

# NTBA Gazette

## Member Spotlight

### Yingling's Auto Service, Brian Yingling

By Alisha Hopkins, US Bank



The location and services may have changed, but the Yingling name and customer service have remained intact since 1956 when Brian Yingling's father *and* mother opened it as a small gas station. Throughout the years it has grown into what it is today, an all-inclusive operational service center, auto body and RV shop that gets closer each year to filling that large parking lot they moved into in 1993.

Before taking over the company after his brother's passing, Brian worked twenty years for a local installation company. He admits that it's not the automotive knowledge where he shines and even jokes that if employees see him with a tool they assume it's because he's found it and is returning it to its rightful owner. But people are the same and that's what Brian enjoys the most, continuing to interact and talk to people.

And to pass along a legacy. Yingling's started in the 1930's with Brian's grandfather, Darwin and Sarah Yingling and it operated as a garage/gas station/café. They lived and worked in the same building, with their living space upstairs. Darwin passed the business down to Larry (Brian's father) and in 1956 Larry Yingling started the original Yingling Oil Company. In 1976, the business expanded so much it needed a larger building, so they relocated and in 1989, Larry's son Brent, came to help run the business with him.



Yingling's original location, opened in 1956.



The business continued to thrive and even changed locations one more time before Brian joined forces with his father in 1990 and the business moved to the now location on Topeka Boulevard in 1993. With such a large space to fill, they decided to open Yingling's Auto body in 1994, which provides professional, reliable body work for their customers. And after recognizing a noticeable gap in the market, Yingling's opened a RV repair shop in that same parking lot in 2008. They are the only RV repair center within a 60 mile radius.



Yingling's Today

Brian and his wife, Paula, are both originally from North Topeka and have been married for 29 years. Paula retired from Toyota after 22 years of service and in a strange *It's a small world* turn of events, now sits in the very same office at Yingling's Auto Body as she did when the Toyota building sat there previously. They have six children together, Brandon, Justin, Chala, Colten, Kelly and Canaan and nine grandchildren, Jaidyn, Brooklyn, Rhys, Talon, Brecken, Brayson, Fenton, Kade and Kenzie.

Brian is looking forward to his retirement in a couple of years, where he will continue to follow family tradition and pass the business on to his oldest son, Brandon, who has worked for Yingling's since he was in high school. And that will clear up his and Paula's schedule to focus on the things that they enjoy outside of their business: Their golf game, antique shopping and continuing to take trips with their friends.

Yingling's Auto Service is also sponsoring lunch (catered by The Wheel Barrel!) for the NTBA May meeting, Thank you!

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#### Speaker/Sponsors

Sponsor: Yingling Auto Service, Brian Yingling

## NTBA Gazette



May Speaker:

Kristen Kogl

Account Coordinator

MB Piland Advertising + Marketing

Some people know how to swim with the sharks. Kristen eats sharks for lunch. Her strategy: out-think and out-swim them! Clients depend on her resourcefulness and energy to solve challenges

daily.

Entrepreneurship is more than just a college degree for Kristen: it's in her blood.

While still in college, she won two major business pitch competitions (the "shark tank"! ) in order to raise capital for her dental floss tool invention. With \$21,000 in working capital to support the project, a new prototype is in development.

After earning dual degrees in Business Marketing and Entrepreneurship & Innovation, Kristen brought her can-do zest to MB Piland. She works directly with many clients on their social media strategy and implementation. She supports the MB Piland team in marketing planning, research, special events, public relations and more.

She's a troubleshooter and a passionate problem-solver: creative and persistent. Her entrepreneurial spirit brings an invaluable, fresh perspective to every client.

- Business Marketing (BBA), Washburn University
- Entrepreneurship & Innovation (BBA), Washburn University
- Multiple honor societies (6)

## NTBA Gazette



See what's happening in Topeka in May 2018...  
Visit these sites below for all the information!

<https://www.visittopeka.com/events/calendar-of-events/>

<https://www.eventbrite.com/d/ks--topeka/events/>

<http://www.cjonline.com/calendar>

<https://www.ksexpo.com/events>

<https://www.topeka.org/calendar/>

<https://tscpl.org/events>

<https://cityspin.com/northeastkansas/e/roar-pour-wine-fest>

2018 Small Business Awards presented by:



May 15th, 2018

The finalists for the 2018 Small Business Awards are:

Capital City Business of Distinction:

Porterfield's Inc., David Porterfield

Schendel Lawn and Landscape,

Brent Boles, Aaron Jones and

Brandon Moore

Tarwater Farm & Home, Rich Tarwter

Minority Business of Distinction

Bowser Johnson Funeral Chapel,

Dr. Harriet Johnson

Footprints Bookkeeping Services, LLC,

Sylvia Hopper

Frangrance World of Topeka, Ronald Owens

Women Business of Distinction:

Century Business Technologies, Inc.,

Dawna McCabe

Green Point, Ashley Bahm

Nonprofit of Distinction:

Harvesters, Valerie Nicholson

Let's Help Inc, Linda Kehres

Valeo Behavioral Health Care, Inc.,

Bill Persinger, Jr.

Emerging Entrepreneur of Distinction

Ethan & Anna Children's Boutique,

Kim Adair, Aimee Rosenow

Happy Basset Brewing Company, Eric Craver

Red Door Home Store, LLC, Jesse Borjon

Small Business Advocate

Azura Credit Union, Jennifer Kirmse

TK Business Magazine, Tara & Braden Dimick

For more information visit:

<https://www.gotopeka.com/training-events/sba/>

## NTBA Gazette



In March, Seaman Middle School student, Ben Beery (14) was diagnosed with Chronic Myeloid Leukemia. Since then, members and organizations in the North Topeka Community and beyond have rallied together to help provide financial assistance to go towards the Beery family's new medical costs. Amongst *many* fundraisers and benefits, Seaman elementary schools participated in a Beery Hat day, Seaman High School had a Battle of the Bands on April 25th and Seaman Middle School had a Concert in the Parking Lot on April 26th.



For more details and to check Ben's progress please visit:

<https://www.facebook.com/Bennys-Battle-Ben-Beerys-battle-against-Leukemia-154930948512908/>

*Thoughts and Prayers to Ben and the Beery Family.*

20 Years, 20 Thanks!



At the April NTBA meeting, Martha Piland handed out Thank You postcards as a Thank you to the Community for 20 Years in business! She asked the members to help them reach their goal of sending out 20,000 postcards of "Thanks" to anyone they chose.

It was such a big hit that members have asked for more postcards! To get a free set of postcards please visit:

<https://www.mbpiland.com/thanks>

*If you would like to have someone recognized in the NTBA newsletter, please email [Alisha.hopkins@usbank.com](mailto:Alisha.hopkins@usbank.com) for more information.*



## North Topeka Business Alliance

# Membership Offer

**Exclusive offer for NOTO  
Members: \$20 per year!!**

### **Member Application**

(Please Print Clearly)

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Representative (s) Name (s)

\_\_\_\_\_  
Representatives mailing address

(\_\_\_\_\_) \_\_\_\_\_  
Telephone

\_\_\_\_\_  
Representative's e-mail address

Affiliate Membership fee @ \$20

\$ \_\_\_\_\_

Total Enclosed:

\$ \_\_\_\_\_

Make check payable to NTBA. Send to : PO Box 8732, Topeka, Ks 66608

This is only available to current NOTO Members. I am a member

Visit our website at [www.NorthTopekaBusinessAlliance.org](http://www.NorthTopekaBusinessAlliance.org)