

FYI BUSINESS

» NEWS, TRENDS + EVENTS IN TULSA BUSINESS

Easing into Eastgate a cup at a time



Amy Warren makes a coffee for a customer at Kaffe Bona, which recently opened its sixth location in Oklahoma at the Eastgate Metroplex, 14002 E. 21st St. The coffee house serves pastries, sandwiches, salads and desserts. Highlights include cinnamon rolls, breakfast sandwiches, tortilla soup and cranberry-spinach salad. There are three other locations in Tulsa, one in Bartlesville and another in Oklahoma City. STEPHEN PINGRY/Tulsa World

Local mover joins Michigan agency

2 Fellas & A Big Vehicle, a moving agency in Broken Arrow, has become an agent for Stevens Worldwide Van Lines, which has its headquarters in Saginaw, Mich.

Stevens has more than 130 nationwide and service-oriented agents within its network.

2 Fellas & A Big Vehicle began its operations in Broken Arrow, and has since expanded to Oklahoma City and Stillwater.

Stevens Worldwide Van Lines was established in 1905, and was the first van line in the nation to achieve ISO 9001:2000 certification.

FreshBerry to open in Texas

FreshBerry Frozen Yogurt Café recently signed two franchise agreements with immediate plans to establish the six cafes in the Houston and Dallas-Fort Worth areas.

The FreshBerry concept was created by David Rutkauskas, founder, president and CEO of parent company Beautiful Brands International. The first FreshBerry opened in January in Tulsa.

"We're thrilled to expand to Houston and Dallas," said Rutkauskas. "The agreements build on a pattern of success by opening in these markets and providing health-conscious customers a new way to indulge their senses, without excessive calories."

The Dallas area FreshBerry franchisees are Courtenay Kimball and her father, Bayley Kimball, while Anthony Taylor is the franchisee in Houston.

"It's a positive, healthy treat, and we are living in a health conscious time," Courtenay Kimball said. "People love frozen desserts, especially low calorie, fruit-based concepts."

FreshBerry is one of three concepts privately held by Beautiful Brands International. David and Camille Rutkauskas' franchised brands include Camille's Sidewalk Café and Coney Beach.

Leadership Jenks honors graduates

Leadership Jenks XXI recently graduated 22 from this year's program.

The organization identifies and motivates emerging leaders within the community. Topics are designed to familiarize the participants with civic and municipality issues and local organizations. Participants also complete a community service project or board internship with a local nonprofit of their choice.

Graduates include Andy Brown, Capital Advisors; Bradford Deyoe, Liberty Mutual; Michael "Doc" Doherty; Justin Dunham, Martial Arts Academy; Joe Dutton, Dutton Travel; Debi Garrison, Green Country Marketing Association; Clint Howard, Fitness Together; Jaycee Kerns, L.D. Kerns Contractors; Caryl Kuykendall, Holiday Inn Hotel & Suites; Melissa Moss, Jenks Express; Lauren Petersen, New York Life Insurance Company; Clint Pollard, BancFirst; Russell Prentice, Prentice Family Chiropractic; Jason Prideaux, Robert Half International; Laurie Rubin; Adam Sanders, IBC Bank; Brittany Sawyer, Jenks Chamber of Commerce; Rick Shatto; Steve Shoemaker; Theresa Smith, Stonehorse Gallery; Kevin Williams, Marble Slab Creamery; and Jarrod Wise, BancFirst.

Marketing workshop Friday

The Oklahoma Native American Business Enterprise Center and Rural Enterprises of Oklahoma Inc. will host a free workshop, "Marketing Your Business Enterprise" from 11:30 a.m. to 1 p.m. Friday at the Tulsa Technology Center, Lemley Campus, 3638 S. Memorial Drive.

The workshop is geared to help participants define the core capabilities and services of their businesses for a clear and concise presentation to prospective customers, lenders and government contractors.

Presenters include Larry Findeiss, bid assistance coordinator, Tulsa Technology Center, and James Ray, NABEC coordinator.

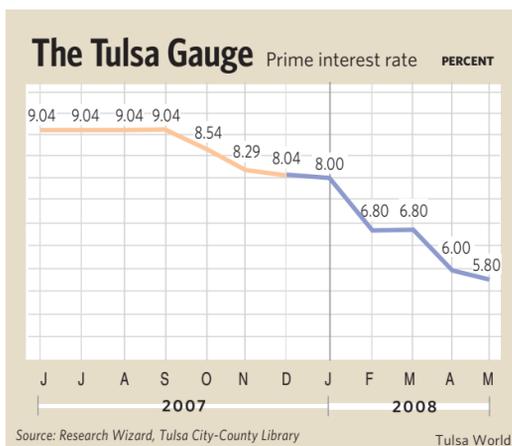
Findeiss has more than 30 years of experience in business, primarily manufacturing and aftermarket services in the energy and aerospace markets. He also served in the U. S. Navy, retiring after 20 years of service at the rank of commander.

Ray, a former small business owner, is responsible for coordinating NABEC training, seminars, client assessments, business consulting and technical assistance services to help minority entrepreneurs grow and develop their businesses.

The deadline to register is Tuesday. For more information or to register, call 459-4537, or e-mail gmarcangeli@ruralenterprises.com.

Area students win NFIB scholarships

The National Federation of Independent Business Young Entrepreneur Foundation has named four area students as recipients of the sixth annual NFIB Young Entrepreneur Awards,



a scholarship program designed to reward and encourage entrepreneurial talents among high school students.

The scholarships can be used at a school of their choice.

To earn a scholarship, students were required to write an essay describing their entrepreneurial endeavors and goals. Standardized test scores, GPA and class rank were also considered.

Owasso High School senior Robert Dorrough was named the winner of a NFIB Young Entrepreneur Award while Broken Arrow High School senior Parker Johnson, Sapulpa High School senior Kara Redding and Jenks High Schools student Colette Young of Tulsa were named winners of NFIB/Visa Young Entrepreneur awards.

AMA to meet at Tulsa museum

The Tulsa chapter of the American Marketing Association 2008 will hold its summer event from 5:30 to 7:30 p.m. June 19 at the Tulsa Air and Space Museum and Planetarium, 3624 N. 74th East Ave..

The event will include a "Tulsa night sky" presentation, and a 3-D full-dome digital movie in the James E. Bertelsmeyer Planetarium.

The cost is \$5 for members and \$10 for nonmembers. To register, call 748-1966, or visit www.tulsaworld.com/amatulsa.

Grant writing workshop June 23-24

The Oklahoma Tourism and Recreation Department, will hold a grant writing workshop June 23-24 in Enid.

The workshop will be held from 10 a.m. to 4 p.m. on June 23, and from 9 a.m. to 3 p.m. June 24. Melyn Johnson, who has worked with grants for the past 14 years, will teach the course.

The two-day workshop will provide information on foundation and government grants to assist nonprofit or government entities searching for funding.

These grant workshops primarily address community and tourism development activities, such as museums, tourism destination areas, libraries, arts and humanities programs, and community beautification projects.

The cost is \$55, and includes two lunches and all materials. The class size is limited to 15.

For more information or to register, contact Melyn Johnson at melyn@travelok.com, or call (405) 613-8553.

Taulbert to speak to OK Ethics group

"Inside Community: The Dynamics of Behavior" will be presented by author Clifton Taulbert at the monthly meeting of the Oklahoma Business Ethics Consortium, to be held from 11:30 a.m. to 1 p.m. June 26 at Tulsa Marriott Southern Hills, 1902 E. 71st St.

Taulbert is one of America's thought-leaders on the "power of community" and views community in the workplace as a powerful leadership asset. He is a Pulitzer-nominated author and the president and founder of the Building Community Institute in Tulsa. The executive presents speeches worldwide on the issue of building community.

Taulbert is also the author of "Eight Habits of the Heart," a book that offers the framework on which to build, maintain and sustain a powerful, effective and caring community.

The cost is \$20 for members and \$25 for nonmembers. Advance registration is required.

For more information or to register, call 671-8212, e-mail warrenokla@cox.net, or visit www.tulsaworld.com/okethics.

OK Ethics is a nonprofit professional organization dedicated to promoting integrity in the workplace.

Best ways to avoid financial infidelity

When her husband gave one of her coats to charity while she was at work, Tara Padua Wise got her vengeance. At the mall.

"When I asked him about it, he said, 'It was for your own good. It was an ugly coat. It didn't flatter you,'" Wise said. "I was traumatized. And then I said, 'OK, you don't like this coat? How about this one from Saks Fifth Avenue?'"

That new \$500 coat was what Bonnie Eaker Weil calls a typical marital "pop-shot," a term the New York-based couples therapist coined. ("Pop" is an acronym for "pissed-off purchase.")

"A pop-shot is the money you spend getting back at your partner," said Weil, author of "Financial Infidelity: Seven Steps to Conquering the #1 Relationship Wrecker," published in April.

A typical couple endures three to four pop-shots a year, at an average of \$486 a pop, Weil estimates based on a study she commissioned of 400 couples.

On the bright side, shopping really does help ease the pain of an argument, Weil said.

"It gives you an adrenaline rush," she said. "Dopamine is released, which is a brain chemical that gives us the feeling of joy, love and happiness."

Unfortunately, the dopamine rush is temporary. The financial effect of the budget-busting lasts much longer. Worse, Weil said, the behavior is a symptom of a far more serious problem that she calls financial infidelity.

The term spans a variety of activities that involve lying about money, such as hiding purchases from your spouse, using cash to mask what you're buying, opening secret bank or credit card accounts, lying about the cost of something you bought or violating a financial agreement that



Kathy Kristof

Tribune Media Service

you made with your partner. Financial infidelity, Weil says, destroys trust just as quickly as a physical affair and leaves more marriages in ruins than alcohol does.

"It's not the buying, it's the deceit," she said. "The deceit is what destroys trust and intimacy."

The therapist, whose other books include "Adultery: The Forgivable Sin," said she discovered the problem when counseling couples in relationships wounded by cheating.

In many cases, financial adultery preceded the physical kind.

"There is a real connection between love, sex and money," she said.

How do you avoid financial infidelity?

Weil advises finding ways to talk about money. One of the first things couples should do, she said, is write down their assets, debts and expenses. Each partner should then write down — and prioritize — his or her goals related to money.

Psychological exercises can be important too, Weil said, because couples often don't know how to talk about money.

In fact, more than a third of those questioned in her survey said they found it tougher to talk about finances than to talk about sex.

Los Angeles Times staff writer Kathy M. Kristof, author of "Taming the Tuition Tiger" and "Investing 101," welcomes your comments and suggestions but regrets that she cannot respond individually to letters or phone calls. Write to Personal Finance, Business Section, Los Angeles Times, 202 W. 1st St. 90012, or e-mail [kathy.kristof\(at\)latimes.com](mailto:kathy.kristof(at)latimes.com).

Defense shake-up troubles investors

WASHINGTON (AP) — The ousting of the Air Force's top military and civilian leaders this week over embarrassing nuclear mix-ups has muted the outlooks for some major defense contractors.

Wall Street investors and military analysts are wondering what impact the historic shake-up will have on the future of the Air Force's buying strategy and specifically on two contested multimillion-dollar contracts — a \$15 billion rescue helicopter deal awarded to Boeing Co. and a \$35 billion pact for aerial refueling tankers awarded to Northrop Grumman Corp.

Defense stocks — led by Boeing and Lockheed Martin Corp. — slipped Friday, a day after Defense Secretary Robert Gates accepted the resignations of Air Force Chief of Staff Gen. Michael Moseley and Air Force Secretary Michael Wynne — a highly unusual double firing. Shares of Boeing fell \$4.15, or 5.4 percent, to \$73.16 Friday, while Lockheed Martin fell \$3.92, or 3.6 percent, to \$103.75.

Compounding the fact that fiscal 2009 budget requests have yet to be completed, analysts said the timing of Gates' decision could further affect several programs, including Boeing's high-profile challenge of a \$35 billion deal awarded to Northrop Grumman and Airbus parent European Aeronautic Defence and Space Co.

The nonpartisan Government Accountability Office will rule by June 19 on Boeing's protest.

BUSINESS CALENDAR

Monday

Engineers' Society of Tulsa meeting, 11:30 a.m., Oneok cafeteria, 100 W. Fifth St. Topic: "EST Board Meeting." Information: 286-8260 or duane_huetter@yahoo.com.

Tuesday

Score monthly meeting, 10 a.m., Sunoco Building, room 1012, 907 S. Detroit Ave. Information: 581-7462.

Tulsa chapter of Oklahoma Inventors Congress, 6 p.m., Golden Corral, 9711 E. Seventh St. Topic: "Assistance for Entrepreneurs." Speaker: Dr. Ray Brown, vice president for economic and community development at Rogers State University. Cost: Free presentation; cost for dinner varies. Information: Call Bill Stone at 698-1770, or e-mail billstone@newpe.com.

Thursday

Score free business plan seminar, 6:30 p.m., Hardesty Library, 8316 E. 93rd St. Session covers how to research, organize and present a business plan and how to acquire financial assistance for a startup or small business expansion. Reservations: 250-7307.

Friday

ASTD Northeast Oklahoma chapter, 11:30 a.m., Philbrook Museum of Art, 2727 S. Rockford Road. Topic: "Breaking Down Barriers of Online Training." Speaker: Hamilton Sand. Cost \$20 member, \$25 guest, \$10 program only. Registration: Chris Woodard at cawoodard@aep.com, or visit www.tulsaworld.com/neastd.

Saturday

National Speakers Association, Oklahoma chapter, 8:30 a.m.-4 p.m., Doubletree Hotel at Warren Place, 6110 S. Yale Ave. Topic: "How to Discover, Develop and Deliver Rock-solid Humor." Speaker: Rob Culberson. Cost: Free to prepaid members/preferred guests, \$75 guests. Reservations/information: Shari Alexander at 346-8596, by e-mail at shari@presentingmatters.com, or visit www.tulsaworld.com/nsaok.

Information for this listing should be submitted to: Business Calendar, Tulsa World, P.O. Box 1770, Tulsa, Okla. 74102, or fax: 581-8353, or e-mail: business@tulsaworld.com. Items must be received by 5 p.m. Wednesday for inclusion in the following Sunday's calendar.