



**SUNRISE**  
Printed & Embroidered  
Apparel  
(734) 769-3888  
5277 JACKSON RD. ANN ARBOR, MI 48103  
EAST OF ZEEB RD.  
[www.sunrisetees.com](http://www.sunrisetees.com)  
•PROMOTIONAL PRODUCTS•  
Mugs, Pens, Landyards, Water Bottles, Etc....



**AMISH TABLES**  
- Your choice of hardwood,  
style, & stain  
- Customizations available  
- Furniture for every room  
*Visit our showroom!*  
4844 Jackson Rd Ste 200 (734) 997-3201  
Ann Arbor, MI 48103 [www.amishfh.com](http://www.amishfh.com)



**Neil's  
printing**  
Neil Howe  
2163 W. Stadium Blvd.  
Ann Arbor, MI 48103-4543  
P 734.761.8866 • F 734.761.1950

**Sylvester & Company PLC**  
Certified Public Accountants  
**Robert Sylvester**  
CPA  
6101 Jackson Road  
Ann Arbor, MI 48103  
Phone +1-734-332-3700 Ext. 14  
Fax +1-734-332-3770  
Mobile +1-734-674-1865  
[rsylvester@sylvestercompany.com](mailto:rsylvester@sylvestercompany.com)

Your ad can appear here.  
Call the WWBA at 734•668•1482  
for more details.

P.O. Box 2801  
Ann Arbor, MI 48106-2801



# Business Banter

December 2011



Promoting Commerce and Community on the Boulevards

## WWBA Sponsors First WWBA Cares Bowling Event

On Friday, November 28th, a WWBA Cares event was held at Bel-Mark lanes to raise money for our local causes: Habitat for Humanity, Peace Neighborhood Center, IHN Alpha House, and The Women's Center of Southeastern Michigan.

Fifty-eight bowlers signed up for the event, which was sponsored by Bel-Mark Lanes, who donated all proceeds from the event. Participants received two games and two slices of pizza, along with an evening of fun, camaraderie, and networking.

Forty items were donated by local businesses for our strolling paper bag raffle. Among the businesses participating were Sun & Snow Sports, Little Caesars Pizza, Bear Claw Coffee, DeAngelis Cantina del Vino, Amish Tables, The Quarter Bistro, USA Hockey, Coffee House Creamery, Mary Cronin Design, Fidelity Bank, and Auto Tech Center.

The event was organized by Tim Patino, manager of The Quarter Bistro, with help from his wife, Marie-Chantal who provided graphic arts support for the paper bag raffle. Others on the committee included Dan Romanchik of Web Publishing Group, and Sue Maher of Moxie Grafex, who designed the great post cards announcing this event.

Proceeds were generated from ticket sales, the paper bag raffle, and a 50-50 raffle. Although we raised \$950, it was far below our goal of \$2,000. We are already planning next year's event and hope that we can generate more support from our members for it. We also need more volunteers next year. All agreed that it was a fun way to spend a Friday night.



Tim Patino, manager of The Quarter Bistro, and Angela Moore from the Women's Center of SE Michigan, call the winner of the 50-50 raffle.



Dan Romanchik, owner of Web Publishing Group, shows his best form.



Nicole Adelman, executive director of IHN Alpha House, directs a young bowler in the finer points of the game. Looks like a strike!

Our mission is to unify members with common interests in improving the economic, environmental, and security conditions within our community. The WWBA provides a forum for communication, group benefit participation, and social outreach.

P.O. Box 2801  
Ann Arbor, MI 48106-2801

phone: 734•668•1482

web site: [www.wwba.biz](http://www.wwba.biz)

E-mail: [info@wwba.biz](mailto:info@wwba.biz)

### In This Issue:

WWBA Sponsors First  
WWBA Cares Bowling Event  
page 1

Recent Events  
page 2

Need to Know  
Page 2

Message From  
the Board  
page 3

New Members  
Page 3

Member Advertisements  
Pages 3 and 4

## Recent Events

### October General Meeting

Our October 12th General Meeting was held at Weber's Inn and was well attended. Our speakers included Len Pytlak, CPA, who brought us up to date on the new Michigan tax reforms set to take effect in 2012 and how they will affect Michigan Businesses.

Kelly Petrock of the LEAD Institute gave a lively and informative presentation on "Why Your Business Needs a Strategy."



Len Pytlak, CPA



Kelly Petrock, The LEAD Institute

## Need to Know

### Baker Road Sign Update

The WWBA sign committee has been working together with Michigan Signs to standardize the sign at Baker Road. This sign is a prime location for drivers coming from I-94 and Baker Road, as well as drivers heading east and west on Jackson Road.

The goals for the sign committee were to ensure that each business was more visible, the individual plaques conformed to a specific size, and that way-finding elements would give drivers a quick direction to each business.

The sign committee also wished to standardize billing and deadlines for sign placement. The Baker Road sign is an inexpensive advertising opportunity available to all members of the WWBA. The board is finalizing the details and will notify members of the new requirements when they are approved.

### Signing Off

I have been your newsletter editor for the past seven years. During that time I have enjoyed interviewing members of the Association and putting together what I hope was a publication that was informative and interesting to our members.

Now it is time to pass the baton. A recent poll of members suggests that members would be willing to receive the newsletter online, which would greatly reduce our mailing costs. If any of our members would be interested in taking on the mantle of Editor and publishing an online edition of The Banter, please contact Rick Stites.

I will continue to be involved in the Association as web site administrator, in fact by stepping down as Editor of the Banter, I will now have more time to devote to improving the look and functionality of our web site, which I hope will improve the user's experience and provide more information to our members.

Thank you for this great experience.

Mary Cronin  
Banter Editor

Rick Stites  
WWBA President

## WWBA Year Ender

Thursday, December 8, 2011 • 5:30 p.m. – 8 p.m.  
Reddeman Farms Golf Club, 555 Dancer Rd., Chelsea

Free to WWBA members. RSVP at [info@wwba.biz](mailto:info@wwba.biz) or 734-668-1482

## Message from the Board

The boulevards are busy with shoppers. We are fortunate to have many fine retail shops as members of the WWBA! We commend all of you who make an effort to shop locally.

Our WWBA Bowling Event was a great success! We raised just under \$1,000 for local charities and had fun doing it. Thanks to all who participated, donated, and attended the fund raiser

The year-ender will be on Thursday, December 8, at Reddeman Farms Golf Club. It is a quaint setting that helps get people in the mood for the holiday season. If you've never attended, make this the year. Members, spouses, and co-workers are all invited to this free event. We are excited to present Marc Smoltz of Bel-Mark Lanes the Member of the Year Award. He has been extremely generous with his time and business to assist with the Jackson Road Cruise and other local events. Lucy Ann Lance and Dean Erskine, partners at Lance & Erskine, are the Community Leaders Award winners. Their radio show on 1290 AM WLBY, strives to support and promote many area businesses and individuals.

We'd like to welcome Len Pytlak, CPA to the WWBA board. He is an established CPA firm that has been serving clients over 20 years here on the West Side. Welcome Len!

### WWBA Social Networking Opportunities!

- Join us on LinkedIn.
- "Like" our new Facebook page.
- Promote your business on the Lucy Ann Lance Business Insider Show. The show airs each Tuesday from 9:20 a.m. to 9:35 a.m. on 1290 AM. Radio advertising during our segment is also available. Please email us at [info@wwba.biz](mailto:info@wwba.biz).

Your thoughts and opinions are always important. Please share any ideas you may have about promoting commerce and community on the boulevards by emailing us at [info@wwba.biz](mailto:info@wwba.biz) or call me direct at 734-930-2330.

Have a great Holiday Season! See you on the boulevards.

## New Members

ArborLand Consultants  
Land surveyors

Green Stone Farm Credit Services  
Credit union

Huron Valley Financial, Inc.  
Mortgage providers

## New Members (continued)

KW Commercial  
Commercial real estate

Merrill Lynch  
Financial management and advisory

Next Door Neighbor Marketing  
Online marketing services

Scott Stewart Roofing & Remodeling  
Residential roofing and remodeling

Vision Community Ministries  
Church

Weidmayer, Schneider & Raham, CPAs  
Auditing and tax consultants

## Member Advertising

**A Better Phone Company** Local  
**Local. Long Distance. High-Speed Internet.**  
1-877-METROCOM

Life Home Car Business  
The Most in Auto

WWBA Members: Call us to find out how much you can save.  
**Kleinschmidt Agency Inc.**  
(734) 662-3100

Automotive Service Specialists

**Todd Uguccioni**  
(734) 761-1661  
213 April, Ann Arbor, Michigan 48103  
[www.auto-tech.us](http://www.auto-tech.us)

**HOW MUCH WILL YOU NEED TO RETIRE?**  
*Let's Talk.*

**Jim Doty**  
Financial Advisor  
6113 Jackson Road  
Ann Arbor, MI 48103  
Bus 734-623-2099  
Fax 877-222-7379

[www.edwardjones.com](http://www.edwardjones.com)  
Member SIPC  
**Edward Jones**  
Serving Individual Investors Since 1875

## WWBA Officers

**President**  
Rick Stites  
Stites Financial  
734-930-2330

**Vice President**  
Todd Uguccioni  
Auto Tech Center  
734-761-1661

**Co-Secretary**  
Karen DeVries  
Fidelity Bank  
734-302-1481

**Co-Secretary**  
Sue Maher  
Moxie Graphix  
734-646-6177

**Treasurer**  
Greg Bornschein  
Sunrise Screen Printing  
734-769-3888

## Directors

Ivan Clemens  
Money Mailer of Ann Arbor  
734-649-1126

Douglas King  
Pro Energy Consultants  
734-827-1003

Paul Larned  
Larned & Associates, LLC  
734-646-4419

Angela Moore  
Women's Center of Southeastern Michigan  
734-973-6779

Nell Narowski  
Amish Furniture & Tables  
734-997-3201

Tim Patino  
The Quarter Bistro  
734-929-9200

Design/Editor: Mary Cronin  
Photography: Sue Maher  
Photocopying: Neil's Printing