

WWBA Summer BBQ

July 15th

Absolute Title Company Pavilion

2875 W. Liberty, Ann Arbor

5:30 to 8+ p.m.

Our fun summer event.
Free to members, families and guests.
Children's activities.

Food and Drink provided by WWBA

Sponsored by:

Absolute Title
Sunrise Screen Printing
Sylvester and Company

RSVP at info@wwba.biz or 734-668-1482

Westgate Festival

This year's Westgate Festival will be held Saturday, August 28th from 12 p.m. to 7 p.m., with musical entertainment going into the night.

There will be two stages, one with live music and the other with family-friendly entertainment such as a Best Dressed Pet contest, a clown show and a presentation on raptors from the Leslie Science Center.

All the Westgate businesses will be participating in the event. There will be an ambassador program in the afternoon to encourage attendees to stop into the various businesses and check out the back-to-school sales. There will be a prize rally in the early evening for all that participated

This is a West Side event and the organizers encourage local businesses to participate in the Vendor Alley. Cost for a vendor booth is \$50 per business (\$30 for WWBA members). Non-profits exhibit free.

Sponsorship opportunities and all other details will be available on the website www.westgatefestival.com soon.

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



Business Banter

July, 2010

Promoting Commerce and Community on the Boulevards

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
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2010 Jackson Road Cruise Recap

Mid-morning rain showers did not stop hundreds of people turning out for the second annual Jackson Road Cruise in Scio Township on Saturday, May 22nd.

Participants and spectators lined Jackson Road from Weber's Inn all the way down the newly opened Jackson Road boulevard to catch a glimpse of classic and vintage cars.

Larry and Patricia Gardon of Quincy, said they attended the event with the Chelsea Car Club. "We have 13 members here. It's a good excuse for the club to get together," Larry Gardon said. "We're usually out displaying our car every weekend." The Gardons displayed a maroon 1937 Studebaker coupe. "I redid the finish and refurbished it about a year ago," Larry said.

He said he always enjoyed the nostalgia of classic cars ever since his uncle owned a Ford Model T when he was a teenager.

Other events throughout the day included a parade and several country and classic rock bands performing at auto dealerships.

Jim Woltersom of Ann Arbor said this was the first year he attended the cruise. "It's fun," he said. "We're new to this type of venue, but we enjoy it." Woltersom displayed his 1975 Caprice Classic convertible. "My stepfather bought it for my mom because she was a red hat lady and he wanted her to have a red car," Woltersom said. He inherited the car recently and enjoys driving to church in it. "It's a nice ride. I'm only the third owner," he said.

Jerry and Gale Olson of Chelsea displayed their 1961 Chrysler New Yorker station wagon. "We've had this for about 25 years," Jerry Olson said. "I started the restoration on the car several years ago and just finished it three years ago."

Olson said he enjoys going to car shows. "It keeps your summer full," he said. "It's nice to have the Jackson Cruise since we don't go down to Woodward Avenue anymore."

While the vintage cars were the biggest draw for the event, other spectators spent the afternoon with a leisurely stroll down Jackson Road Boulevard to listen to the live music.

Tim Patino, manager at the Quarter Bistro and vendor coordinator for the event, said the number of vendors was up this year but sponsorships remained the same as last year. "It's a fairly new event, but businesses are starting to figure it out," he said.

Scott Hedberg, chairman of the Scio Township Economic Development Corporation said the event is a good boost for local businesses in the area.

"We had 1,000 cruiser registered and our Website had 135,000 hits. It just goes to show the quality of a community that can come together and organize an event of this magnitude," he said. Hedberg hopes the event will grow larger next year with more cars and more activities for families and children.

Reprinted with permission from Daniel Lai, editor of the Dexter Leader—Heritage Newspapers.

Member Highlight

Lewis Jewelers

Lewis Jewelers has been in business in Michigan since 1921. Founded by current owner David Lewis's grandfather, the original business had five locations in Detroit. David opened the first Ann Arbor location in 1976 in the Maple Village Shopping Center. He moved into their current location, a former McDonald's, at 2000 W. Stadium Blvd., 20 years ago.

Of their 27 full-time employees, they have four diamond setters who are also gold and platinum smiths, and four gemologists on staff. Many of their employees have been with the business for 35 years.

The store started as a "mom and pop" business selling Seiko and Citizens watches. They began making custom-made pieces in the 70s and 80s. Currently they sell a range of merchandise from \$25 Pandora beads (they are authorized resellers of the jewelry) to 12 brands of high-end Swiss watches, loose diamonds and gemstones, rings, bracelets, and earrings. They still do custom work and are the only store in town that does all their work in-house. They also repair jewelry and perform appraisals.

In spite of the recession, David says that his business is doing well. He believes that "recession fatigue" has continued for so long that people are tired of not being able to spend, especially with the stock market now rebounding. Despite the lean economy, Lewis Jewelers has continued selling to clientele who appreciate their more exclusive and expensive items.

Customer service is a major priority in their approach to doing business. In fact, Lewis Jewelers has been awarded Current magazine's "#1 Jeweler in Ann Arbor" rating for the last 10 years and the Ann Arbor News' "Best Jewelry Store" award the last 9 years.



Lewis Jewelers on Stadium Boulevard

Lewis Jeweler's commitment to supporting local business led to their membership in the WWBA. They find that the recent cosmetic changes to the West Side have helped new and long-time business owners and have made the area a more viable shopping district.

The store's web site, www.lewisjewelers.com, contains information about their Pandora line, including how to order and build your own Pandora jewelry. For more information, or to schedule an appraisal, call 734-994-5111.

Editor

Noteworthy

Special thanks to the volunteers from Reinhart Realtors for helping with the Jackson Road cleanup and spring clean-up of the Stadium Boulevard pedestrian islands in front of Reinhart Realtors' offices.

Jackson Road Clean-Up Day



Lots of volunteers made the work go faster. L-R: Nan Cunningham, Melissa Vandam, Tim Powell, Jason Boggs, Wendy DeVee, Jane Baker. Not Pictured, Lisa Stelter

Stadium Boulevard Pedestrian Island Spring Cleaning



Jane Baker (L) and Wendy DeVee (R) got the pedestrian islands in front of Reinhart Realtors ready for spring.

Photos courtesy of Wendy DeVee.

Message from the Board

We had a bumpy spring weather-wise, but now summer is upon us and I'm ready for all that our community offers during this season.

Mother Nature wasn't in our pocket for the Second Annual Jackson Road Cruise, but feedback from the participants and attendees was positive. Many enjoyed the parade, music groups, food, and camaraderie of the event. Members along the boulevard noticed an uptick in business, and the auto dealerships who helped sponsor the event enjoyed many potential customers looking at the NEW cars as well as the classic cars parked on their lots. As this event matures, I believe we'll see an increase in business participation and sponsorships.

In spite of a slower economy, I see positive pockets of growth on the West Side indicating that businesses are still investing in our community. CVS has just opened a new store on the corner of Zeeb and Jackson Roads. Walgreens is putting the finishing touches on their new store on Jackson Road near Stadium. The western end of the Jackson Road beautification project has been completed with new landscaping, greatly improving the appearance of that entrance into Ann Arbor and making the area more attractive to businesses who want to build there. The continuation of the Stadium Boulevard repaving/sewer project is ongoing, and when completed, will finish off that corridor, strengthening the boulevard's viability as a shopping destination.

Our radio presence on WLBY's The Lucy Ann Lance Show on Tuesday mornings, continues to give the WWBA and West Side businesses more exposure. If you would like to be a guest on the show to talk about your business, please contact me. Not only does the show give your business free advertising, it also advertises the WWBA because our time slot is devoted solely to the West Side Ann Arbor business community.

Finally, our summer BBQ will be held on the 15th of this month. We purposely picked a date that would not conflict with the Ann Arbor Art Fairs this year. Absolute Title on West Liberty has graciously offered their pavilion as the site for our gathering. We will have good food and beverages, activities for the kids, and a raffle to benefit WWBA Cares. Special thanks go to our sponsors Absolute Title, Sunrise Screen Printing, and Sylvester and Company. The summer BBQ is one of our most attended events for our members and their guests. Besides being a fun gathering, it's a great time to meet and connect with other West Side business owners. I hope to see you there and on the boulevards.

Rick Stites

New Members

Ann Arbor Martial Arts
Martial arts school
Referred by Natalie Park, Coffee House Creamery

Antiques & Things
Home decor, seasonal items, jewelry, furniture and small antiques

Cabrio Properties
Real estate management and brokerage

Giovanna Boutique & Spa
Make-up artistry
Referred by Bob Burton

Mansha's Salon and Day Spa
Beauty salon

Metzger's Restaurant
German restaurant
Referred by Ivan Clemens, A-1 Seasonal Services

Paragon Sight and Sound
Home audio and visual systems
Referred by Natalie Park, Coffee House Creamery

Scio Foods Party Store
Liquor, beer, wine, pizza
Referred by Ivan Clemens, A-1 Seasonal Services

Announcements

Web Site Feedback Needed

We are planning some revisions to the web site. We'd appreciate your feedback on the following:

- Have you used the Members Only section of the site to post business news or events or to post a job opening?
- How often do you check the site for information on member businesses?
- Do you use the site to check on upcoming WWBA events or events at member businesses?
- Do you check the RSS feed to see news about Ann Arbor, Scio Township, or the West Side?
- Are there features or information you would like to see added to the site?

Send your comments and suggestions to Mary Cronin at mary@marycronindesign.com or admin@wwba.biz.

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