

Greenfield Business  
Association  
774-2791  
gba@franklincc.org

# G-Biz

**September 2009**

P.O. Box 898, Grnflld, 01302, 774-2791, gba@franklincc.org

## PUBLIC SERVICE ANNOUNCEMENT:

*On Wednesday, September 8 (weather permitting) Main Street will be paved from Conway Street to the Mohawk Bridge:*

***Motorists are requested to see alternative routes to avoid delays***

### **Shopping Survey Results**

In February of 2009 we sent a shopping survey out along with the GBA February newsletter, we asked that you copy and distribute to your employees for feedback on their shopping habits and experience. We asked 5 questions and left space for comments. We received 32 responses.

As with many of these exercises you do learn from experience and upon reflection it became clear that the wording of some of the questions produced answers that were too varied to use in any productive sense so the results here are focused on the questions that provided the most insight for our retailers here in Greenfield.

The first and basic relevant question was "Do you shop in Greenfield?" Here is where the rubber hits the road, right? 32 surveys, all people who work in Greenfield, spending 40+ hours a week here. 11 surveys (30%) said either no, rarely or only for food. If this sample is indicative of our larger community (and I do have to say "if" because this survey does not lay claim to any scientific process) it says a lot about the amount of money being spent elsewhere that we don't capture. That isn't a new topic of conversation, so let me continue. The next question of relevance asked "What do you dislike about shopping locally?" The answers are exactly what you would expect: Lack of selection and choice, higher prices, hours of shops not coordinated and not designed for working peoples hours-no weeknight evenings, Sunday closings, lack of variety and the ever present parking issues. What was interesting was that in all of the surveys only one person mentioned the look and feel of streets as a downside of their experience which is often a concern that is discussed amongst retailers. It should be noted we did not ask a direct question about that or we might have heard quite a bit more about it. We asked a question about customer service experience which got a 50-50 response of some great and some off putting.

The surveys will be available at the office for viewing until October 15th if you are interested in reading the "comments" section of the surveys.

You're invited to  
The Arbors at Greenfield  
Thursday, September 17th, 2009  
from 6:30 - 8:00

## Wine Tasting

sponsored By:

**RYAN & CASEY**  
LIQUORS

Please join us for a free, fun-filled evening that will include a sampling of wines, raffles, live music, and light hors d'oeuvres.

~ Please R.S.V.P. to 415-774-4400. Space is limited ~

## SEPTEMBER MEMBERS

### **Greenfield Grille**

30 Federal Street, Greenfield

413-376-4777

"Serving creative New England fare in a warm, comfortable setting. Twenty beers on tap and the best comfort food in the valley."

Open Tuesday-Sunday 11am-11pm

### **COOP Concerts**

Coop Concerts is a not for profit collective of community musicians and music lovers who share creativity through live performances, music education, peer networking and promoting Franklin County as a hub of live music.

[www.coopconcerts.org](http://www.coopconcerts.org)

email: [info@coopconcerts.org](mailto:info@coopconcerts.org)

### **Cernak Fuel**

100 Northampton St

Easthampton, MA 01027-1058

413-527-4840

Providing heating fuel for businesses and residents in the Pioneer Valley since 1987

Are you ready to evacuate? If, as a result of an emergency, you were forced to evacuate your business would you be able to? If the town were being hastily evacuated would your plans change? I am looking for owners of businesses located in downtown Greenfield to participate in a day long table top exercise that would simulate the total evacuation of Greenfield in response to a hazardous materials spill. This is a free daylong event hosted by the Franklin Regional Council of Governments that could not only save lives but also better prepare your business to survive and thrive if such an issue were to occur. A safe learning environment, this is a great opportunity to work closely with emergency preparedness personnel, first responders and other organizations who would greatly appreciate your input and experience.

Please send an email to [Kate@Clayton-Jones.com](mailto:Kate@Clayton-Jones.com) if you or someone you know would like to actively participate in this exercise.

## Guidance for Businesses and Employers to Plan and Respond to the 2009 – 2010 Influenza Season

CDC is releasing new guidance that recommends actions that non-healthcare employers should take now to decrease the spread of seasonal flu and 2009 H1N1 flu in the workplace and to help maintain business continuity during the 2009–2010 flu season. The guidance includes additional strategies to use if flu conditions become more severe and some new recommendations regarding when a worker who is ill with influenza may return to work. The guidance in this document may change as additional information about the severity of the 2009-2010 influenza season and the impact of 2009 H1N1 influenza become more known. Please check [www.flu.gov](http://www.flu.gov) periodically for updated guidance.

Guidance:

<http://www.flu.gov/plan/workplaceplanning/guidance.html>



**WINE & BREW HARVEST FESTIVAL**  
Octoberfests • Belgian Ales • Craft Brew Fall Seasonals  
Dozens of International Brands  
Meads • Ciders • Local & Seasonal Wines

**Saturday September 19th**  
Noon - 5:00PM in Greenfield  
\$20.00 Rain or Shine • 21 Only  
**Food • Cigar Bar • Crafters**  
Big Tents Next to Ryan & Casey Liquors  
55 Main Street, Greenfield Massachusetts Exit 26 off of I-91 • Take Route 2A into Town

Proceeds to Benefit: *Friends of the Greenfield Public Library*  
Sponsored by: *www.RyanandCaseyLiquors.com*  
**413 • 772 • 6585** Appalachian Still  
Tickets On-Line, In-Store, or Day Of

**mww** web/market/brand MontagueWebWorks.com  
**413 • 522 • 4808**  
**RIKE'S ICE**  
**DILLON CHEVROLET**

## The Red Door

4 Ames Street

Featuring:

**Tim LaRoche**-Sept 9th, 8-11

## Why We Give

(and give, and give...)

The laws of giving and receiving are curious, convex and counter-intuitive. Many business models tout maximizing profits and hoarding resources, not giving them away. Why is it then, in “this economy” that so many of us in business happily give away our goods and services? Maybe the question to ask is, what are we receiving in return?

Perhaps giving and receiving are of one and the same. We cannot have one without the other. This brings to mind the philosophy of Martin Buber, and of how we relate to one another. Buber espoused the I – Thou theory of relationships in which human beings are aware of their own unity. One person literally cannot exist without the other. If someone is in need, so are we all.

This thinking is pervasive in a small community such as ours. Our town, and even our county, is interconnected in a way that is undeniable. So, aren't we feeding ourselves when we feed others?

If giving is receiving, what is it we get back? Beyond patronage and good will, we get energy. We receive connections, collaborations, a sense of mutuality and reciprocity. Even more, we get a better idea of what our place in the community is. Isn't that what our work should be about? Nobody wants a job that is just meaningless drudge.

This is why, upon opening our new restaurant in Greenfield two years ago, we began with a mission statement. It has since been our intention to “engage in our community with attention and care.” Like most businesses, we are asked daily for gift certificates and donations to fund raisers and community events, and we give to all of them. It is also in this spirit that we host Free Soup & Game Night, a monthly benefit at the restaurant, as well as the Free Harvest Supper, a community meal for 700 people. Not only are we energized by this work as business owners, but our staff enjoy the unique opportunity to contribute along with our customers.

We ultimately gain in exposure to so many non-profits, schools and service organizations we would not normally be connected to. Of course, it goes without saying that there is also a “PR” component to the act of giving. It has the effect of bringing folks in the door, and where would we be without our customers or clients?

Jim Zacarra, Hope & Olive Restaurant

## Winners of the 2009 Summerfest raffle!

Mary Buckley	Karen McCormack
Dawn Morin	Marion Overgaard
Esther White	Autumn Tidlund