

*Please note Radio Program will be presented to association at March 10<sup>th</sup> meeting, 6pm, school board room. Hope to see you there! Also pick up window clings and buttons for shop local, order placemat ad, confirm your entry in CCBA directory!*

## **Notes from Cougar Country Business Banquet February 10<sup>th</sup>, 2014, courtesy of Franny Makos, Coleman Floral**

After a scrumptious meal, Vern Christoperson opened the meeting with introductions of all attending.

Judy Krueger introduced our new marketing consultant Mare Hare. After a few words she introduced our guest speaker Roger Utnehmer DoorCountyNews.com radio in door county.

Roger gave a witty presentation on the “Shop Local” campaign. Some of the why’s of shopping local or ways that shopping local benefits an area are:

1. Job protection
2. Solidifies & strengthens property tax base
3. Makes the shopper feel good about helping their local area
4. Has a multiplier effect as \$1.00 can be spent 6 or 7 times in the same local economy
5. Ensures the survival of non profit organizations / sustainability of small town non profit support.
6. Better service from local merchants

Ways on “How” to implement a shopping local campaign:

1. Meet as a group, keep meetings short
2. Identify 3 purchases we’ve bought outside the area instead of local, try to change that buying pattern
3. Evaluate operating hours / household’s employees working hours
4. Place signage in stores “Thank you for buying local”
5. Relentless repetition of “Buy Local”
6. Ask local government to establish a local purchase preference \_\_\_% of bid
7. Ask governments to do more local
8. Network with one another
9. Signs on doors “Buy Local”
10. Analysis of : marketing bridge, signage, local marketing, service - advertise able difference- what will make someone change they buying pattern to your

business.

11. Look at amount of money invested in marketing to tell people why they should shop at your business. -- Find out what the Industry Marketing Average (percent of gross income spent on advertising/marketing) is for your business.
12. Remember - "You Do Good By Doing Good!"

Mare Hare then continued with a presentation on our "Shop Local" buttons, Cougar Country door clings, our placemat advertising and the business directory. And gave the group some advise on wise advertising spending.

Vern then updated the group on:

1. The Website
2. Grand Opening/Ribbon Cuttings for new businesses
3. Business & Craft fair
4. CCBA discount card program for Members
5. Radio Ads
6. Face Book page
7. Placemats
8. Green Bay Area Chamber of Commerce membership/events/website
9. Signage on South and North sides of villages
10. Future meetings - Quarterly - second Monday of the month - posted on website - next meeting is March 10<sup>th</sup>

Judy Krueger explained a little more about the membership in the Green Bay Area Chamber of Commerce, and thanked all the persons who helped with the banquet and other projects.

It was also discussed that we try some "Business After Hours" networking.

Afterwards door prizes were awarded and the 50/50 raffle drawn.