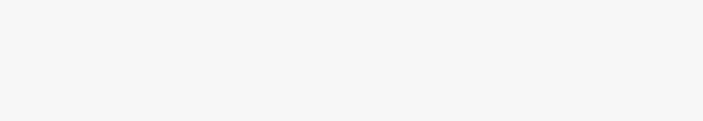
WIBA Member Events

Want to have your event published here? Submit your event to our [Community Calendar!](#) We love to share what our members are doing. [View the community events here.](#)

More information on [sponsorship opportunities here.](#)

More information on [team registration here.](#)

The Association and Publisher cannot accept responsibility for the correctness or accuracy of the matters printed herein or for any opinions expressed. Opinions of the Editor or contributors do not necessarily represent the position of the Association. Publisher reserves the right to reject any material submitted for publication. Copy submitted for publication shall become the property of the Association and shall not be returned. Articles received with accompanying photos receive publication preference.



Share this email:



Manage your preferences | Opt out using TrueRemove™  
Got this as a forward? Sign up to receive our future emails.  
View this email online.

200 E. First Suite 101  
Wichita, KS | 67202 US

This email was sent to:  
To continue receiving our emails, add us to your address book.