



DHP

Downtown Henderson Project

DowntowNews: The Downtown Henderson Project eNewsletter

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Downtown Retailers ARE Making a Difference

Our community is like any other community in our nation, dealing with the profound effects of the recession and the high rate of unemployment. High unemployment across the nation - which reached 9.7% in August - is a critical factor in the nation's as well as community food banks.

According to the Feeding America organization, unemployment is now the most critical concern cited by food banks. Feeding America is the nation's largest domestic hunger relief organization, serving an estimated 25 million low income Americans each year through its network of 205 food banks and their 63,000 charitable feeding agencies, including food pantries, soup kitchens, and homeless shelters. Henderson has one of the largest food banks in the area, according to Dottie Sugg of the Henderson Christian Community Outreach. The Feeding America organization selected Henderson Christian Community Outreach to be part of the Feeding American program.

Downtown Henderson retailers are doing their part in making a difference in our community. Ten of the downtown retailers will be participating in two canned food drives over the next two months. The recipients will be the Henderson Christian Community Outreach as well as the people who donate. There will be boxes available at each participating store for the food items. When you bring in your items, you will receive 10% off your total purchase of regular priced items.

The first canned food drive took place on Friday, September 25th and the next one will take place on **Friday, October 23rd** at these participating downtown businesses: **Homefolks Gifts**, 120 N. Elm St., **J'Petals Floral & Gifts**, 131 First St., **Klassy Kids**, 320 N. Elm St., **Memories Past & Present**, 324 N. Elm St., **Merle Norman at Third Street Gift Shop**, 307 3rd St., **Victoria's Boutique**, 321 3rd St., **The Gold Mine**, 111 N. Main St., **Welcome Home**, 213 First St., **Matt's News & Gifts**, 106 N. Elm St., **Breck's Bicycle Shop**, 232 N. Main St.

Our downtown retailers ARE making a difference! Join them in helping to fight hunger in Henderson, KY, by bringing in your canned food items!

Trick or Treat in Downtown Henderson

The Downtown Halloween Trick or Treat event will take place on Friday, October 30, 2009 in downtown Henderson, KY. As a way to provide the community with a safe Halloween, the downtown retailers and business offices will be handing out treats. The trick or treating will begin at 3:00pm and continue until 5:00pm. At 5:00pm the Halloween Parade will begin.

The Annual Employee Costume Contest will also be held on Friday, October 30th. The costume contest is open to any business that would like to participate. We will judge the participants beginning at 8:00am on the 30th. The contest categories are: Best Overall Business, Most Original Business, Best Themed Group, Most Original Duo/Trio, Most Original Individual, Funniest Individual/Group and Most Realistic Individual/Group. Vaughn Insurance Agency Company is the sponsor for the Employee Costume Contest. Prizes and the traveling trophy to the Best Overall Business will be awarded. If your business is interested in the Costume Contest, please contact our office at 270-827-0016 to register by October 28th.

The Halloween Parade is open to all who come downtown to trick or treat. You need to be at the Big Rivers parking lot on the corner of 3rd and Main Streets at 4:45pm. The participants will line up according to age or group and if you would like to include your pet, we have a category for them! The parade will begin at 5:00pm. The Henderson Police D.A.R.E. car will lead the parade. The parade will continue down Main Street to Washington Street. It will turn right on Washington Street and continue to the Water Street tennis courts where it will disband. In the event of rain, the parade will be cancelled.

DATES TO REMEMBER

October 20-22- Kentucky Main Street Best Practices Conference; 30th Anniversary of KY Main Street; Frankfort, KY DHP office will be closed these dates

October 23- Downtown Henderson Retailers Canned Food Drive; 10 retailers participating; Food for Henderson Christian Outreach; 10% disc. if you bring in canned foods.

October 24- Make a Difference Day

October 30- Trick or Treat in downtown Henderson 3:00-5:00pm; Halloween Parade 5:00-5:20pm; Start from Big Rivers parking lot. Employee Costume Contest, judging 8am, call DHP office at 270-827-0016 to register your business.

November 6 & 7 - Downtown Christmas Open Houses; these businesses will be having their Christmas Open Houses: **Klassy Kids**, 320 N. Elm; **Third Street House**, 307 3rd St.; **Victoria's Boutique**, 321 3rd St., **J'Petals Floral & Gifts**,

131 First St.; **The Gold Mine**, 111 N. Main St.

November 7 & 8 - Downtown Christmas Open Houses;

Nov. 7 **Serendipity Scrapbooking**, 19 S. Main St. 1:00-5:00; Nov. 7 & 8, **Matt's Hallmark**, 106 N. Elm St.

November 13 - "Six Painted Ladies" Art Show; Six local artists will host an opening reception to their art show on Friday, November 13 from 6:30-9:30pm at Image One Studio located at 114 N. Main St., Henderson, KY. The show dates are Nov. 13-21.

November 14 & 15 - Christmas Open House Memories

Past & Present , 324 N. Elm St.

Seven Relationship-Building Business Strategies by Barbara Wold

Q. With so much competition, it's hard for a business to keep from blending into the background. What can you do to help customers think of you first when they're ready to buy?

A. Successful businesses don't just communicate with prospects and customers for special sales. Today, making your company indispensable is a vital key to marketing success. It's a terrific way to add value, enhance your brand and position against your competition. Here are seven relationship-building strategies that will help you transform your company into a valuable resource:

1. Communicate frequently. How often do you reach out to customers? Do the bulk of your communications focus on product offers and sales? For best results, it's important to communicate frequently and vary the types of messages you send.

2. Offer customer rewards. Customer loyalty or reward programs work well for many types of businesses, from retail to travel. The most effective programs offer graduated rewards, so the more customers spend, the more they earn.

3. Hold special events. With the renewed interest in retaining and up-selling current customers, company-sponsored special events and promotions are returning to the forefront. Any event that allows you and your staff to interact with your best customers is a good bet.

4. Build two-way communication. When it comes to customer relations, "listening" can be every bit as important as "telling." Customers who know they're "heard" instantly feel a rapport and a relationship with your company.

5. Enhance your customer service. One of the best ways to add value and stand out from the competition is to have superior customer service. Top-flight customer service on all sales will help you build repeat business, create positive word-of-mouth and increase sales from new customers as a result.

6. Launch multicultural programs. It may be time to add a multilingual component to your marketing program. Bilingual customer service will also go a long way toward helping your company build relationships with minority groups.

7. Visit the trenches. When was the last time you spent hours or even a full day, with your customers? There's no better way to really understand the challenges your customers face and the ways you can help meet them than to occasionally get out in the trenches. Try it. You'll find it can

be a real eye-opener and a great way to cement lasting relationships.

"BUY LOCAL" - "THINK HENDERSON"



By living by the mantras "buy local" and "Think Henderson", it becomes a win-win for everyone! Downtown Henderson has so much to choose from-come Downtown and check us out.

MONTHLY BUSINESS HIGHLIGHT

The Gold Mine

Owner: Winnie Conner
Address: 111 N. Main Street
Phone: 270-827-4627
Hours: Tues-Fri 10:00-5:00 Sat. 10:00-2:00

The Planet Interior Consignments & Beyond LLC

Owners: Shawn Dockemeyer
Address: 316 First Street
Phone: 270-826-0988
Hours: Wed.-Fri. 10:00-6:00pm Sat. 9:00-4:00pm

Victoria's Boutique

Owner: Mary Lynn Overstreet
Address: 321 Third Street
Phone: 270-831-2857
Hours: Mon - Sat. 10:00-5:00pm

Welcome Home Gifts

Owner: Doxie Lott
Address: 213 First Street
Phone: 270-827-1323
Hours: Tues.-Fri. 10:00-5:00pm Sat. 10:00-3:00pm

The DHP will be featuring several of our members in the monthly newsletter. We hope that this "Monthly Highlight" will be a reminder to everyone of the great retail market we have in Henderson!!

THINK HENDERSON - BUY LOCAL

JOIN 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
Heart of Henderson \$2000 or above

Membership can be billed annually or semi-annually. To join contact the DHP by phone at 270-827-0016 or via email at julie@downtownhenderson.org.

Sincerely,

Downtown Henderson Project

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