

**Greenfield
Business Association**
774-2791
gba@franklincc.org

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2007, a very good year

Things to know about

Member to Member March offer

Clarks Sport Shop (where I got great ski boots and the best service this week) is offering Greenfield Business Association members 15 % off on purchases made in the month of March. Some exclusions apply, go talk to Dan! 289 Main Street

The Town Crier has a special offer for GBA members to offer the 52 week rate whether you advertise one or 52 times. Call Sam at 413-834-4063

The Retail Marketing Committee is working on the development of the 2007-08 cooperative retail plan. Keep some promotional dollars free to join us in this new year! You will begin hearing the details of the plan next month.

Green Fair 2007

Greenfield Business Association's contribution to growing a green community is celebrating our 4th year on Saturday, April 21. We are still accepting vendor applications for Green ideas, products and goods. Call or email for details: 774-2791/gba@franklincc.org

Rose-Ann's Bakery has take-home dinners on Thursday nights. They get rave reviews, you could even dish them as if you made them... Keep an eye on Tuesday's Recorder mini ads for what's on the menu and call 772-6333 to order. YUM!

G-Biz



Greenfield Business Association

**Doing business together in Greenfield
Since 1922**

www.greenfieldbusiness.org

March 2007

What Matters to You Department

February 26, 2007

I am hijacking this section of the newsletter this month. The following are things that matter to me and I suspect will resonate with you too.

I learned today that the TV show American Idol is planning a summer performance camp on the former Northfield campus of NMH this summer. This program is apt to bring people who never otherwise would visit our little hamlet and they will likely need many of the goods and services we have to offer. I think it is important they work together to make visitors feel welcome, perhaps even charmed, by our small community. Obviously American Idol has a very large audience, and exposure can often bring out the best in people. If you have ideas about how we can make their stay in Franklin County and visits to Greenfield special, lets work together! It is just this sort of opportunity that makes me want to run screaming through town gathering forces, cleaning up the streets of cigarette butts, trash and straightening out the street signs, freshening the signage and window displays and getting collaborative on welcome packets for newcomers and visitors. This can work to our advantage if we get creative.

And on that note... .

It is one of my goals this year to build relationships with the private school community, to improve our business image with the students and families that choose Franklin County as their educational home. In addition to building relationships with the local private

schools I have also been in communication with another of our best educational venues here locally and am currently talking about ways to collaborate with Bob Welsh, Tom Simmons, Kathy Vranos and students from the Business department at Greenfield Community College. The talent we could be helping to shape by giving some concrete experience is matched by the connection to people very closely aligned with current good business practices and new ideas in business thinking.

Another fruitful connection is that of a proposed dual project with the Fostering the Cultural Arts initiative. Dee Boyle-Clapp and I went on a field trip to Easthampton to get information on their experience with the Artist Storefront project. More on that to come.

And one more thing: As a Greenfield Business Association representative I am the first new appointee of the Parking and Traffic Commission. I expect to learn a LOT (as in parking lot...) in my first year and welcome member communications toward more efficient and effective parking and traffic decisions. Share your thoughts with me at gba@franklincc.org.

Put this in your calendar:

The next Open House event is planned for Thursday, March 29 from 5-7 at the Webb Building at 76 Hope Street. Join Chris Ethier of Bicycle World and the Franklin County Chamber in exploring the building and the great businesses that call it home.

Great way to keep meeting new folks and make those connections!

Open House and Membership Showcase at the Pushkin Gallery - February 2007



Monthly Member Profile: Jay Gump, PhD Owner and Guru of Incline Training

Incline Training is an athletic training and consulting company dedicated to improving athletic performance. They combine the latest science and technology with years of experience to provide endurance athletes with the best training advice available.

When I think about what Jay does the best way to describe it is that Jay inspires people; he works with all levels of athletes from a wide range of sport experience and his enthusiasm is infectious. Bikers, Hikers, Runners, ball players, hockey aficionados, dancers, anyone who likes to move will benefit from spending some time with Jay and his staff. Their new location is a real plus for Greenfield. Having recently renovated the old Acorn Auction space Jay had to move quickly as people come from all over the world to train with him. One of the most exciting things that he hears

is that Greenfield and the Franklin County area afford some of the best cycling anywhere and he feels we should be promoting ourselves as the center of New England cycling. Here is what others say about Jay:

"...Jay showed an amazing aptitude for facilitating team wins and instilling a pervasive feeling of trust throughout the team. You could 100% depend on Jay to get the job done. No questions asked. From a coaching perspective, I found Jay remarkable not merely because of his breadth of knowledge (just take a look at his cv), but his ability to develop effective training programs within the rider's time constraints."

*Ted Huang
General Manager,
Webcor Builders Cycling Team*

I am hoping we can look forward to some cycling event activity in the near future in our burg'. Contact Jay at phone 413-774-9997 or e-mail info@incline-training.com Better yet, Visit: 60 Wells Street.



Al Sax, Joe Poirier and Ed Terault



Donna Mollard



Barbara Carlson



Rich Fahey, Mark Wisnewski and George Gohl



Theiry Borcy



Kristie Faufaw and Sue Dilloff

New Greenfield Business Association Members : March 2007

Inside Designs

Inside Designs "the practical decorator & the practical closet" Custom window treatments- shades-decorating-closet systems design & installation Excellent service - References available on request- Visa & MasterCard accepted
413-863-3062 www.practicaldecorator.com **Debra Schechterle** dreambig88@hughes.net

China Gourmet

One of the Top 100 best Chinese Restaurants in America (but you knew that)

78 Mohawk Trl, Greenfield, MA, 413.774.2299

Freedom Credit Union

Freedom Credit Union is a local credit union serving Western Mass with a fantastic program specifically catered to local business. It is called CUPS, which stands for Credit Union Partners. This program was designed to give employers an extra benefit to offer their employees at **No Cost**. The idea is simple, employers agree to partner with Freedom Credit Union and their employees are immediately eligible to receive specials including rate discounts on loans, cash bonuses for opening basic accounts, premium rates on CDs and a lot more. We are conveniently located in Turners Falls, South Deerfield, Northampton, Chicopee, and Springfield.

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