Rosedale Business of the Month

3 Axis, Inc.
Address: 1129 Southwest Blvd., Kansas City, Kan. 66103
Phone: (913) 851-3900, www.Jaxinc.com
Hours of Operation: 8:00 a.m. - 5:00 p.m., Mon.-Fri.

On behalf of the Rosedale community, RDA welcomes an innovative, cutting-edge new company to the Southwest Blvd. business corridor. 3 Axis, Inc., named after the company’s router that can cut in three dimensions, is a custom design and fabrication company. The company specializes in a wide variety of project types, including cabinetry, millwork, industrial and graphic design, neon and metal fabrication, printing, signage, and sculpture. Utilizing its creativity, experience, and craftsmanship, 3 Axis can take a project from its initial concept all the way to finished product.

Founded last year by Tony Orf and Erik Beier, 3 Axis is seeking “to become the premier turnkey provider of custom designed and fabricated architectural elements and environments.” The young company has aspirations to become nationally recognized for its work in custom design and fabrication. It is also striving to become an industry leader in environmentally-friendly business practices.

Orf, the company’s treasurer, has 20 years of experience in the construction business, while Beier, the company’s president, is a 2002 graduate of the Kansas City Art Institute and has worked in project design and management.

The two met while working for their former employer. In February 2005, they decided to branch off and start their own company. Thus, 3 Axis was created. Desiring a central location, the partners decided to move to Rosedale after seeing a lease sign outside the Johnson County Stained Glass company’s building at 1235 Southwest Blvd. 3 Axis shared the building with Johnson Co. Stained Glass until the glass company moved last July and offered the entire building to them.

Currently, the company has three employees: Orf, Beier, and Mary Lou Martin, business manager. Occasionally they are joined by temporary interns or other part-time employees. Beier uses his connection with the Art Institute to bring interns from that school to work for 3 Axis.

Orf and Beier both commented on the friendly business community along Southwest Blvd. “It is very neighborly,” said Orf. “When working for materials, we always look first on the Boulevard.”

Though 3 Axis has dreams of expanding its work to a national level, all of its work to this point has been in the Kansas City metro area. For more information, visit the company’s website: www.Jaxinc.com.

The Rosedalian

Rosedale Development Association Newsletter

Rosedale Knights compete in first chess tournament

On Saturday morning, March 25, members of the Rosedale Knights Chess Club participated in the Turner Community Chess Tournament held in the Turner Recreation Center gymnasium in Kansas City, Kan. It was the first official tournament experience for the Rosedale Knights.

The club performed exceptionally well at the tournament. Al De La Ronciere, 6th-grade member of Rosedale Middle School, received the 3rd place trophy for the 4th-6th grade-age group. Several of the club members won at least one of their matches. Most importantly, however, all of the members upheld the club’s core ethics of respect, sportsmanship, and integrity. They represented Rosedale in a positive way and RDA is proud of their achievement.

The Rosedale Knights form one of RDA’s primary youth programs. Co-sponsored by Joel Goering, RDA’s volunteer service worker, and Jeremy Lewis, project manager for St. Luke’s Hospital, the Knights have been in existence since February 2005. Founded by a small group, the club continues to attract new members. There are currently 12 youth enrolled in the program.

The group meets every Thursday after school from 3:30-6:00 p.m. at the Koch Community Center (1401 Southwest Blvd., next to RDA’s office). The club is open to 6th- through 7th-grade players who attend local elementary and middle schools. Both boys and girls are welcome.

Each session consists of a lesson in which chess strategies and tactics are taught, as well as time for individual and team match play. The youth are also given the opportunity to complete homework and engage in fun leisure activity (i.e. playing board games, playing in Whitmore Park across the street, or just “hanging out”). The group also occasionally takes field trips or invites guest speakers to talk with the members about various topics. Snacks and drinks are provided each week.

Turkey Creek flood mitigation project update

To alleviate the possibility of future flooding in the area surrounding Turkey Creek (which winds through the heart of Rosedale), several individuals and organizations have been advocating for flood control efforts and for federal funding to make it happen.

Progress is well under way thanks to the dedicated efforts of Dan Fuhman, owner of Schurte Lumber Co., and others who continue to lobby for the project and for federal dollars. Last week a group calling itself the Turkey Creek Coordinating Group (TCCG) met at Schurte Lumber Co. to discuss progress, provide project input and strengthen the communication process between the main stakeholders.

The TCCG recently became aware of the serious deterioration of the Turkey Creek Tunnel that carries the creek under I-35 and into the Kansas River. Within the first 476 feet, the side walls of the tunnel had deteriorated, resulting in an erosion cavity 80 feet wide. The tunnel floor was missing in most places and some of the ceiling had collapsed creating a mound of debris. Fuhman, who informed RDA of the condition, called a meeting with the U.S. Army Corps of Engineers to discuss the likelihood of a collapse.

Since this meeting significant repairs have been made, including bolting the vaulted ceiling to the overlying bedrock and filling most of the...
Rosedeal History Quiz

The preservation and study of history is vital to a community's present understanding of itself and its vision for the future. So it is for the community of Rosedeal in Kansas City, Kan. There is much we can learn about Rosedeal's history that can help us live in today's world and plan for what we want our community to be.

As part of a new emphasis on preserving the history of Rosedeal, RDA will implement a new feature in each issue of The Rosedealian, RDA's monthly newsletter. The Rosedeal History Quiz.

In each issue, there will be a historical photograph of a place in Rosedeal along with an accompanying question. The first person to answer the question correctly will receive a prize. Submissions must be e-mailed to rosedealhistoryquiz@yahoo.com or called in to the RDA office, (913) 677-5097. Please provide your name, address, and phone number.

This month's photograph and question:

**Question:** What is this building?

**Bonus:** What is the building's street address?

RDA is still collecting photos and other historically significant materials to be preserved in our archive. If you have old photographs or other materials that you would like to donate or lend to RDA, contact the office. (913) 677-5097.

Meet our new code enforcement officer

RDA welcomes Lora Ferguson, the new U.G. code enforcement officer for the western part of Rosedeal (north of I-35, east of Hadley Road, west of I-29, south of Kansas River). Lora joined the Code Enforcement Department in February of this year, having served in similar positions with the U.G. for nine years. Her telephone number is (913) 578-4492.

Codes Officer Joe Davis will continue to operate in the eastern portion of Rosedeal (south of I-35, north of County Line Rd., west of State Line Rd.). His number is (913) 575-8463.

NOTE: The codes officers will soon have marked U.G. cars, equipped with personal computer tablets. These investments will enhance the officers' visibility and increase their efficiency by enabling them to track and manage cases in the field without having to return to their office.

RDA looks forward to continuing its partnership with the Rosedeal Community and the U.G. Code Enforcement Department to uphold property maintenance standards, reduce blight and blight, and improve the quality of life in Rosedeal.

Rosedeal Community Transportation Survey report completed

Over the past year, RDA has been working behind the scenes on an issue of tremendous importance to urban communities such as Rosedeal: public transportation. More specifically, RDA has sought to advocate for more public transit options in the lower half of Rosedeal (west of I-35).

The most recent development in this advocacy effort is the completion of the final report on the Rosedeal Community Transportation Survey, conducted and analyzed with the assistance of the KU-KCC Partnership Center, a project of the University of Kansas School of Social Welfare. This is actually the second survey that RDA has conducted in lower Rosedeal (the first was at Rosedeal Apartments, a low-income housing complex). Not surprisingly, the results of the survey demonstrate a real need for public transportation in the lower half of Rosedeal.

The impetus for the survey came from RDA's role as the resource and advocacy center for the Rosedeal community. In this capacity, RDA became aware of a severe lack of public transportation options in the lower half of Rosedeal. The closest KCATA bus stop for most residents in this area is more than a mile away, located at Southwest Blvd. and Rainbow Blvd. Without easy access to public transit, employment possibilities and other opportunities can be lost.

As the results of this survey and the Rosedeal and RDA survey, RDA will continue to push for more public transit options in the lower half of Rosedeal. Copies of the final report are available in the RDA office. For questions regarding the survey, contact Joel Coen, project coordinator. (913) 677-5097.

Membership application

Annual business dues: $100 Annual household dues: $15

N. Name of business or name of household

Address

City State ZIP Code

Contact person

Day phone: Evening phone: Fax:

E-mail address

Please mail application, along with check made payable to Rosedeal Development Association 1403 Southwest Blvd. Kansas City, KS 66103
Rosedale Business of the Month

Herrera Family Dentistry, Dr. Joe M. Herrera, D.D.S.

Address: 3433 Rainbow Dr., Kansas City, Kan. 66110
Phone: (913) 362-8886
Hours of Operation: 9:00 a.m.-4:30 p.m., Tues.-Thurs., 9:00 a.m.-2:00 p.m., Fri., 8:30 a.m.-noon, Sat., 9:00 a.m.-noon, every other Mon.

Herrera Family Dentistry must be the epitome of a family-owned and operated business. Nearly the entire staff of the Rosedale dentist's office is from the Herrera family, including three young children/grandchildren who also hang out in the office during the day.

"It is a real blessing to see our family every day," says Agnes Herrera, wife of the business's namesake, Dr. Joe Herrera. She also serves as the office manager. Herrera Family Dentistry offers full range of dental services to customers, including routine examinations and cleanings, as well as fillings, crowns/bridges, extractions, and root canals. Of particular benefit to the Rosedale and Kansas City area is the fact that the dentistry is bilingual: English and Spanish are spoken fluently.

The entire staff of Herrera Family Dentistry poses during a busy day at the office. Three generations of Herreras are represented, making it truly a "family"-oriented business.

rently, 90% of the dentistry's customers are Latino/Hispanic. Dr. Herreras graduated from the UMKC School of Dentistry in 1988 and the family has been in Kansas City ever since. Following graduation, Dr. Herreras and his wife, Agnes, opened their first dentistry office in the Armourdale area of Kansas City, Kan.

They moved to Rosedale in 1996. There are two dentists in the office, Dr. Herreras is joined by Dr. Kuenz, who has been with the Herrera for 8 years.

The Herreras are very community-friendly. They serve lower-income populations by accepting Kansas Medicaid and occasionally offer their services for discounted rates at the Ducheine Clinic in Kansas City, Kan.

Dr. Herreras also participates in health fairs and dental screenings at various locations in the area. In addition, the office sometimes donates toothbrushes and/or toothpaste to community organizations. In fact, the Herreras donated toothbrushes recently for the Rosedale Ridge Health Fair (see page 1).

A cure for the summertime blues

A camp scholarship fund has been established to help send Rosedale kids to one-week, residential camps this summer. Up to six individual donations total $1,015. Combined with a generous $1,000-match from the Shawnee Chapter of Thrivent Financial for Lutherans, the scholarship fund now totals $2,015—enough to cover camp and transportation expenses for at least 25 youths.

In exchange for the weeks of fun and learning, youth will write a camp reflection paper with assistance from their parents or a writing tutor/volunteer.

The camp fund has been named the Ryan Patrick Memorial Camp Fund in loving memory of Ryan Patrick, the son of long-time RDA and community supporter Mary Patrick. Ryan, who was only 28, passed away in January.

RDA would like to express its sincere thanks to the following donors who have given so many Rosedale youth the opportunity to enjoy camp this summer:

Barbara Anderson
Renee Anderson
Steve & Tammy Buckner
Brian Bueger
Denise & Kelly Jander
Kathryn McDaniel
Richard & Julie McGinn
Kevin & Stacy Millow-Kalich
Mary Patrick & Family
Phyllis Schallenberg

All of the doctors from KUMC were from the Family Medicine Department. The Health Fair was part of the community health component of their academic program. Each of them prepared a "hands-on" presentation on one or more of the aforementioned topics. The participating doctors were: Dr. Eleanor Lieban, Dr. Bruce Shul, Dr. Hannah Echelal, Dr. Holly Cranston, and Dr. Savita Manda.

In addition, Priscilla Allen, an instructor from the Southwest Blvd. Health Education, presented a mini-workshop on physical fitness and exercise. She demonstrated strength-building techniques and exercises that the kids can use on their own. She also discussed with them the value of appropriate amounts of physical activity and sleep.

Two research coordinators from Kansas City Allergy and Asthma Associates also attended the Health Fair and tested the kids for asthma and other breathing ailments. Herrera Family Dentistry, which is this month's Business of the Month (see back page), donated toothbrushes. RDA thanks all of the presenters and sponsors.

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The Rosedalian

Rosedale Development Association Newsletter

Rosedale Ridge children learn about healthy habits

Investments in public health are vitally important to the long-term security and well-being of our society. On May 11 and May 16, one such investment— albeit small—was made at the Rosedale Ridge Apartments, a low-income housing complex in Rosedale.

During those two days, five doctors from the University of Kansas Medical Center (KUMC) and a fitness instructor from the Southwest Blvd. Health Clinic worked with about 80 elementary school-age kids from Rosedale Ridge Apartments during the 2nd annual Rosedale Ridge Health Fair.

The kids learned about a variety of important health topics, including personal and dental hygiene, physical fitness and exercise, first aid, substance abuse, and healthy eating. By disseminating information on these topics to kids at an early age, longer-term illnesses and diseases can be prevented and general health and well-being can be promoted.

Dr. Holly Cranston (left), family medicine resident at KUMC, shares a moment with sixth-grader Robert Barnett during a teaching session at the Rosedale Ridge Health Fair.

If you would like to make a tax-deductible camp donation, please send your check to Rosedale Development Association, 1403 Southwest Boulevard, Kansas City, Kan. 66103.

If you know of a child living in Rosedale who might qualify for a camp scholarship and would like to receive more information, please contact Donna Devine at (913) 677-2561.
Congratulations class of 2006

R
day staff and Board of Directors would like to extend our heartfelt congratulations and thanks to three outstanding volunteers and Class of 2006 graduates: Luis De La Rosa, Ashley Gilbert and Tim Pintar.

Luis and Ashley came to RDA in seventh grade as members of the first Rosedale Youth Academy (previously called Rosedale Saturday Academy) and have been active RDA volunteers ever since.

Tim, the son of Hanover Heights Neighborhood Association President Gil Pintar, also is a long-time volunteer and shares his father’s passion for community and leadership. In his career at Bishop Miege High School, Tim has logged more than 150 community service hours.

Combined, these three young leaders have volunteered hundreds of hours of their time in the Rosedale community.

Following graduation from J.C. Harmon High School in May, Luis is heading to Cape May, N.J., where he will begin basic training for the U.S. Coast Guard.

Ashley, a first-generation college student and the recipient of Donnelly College’s distinguished Henry Bloch scholarship, is attending Donnelly in the fall. Her scholarship is transferable and will carry with her when she transfers to UMKC, where she plans to study pharmacy.

Tim is attending Kansas State University in the fall. He is exploring kinesiology and music as possible majors, while also hoping to participate in athletics, as well.

RDA is proud of each of these students’ accomplishments and thankful for their leadership and dedicated service to our community. We wish them all the best and know they will go far!"

Chess club finishes school year on a high note

Almost two months after competing in their first official chess tournament in the Tumer area of Kansas City, Kan., members of the Rosedale Knights Chess Club hosted and participated in their own tournament in Rosedale on Saturday, May 20. It was also the final school year chess for the club, although the group plans to reconvene in September.

Similarly to the Tumer tournament, the club’s members performed very well. They upheld the club’s core values of respect, sportsmanship, and integrity, and they represented Rosedale in a positive way. Awards and medals were given to the following participants:

1st Place: Kevin Bland
2nd Place: Andrew Thomas
3rd Place: Kelly Grube
4th Place: Taylor Womons

The Knights decided to restrict registration in the Rosedale tournament to members of the club, since it was the first time they had hosted a tournament of their own. However, it is likely that the club will host another tournament sometime in the fall and open it to the public, i.e. any child in the Kansas City area in grades 6-8.

The chess club will take a break for the summer months, but if you have or know of a child who would be interested in joining the Rosedale Knights next year, or if you would like to make a donation, contact Joel Goering at RDA: (913) 677-3507.

Rosedale Development Association

Working in partnership with residents, businesses, and institutions to build a strong and healthy community and to improve the quality of life for those who live, work, and play in Rosedale.

1403 Southwest Blvd. Kansas City, KS 66103 Phone: (913) 677-3507 Fax: (913) 677-3457 www.rosedaledevelopment.org

Wendy Wilson, Executive Director
Linda Wright, Office Manager
Kelly Jander, Volunteer Coordinator
Joel Goering, MVS Volunteer

Board of Directors, www.rosedaledevelopment.org/who/ board.htm

Newsletter design by Elizabeth Johnston, Lizzardbrand Inc., www.lizzardbrand.com

Rosedale Summer Jam

Sign up for the Rosedale Summer Jam, a fun and exciting camp for Rosedale area youth ages 6-12. June 5-9 & June 12-16

Noon-4:00 p.m.

 Held at Rainbow Mennonite Church (SW Blvd. & Mill St.)

Lunches, arts and crafts, sports, and performances by guest musicians.

$25 for 2 weeks... what a deal! To register, visit the RDA office or contact Rachel: (913) 677-2561.

How should you spend your marketing dollars?

The first of the Smart Business Sessions was held on April 25 at the Bank Midwest building (3500 Rainbow Blvd.). Rosedale business owners and RDA staff met with Alzheimer’s Director for the Midwest, Women’s Business Center and a former owner of two businesses herself.

The topic of marketing was discussed, with emphasis on how a small business can compete with a larger company. Small businesses cannot compete on price, but have the advantage of being faster and are able to stay ahead of a large competitor. How? By knowing the competition, analyzing the competition, and learning what larger competitors are able to do, a small company can fill a need not being met. This straightforward analysis helps determine a small business’s position in a given market and is the starting point for more cost-effective marketing.

This gathering was just the first of a six-part informational series designed to help Rosedale business owners work smarter and improve their bottom line. The two evening sessions are open to all business owners in Rosedale. Stay tuned for the next Smart Business Session.

— Dr. Gerard Logasa, Rosedale Vision Center Optometrist & RDA Board Vice-President

Upcoming Events

May 29
Memorial Day RDA office closed.
June 5-9, 12-16
Rosedale Summer Jam. Day camp for Rosedale children, grades K-6. Held at Rainbow Mennonite Church & Stromer Park. 1400 block of Southwest Blvd. 12:00-4:00 p.m. each day.
June 26
RDA Board meeting.
July 9
Rosedale Little League. 1401 Southwest Blvd. 6:30-8:30 p.m.

Rosedale Family Day

Saturday, June 3
12:00 p.m. — Sunset Fisher Park, 39th & Springfiled Bring your own food and beverages. Bring the kids! Moon bounce, Face Painting, Basketball, Crocs, Horseshoes, Music, and more. Plus, tour a KOED flat truck, participate in a talent show, and hear Gospel Rap artist “The Sermonete.”

Rosedale History Quiz

In each issue of the Rosedale, there will be a historical photograph of a place in Rosedale along with an accompanying question. The first person to answer the question correctly will receive a prize. Submissions must be e-mailed to: rosedaleshistorystory@yahoo.com or called in to the RDA office: (913) 677-3507. Please provide your name, address, and phone number.

Last month’s question: What is this building?

Answer: The George Bush Houton Bakery Co., maker of bread, pies, and snacks. The statutes in the photo are on the front of the building above the doors. The building’s land the national can still be seen today, although the Bush Houston Bakery no longer exists.

Bonus question: What is the building’s street address?

Answer: 814 Southwest Blvd. (adjacent to Stanser Hardware). This answer answered other question correctly. Better luck next month.

Rosedale History Quiz

This month’s photograph & question: Question: Can you identify this Rosedale landmark? The answer will be provided next month.

Annual business dues: $100
Annual household dues: $15

Membership application

Name of business or name of household

Address
City
State
ZIP code
Contact person
Day phone
Evening phone
Fax
E-mail address

House tour application, along with check made payable to Rosedale Development Association.

1403 Southwest Blvd.
Kansas City, KS 66103

The Rosedale Knights display their trophies and medals after the chess tournament on May 20. From left: right: Kelly Grube, Joel Goering (sponsoring), Kevin Bland, Andrew Thomas, Taylor Womons.
Would You Like to Contribute to the Whitmore Playground Seesaw?

Last spring, four Rosedale youth received donations totaling $500.00 for the purchase of a seesaw at Whitmore Playground, which should have covered most of the expense. But because of a price increase and a hefty freight charge of $127.00 the seesaw will cost $900.00. We have only $400.00 left to raise.

To make a donation to the purchase of the seesaw please make out a check to the Rosedale Development Association (RDA) and mail or drop it by 1403 Southwest Blvd.

Thank you!
Amy Stock, Volunteer Coordinator RDA