



Lyndon Area Business Association

Focuses on Partnering Member Businesses & The Community



E-News

Issue #49 October 2011

Westport Whiskey & Wine

LABA Member Spotlight—Chris Zaborowski

Chances are if you have visited Westport Village you have noticed or hopefully shopped at Westport Whiskey & Wine. It's not just a place to stop in and purchase a bottle of wine it's an educational experience too.

Chris Zaborowski one of the owners stated, "We designed our store to help educate our customers and introduce them to new products. We want you to learn something too. Come and taste is the best way to learn". They recently reset the entire store and moved

every bottle around. Helps customers rediscover different categories and options available to them. This process also forces interaction with staff and customers at a different level.

Chris is from Louisville and met co-owner Richard Splan at a wine class that Chris was teaching at the Louisville Zoo. In choosing a location for their business they researched many areas before deciding upon Westport Village. Factors in their decision included "The promise of the expressway interchange (which was delayed a year and a half). The development is very unique and upscale. Underhill & Associates are doing a good job on building a lifestyle center", said Chris.

Westport Whiskey & Wine is also a destination for many events including tastings, private parties, community events and more. Past gatherings have included Travel Agent events hosted by George & Deana Lindsey, Wine Groups, Financial Planning companies, just to mention a few. Chris said one of the more memorable was a group that was planning a trip to Europe. They wanted to taste the wines from the regions they would be visiting. Chris arranged the entire evening for them. They also have surprise parties in their private room as well.

A marketing philosophy that Chris stands by is "to provide one consistent message to the community". They have made Thursday night their standard business night. Some of their charitable partners include Hosparus of Bluegrass, Ronald McDonald House and Eastern Area Community Ministries (EACM). "Westport Whiskey & Wine was a fabulous partner for our last Your Hands Helping Others dinner and auction. Their partnership made one of our premier silent auction items a huge success", shared Carrie Gerard-executive director of EACM. Chris indicated that their Little Black Dress Event which supports Dress for Success-Louisville is a major charitable focus each year. A fantastic LABA Business Connection was also held hosted by Chris and his team as well.

"We are very humbled to be voted Best of Louisville and really appreciate the fact that people come to us for help with their events. They trust us on selections for parties, special dinners, gifts, weddings and more", said Chris.

In discussing needs for our community, Chris very thoughtfully responds, "We need to find a way to retain the more seasoned talent. Louisville needs to discover a way to allow their residents to stay in Louisville if their jobs are impacted. If your job is displaced how do you stay here?"

He lives in Owl Creek with his wife and a dog and a cat. Family is incorporated in the business as well with Chris' daughter Emily working as their Beer Buyer. Chris has a son that lives in Chicago and a daughter who recently moved to Lexington.

www.westportwhiskeyandwine.com

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Facebook Page—LABA Louisville

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Welcome New Member!

- **Senior Care, Inc.**
Wendy Hanger
9510 Ormsby Station Road
(502) 753-6000

**LABA Annual
Membership Dues \$100**



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LABA Calendar of Events.... RSVP 339-9115

October 12th 11:30am Registration 12-1pm Luncheon	<u>LUNCHEON MEETING</u> Lyndon City Hall, 515 Wood Road Speaker: Jen Blanchard FBI-Louisville "How you can help the FBI" Cost \$10 Members / \$15 Guests Cash or Check at the Door RSVP Required by Oct 6th (502) 339-9115 or lyndonbusiness@bellsouth.net Additional \$5 after RSVP date & if space allows
SAVE THE DATE! December 1st 5 -7pm 	<u>LABA Holiday Business Connection!</u> Buca di Beppo 2051 S. Hurstbourne Pkwy Delicious complimentary appetizers Cash Bar - Door Prizes Fantastic opportunity to share your business information with others! 



Thank you to Shoney's for hosting a September Coffee Social for LABA.

If you would like to host a Business Connection please contact the LABA Office at 339-9115.

CoAlliance Small Business Summit

Tuesday, October 18th

The Olmstead 3701 Frankfort Avenue

Morning Session 10am-12pm

Afternoon Session 1:30pm-3:00pm

For only \$25 per person or two individuals for \$45 you can have dedicated time with companies such as LG&E, General Electric, MSD, Jefferson County Public Schools & More. Register Today! www.coalliance.net Darlene Strobl (502) 817-5361

Are you a small business looking to network with large companies and government agencies?

If so, join us at the
COALLIANCE SMALL BUSINESS SUMMIT



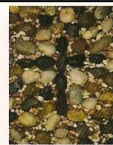
Lyndon Fire Department—Open House

Please join us on Thursday, October 27th from 5-7pm! Take an opportunity to meet some of the firefighters, tour the fire house, enjoy complimentary refreshments & more.

PAYMENT PROCESSING



Scott Tyree
502-961-5200, ext 2746
styree@npc.net



Mosaic Counseling Center

Dr. Laurice Rogers
Individual, Marriage, and Family Therapy

Lyndon Baptist Church
8025 New LaGrange Road
Louisville, KY 40222
(502) 425-7150

112 S Walters Avenue
P.O. Box 104
Hodgenville, KY 42748
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Kent This Space

Want to showcase your Business? Contact Cathy Robertson @ 339-9115 or lyndonbusiness@bellsouth.net