

Now you know.



**CARRIE
RENGERS**

HAVE YOU HEARD?

Dean & Deluca owner tries for cafe in Wichita

For about as long as Dean & Deluca has been around, Wichitans have wondered when Leslie Rudd would bring more than the company's warehouse and annual sale here. It looks like he might finally do it. "I'm trying," Rudd says.



Rudd

He wants to bring a new cafe concept to Wichita, which could include a retail component.

Developers Johnny Stevens and Steve Mark approached him about locating it in their planned development on the northwest corner of 13th and Webb, across from their Waterfront development. "We're considering it," Rudd says. He has to do his homework first — and what assignment it is.

"For the next 60 days, we're going across the world trying to . . . look and see what new ideas there are for a 21st century cafe," he says.

Rudd already has a few cafes, but the potential one for Wichita would be a new prototype.

Why start here? "Why not?" Rudd says. "It's a good town, good people."

He says some of his popular food products could be sold in the cafe. "That's certainly part of our thinking," he says. It wouldn't be a full store, though. Rudd is expanding his stores, but he wants to be in 10 to 12 major cities.

He won't expand by taking the company public, as some have speculated. "There's no truth to that," he says.

Rudd, who also owns Standard Beverage Corp. in Wichita, has a warehouse here that handles catalog and Internet orders and acts as a distribution and packing center. He hasn't sold his goods here, though, except for the overstock sale.

Why? "That's a good question," Rudd says. "I love Wichita, you know, that's my hometown." But, he says, "Our business model dictated another way for us to expand."

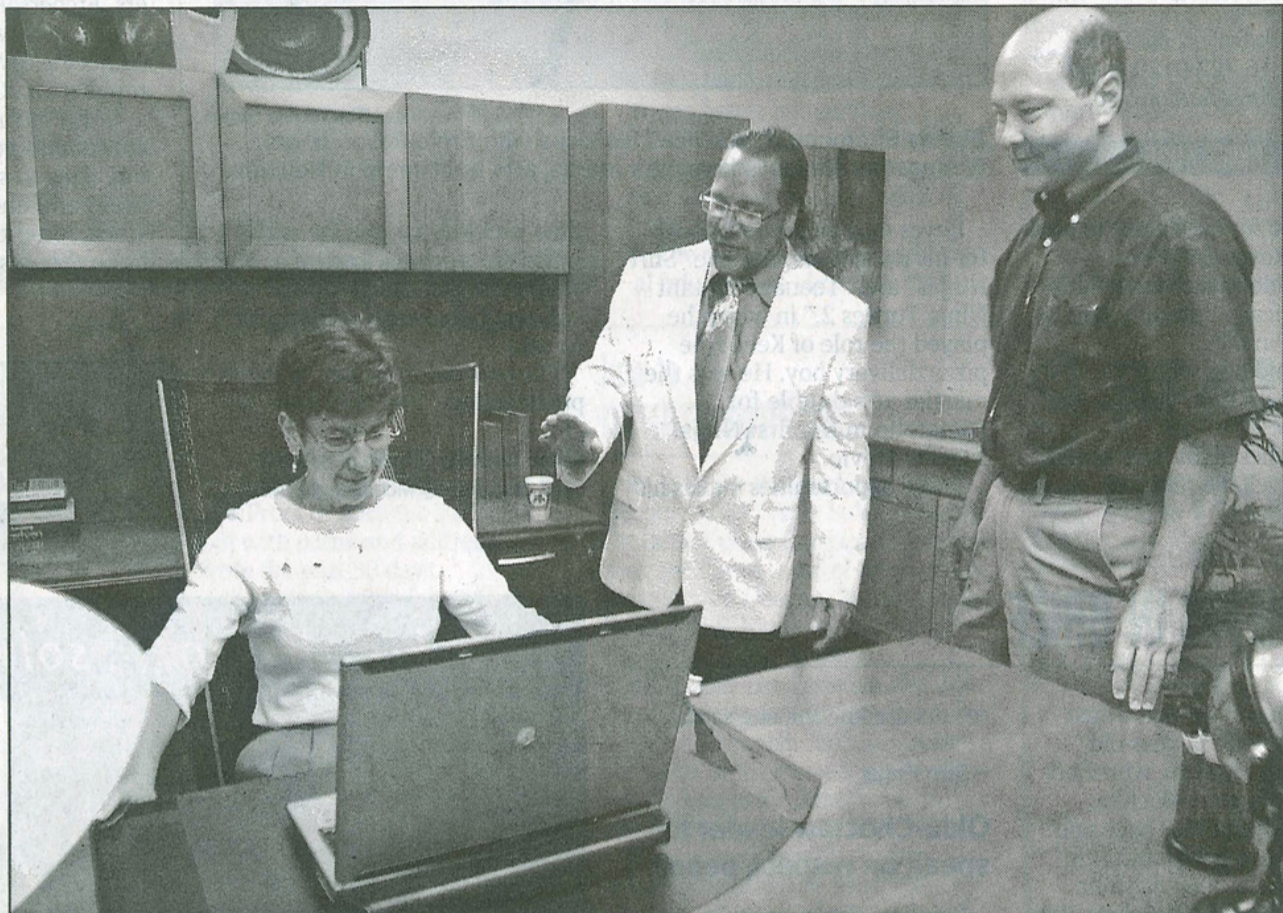
His new model might dictate something else. "I would love to put something in Wichita," Rudd says.

Sounds like ...

Chris Eden was driving home from his job at Underground Vaults & Storage, Inc. Hutchinson one day when he heard a segment called "SoundClips" on National Public Radio's "All Things Considered." The segment features



REAL DEVELOPMENT CORP.



G. Marc Benavidez/The Wichita Eagle

Real Development CEO Michael Elzufon on Tuesday shows County Commissioner Lucy Burnett some features that the Broadway Plaza office space will provide, as Tim Austin of Poe and Associates looks on.

Downtown biz space with high-tech perks

BY DAN VOORHIS
The Wichita Eagle

The Minnesota Guys unveiled the ambitious ideas for their downtown commercial buildings to local real estate agents and brokers Wednesday.

The group, whose company is Real Development, is offering prospective tenants a combination of newly renovated space, extensive technology and business development.

"We want to change the whole tenant experience," said Real Development chief executive Michael Elzufon. "It's not white walls and a vanilla shell."

At this point, the company has renovated only the exterior and part of the 11th floor of Broadway Plaza at the corner of Broadway and Douglas.

But the group owns and plans to renovate at least six other buildings.

At Broadway Plaza, Real Development offers a variety of attractive up-to-date design schemes.

But what makes the group's plans so unusual are the services and technology that come with the lease. The building has been completely rewired with fiber optic cable,

Now you know RENOVATION PROJECTS

The Minnesota-based partners intend to renovate at least seven downtown buildings:

- Broadway Plaza, 105 S. Broadway
- Sutton Place, 209 E. William
- Petroleum Building, 221 S. Broadway
- Orpheum Centre, 200 N. Broadway
- Kaufman Building, 210 S. Market
- 150 Main Tower, 150 N. Main
- Kress Building, 224 E. Douglas

NEWS 2 USE

Elzufon said.

Tenants would get free local phone service, free domestic long distance calls and free Internet service. A range of other features, from voice mail to off-site data storage, are optional.

Elzufon's ultimate goal is to link all of his buildings electronically.

And Elzufon also plans to offer business training and collaboration for his tenants, also at no charge.

"We want to change the whole tenant experience. It's not white walls and a vanilla shell."

Michael Elzufon,
Real Development
chief executive

That starts with help in designing and planning the office and stretches into offering help, advice and training for young businesses.

Elzufon is developing a series of classes, even a whole business certification, in collaboration with the Center for Entrepreneurship at Wichita State University.

"I'm a graduate of the school of hard knocks," he said. "I would have benefited from something like this."

Elzufon said he will offer his space at \$10.13 per square foot per year. The cost with optional services would reach to \$13 to \$14 per foot.

The other buildings may be slightly higher, he said.

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