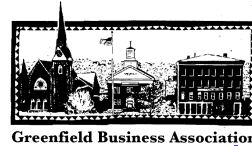


**Greenfield  
Business Association**  
774-2791  
gba@franklincc.org

.....▶  
**2007, a very good year**

# G-Biz



**Doing business together in Greenfield  
Since 1922**

www.greenfieldbusiness.org

January 2007

Greenfield Business Association Newsletter  
\*\*\*\*\*

### ***New for Gbiz in 2007:***

- ?? ***Monthly Member Profile***
- ?? ***Calendar of Events***
- ?? ***Relevant Business Reminders***
- ?? ***Member to member discounts***
- ?? ***Opportunities for Sponsorship***
- ?? ***Larger, easier to read type***

### **MEDIA FRIENDS**

Your big chance is here!  
Prepare your advertising packages for presentation to the Retail Marketing Committee for the Greenfield Business Associations Cooperative Retail Marketing 2007-2008 season. Call the Greenfield Business Association to schedule your appointment: 774-2791

### **"GREEN" FRIENDS**

Do you have an environmentally friendly product or service you'd like to show off at the Green Fair this year? We'd love to talk to you. Call 774-2791 or email gba@franklincc.org to share your idea and get on the mailing list for vendors or sponsors.

### **FRIENDS OF GBA FRIENDS**

We will be celebrating the Greenfield Business Associations 2007 LOVE THY NEIGHBOR Campaign at our Open House on February 8, 2007. More details to follow, but plan to come and bring a potential member friend. It only gets better!

## What Matters to You Department

### **Important Tax Information for 2007**

#### **Depreciation and Section 179 Expense**

Increased section 179 limits. The maximum section 179 deduction you can elect for property you placed in service in 2007 is increased to \$112,000 for qualified section 179 property. This limit is reduced by the amount by which the cost of section 179 property placed in service during the tax year exceeds \$450,000.

#### **Self-Employment Tax**

The self-employment tax rate on net earnings remains the same for 2007. This rate, 15.3%, is a total of 12.4% for social security (old-age, survivors, and disability insurance) and 2.9% for Medicare (hospital insurance).

The maximum amount subject

to the social security part for tax years beginning in 2007 has increased to \$97,500 from \$94,200 in 2006. All net earnings of at least \$400 are subject to the Medicare part.

#### **Standard Mileage Rate**

For 2007, the standard mileage rate for the cost of operating your car, van, pickup, or panel truck is increased to 48.5 cents a mile for business miles driven.

#### **Qualified Transportation Fringe Benefit**

For taxable years beginning in 2007, the monthly limitation regarding the aggregate fringe benefit exclusion amount for transportation in a commuter highway vehicle and any transit pass is \$110. The monthly limitation regarding the fringe benefit exclusion amount for qualified parking is \$215.

### **Another Good Idea**

**A special request has been made by the Greenfield Police that our downtown businesses check to be sure their back doors are marked by name and/or number. It would be a great help to them when they make rounds to be sure all is well.**

\*\*\*\*\*  
**Look for Greenfield Business Association Street Surveys around town in the month of January. Results of Survey will be published in Newsletter in March.**

Caught someone doing something good? Let me know: 774-2791

# Monthly Member Profile: January-Ed Terault



## Ed Terault, President Reil Cleaning Services

Reil Cleaning Services was established in 1972 by Richard Reil and has been locally owned and operated ever since. When the company was started it served commercial & residential clients in several towns of Franklin and Hampshire counties. Reil grew with the local economy and experienced strong and steady expansion. Primary services include retail & commercial office cleaning, maintenance, carpet shampooing, floor stripping, painting, window cleaning, repairs, and grounds keeping. Reils cleaning products are non-toxic, non-abrasive, and safe for the environment. They can also provide your

supply needs including cleaning supplies/paper products, and even light bulbs!

In 2001, Ed Terault of Greenfield apprenticed under Richard to gain knowledge and experience before purchasing Reil Cleaning Services later that year. Ed brings 20 years of experience from the mechanical engineering, purchasing and planning fields. Ed has implemented his high tech skills into the business by upgrading equipment, enhancing cleaning processes and offering more services.

Ed makes himself and his 17 long-term detail oriented employees available to his clients for specialty requests including facility repairs, maintenance and efficiency updates.

Under Ed's ownership and management the company has expanded in both Franklin and Hampshire counties and has completed specialty requests from businesses in Hampden County. Reil Cleaning Services currently serves 45 clients in the three counties of the Pioneer Valley.

### FYI: HALLOWEEN COUPONS A SUCCESS!

For the second year the Greenfield Garden Cinemas has given \$1.00 Off Concession Coupons in addition to Halloween candy during the "Rag-Shag Parade" festivities on Oct. 31<sup>st</sup>. It's been a great success for increasing concession sales. We gave out approximately 700 coupons valued at \$1.00. In the month of November we redeemed approximately 150 coupons. So far in December approximately 150-200 have been redeemed.

Our average concession sale is \$3.50 per person. Although our gross margins are impacted, it is usually offset by the person redeeming the coupon, to actually buy more concession because they saved some money. The overall positive impact to my bottom line is great at very little up front expense. **The PR of giving out the coupons is a plus.** Most people will remember the impression that person made on them (hopefully a positive one). A small incentive like coupons is an easy way to get the customer in the door, but takes little energy to convert that to an increase in sales and profits.  
**George Gohl, Owner  
Greenfield Garden Cinemas**

## New Greenfield Business Association Members

### Greenfield Community Television

*Under new leadership GCTV has expanded its local programming and recruitment for locally produced shows. See channel 15 for programs such as Dukes of Sports, Fat Guys on Film, Money Talk, and wildly popular weekly show "Homegrown" featuring live music.*

**Executive Director Terri Cappucci: [terri@gctv.org](mailto:terri@gctv.org)  
393 Main Street [www.gctv.org](http://www.gctv.org) 774-4288**

### Reil Cleaning Services

See Member Profile Above  
[www.reilclean.com](http://www.reilclean.com) 413-834-3770 [reilclean@comcast.net](mailto:reilclean@comcast.net)

### Welcome New Committee Members

Kristie Faufaw of Ryan & Casey Liquor store joins the Marketing and Events Committee. Her energy and enthusiasm are remarkable. We are thrilled to have her join us.

Elliana Soleil of Sun Design joins us on the Events Committee. A gifted designer and Greenfield enthusiast, we are lucky to have her interest and talent on the committee.

### Greenfield Business Association Noteworthy Dates

**GBA Open House: February 8, 2007  
Green Fair: April 21, 2007  
Spring Fest: June 16, 2007**