



Officers:

President
Steve Alvey,
National City
Bank
553-7590

ghgaloot@bellsouth.net

Vice President
Crysten
Minzenberger
PrintWorx
491-0222

crysten@printworxoflouisville.com

Secretary
Bob Hook III
Bob Hook
Chevrolet
499-0800

bhook3@bhook.net

Treasurer:
Carmen Ellington
Autotruck FCU
459-8981
cellington@autotruckfcu.org

Directors

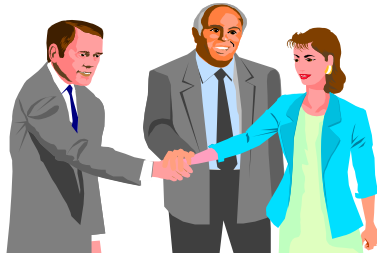
Patricia Abell
Abell Law Office
561-3455
pabell07@bellsouth.net

Rick LeBlanc
Bad Monkey
Productions
599-4683

badmonkey@bellsouth.net

Randy Manning
R&C Properties
454-6122
rmanning51@yahoo.com

BABA March 2008 Newsletter.



Meeting REMINDER:

BABA's monthly meeting will be **March 12, 2008**. Join us at Cornerstone Cottage from **5:00 - 7:00 p.m.** for an **EVENING OF NETWORKING**.

RSVP bhook3@bhook.net

Big Talk on Small Business – Radio Remote – Thursday March 20th – Sponsored by Bob Hook



Many of you have attended a Big Talk remote already, and know that this is a great way to get free airtime for your business or organization. On Thursday March 20th, Steve and Kelly from Big Talk will be broadcasting live from the Bob Hook Chevrolet showroom from 9 am to Noon on 1080 AM. **All BABA members are invited** to stop by to network with your neighbors, and go on the air to promote your business in 5-7 minute segments. We will be signing up our members in 15-minute intervals, so please RSVP with a timeframe you would like to attend. **[Sign Up now!](#)**

Member Specials:

[A big thanks to Bob Hook!](#)

[Business Expo News](#)

Don't Miss Baba's business expo on Wednesday, October 8.



Mayor Jerry Abramson has agreed to be our speaker.

UPCOMING BABA Meetings:

March 12, 2008 - Networking event at Cornerstone Cottage.

April 2, 2008 - We hope to get Joe Pusateri.

May 14, 2008 - Dr. Bell - workplace violence.

June 18, 2008 - Tara Gunther of the Rider Cup. This is a joint program with other area business associations and will be held at Wildwood Country Club.

July 9, 2008 - Captain Lordy Assistant to the Commanding General of Fort Knox will speak from personal experience about tours of duty in Iraq.

[Welcome New Members!](#)

Last Month we added Angio's Pizza – 451-5454 – 3731 Bardstown Road, 40218

Please give them a warm welcome and keep them in mind for referrals.

3 for 3 - free advertisement for your business!!!

NO 3 for 3 this month. Our April, 3 for 3 presenters include:

National City Bank

A special thanks to last month's presenters:

Stockyards Bank

Fifth Third

YMCA southeast MEMBER SPECIALS:

Bob Hook Chevrolet: Now offering manufacturer's invoice price on all new vehicles

Printworx of Louisville, 3928 Bardstown Road, can now provide your business with all types of signs. To celebrate, Printworx is offering 10% off on your first sign order.

Classes:

Computer Literacy Classes - Graham Honaker and Roy Martin teach computer literacy classes to seniors at Canaan Christian Church (2840 Hikes Lane) beginning, intermediate, and advanced classes are offered. Call 435-1134 for details.

Tuesdays and Thursdays Learn to "**Speak Basic Spanish**" from 6 to 7 p.m., at the *International Christian Center*. "English as a Second Language" classes follow from 7 to 8:30 p.m., call 451 - 9343 for information.

**Business tip of the Month –
The Secret to business Success**

Each time I pick up a new *how to be successful starting and running your own business* book I find another can't fail recipe for success. The truth is that there are many paths to running a successful business and the key is to find the road that best fits with your personal style and start running. There are some **Truths** that do appear to be constant.

BUILD IT AND THEY WILL COME - does not work! First, you need to have a product or service. Second, you need to have a target market that wants and needs your product or service. (If they need it but do not want it, your job is to change their mind.) Third, you must make sure your pricing is affordable for the target market. Fourth, you must find the best way to sell your product or service to the people in your target market. **NOW THEY WILL COME!**

Is the task insurmountable? Think about Coca-Cola. When they started, who would have thought that a dark sugary liquid that leaves a bad taste in your mouth would one day be considered a consumer staple and therefore recession proof?

Contributed by Pat Abell, Abell Law Office, pabell07@bellsouth.net.

Member spotlight! – Ratterman & Sons Funeral Home.

If you live or work in the Buechel area, you probably know about Ratterman & Sons Funeral Home. Its doors were first opened in 1864 by George Ratterman and his wife Louise Shulton and is still family owned. It is now in its fifth generation. In 1962, The Buechel location opened. Jim Ratterman owns and operates the Buechel location with his sons Michael and Alex who plan to keep Ratterman's a family owned business.

As a family business that truly cares about the families that they serve, Ratterman & Sons is constantly striving to treat each family as if they are the only family for whom they are caring. They call this, *The Ratterman Way*. Their hope is that all families leave feeling that the Ratterman family did everything it could to honor their loved one and to comfort and care for the remaining family. One of their focuses at this time is personalization of funeral service. With the advancement of technology, DVD's showing the life story of the person who has passed, as well as story time is becoming a more natural part of many services. The possibilities are endless. This helps to make each and every service personal to all families.

While providing funeral services is their obvious primary function, *The Ratterman Way* is to provide many more complimentary services to the community. They are happy to execute and notarize Living Wills, provide Will Information, Medicaid issues, Organ donation etc. They also do many speaking engagements on *End of Life* topics as well as Historical and Funeral traditions worldwide, scams currently happening in our neighborhoods and topics relating to advance planning. True to *The Ratterman Way*, they also have Employee packets that are a great addition to any businesses current benefits. Please call for Ratterman's for more information pertaining to employee benefits. The Ratterman family hopes to become a trusted resource for your family and/or employees. Contact Therese Bordenkircher, Family Services Manager, at tbordenkircher@ratterman.com or at 459-3800.

Please forward questions, comments and article ideas to Patricia Abell at pabell07@bellsouth.net.