

Occidental Management acquires Northrock 14



Initial designs of the redesigned Northrock 14 into 95,000 square feet of Class A office.

Occidental Management has a contract to purchase the Northrock 14 Theatre complex. The company plans to turn the 47,000 square feet movie house into a two-story, 95,000 square feet Class A office building.

Each floor of the proposed 95,000 square feet Class A office building will be approximately 47,500 square feet. CEO and Chairman of Occidental, Gary Oborny, has expressed his idea for a contemporary type building. Similar to his redone Northrock 6 building, Oborny plans to cut windows into the building, renovate the parking lot and refurbish the landscaping.

The new Class A office building will be the second building of what Oborny sees as a 200,000 square foot, three building Class A office complex at 32nd and Rock, including the company headquarters at 8111 E. 32nd St. North. Plans call for a third building between the headquarters and the theatre, with 30,000 square feet of office space.

Oborny has already said that he has several large tenants on the hook for the new office facility, including some interested in as much as 40,000 square feet. Lease rates should range between \$19 and \$20 per square foot, about



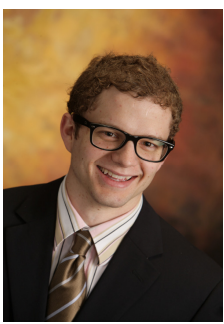
CEO/Chairman Gary Oborny and Chad Stafford in front of Occidental's newest purchase, Northrock 14.

\$2 under the city's going rate for Class A space.

"We're next to Rock Road and K-96, so the convenience of getting here from 96 just to the north allows all our different employees, customers and vendors to really get here from anywhere in Wichita in 18 minutes," Oborny said.

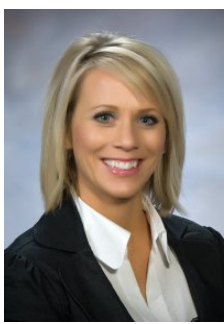
www.kansas.com

Who's Who of Occidental



Adam Watts has joined Occidental as an Acquisitions Analyst as well as a Sales and Leasing Agent. Adam is a recent graduate of Wichita State, where he received his Bachelor's Degree in Finance, with a minor in Management. Adam is excited for the opportunity to continue to develop the city of Wichita.

Stephanie Wiens is the newest member to join Occidental Management as a Sales and Leasing Agent. Stephanie is passionate about making a difference in our community and helping to grow and develop the Wichita area. Stephanie firmly believes in creating a customer experience that is beyond their expectations and building lasting relationships.



Twisted Stitch relocating to Douglas

Twisted Stitch owner Tom Murphy has been living in Wichita Falls, Texas, and operating what he calls a mobile business from there. He travels to livestock shows where he sells Columbia sportswear, which he then custom embroiders. Now, he's decided to open a permanent retail shop in Delano.

"Can I say I threw a dart at the map, and that's where it landed?" Murphy says. That's not actually how he chose Wichita, but it's close. Murphy likes how centrally located Wichita is. "It'll save me five hours drive time on all the shows we do," he says.



Murphy passed through Delano five years ago. "It's changed a lot in the last five years," he says. "It seems to me to be kind of the up-and-coming little area." Murphy is taking the 3,100 square feet where Sew Much had been.

The shop will offer custom embroidery and screen printing and sell a line of T-shirts and some jeans along with Columbia sportswear. Murphy calls his store a specialty shop that fits in an area like Delano better than a strip mall. "It's an eclectic little area," he says. "Kind of like an old Main Street, and that's what really appealed to me."

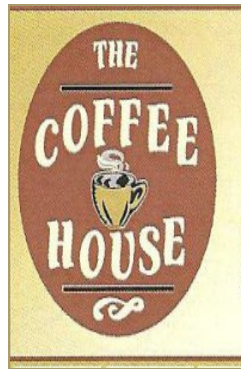
You can also find Twisted Stitch's online store at twistedstitch1.com

www.Kansas.com

Coffee House moving to Spring Creek

Occidental Management is building a kiosk at its Spring Creek strip center for the drive-through coffee shop owned by Carmon Davidson. The store — one of those small-but-permanent structures that stand in the middle of a parking lot — is expected to open in June.

Davidson says there are numerous reasons to make the move, which consists of jumping across the intersection at Rock and Madison from her current location in Bristol Square. The new space will be larger and more permanent than her current 10-by-12 foot portable kiosk. It also will have running water, so Davidson can quit carting 15 gallons each day, and it will have a large patio for seating her patrons. She plans to begin serv-



ing some food items. And, the visibility is better. Bristol Square sits back off the intersection, tucked behind a McDonald's. "You cannot see me from the road," she says.

The new space will be located at the west end of Spring Creek, to the side of Madrocks Sports Bar. Davidson says she signed a seven-year lease. Occidental declined to say how much it is spending on the kiosk. "A good enough amount to get it put up," says President Chad Stafford.

The building will be eleven feet tall and nine or ten feet long, with finishes that resemble Spring Creek, he says. "It will look just like the building looks," Stafford says.

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10 Marketing Tips for the Small Business

1. Print your best small ad on a postcard and mail it to prospects in your targeted market.
2. No single marketing effort works all the time for every business, so rotate several marketing tactics and vary your approach
3. Use buddy marketing to promote your business — for example, if you send out brochures, you could include a leaflet and/or business card of another business, which had agreed to do the same for you.
4. Answer your phone differently. Try announcing a special offer when you answer the phone.
5. Stick it! Use stickers, stamps and handwritten notes on all of your direct mail efforts and day-to-day business mail.
6. Send a second offer to your customers immediately after they've purchased your product.
7. Newsletters — you can use newsletters to focus your marketing on past customers.
8. Seminars/open house — hosting an event is a great way to gain face time with key customers and prospects as well as getting your company name circulating
9. Bartering — you can trade your product for advertising space or for another company's product or service.
10. Mail outs — enclose your brochure, ad, flyer, etc. in all your outgoing mail.

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