



DowntownNews

VOLUME 26 ISSUE 3

APRIL 2008

THE MISSION OF THE
DOWNTOWN HENDERSON PROJECT:
TO PROMOTE, IMPROVE AND PRE-
SERVE THE UNIQUE CHARACTER AND
ECONOMIC VITALITY OF DOWNTOWN
HENDERSON.

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Director
Beth Strawn, Events
Coordinator
Dena Wilkerson,
Bookkeeper
Diane King, Media Volunteer
Kate Boswell, DHP Volunteer

Downtown Henderson Project

Receives 2008 Certification from

The National Main Street Center & Kentucky Main Street Program

The DHP has met all ten performance standards and criteria required to be named an accredited Main Street Program. These standards of performance help us keep the Main Street movement strong and focused nationally. The ten standards of performance require that a Main Street Program:

1. Has broad-based support for the commercial district revitalization process, with strong support from both the public and private sectors.
2. Has developed vision and mission statements relevant to community conditions and to the local Main Street Program's organizational stage.
3. Has a comprehensive Main Street work plan.
4. Possesses and exhibits an historic preservation ethic
5. Has an active board of directors and committees
6. Has an adequate operating budget
7. Has a paid professional program manager
8. Conducts a program of ongoing training for staff and volunteers
9. Reports key statistics.
10. Has a current membership in the National Main Street Network membership program.

INSIDE THIS ISSUE:

Dates to Remember	2
Taffy Opry	2
What's Coming Up	2
Riverboat Stops	2
Rick Segal's Retail Tip	3
Become a new Member	4



Welcome
New
Member

Audubon Oil & Gas

Mark J. Hughes

119 1/2 S. Main

DHP Business Meeting

The DHP next business meeting will be on Monday, April 7 at The Downtown Sandwich Shoppe, located in the Citi Center Office Building at 230 Second Street.

The meeting will begin at 5:15 p.m.. We will hear from Leanne Banna- Pritchett, River Bend Academy, John Reed, Henderson Chief of Police and Bruce Shipley, Henderson Water and Utility. Sponsor is The Downtown Sandwich Shoppe.

Dates to Remember

March 30—April 2 National Town Meeting

April 7 DHP Business Meeting—
Downtown Sandwich Shoppe

April 8 Think Henderson Meeting

April 10 DHP Board Retreat

April 16-18 Kentucky Association for Eco-
nomic Development Professionals

April 18-20 Breakfast Lions Club Tri-Fest

What's Coming up!

Summer Concert Series—Soon to be Announced

More “Think Henderson “ Events

Webhosting for DHP Members

Community Yard Sale & Flea Market

Highway 60 Yard Sale

What's New!

Diamond Delight's & Café'

Is moving to 115 North Main Street open April 1

En El Rio

104 North Water St. opening soon

Taffy Opry

A Bob Park Production

is coming to Henderson Fine Arts Center on October 25, 2008. This promises to be an excellent performance with an all star cast. With Bob as director you know it will be a sell out crowd. The DHP has the honor of being the sponsor of this production. The DHP Board will be selling tickets so get yours early, they will go fast.

Riverboat Stops

Monday, April 28	DQ	Noon—5:00
Saturday, May 17	DQ	Noon— 5:00
Friday, May 23	DQ	Noon—5:00
Friday, May 30	DQ	8:00—1:00
Friday, June 06	DQ	8:00— 1:00
Saturday, June 21	DQ	Noon— 5:00
Saturday, June 28	DQ	8:00—1:00
Saturday, July 05	DQ	8:00—1:00
Friday, July 25	DQ	8:00—1:00
Saturday, August 09	DQ	8:00—1:00
Saturday, August 23	DQ	8:00—1:00
Saturday, August 23	Riverbarge	8:00—4:00
Friday, August 29	DQ	8:00—1:00
Friday, September 05	DQ	8:00—1:00
Saturday, September 20	DQ	Noon—5:00
Friday, September 26	DQ	8:00—1:00
Saturday, October 11	DQ	Noon—5:00
Friday, October 17	DQ	8:00—1:00
Sunday, October 26	DQ	8:00—1:00

Rick Segel Retail Tip of the Week

How Do you Grow your Business?

1. **Sell new customers your current products and services.** That seems to be the path that most businesses adopt. They are on the constant quest for new customers. There is nothing wrong with that. It's just that there are other ways to grow a business. I could write a quick 50 pages on the different techniques to employ here but that's not what this article is all about.
2. **Sell your current customers more of your current products and services.** Many times we have customers who have the ability to buy more from us than they are buying. There are a few different methods to address this issue. First is to sharpen up your employees' selling skills. Are they suggesting additional items or are they just happy selling one item to a customer? Start to look more carefully at their UPT numbers. Units Per Transaction are the average of individual items that are sold per transaction. If salesperson #1 waits on 3 customers and sells the first customer one item, the second customer 2 items and the third customer three items, then the Units Per Transaction number would be 2. However, if Salesperson #2 also sold 3 customers but they only sold two of the customers one item and the third bought, their Units per Transaction would only be 1.3. you start to multiply that by 30 days in a month and over a year, you have a significant difference.
3. **Sell your current customers new products or services.** This is very similar to selling existing customers more of what you have, but the difference is you have a more compelling reason to communicate to them. New! That's the best reason of them all. People love new and different products. Are you constantly on the lookout for new and interesting products to offer your customers?
4. **Sell new products and services to a new group of customers.** This is very similar to selling your customers new products or services. The difference is you are now marketing to a brand new group of people. Years ago I added a department that just sold bridesmaid dresses. It was a new product line and a whole new set of customer. This is similar to starting an ecommerce business. You are targeting (in many cases) a brand new group of customers. The problem here is that it just takes time to develop. All of us get impatient and then lose interest. We get all excited about a new idea but we forget that it takes time to create the necessary buzz to make word of mouth advertising work. Yes, we have all heard of the overnight successes and they do exist but those are more of the exception than the rule.
5. **Buy it...expansion through buying another business.** This is the approach taken by larger companies through mergers and acquisitions. Can it work for smaller businesses? Yes, but unless you have the right people you can trust, it will not work.

Those are the major categories of growing a business. What way do you want to grow? After years of exploring every one of these approaches I have grown partial to number 2. Selling more to existing customers and, of course, always adding some new products along the way. I say that because you are marketing to people who already know you and hopefully love you. It is the safest and easiest approach BUT you have to have the type of product line that lends itself to repeat customers.



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Become a member of the **Downtown Henderson Project!**

MEMBERSHIP CATEGORIES (Annual dues)

Individual/Family	\$50
Friend of Downtown	\$100
Organization/Church	\$150
Small Business/Professional	\$250
Large Business/Industry	\$500
Patron	\$600
Leadership	\$1200

Date _____

Name _____ Business Name _____

Address _____

E-mail _____ Phone _____

Fax _____

Bill Annual _____ Bill Semi-Annual _____