

November 2009



Main Street Beat

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Committee schedule

Welcome to Sterling Baskets are coming!

The Promotion committee is working hard to get together items for baskets to welcome new Sterling residents to our community. I have been asked about something like this many times, and it is soon to become a reality.

If you are a Main Street Sterling member and your business would like to have business cards, coupons or any other information included please let me know!

Promotion committee members will be collecting these items in the next few weeks. The baskets will be put together after the first of the year.

Annual Meeting

Monday, November 23

Please RSVP by Friday, November 20

Come enjoy dinner and hear about entrepreneurship opportunities and programs available in Rice County

**Economic
Restructuring**
2nd Tuesday- 5:30pm

Design
1st Thursday
12:00pm

Promotion
2nd Wednesday
12:00pm

Organization
2nd Friday
12:30pm

Board
2nd Thursday
12:00pm

Join Our Mailing List!



Main Street Sterling Annual Meeting



November 23, 2009

6:30 PM

Sterling College Cafeteria
(West End)

Please join us for dinner, a review of Main Street Sterling
2009 accomplishments, and guest speaker
Jill Nichols, Rice County Economic Development Director
"Being a Triple A Community"

Please RSVP to mssterling@sterlingks.org or 278-2099
by Friday, November 20

Did you know?

This month's featured business is
Broadway Market
105 S. Broadway



. The Broadway Market has been open for 2 years in the "Old Bulletin Building". Owners Dave and Lynn Landis are members of Main Street Sterling. The Broadway Market has specialty coffee, 5 different hot chocolate flavors, smoothies, bagels, muffins and much more in the rear of the store. The

front is a gift/flower shop. They carry several different lines including Willow Tree Angels, Northern Lights Candles, and much more. Visit the Broadway Market for all your home decor, and gift needs.

Cafe Murder



Thank you to our sponsors for helping to make Cafe Murder a success!

Alden State Bank
Ark Veterinary Clinic
Farm Bureau Financial Services, Teresa Boeken
Farmers Coop Union
First Bank
Home Lumber
JACAM Chemical
KMW Ltd.
Sterling Bulletin
Sterling Services
United Industries, Inc.
Reed Pharmacy
Gambino's Pizza

2009 Old Fashioned Christmas Festival

The Festivities begin on November 30 with Santa's arrival and Christmas Tree Lighting.

[View the complete schedule on our website](#)

Main Street Mall vendors are needed.
Home based businesses, baked goods, crafts etc.
Everyone welcome!
Contact [Christi](#) for more information



Main Street Sterling Donates \$400 to Food Bank

Due to the success of the Fire and Smoke BBQ Cook-Off, Main Street Sterling is able to donate the proceeds of \$400 to the Sterling Food Bank.

Thank you once again to our sponsors: Schmidt Cattle Co., Nutri-Tech, BBH Enterprises, Sterling Services, Dillons, and Reed Pharmacy.

"How to Get Local Customers to Spend Money in Your Local Business"

Jon Schallert Live Webinar
Friday, November 20
12:00pm

Contact [Christi](#) by Wednesday,
November 18 to register

Lunch will be provided

We are excited to announce that Jon Schallert will be conducting a Live Webinar Event for the Kansas Main Street Communities on Friday, November 20th at 12 noon Central Time. The name of the webinar is: "How to Get Local Customers to Spend Money in Your Local Business"

In this webinar, Jon discusses the right and wrong ways to capture local customers, and how any "Shop Local" initiative can be improved. Business owners attending the session will leave with new marketing tools to capture local customers and retain tax dollars locally.

What Attendees Will Learn:

- § Why being the best in your city is no longer good enough if you want local consumers to spend money with you.
- § The most neglected social networking tool that will actually generate revenue for your business and not just waste your time. (Hint: It's not Facebook or Twitter)

- § How one small business generated over a quarter of a million dollars using one marketing tactic that cost less than \$50.
- § Why there are hundreds of consumers in your city who every month aren't spending money in your business, and the best way to attract them.
- § How to take your best customers, clone them, and pull them into your business.
- § Five critical components of your business website that are hurting your chances of attracting local customers if you're not using them.
- § The worst mistake business owners make when they receive a compliment from a customer.

The 3/50 Project

The 3/50 project is a campaign to save support local businesses. The concept has spread to communities nationwide, and its premise is simple: First, choose three local independent brick-and-mortar businesses-clothing shops, food stores and restaurants, and for the home, independent appliance retailers, hardware stores, and garden centers-that you find essential and want to keep from going under during the recession. During tight times like these, independent retailers suffer since budget-minded consumers are more inclined to shop at chain stores and big-box merchants. Then spend \$50 or more among those places each month. If enough people in a town make the pledge, the theory goes, the pooled-together funds will prop up mom-and-pop enterprises and help sustain local business districts. If half of the employed population spent \$50 each month in local businesses, it would generate more than \$42.6 billion in revenue. Imagine the impact if $\frac{3}{4}$ of the population did this.

For every \$100 spent in locally owned independent stores, \$68 stays in the community through, taxes, payroll, and other expenditures. If you spend that in a chain store only \$43 stays here, spend it online and nothing comes home. Think about these figures and how you can help our Sterling businesses as Christmas approaches. For more information, visit www.the350project.net.

Have a great month!

Christi Gilmore

Executive Director
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www.sterlingks.org

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