

Greenfield Business Association

August 2008

G-Biz

Greenfield Dollar Program

Now a benefit for all GBA members, the formerly known as "Downtown Dollars" will make its debut with new promotional materials on or before September 1st.

As a GBA member you'll be receiving a mailing next week that details the benefits of being a part of this "Good for you, Good for Greenfield" program, how it is being promoted and what the materials will look like.

This expansion of the dollar program serves our members and our community at the same time. It gives customers more options on how and where to use their dollars and makes the "dollars" more appealing, thus we hope, creating a bigger pool of users and receivers.

Briefly, the biggest benefit of the participation and use of the Greenfield Dollar program is that it encourages investment in local shopping, which has many facets:

- Builds local camaraderie
- Saves resource use (gas especially)
- Encourages jobs here in our area
- Keeps locally owned and operated shops active
- Contributes to a vibrant downtown
- Reminds the customer about the vast range of goods and services that are available in Greenfield

GET INVOLVED! Join a Committee! 774-2791

- **CREATIVE MARKETING**
(outside and all over the box)
- **DYNAMIC MEMBERSHIP**
(great way to get introduced)
- **BIG, BOLD EVENTS**
(make em' happen! Good for you, good for Greenfield!)

Greetings from the GBA Events Committee,

After SummerFest being a hit with merchants and customers alike, the Committee is fired up and ready for the Fall. This year's 'Celebrate Greenfield' has a **surprise theme** that will be announced in September's newsletter. An events com. volunteer will be around to let you in on our secret and invite you to participate in ways that are sure to get customers into your stores!!! Not a retailer, but would like to be involved in our community events? There's creative ways for you to do that as well!

Kristie Faufaw,
Events Committee Chair

Support your local business association:

The below raffle tickets are available now through Sept 20th and benefit the good work of the GBA. Say thanks to your summer staff and hand out tickets as a special thanks for being good to Greenfield!

Tickets at GBA office, Ryan & Casey, Wilson's and World Eye Bookshop

Weekends in Greenfield

Raffle
Win One of Three Prize Packages!

9 Pair of Tickets to '09 Greenfield Happenings!

A Night's Stay at a B&B!

Fun Stuff for Your Weekend

\$3.00 or 3 for \$5.00

Tickets at: **GBA, Ryan & Casey Liquors, Wilson's, and World Eye Book Store**

Drawing: September 21, 2008

proceeds to benefit the
Greenfield Business Association

Thanks to all who participated in the GBA's

2008 Summer Fest, Sidewalk Sales & Scavenger Hunt

Extra thanks to all who donated a prize/gift certificate to the Scavenger Hunt baskets!

Pete's Hair Loft	Athen's Pizza	Precision Driving
Cleary's	Wilson's Dept. Store	Meagan's Treasures
World Eye Book Shop	F.C.C.C.	Magical Child
Curves	Aliber's Bridal	Hattaporn's Kitchen
China Gourmet	Andy's Oak Shoppe	Forbes
Bart's Café	Greenfield Games	The Wine Rack
Greenfield Co-Op	Bicycle World Inc.	Dillon Chevrolet
The Music Store	Touch of Grace	Ryan & Casey Liquors-
Ford of Greenfield	The Outlet Store	Baker Office Supply
	Karen's Dance Studio	

With all your great responses and help, we will definitely be holding this event again next year!



CALENDAR OF THINGS YOU DON'T WANT TO MISS

Taylor's Tavern's News

So, have you been noticing that tall, handsome, young guy hanging around the bar during meal hours at Taylors'? He's got a job and it's to bring you a meal, wherever and whenever you want it or need it! His name is Dan (*and yes, he is related to the tall, handsome guy who hangs out in the window*).

TAYLOR'S DELIVERS!

773-8313

Call and ask for a menu!

August Events:

Sunday, August 3: Greenfield's Triathlon! Support your Athlete's!

Tuesday, August 5: Our very own Sue Dillon and Elizabeth Fisk join in the Taylor's Tavern's Celebrity Bartending hall of fame. This time the money raised comes back to us (all of us!), for Holiday Lighting (which we need to get a jump on)! Please come 5:30-7:30, have a refreshing beverage and support your own business association!!

Tuesday, August 12: GBA Board meeting 8:30a.m.
GBA Conference Room

4 Years and Going Strong!!!!

Sunday, August 17th: Greenfield's Free Harvest Supper: where we all get together for a meal!!! Town Common, 5-7 pm, Fab live music! Absolutely, really, honest to goodness free dinner and market!!!!

What other community does this? A very special event!

M

**Masiello
Employment Services, Inc.**

**TIRED OF HANDLING
PAYROLL YOURSELF?**

Masiello Employment Services now offers **Payroll Processing!**

Why use us?

- Full Service **Direct Deposit**
- Electronic Payroll Records
- **Attract and retain quality** employees
- One low **all-inclusive** monthly rate - **Save \$\$**
- **NO SETUP FEE**
- **Trusted LOCAL** Service

Contact Us!
775-0296 or
**jchagnon@
masemp.com**



\$20

*International
Food & Brewer's
Festival*

II

From Corona to Chimay, Red Stripe to Schneider Weisse,
there's a brew for everyone!

Check out this year's International Food Court.

Musie Cigar Bar

Saturday Sept. 20th 2008 Noon - 6pm rain or shine

Big Tents Next to Ryan & Casey Liquors

55 Main St., Greenfield, Mass

Dillon Chevrolet

413-772-6585.

www.ryanandcaseyliquors.com



2008-09 Cooperative Marketing Plan

The traditional co-operative marketing plan offered by the GBA is taking a hiatus this year for a chance to regroup and rethink the plan for 09-10. We are definitely looking for fresh faces, clever ideas and new models of design to include with some of the established aspects.

BUT, there are some alternatives that will be coming your way. Individual media services will be letting you know about offers and the Recorder has assumed management of the well-loved Bag Days program for this year.

Get involved for 09-10! gba@franklincc.org 774-2791