

## Occidental Management wins Wichita Chamber of Commerce Small Business Award for 2011

Occidental Management and J.R. Custom Metal Products won the Wichita Metro Chamber of Commerce's Small Business Awards.

Occidental Management won in the category for businesses up to twenty-five employees. Other businesses competing were Eric Fisher Academy, MoJack Distributors, Shelden Architecture and the Bill Guy Technology Solutions.

Simply put, small business is big business. According to the United States Small Business Administration, small firms represent 99.7 percent of all employer firms, employ just more than half of all private sector employees and pay 44 percent of total U.S. payroll.

Locally, 85 percent of the 1,500 businesses in the Wichita Metro Chamber of Commerce have 100 employees or fewer.

In accepting the award, Occidental President Gary Oborny also talked about the blend of services his real estate management company provides, such as a new office space construction and building management.



**Chad Stafford, Ruth Persels and Gary Oborny accepted the Chamber's award on Occidental's behalf.**

Occidental's trademark is building conversions to Class A office space, most notably to movie theaters at 32nd and Rock Road.

Its business model is built around quality space a dollar or two below Wichita market rates. "I think it's a testament to our team and creativity and flexibility of our team," Oborny said. "Being a turn-key development

company allows us to keep the flexibility whether the economy's up or down. We can keep changing, and we change our model to try to be successful. When our team commits to that, this is the result."

A quintessential element to the business practices of Occidental is the diversification. Occidental is also involved in oil and gas, agriculture, hotel, retail and renewable energy.

Along with the retail and office properties, Occidental has an energy division, EcoGen, that works primarily with industry experts in the wind power and ethanol plant development sectors.

It's enough diversity that Oborny expects the company to grow 35 percent this year, coming off a 2010 "that was best in our history," he said. "We are in regional acquisition mode," Oborny said, including possible deals in the downtown revitalization project.

[www.kansas.com](http://www.kansas.com)



Heidi Ahlstedt is the office manager at Occidental. She maintains and oversees the day-to-day functions of the office and is the assistant to the CEO/Chairman and President. Prior to joining Occidental, Heidi worked in the financial industry for sixteen years with various brokerage firms.



Chad Stafford, President of Occidental Management, has been working in commercial real estate since 2000. Previously, he was the COO of Real Estate for Mountain Pacific Partners and Global Mobile, LLC where he worked with field personnel and management to implement budgets, marketing and financing programs. Chad is in charge of managing the operations of the company's portfolio of properties as well as the sales and leasing activity. Chad is also in



charge of strategic acquisitions and related financing alternatives for Occidental. Chad has a BS in Business Communications from the University of Kansas.

## ABI signs lease at Travel Air Building

Aviation Business International, LLC (ABI) has signed a long term lease for part of the Travel Air Center Building, in the Delano District of Downtown Wichita on Douglas Street .

ABI is a qualified woman owned business that is involved with providing global onsite engineering, technical and consultancy support to general aviation, commercial airline and military aircraft operators within the Aerospace industry.

ABI is the exclusive South American distributor for Pantheon Enterprises, or “PreKote”, a non-chromate surface pretreatment used in aircraft painting, supplying materials to multiple Air



## Aviation Business International LLC

Forces and major airline carriers.

ABI is planning on using the office space to manage the technical support and consultancy programs, with up to six full-time employees; and utilizing the warehouse space for the distribution of various aerospace chemicals and coatings for the aviation industry, including the PreKote System.

ABI is currently providing long term consultancy support and guidance to a major European Fortune 50 Company that is entering the aerospace market.

ABI is delighted to have the opportunity of moving its operations to the Travel Air Building, which is a wonderful historic property with a rich aviation background, situated in the aerospace capital of the world. Please visit their website to learn more at [www.aviationbusiness.org](http://www.aviationbusiness.org)

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## Small Business Financing

The Small Business Administration (SBA) was created to assist American small businesses. The most important function of this agency is their loan guarantee program — which helps businesses obtain financing through banks. It is important to note that the SBA is merely a guarantor of loans made by banks and other private parties. The capital from 7(a) SBA loans can be used for most sound business purposes. This includes improvement of assets, refinancing existing debt and working capital. How the SBA loan is paid back, depends on the use of the small business financing.

The term on equipment SBA loans can range up to fifteen years, but ten is the average. Working capital SBA loans are usually amortized over seven years. Business acquisition SBA loans can be amortized over a maximum of ten years. Real estate SBA loans are extended up to twenty five years unless you are refinancing the property.

The SBA dedicates resources to reach out to special interest groups about their SBA loan programs and other services. Those special interest groups are: Minorities, Veterans, Women and Native Americans.

SBA loan assistance is generally available to most businesses that produce no more than six million in annual revenue, and have no more than five hundred employees.

Finding small business startup capital continues to be a challenge for new companies. The SBA loan guarantee program can be a phenomenal resource for new entrepreneurs who cannot obtain traditional bank financing on their own.

[smallbusinessfinancing.com](http://smallbusinessfinancing.com)

## Importance of External Advertising

Outdoor advertising is one of the very important forms of advertising today. Like the rest of the things we do to promote businesses and to build images, external advertising plays a very important role in making a product successful. External advertising can be a really effective tool to achieve your targets, but for that purpose you must carefully choose the avenue by which you advertise externally.

One of many important reasons to invest in outdoor advertising is the average daily traffic that passes through a particular location. Other factors include the time of the day, the seasonal variation, weekend versus week-day variables, etc.



External advertising should be done in such a way that the customer is closest to the point of sale from the advertising piece. That way, if there are any impulse buyers, you do not lose out on them. The ultimate goal is to coordinate an external advertising piece so that the potential customer can easily locate your location.

Lighting plays a very crucial part in any type of advertisement. Being visible and sticking out amongst other signs is vital to being a successful piece of advertising. A great way to advertise is by keeping your signage lit throughout the night. While it may cost money to leave your external sign lit past your closing time, it will increase the visibility to your location.

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