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President,  
Silva Foods of K.C., Inc.

Vice-President, Business

Pat Stripling  
Vice-President,  
Twin City State Bank

Vice-President,  
Residential

George Armstrong,  
Whitmore district

Treasurer

Alva Shipley

Secretary

LaYone Daily, attorney  
Scott & Daily, Chartered

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Pat Head  
KUMC Alumni Office

Ray Pharis, resident  
Frank Rushton district

Tim Hamilton, resident  
Hanover Heights district

Harley Marshall  
Public Information Office  
Johnson Co. Comm. College

Tillar Swalm  
Area resident

Gene Hill  
Treasurer,  
Westport Printing

Advisory Board

Brad Nicholson, developer  
Major Hudson Condominiums

James Maier, principal  
Rosedale Middle School

Fred Meier, President  
Citizens Bank and Trust of K.C.

Ken Grenz, Pastor  
Rosedale United Methodist Church

Willie Warren  
Rosedale Community Improvement Group

Captain Ron Buck  
KCK Police Deprt.

Michael Basey  
Frank Rushton Neighborhood Assoc.

Ken Seibert, manager  
Best Western Inn

John Bergman  
KCK Fire Dept.

Pat Sedlock, realtor  
Pat Sedlock, Inc.



# Rosedale Developments

A monthly publication of the Rosedale Development Association

## DECEMBER 1990

### MEMBERSHIP DUES PAID NOW ALLOW RDA TO DRAW CITY MATCHING FUNDS EARLY IN 1991

Several members of the Rosedale community have asked why we began soliciting 1991 dues in the fall of 1990. Kansas City, Kansas matching funds first become available to us in January of each calendar year; therefore we try to accumulate a large portion of our membership dues before that time.

Many thanks to the following residents and businesses who have pledged their support of the RDA for 1991:

#### RENEWALS

Hal Reed Company  
William Guerin  
Bev Fryer  
Coopersmith Lighting Agency  
Swicegood Enterprises

Ann & Charles Lewis  
Lonnie and Jean Pryor  
Tri-State Equipment Company, Inc.  
Star Trophy  
Fisher Enterprises, Inc.  
Gard Corporation  
Sam Dunn Oil Co., Inc.  
Kornfeld-Thorp Electric Co.

#### NEW MEMBERS

Judi's Bakery  
Mac's Toilet Rentals  
Doris' Go-Gas Cafe  
James Clinkenbeard  
Anne E. Hill  
Salon 99

(as of 12/3/90)

#### BUSINESS PROFILE - GRAGG'S PAINT COMPANY OF KANSAS CITY

Ron and Denny Gragg and Kurt Ginter have a lot of years experience in the paint industry-seventy-five, to be exact. Their knowledge and expertise have carried Gragg's Paint Company of Kansas City from a 4,500 sq. ft. operation with three paid employees to a 9,000 sq. ft. building with nine employees, in just four short years. All three men worked for PPG Industries.

Gragg's Paint opened at 67 Southwest Boulevard in January 1987 with two major product lines, Pittsburgh and Pratt-Lambert Paints. The company has since added Colony and Porter Paints as well as several smaller lines. Gragg's stocks the total product line for each company, carrying "everything you need for painting." They have a quarter million dollar inventory and specialize in color matching, with the assistance of three color computers. Within the next sixty days the Graggs plan to add two color visualizer screens which will feature images of twelve different house styled upon which a customer can superimpose any paint color combinations they wish, and decide of how it might look on his/her own home.

Gragg's Paint has a 90% wholesale, 10% retail, customer base. The company inherited a customer base

SEE PHOTO-PG. 6

(cont'd pg. 2)



FIRST RAISING OF FLAG AT ROSEDALE ARCH-NOVEMBER 10, 1990

Bulk Rate  
U. S. Postage  
PAID  
Permit No. 233  
Kansas City, Ks.



## Rosedale Development Association

3930 Rainbow Boulevard, Kansas City, Kansas 66103  
677-5097

Lisa W. Gray — Executive Director

Alva Shipley was born in Burlingame, Ks.. Alva and Nadine Shipley married in 1933 and originally lived in Topeka. Alva was transferred to Kansas City with Burroughs Adding Machines(now Unisys)in 1936. In 1946 the Shipleys moved to Rosedale. Shipley and a partner established Interstate Bookkeeping Services at 329 Westport Rd. Alva and his partner later split the business and Alva established a new office at 1710 W. 39th St.(KCMO). The office has averaged 2-3 employees, including Shipley, since the beginning.

Shipley has always participated actively in community groups. He served as President of the Soap Box Derby Club fourteen years, Treasurer of the Ararat Shrine in KCMO for fourteen years, a member of Rosedale business/community groups for ten years and Treasurer/Board member of the RDA for six years, an Elder of the Community Christian Church(KCMO)and past Chairman of the Board.

Shipley and his wife have three children-Janet Hawks, living in Tulsa Oklahoma, JoAnna Gorthy of Lemoore, California and John Shipley of Steamboat Springs, Colorado. They have two granddaughters and one grandson. Shipley will retire from his accounting business in December and celebrate his eighty-first birthday in February.

Upon retiring Shipley plans on pursuing his interest in stamp collecting, particularly first day covers, do some work around his house and visit his extended family.

Shipley has served on the RDA Board since 1985.

#### BUSINESS PROFILE-GRAGG'S PAINT(cont'd.)

of 800 from the PPG distribution center previously housed here; that base has increased to 1,300. Major accounts include Hallmark Cards, St. Luke's Hospital, Bethany Medical Center, Santa Fe, Allis-Bendix, and several union paint shops. Gragg's Paint Company takes pride in offering "retail service at wholesale prices." They emphasize quality.

Hence their recent, extensive expansion, renovation and upgrading of the property. Ron credited their landlords, Isabell and John Goulding with putting over \$60,000 into the renovation while contractors and Gragg's Paint staff supplied the labor from September 1st to the present. Upgrading has included new signage, new parking lot, some landscaping, and 175 gallons of exterior paint. They would appreciate surrounding businesses improving their facades as well so that their customers "feel proud to come in."

Gragg's does not find itself in competition with Strasser Hardware or Payless Cashways, but with large corporate paint stores like Sherwin-Williams. Their central location encourages a client base from a thirty mile radius.

Gragg's Paint Company of Kansas City is open from 7 AM to 5 PM, Monday through Friday, and 8 AM to noon on Saturdays.

Gragg's Paint Company is a member of the Rosedale Development Association.

THANKS TO GRAGG'S PAINT COMPANY AND STEVE MCCUE FOR PAINTING OVER GRAFFITI ON THE SOUTH MILL ST. UNDERPASS.

#### ROSEDALE ARCH POSTCARDS STILL AVAILABLE IN RDA OFFICE

But not for long!

The Rosedale Arch postcards available in the RDA office now number less than 150 and they're going fast. They may well become a collectors item at some time as the Arch is pictured before installation of the fence, flag pole and new overlook construction.

Order yours today through the RDA office at 677-5097. Individual cards sold for 25¢ each. Quantities above 10 cards sell at 20¢ apiece.

What a wonderful way to send holiday greetings to ex-Rosedalians!!

#### HOT CAKES WITH SANTA AT MCDONALD'S

4215 Rainbow Boulevard, Saturday, December 15th, 8:30 AM to 10 AM. Children 10 & under receive free hotcakes, a toy and a visit with Santa. Parents-bring your cameras!! Fox Photo will provide a limited number of redemption certificates for free enlargements.

#### HOT CAKES WITH SANTA AT MCDONALD'S

## Thank you to:

The Bus of Kansas City, Kansas for assisting with transportation during the flag dedication at the Rosedale Arch.

Citizens Bank and Rosedale Middle School for providing parking during the flag dedication.

Rosedale American Legion Post #346 for donating redwood for reconstruction at the Rosedale Arch

Mayor Steineger and Father Spencer(Holy Name Church) for their participation in the flag dedication/memorial observance.

American Legion Post #199 for color guard and firing squad during flag dedication/memorial observance.

Westwood United Super for 1989 donations of \$19,386.81 bakery goods-Crosslines Cooperative Council.

ROSEDALE MIDDLE SCHOOL  
3600 Springfield  
Kansas City, Kansas 66103

November 13, 1990

The faculty and I would like to extend our many thanks to the following businesses and/or organizations for their contributions to the Rosedale Middle School staff development fund. With your help we were able to attend and participate in a wonderful, all-day developmental experience at Adventure Woods, Crittenton Center, Kansas City, Missouri. The event was a turning point in our continuing efforts to build collegiality, teamwork, problem-solving skills and the best possible educational experience for your children. Without your help, we would not have been able to go.

Again,

"T H A N K Y O U!"



James A. Maier  
Principal

Coopers Animal Health, Inc. (Jeffery D. Gard)  
Coopersmith Lighting Agency (Maya Coopersmith)  
Dugan Equipment and Supply Company, Inc. (Ida E. Dugan)  
Executive Suite Health Studio (Diane Byne)  
Janssen Glass and Mirror, Inc. (Joyce J. Janssen)  
Silva Foods of Kansas City, Inc. (Luis R. Silva)  
Smoot Company (D.K. Smoot)  
Swicegood Enterprises (Bill and Georgia Swicegood)  
Tri-State Equipment Company, Inc. (Newton Dolginow)  
Veterans of Foreign Wars, Post 869 (Robert D. Hecton)

#### SBA AND OTHER BUSINESS ASSISTANCE INFORMATION AVAILABLE IN RDA OFFICE

The following pamphlets are available for loan in the RDA office: Guide to Starting a Small Business, Inc. Magazine's Guide to Small Business Success, Tips on Getting More For Your Marketing Dollar, Business Plan for Small Service Firms, Marketing Checklist for Small Retailers, Sound Cash Management and Borrowing, Keeping Records in a Small Business, Checklist for Developing a Training Program, Productivity Management, Should you Buy or Lease Equipment, the Small Business Resource Guide-from the White House Conference on Small Business, etc.

Please call the RDA office at 677-5097 for further information and for loans.

157	3500 Rainbow	1,395 sq. ft. office	office	\$10/sq. ft.
158	4316A Rainbow Blvd.	660 sq. ft.	commercial/ retail	\$815/mo. rent and common area maint. fee
159	1700 S.W. Blvd.	3,000 sq. ft.	commercial	\$725/mo.



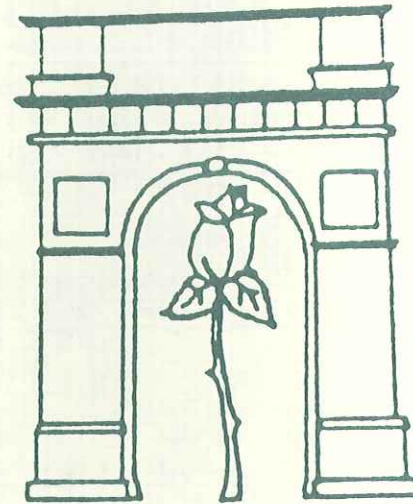
**DID YOU KNOW?**

Kansas ranks in the top ten states, nationally, in life expectancy rate?

Kansas' unemployment rate in 1986 was 5.4% of the civilian labor force while the national average during that same year reached 6.9%?

Kansas ranked 8th nationally in natural gas production, in 1984, comprising 2.3 % of the total U.S. production?

(from the Kansas Department of Commerce, Industrial Development Division)



**ROSEDALE  
DEVELOPMENT  
ASSOCIATION**

WORKING IN THE COMMUNITY...  
FOR THE COMMUNITY

**YOUR DEVELOPMENT ASSOCIATION AT WORK**

*"The Association has always supported our hotel and its management, particularly in acting as a liaison between our property and City Hall and has kept us abreast of important issues that confront the Rosedale community. We are proud to be a member of this Association."*

C. Philip Griffin, President  
Best Western Hallmark Inns

*"I was very impressed when I first became aware of the Association's existence. Then working with it and the people involved has shown me that the Rosedale Development Association has been a tremendous asset to the community of Rosedale."*

Father Jerry Spencer, Pastor  
Holy Name Church

*"In all the problems I've had since 1975 (at AAA Engine and Electric) I've gotten nothing accomplished by City Hall until I called the Rosedale Development Association. They've gotten results I've never gotten any other place."*

Tom Flanagan  
European Motor Works

*"Ever since we moved to Rosedale over forty years ago, I have felt that Rosedale is a small town within a town. I am sure the Rosedale Development Association has made people feel they can get help much easier. The City listens to the Rosedale Development Association."*

Nadine Shipley  
Area Resident

**CONTINUING GOALS**

**GOAL:** Upgrade and beautify the Rosedale district


**ACCOMPLISHMENTS:** raised \$30,000 for restoration and rededication of the Rosedale Arch, participated semi-annually in the Operation Brightside clean-up campaigns, lobbied for construction of a fence surrounding the Rosedale Arch to prevent graffiti damage, provided up to \$500 reward for information leading to the arrest and conviction of person(s) committing crimes against businesses or individuals in the Rosedale district

**GOAL:** Provide activities which enhance the residential environment

**ACCOMPLISHMENTS:** participated in the Summer Youth Employment Program - 1986/1987, organized, promoted and sponsored the Rosedale Festival, 1986-1989, completed random survey of Rosedale residential needs 1989/1990, organized ten programs of academic excellence among Rosedale Middle School students, provided information and assistance to area neighborhood groups upon request, representative served on 1990 Census committee

**GOAL:** Promote the Rosedale area as a desirable business location

**ACCOMPLISHMENTS:** developed, with assistance of a professional media person, a seventeen minute promotional videotape for the Rosedale district - 1986/1987, distributed listing of available commercial properties to thirty area realtors and through newsletter, quarterly, consulted with area realtors several times each month regarding properties, consulted with developers of Rainbow Village and Rainbow Shops regarding tenants



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KANSAS CITY, KS 66103

(913) 236-4937

DECEMBER  
NEWSLETTER  
SPONSORS

Ron Cline, Owner

**MAIL & MORE**

"One Stop Shipping"  
Packaging • Mailing • Printing

4318 Rainbow Blvd. Bus. 262-7667  
Kansas City, KS 66103 Fax. 262-6904

**Thank you for your support**



**TAYLOR**

Dugan Equipment & Supply Co.  
3822 State Line  
Kansas City, KS 66103  
(913) 236-4060  
(800) 373-4061



**Broaster**



**EVERSEAL GASKET, INC.**

3940 South Ferree • (913) 722-5857  
Kansas City, Kansas 66103  
Fax (913) 722-2276

**GOAL:** Serve as representative organization for the Rosedale district regarding commercial developments and capital improvements

**ACCOMPLISHMENTS:** defeated landfill proposal for Southwest Boulevard, defeated two proposals for adult nightclubs in the Rosedale district, lobbied for improvement of Southwest Boulevard railroad crossing, worked with the Army Corps of Engineers throughout 1987 studying problems of flooding along Turkey Creek, acted as resource to Kansas University Medical Center regarding residential concerns relative to KUMC expansion

**GOAL:** Act as conduit of information pertinent to the Rosedale business and residential community

**ACCOMPLISHMENTS:** published and distributed monthly newsletters to over 400 Rosedale businesses and residents, media contacts and community leaders, completed an average of ten information and service requests from community, civic and government sectors of Rosedale, organized monthly public meetings featuring speakers from community, government, and civic sectors of the community, designated as Rosedale community organization for distributing information regarding Rainbow Boulevard construction project.

**GOAL:** Act as liaison between Rosedale community and government and government officials, business and private sectors

**ACCOMPLISHMENTS:** Rosedale Development Association Board met regularly with District 3 Councilman to discuss area concerns, contacted appropriate City department heads regarding potholes, licensing, code enforcement regarding poorly maintained properties, worked with City/County Health Department regarding blowing refuse, at request of neighboring business, communicated business and residential concerns regarding reappraisal to local and state representatives, arranged meeting with Public Works Department and Southwest Boulevard business owner regarding flooding

**GOAL:** Assist businesses in area of marketing, merchandising and management and financial resources

**ACCOMPLISHMENTS:** provided suggestions regarding format of business' monthly newsletter, referred 8-10 businesses to county and citywide development companies for SBA loan packaging, referred several individuals to Kansas City Kansas Community College Small Business Development Center for development of business plan, advertised help wanted for area businesses in monthly newsletter

**GOAL:** Promote Rosedale district through working relationship with area media sources

**ACCOMPLISHMENTS:** provided information regarding Rosedale Arch restoration and rededication project to major network television, metropolitan and Kansas City, Kansas papers, publicized Rosedale Festival via area papers and non-profit public service announcements, editorial written October 1986, regarding area flooding problems, quote regarding Major Hudson Condominiums in Kansas City Star, provided business profiles weekly for The Record, 1987-1989, spoke with Action 4 news regarding closing of Rosedale fire stations, monthly newsletter sent to print media, provided names of business owners for KC Star story regarding crime in the area

**ASSOCIATION PROFILE**

- Incorporated in 1985
- Funded via donations from local businesses/residents, special fundraising activities, and matching funds from Kansas City, Kansas Community Development Block Grant
- 501c3 non-profit corporation
- 165+ members
- Fulltime Executive Director
- Volunteer Board of Directors and Advisory Board of area businesspeople and residents

NAME BUSINESS HOUSEHOLD \_\_\_\_\_

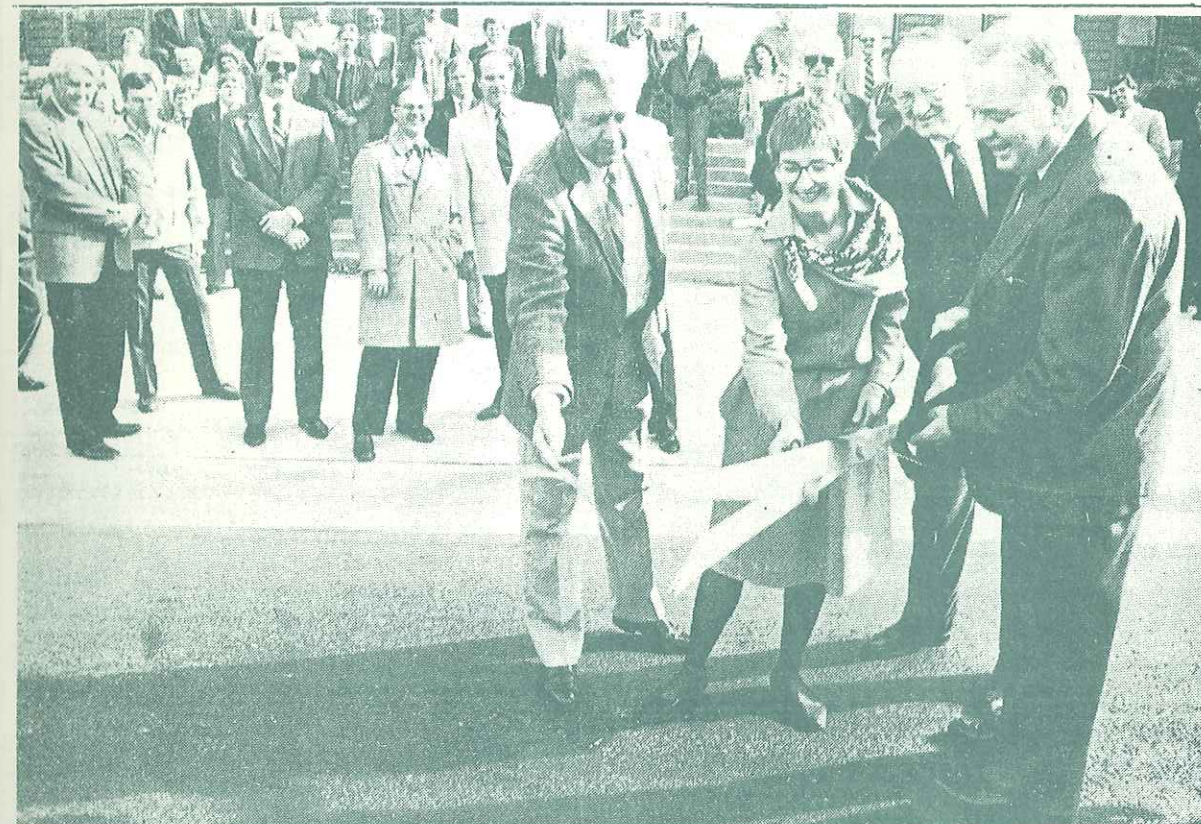
ADDRESS \_\_\_\_\_ ZIP CODE \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

DAY PHONE \_\_\_\_\_ EVENING (RESIDENTS) \_\_\_\_\_

1st Year Business Dues - \$25      Annual Business Dues - \$60      Annual Household Dues - \$12

Please mail application along with check made payable to: Rosedale Development Association  
3930 Rainbow Blvd.  
Rosedale, Ks. 66103



Kansan Photo by Bob Christian

**Opening.** . . Mayor Joe Steineger (right) cuts the ribbon opening the improved Rainbow Boulevard with Lisa Gray, executive director of the Rosedale Development Association, and City Administrator David Isabell as Councilman Frank Corbett aids Steineger. THE KANSAN-NOV. 20

WE WISH YOU A  
MERRY CHRISTMAS/  
HAPPY HANNUKAH,  
WE WISH YOU A  
MERRY CHRISTMAS/  
HAPPY HANNUKAH  
WE WISH YOU A  
MERRY CHRISTMAS/  
HAPPY HANNUKAH  
AND A  
HAPPY NEW YEAR!!

COMMERCIAL PROPERTIES IN ROSEDALE				
FILE #	ADDRESS	BLDG/LAND SPACE	ZONING	PRICE
155	2313 W. 43rd.	Front Bldg-6,000 sq. ft., back bldg.-2,000 sq. ft., 18,600 sq. ft. land	commercial/ retail	\$175,000
156	625 S.W. Blvd.	8,800 sq. ft. bldg., 3,500- 4,000 sq. ft. parking	M-2	\$160,000