



Littleton Economic Notes May 2010

www.littletongov.org

Littleton Businesses

Four Littleton businesses appeared in the *ColoradoBiz* Top 100 Women-Owned Companies list for 2010: **Ralph Schomp Automotive** (5700 S. Broadway) owned by Lisa Schomp, #1; **ISYS Technologies** (801 W. Mineral Ave.) owned by Teresa Porter, #18; **Connect:The Knowledge Network** (5602 S. Nevada St.) owned by Maureen Clarry, #34; and **Kinsley & Associates LLC** (5401 W. Prince St.) owned by Allison Kinsley, #95.

The “YourHub” section of the *Denver Post* featured the **Serendipi-Tea Shoppe** (5610 S. Curtice St.) in a recent edition. Owner Jean Labo offers a sense of history with her lunches, Cream Tea and Afternoon Tea served in cozy surroundings. A tea-related gift shop features teas served in the restaurant, scones, toppings, tea cozies, antique teapots, greeting cards, cups and saucers, and much more. 303.904.2379; www.serendipi-teashoppe.com

Neil Maday, owner of Greenwood Cabinets & Stone, held a Grand Opening and Ribbon Cutting party for clients and invited guests to celebrate the completion of his new store at 5950 S. Broadway in the Key Bank building. In the industry for some 18 years, Neil provides design and installation of kitchens and baths, and other areas where cabinetry or stone are used. The showroom has any number of vignettes that display the variety of ways materials can be used to fit personal tastes and style. 303.798.5711; www.greenwoodcabinetry.net

Keller Bros. (250 E. Dry Creek Rd.) was spotlighted in the “YourHub” section of the *Denver Post* this month. In the interview, COO David Rogers attributes owner Terry Keller’s commitment to ethical service as the catalyst for numerous awards and accolades the company has received. Recent awards are #1 Auto Repair Facility in the Nation from CarQuest Auto Parts, *Motor Age* Top 10 Repair Shops and the Colorado Ethics in Business Award from the Colorado Ethics in Business Alliance. The company was also a top-three finalist for the Better Business Bureau Torch Award. 303.347.1010; www.kellerbros.com

Mother and daughter DeeDee and Holly Marsh just moved their shop, The Green Bride, from Cherry Creek to 2340 W. Main St. They are known for their excellent customer service and for their quest to help each bride who walks through their doors to find what she is looking for at an affordable price. Their new store is stocked with more than 200 bridal gowns at discounted prices as well as bridesmaid, mother-of-the-bride and special occasion dresses. Dresses can also be ordered online. 303.798.2222; www.thegreenbridedenver.com

Futo-Kan MMA (5950 South Platte Canyon Rd.) was named "Family Favorite" by *Colorado Parents Magazine*. The new business opened the first of the year and is already being recognized as "one of the most popular martial arts training centers in Colorado." Owner/instructor Mike Bidwell has built a community environment where people of all ages can benefit from martial arts. Besides class areas, he offers a huge waiting area with free Wi-Fi, coffee, and kids play area; a weight training room; training floor; and more. 303.798.5711; www.futo-kan.com

Sweet Beginnings (5767 S. Rapp St.) retail boutique and wellness center for mothers-to-be and new moms, has outgrown its space. Rather than moving to a new location, owner Michelle Parks has opened a second location right across the street at 5788 S. Rapp St. next to Kimbra Studios. The retail part of the shop and certain classes will stay put, and the new space will become a complete Wellness Center with a massage therapist and a medical esthetician, as well as the childbirth, Yoga, mommy & baby, and lactation classes that will move over there. 303.317.5795; www.oursweetbeginnings.com

Norgren (5400 S. Delaware St.) a global supplier of pneumatic motion and fluid control solutions, has been recognized as a 'Gold' level contributor to the FIRST Robotics Organization for its donation of pneumatic valves and regulators at the FIRST Colorado Regional competition, which took place at the University of Denver Ritchie Center. 303.794.2611; www.norgren.com

Along with celebrating its 50th anniversary this year, Broadway Estates Veterinary Clinic is celebrating the USCA Best of the Best 2010 award for local veterinarians for the second time in a row. Located at 6574 S. Broadway Ave. in the Broadway Estates Shopping Center, the clinic has six full-time doctors and provides services to the Denver Dumb Friends League and the Colorado Humane Society. 303.795.2584; www.vetsonbroadway.com

Holly Collins announced that her studio, Adventures in Dance, has been nominated for the Channel 7 A-list. Her award-winning skills were recently featured on the *Tom Martino Show* where she did a series on wedding dancing. The studio is located in the Woodlawn Shopping Center at 1500 W. Littleton Blvd. 720.276.0562; www.adventuresindance.com

An article on 10 Great Places for Brunch on the weekend in the *Denver Post* featured Toast, Fine Food and Coffee (2700 W. Bowles Ave.) and Opus (2575 W. Main St.) for their exceptional variety and quality of offerings. Toast: 303.797.9543; www.toastygooness.com. Opus: 303.703.6787; www.opusline.com

Other

We've been following the development of Foursquare for a while. Put it on your "watch" list.....

http://www.observer.com/2010/media/wall-street-journal-breaks-news-over-foursquare-first-time?utm_source=twitterfeed&utm_medium=twitter

Insights

Commentary on business, the economy and innovative practices

When we work on marketing problems with a business, we use a four-step process. First we develop a profile (common characteristics) of the type of customers they are looking for. Then we locate those customers using GIS mapping, business-to-business lists, direct mail or watering holes (places they congregate such as associations, conferences, trade shows, publication subscriptions, etc.). Next we choose the media that is best for reaching those customers. Finally we develop a message based on the motivations of the customer for buying the product or service. In short, the process looks like this: profile (who), location (where), media (how) and message (what). This generally makes for a very targeted and successful marketing campaign.

*The mission of the Business/Industry Affairs department is to grow our economy by helping Littleton entrepreneurs be competitive. Call B/IA at 303.795.3749 if we can help.
--- Christian Gibbons, Director (cgibbons@littletongov.org).*

Past issues of the Littleton Economic Notes are on the City of Littleton website at <http://www.littletongov.org/bia/econnotes/default.asp>

Become a fan of B/IA on Facebook www.bit.ly/biafacebook

Follow B/IA on Twitter: www.twitter.com/LittletonBIA