



## ~OMI WELCOMES NEW TENANT~

### Pita Pit is returning to Rock Road...



Cammy Onek an El Dorado resident whose career has been in education and coaching and her husband, Chad are opening a Pita Pit in the former Froz space in the Northrock Retail Center at 3242 N Rock Road.

What initially attracted her is that Pita Pit is healthy fast food. "What really caught me is it's just a new way to eat". There are meat and veggie pitas, breakfast pitas and soups and salads. "We want you to feel better when you walk out the door than when you walk in", Onek says. Her first Pita Pit will open in March with plans to eventually have other locations near Wichita State University and one on the west side as well.

OMI is pleased to welcome Pita Pit and wishes them much success on Rock Road and in Wichita!

## ~MARKET YOUR BUSINESS HERE~

*Would you like to have your business show cased in our monthly newsletter? This newsletter reaches over 200 local businesses every month!*

*If so, please email Ann at [ann@occmgmt.com](mailto:ann@occmgmt.com) or Stephanie at [stephanie@ccmgmt.com](mailto:stephanie@ccmgmt.com) by the 15th of the month and we would be happy to include a short advertisement or a unique story that would highlight your business!*



Wichita Children's Home

### Wichita Children's Home

*Holiday Donation Drive...*

*Thank you to our tenants and vendors for helping us raise over \$500 in cash donations as well as food and clothing for the Wichita Children's Home this Christmas!*

*Thank you all for your continued support of this worthy cause!*



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## Ask AN EXPERT: THE Top 5 small business TRENDS for 2012

By Steve Strauss, for USA TODAY

### **No. 5. Internet Video takes center stage.**

Consider these statistics: According to [Cisco](#), online video now makes up 50% of all consumer Internet traffic. Last year, almost 200 million Americans watched online videos every month, and on any given day, 100 million people will watch videos online. [Onlineshoes.com](#) says that its conversion rate is up to 45% higher with video and [Zappos.com](#) says it sells up to 30% more when videos are used to display a shoe. The upshot is that you need to strongly consider adding video to the mix, be it an online video brochure, a tour of your store, video newsletters, or just some instructional videos.

### **No. 4. Social media is becoming the land of the have and have nots:**

There seem to be two distinct camps when it comes to social media vis-à-vis small business: Those who get it and use it effectively and those that don't give a whit about it. According to the 2011 [Impact of Social Business in Small and Medium Business Study](#), about 50% of small businesses use social media. Those that do, do so for the following reasons: • 80% of online visitors use social media daily • More than 50% of all social media users follow a brand • Facebook added over 200 million users in 2011. So for the small business that has figured out that social media must be a key element to their business model going forward, I say way to go. To the other 50% I say — what are you waiting for?

### **No. 3: The death of 9 to 5:**

Does anyone really work at a desk five days a week from 9 to 5 anymore? Of course I am being facetious . . . or am I? A myriad of things have combined to make it so that we can work anywhere, anytime (whether we want to or not): The Internet, laptops, tablets, smartphones, apps and software are the main culprits. I say culprits because some of this work anywhere, anytime stuff is great (checking emails while waiting at the airport) and some of it stinks (checking emails while on the beach in Hawaii.) As my sweet grandfather used to say: Too much of a good thing is a bad thing.

### **No. 2. Are happy days here again?**

First a caveat: I am not an economic prognosticator and no one here is saying that the economy is peachy because it is not. But that said, there are signs that the economic doldrums we have been in for too long may be lifting a bit: • Consumer confidence continues to rise • Unemployment claims continue to fall • Fourth-quarter GDP growth is looking to be in the 3% to 4% range and while lowered expectations seem to be the new normal, it is nice to be able to report something other than dour economic news for a change. If this trend continues, it will surely shape your business significantly in 2012, and happily for the better.

And the Top Trend for 2012 is:

### **No. 1: Mobile mania!**

With iPads flying off the shelf and laptops outselling desktops, with smartphones all the rage and more than a million apps in the App store, with more than 20% of all searches being done on a mobile device now, it is clear that the era of mobile work is at hand.

