

# Greenfield Business Association

2007, a very good year



Greenfield Business Association

Greenfieldbusiness.org

JUNE 2007

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### Monday, June 11:

**Green River Charrette Summary**  
**6pm-GCC downtown meeting room**  
Worthwhile information for Greenfield Business Owners: get involved! The river really does run through it.

### Wednesday, June 13: NEW DATE

**Greenfield Business Association's  
Cooperative Retail Marketing Plan  
Unveiled!**

**The Banquet Room at Bill's Restaurant**  
**6pm cash bar and appetizers**  
**6:30pm-THE PLAN**

All Greenfield Businesses are welcome.

### Friday, June 15

The GBA is teaming up with the YMCA to bring fun and frolic to the celebration of community held at the YMCA parking lot.

Music, games, food and the GBA intergenerational trike race! What more could one want for a Friday evening in the spring.

5-9pm, hooping, rides, dancing.....

### Saturday, June 23

**International Brewers Show**

Ryan and Casey \$15, rain or shine  
GBA owners/managers \$10, must RSVP in advance.

### Friday, June 29

**GBA Annual Meeting**

**7:30-9:00a.m.**

**Hampton Inn**

"Mixing Business with Pleasure"

Some the usual with some of the new, we welcome LZ Nunn from COOL to speak about the mix of cultural arts and the business community. Breakfast provided by the Hampton Inn, \$6.00, RSVP please by June 22. 774-2791

All Greenfield Businesses are welcome.

## What Matters to You Department

I recently read a letter to the editor in the local paper from someone who was very unhappy about the drive she had to make to Hinsdale or Hadley to get items she needed. She was concerned about the price of gas and was disappointed that Greenfield hadn't been moving more quickly to place a discount store much closer to her home.

I have been trying to decide how sorry I felt for her and keep coming up with a range of feelings about this problem. I lived in Connecticut for about 6 years before I moved here to Greenfield. I worked in New Haven and between work and home (first Ansonia, then Middletown) I was bombarded with shopping opportunities. At just about every exit there was a chance to get off and spend more money than I made on more things I really (if I looked into things deeply) didn't need. I ended up moving from there because of what that kind of environment stood for; consumerism with a capital C, never ending amounts of STUFF.

Having said that, I sometimes think I need things that seem to be only available at the big discount stores. Recently the nature of the work I do -here at the GBA and with the Chamber-has given me pause.

Yes, if we are having a party it is helpful to be able to buy in bulk, but I am happy to report that I can, at B.J.'s and at Richard D. Smith. If I need clothing (which I never NEED as much as I think I NEED) I can go to Wilson's (with coupons-

available almost always), Zemi's and even Fashion Bug and maurices, right here in Greenfield, talk about inexpensive underwear.

Groceries? The choices are bountiful given our population: Foster's? Stop & Shop? Big Y? Green Fields Market? the farmers' market- now two of them-Saturday downtown and Tuesdays at the Grange.

Home and garden supplies? The Greenfield Farmers Exchange, the local Home Depot that employs many Greenfield residents, the Open Air Market-oh, that they would be open longer.

Office and back to school? Baker's Office Supplies and Staples fill those needs.

Baked goods? Rose-Ann's, Mirlings, Ambrosia and Green Field's Market again. Beautiful and unique gifts; Opus, Megan's Treasures and Northern Woolies and for the kid in all of us we have Magical Child and Greenfield Games. Don't get me started on pedicures, hair salons and pizza places!

Where I am headed with all of this is that I believe Franklin County and Greenfield in large measure have everything we "need" right here without the \$6 (and soon to be much more) drive.

I realize my list of stuff is not necessarily your list of stuff, but go ahead: stump me; what can't you get in Franklin County?

I'll credit you for helping come up with the list of businesses we don't have and should be recruiting.

**Sunday, June 3:  
The End of Money**

If you missed this in February, you have another chance. Chris and Becca Martenson are completely invested (pardon the pun) in educating people about money, where it comes from (surprising!), why we do with it what we do (complicated and fascinating) and what could happen to it given our current government and economic status (scary, but even more fascinating). We can let it happen to us or we can get involved with learning about ways to structure your life and finances so that "the end" doesn't need to be your end. The movie is in the works!

Dr. Chris Martenson, PhD, MBA, Internationally published financial author and business consultant to Fortune 50 companies will present.

Sunday, June 3rd, 2007, 9:30 to 4:30 at Four Rivers Charter School, Colrain Rd

- Deepen your understanding of the history and dynamics of money.
- Learn how money is created and how all money is debt.
- See for yourself how mounting indebtedness, energy demand, CO2 levels, population growth and other key indicators are all exhibiting exponential behavior and why this matters.
- Understand what it means for markets, governments, your community and you.
- Explore solutions: personal, family, community and political.
- Start taking control.

Scholarships are available. Please call us at 413-367-3055 for more information.

**Downtown Greenfield's First Progressive Dinner**

*A new event that celebrates the vibrant culinary offerings found in Downtown Greenfield & exposes our guests to the compelling history of Main Street, Greenfield.*

**Thursday, July 12<sup>th</sup>:  
A Moveable Feast**

**Welcome & champagne toast:**

*China Gourmet comes to the Greenfield Business Association's Conference Room*

**Appetizer Course:** Herm's Restaurant

**Soup Course:** Café Koko

**Salad Course:** Rose-Ann's Bakery

**Entree:** Taylor's Tavern

**Dessert & Coffee Course:** Bill's Restaurant

Tickets can be purchased for a 6:00, 6:30 or 7:00 PM seating. A maximum of 20 reservations per seating will be accepted. Diners will be seated European style. Six courses will be served. Tickets are \$40.00 for the meal and non-alcoholic drinks. For the meal served with specially chosen spirits tickets are \$55.00. Guests will walk between restaurants with a guide who will share historical lore of Greenfield.

This is the first of the two planned progressive dinners. The 2<sup>nd</sup> one in 2007 will take place in the autumn. To be put on the mailing list for more information and menu details, please email Becky at [gba@franklincc.org](mailto:gba@franklincc.org) or call 413-774-2791.

**New Members for June 2007**

**Historic Deerfield**

13 museum houses, built between 1730 and 1850, and the Flynt Center of Early New England Life display more than 25,000 objects made or used in America between 1650 and 1850. It is the quality of this collection, the meticulously preserved 18th and 19th century houses in which it is displayed, and the old village itself that make Historic Deerfield the New England that all travelers hope to find.

**Marc Belanger, Associate Director of Marketing, Old Main Street, Deerfield 775-7127**  
[www.historic-deerfield.org](http://www.historic-deerfield.org)

**Herm's Eating and Drinking**

Founded in 1976, more than 30 years ago by "Herm" Maniatty, local restaurant, "Herm's" became his third eatery in a lifetime. Starting with the "Corner Cupboard", modest breakfast and lunch beginnings, Herm and his wife Connie dreamed big with the famous "Bricker's" (sold in 2005) and Herm's, which is now operated by their two children, Steven and Susan.

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[www.eatatherms.com](http://www.eatatherms.com)