



## **A Success Story:**

### **Kim Pham University Area Business Association**

Brewing flavorful loose tea leaves to perfection at the Kaleisia Tea Lounge, Kim Pham and her business partner Lan Ha, understand that success, like a great cup of tea, can take time and patience. Thanks to the support of the community, Kaleisia Tea Lounge has grown into a thriving business. With more than 100 varieties of tea and an expanded menu of beverages and vegetarian food, they have been serving customers in the University Area since 2005.

“It’s the local businesses that keep a community going,” said Kim, who has been asked by family and friends about her decision to open a business in an area known for its transient nature and high crime. “The community has welcomed us with open arms.”

As one of the University Area Business Association’s first members, Kim believes joining the association was a positive way for her to get involved in the community and give back to the neighborhood they serve. She was already involved with worldwide non-profit organizations and felt the UABA was a connection she could make to support her own community.

The UABA was created in 2005 as part of the anti-crime initiative spearheaded by the University Area Community Development Corporation. The UABA is about helping neighborhood merchants join together to build assets in the community. Business owners become stakeholders in revitalization efforts helping to effectively develop, enhance and strengthen commerce in the community.

“The UABA activities provide an easy way to meet face-to-face with other community business owners,” said Kim. Discussion among the business owners comes naturally since many are facing some of the same challenges. It’s an opportunity to discuss ideas, share successes and collectively address community challenges faced by neighboring area merchants and service providers.

### **About the University Area Business Association**

The University Area Business Association is comprised of dedicated businessmen and women who have come together to utilize their experience to advance economic growth. This non-profit group’s primary goal is to lead the exchange of information and foster collaboration of key stakeholders in the University Area on critical business and corporate issues by building business relationships. The UABA’s vision is to be a key link in facilitating economic growth and prosperity by focusing on issues that further the competitive enterprise system, strengthen the business climate, enhance quality of life for residents, and promote strong pride in the University Area community.