

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

2007, a very good year

Things to know about

Calendar of Events

Thursday, May 10

Ryan & Casey Spring Wine Dinner

The Banquet Room at Bills Restaurant 6pm
5 course meal- \$50, reservations required, Tickets at Ryan & Casey

Let R & C introduce you to wines off the beaten path, there's not a merlot, cabernet or chardonnay in the bunch! Call for menu details! 772-6585

Tuesday, May 15

Brainstorming for Fun and Profit

Greenfield Business Association Conference Room
6:30-8:30p.m.

Mark Belanger, Associate Director of Marketing at Historic Deerfield guides us through this interactive workshop that will include ten concrete ways to improve your bottom line right away.

RSVP to 774-2791 or gba@franklincc.org

Members free, Non-members \$10.00

Thursday, May 31

Greenfield Business Association's Cooperative Retail Marketing Plan Unveiled!

**The Banquet room at Bills's Restaurant
6pm cocktails and appetizers**

6:30pm-THE PLAN

All Greenfield Business Owners welcome

Friday, June 15

The Great Greenfield Pizza Challenge

\$5 buys an adult ballot and samples,

\$3 buys a kid ballot and samples

YMCA parking lot, 5-8pm

So, who makes your favorite pizza?

Saturday, June 23

International Brewers Show

Ryan and Casey \$15, rain or shine

GBA members \$10, must RSVP in advance; owners/managers only.

Proceeds to Big Brothers Big Sisters of Franklin County

G-Biz



Greenfield Business Association

Doing business together in Greenfield
Since 1922

Greenfieldbusiness.org

May 2007

What Matters to You Department

**May is Marketing month
here in Greenfield.**

**We are all thinking about
the new retail year and
ways to improve our bot-
tom lines.**

As marketing costs continue to climb you need to find ways to maximize your results without blowing your budget. With that in mind, here are 10 tips for using postcards as part of your direct marketing and relationship marketing programs:

Use postcards to cost-effectively:

1. Keep in touch with longer-term prospects.
2. Upsell, cross-sell or resell existing customers.
3. Reactivate inactive customers.
4. Give customers your new addresses (mail, email and website) and numbers (direct dial, cell phone and fax).
5. Invite prospects and customers to your seminars and events.
6. Drive prospects and customers to your website.
7. Thank customers for their business.
8. Announce new products, services, people or locations.
9. Remind customers of appointments.
10. Announce a sale or special offer.

And here are two bonus ideas:

- To clean up your mailing list,

mail your postcards using First Class postage and use the endorsement "Address Service Requested" printed on the address side below the return address (see www.usps.com) of the post card. That way you will get the new address and the postcards will get forwarded if the address is changed and returned if it is expired.

Think in terms of a campaign rather than a single mailing. For example, create a list of the top 10 benefits of your product or service, then create a series of 10 postcards, each designed to highlight one benefit.

Member Highlight

Did you know that 2007 is the year that **Wilson's Department Store** is celebrating its 125th birthday?

Wilson's is kicking off the celebration of their anniversary on the first full week in May with lots of love for the community that has been supporting them all these years.

On Monday May 7, look for the 24 page pull out in the Recorder. This will include 4 pages in the center of history and photo's of Wilson's over the years. This will make great reading material with your coffee as you plan your visit to Wilson's on this special week. Lots of door prizes will be given away!

They will be open extra hours during this beginning celebration week: Monday and Friday 10-9 Tues, Wed, and Thu 10-6 and Sat 9:30-5:30

Don Lorenz 1929-2007

I met Don Lorenz for the first time at a Chamber breakfast. It was very clear that he and his wife Sharon were business leaders in the community that you could count on to be present at the things that affected the forward motion of this fine burg. They was so warm and welcoming and focused on the positive aspects of life in Greenfield.

Having arrived here in 1954 to make his mettle in the car sales industry Don Lorenz immediately got involved with the business of doing business in the community which included active membership in groups like the Greenfield Business Association, Franklin County Chamber of Commerce, Massachusetts State Automotive Dealers Association, National Automotive Dealers Association, Greenfield Planning Board, 50-year member of the Greenfield Kiwanis Club, United Way of Franklin County's board, Great Trails Council, and the Second Congregational Church in Greenfield.

His active life and positive outlook are a legacy he leaves to our community. Our sincere condolences to those he has left behind.

CALLING ALL LOCAL BUSINESS OWNERS!**Please participate in the Career Fair at the Greenfield Middle School!**

The Greenfield Middle School is organizing a Career Fair for our 8th graders. We would love to have a wide range of presenters from the business community and beyond. The two main points that we hope you will help us demonstrate to our students are:

1) There are many interesting and exciting career opportunities right here in this area. 2) There are certain characteristics and skills that make for a stronger job applicant.

We invite you to get involved and come speak to our students about what you do and what you look for in a young applicant. The fair will run from 10am to 12pm on Tuesday, June 5th. We are asking presenters to commit to one of those two hours, either 10am to 11am or 11am to 12pm. If you are interested in participating, please RSVP by May 18th to:

Sarah Singer, Communities in Schools Coordinator, Greenfield Middle School, 834 8140, cis@dialself.org

BE THERE**May 1 and May 2 for the Green River Visioning Charrette**

A power walk during lunch?

A yoga class outside by the river?

Teaching kids to ride their bikes on a safe bikeway?

A quiet paddle in your canoe?

An early morning fishing excursion?

A school field trip to view wildlife?

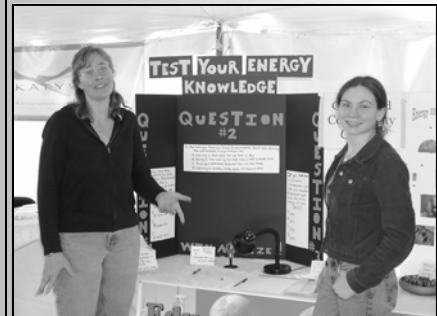
A stroll after visiting the Arbors?

Mastering a white water patch with a kayak?

All these are possibilities:

May 1 and 2 at the Middle School 6pm.

Don't miss the rafting tour!



Greenfield Community College was one of 28 exhibitors at Green Fair 2007. This successful event had over 1500 visitors from 10-5 on Saturday, April 21st. See you next year!

New Members for May 2007**The Hampton Inn**

Carla Chaffee General Manager

184 Shelburne Road, Greenfield Phone: 413-773-0057 Email: Carla_chaffee@hilton.com

Money Concepts

Edward Sabelawski, CFS Your Local Independent Financial Planner

48 Federal Street, Greenfield Phone: 413-774-2753 Email: esabelawski@moneyconcepts.com