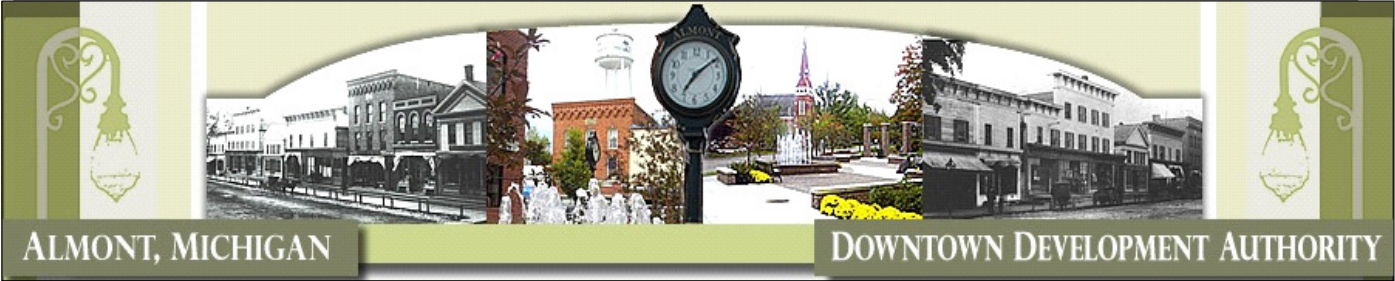


SPRING 2009



VOLUME II, ISSUE 1

Spring Business Survey

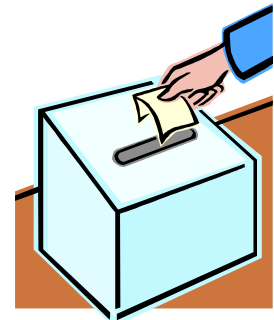


Winner of the \$100 advertising promotion.

Many thanks to the 14 business owners who took the time to complete and return their surveys. Each owner took a lot of time to give thoughtful and constructive responses to the questions. These responses will help shape future efforts of the DDA.

IT'S NOT TOO LATE..
Surveys are still being accepted!

Visit the DDA website to download a copy today



ALMONT EGG-STRAVAGANZA

The Almont DDA has organized an exciting new annual event downtown. The Egg-stravaganza is an opportunity for business owners to increase their foot traffic into their store. Designed as an Easter egg hunt for adults – the premise is simple. Business owners fill dozens of plastic eggs with coupons, discounts, small treats and several “Grand Prize” awards. Customers have one week to collect at least 12 different eggs. Once they’ve accomplished this, they turn their eggs in to any participating merchant for a chance to win a cash prize award of either \$100, \$75 or \$50.

The DDA would like to thank **ALL** of the 29 downtown business owners who have chosen to participate. Look for the names of the cash prize winners on our website by April 16th.

The Following DDA Merchants Participated in the Egg-stravaganza



- | | |
|--------------------|--------------------------|
| Almont Food Center | Isla De La Sol |
| Almont Pastry Shop | K-9 Clips |
| Buccilli's Cakes | Kommunity Kracker Barrel |
| Carmalot Computers | Maria's Place |
| Charlie Brown's | Mike's Antiquary |
| Country Corner | National City Bank |
| Curve's | Oasis Salon |
| Cut Loose | Petals and Bows |
| Dr. Vanderest DDS | R&R's Sporting Goods |
| E-Bay Consignment | Reliteration Books |
| Fishy Business | Roza's Pizza |
| Gass—Becker | The Cinnamon Stick |
| Insurance | The Mill and |
| H&R Block | Brewhouse |
| Howard's | Tri-County Bank |
| Automotive | |
| Hungry Howie's | |

SUMMER CONCERT SERIES NEEDS YOUR HELP!



The Almont Concerts in the Park is currently seeking sponsors for three event dates. This is a great opportunity to support the arts in your community and gain recognition for your business. Sponsors are needed for July 30, August 6 and August 13th. Partner with another downtown business to co-sponsor one of these family events.

The series begins on June 18th with a performance by Stone Canyon—a band with local connections. Performances are scheduled each Thursday evening from 7:00-9:00 pm.in the Almont Village Park.

Interested in sponsoring? Contact Cindee Cimaroli at: (810) 798-8528

Employment Builders Alliance



A Michigan Regional Skills Alliance Program

Don't think you need job training?

Think again! In today's dynamic marketplace, new technologies and organizational models are constantly changing the way we do business. Staying on top of new tax and employment laws—not to mention developing marketing strategies, managing your business financials and human resource needs can be overwhelming on a limited budget and more limited time constraints.

The Employment Builders Alliance is a valuable tool for our local business owners. For a flat fee of \$10/employee each year—you and your employees have unlimited access to classes and training at no cost in all these areas and then some! With training sites in Lapeer County, the EBA is cost effective and convenient. Why not take advantage of training programs directly linked to common business needs and see the benefits of increased job performance?

Current Course Offerings Include...

Serve Safe	Web Design
Microsoft Excel	Effective Business Communication
Microsoft Word	Team Building Skills
Quick Books	Health Care Challenges
Time and Stress Management	Conflict Resolution
Payroll Law	And More...
Effective Marketing and Promotion	

**Employment Builders Alliance
Thumb Works!
(810) 664-1680**

BIZ NEWZ

Welcome to Almont!

Great Lakes Family Dental Group—606 N. Main

Dr. Patrick Gray, owner

Apex Heating and Cooling—122 S. Main

Jeet Kune Do Martial Arts—122 S. Main

Chuck and Valerie Rushing, owners

Coach Motors—114 E. Stone St.

Terry Coates, owner

Business Moves:

Petals and Bows—145 N. Main St.

Tammy Jenks, owner

Oasis Hair Salon—740 N. Van Dyke

Kim Ruhlig, owner

New Ownership:

Isla De La Sol (formerly Fire Island Tanning) - 121 S. Main

Sue Coronado, owner

Almont Area Chamber of Commerce

We're open for business!!

April Member of the Month:

American Tree

The Chamber is currently accepting membership payments for 2009. Join today! Contact: (586) 337-2658.



WAKE UP WITH ALMONT !

Join us on the second Thursday of each month for a breakfast filled with informative speakers, door prizes and unlimited networking opportunities. This event takes place from 7:30 –8:30 am and is held at the Almont Lions Hall at 222 Water Street. Admission is \$5/person.

Please visit www.AlmontChamber.com
Your community Chamber is working hard for you!

CALENDAR OF EVENTS

Season Opening:

April

- 3-12 Almont Egg-stravaganza
- 9 Wake Up Almont Chamber Breakfast
- 11 Almont Lion's Club Easter Egg Hunt

May

- 2 Almont Flea Market Opens
- 14 Wake Up Almont Chamber Breakfast
- 14-16 Spring Fling and Garage Sale Frenzy
- 16 Chalk Around the Fountain
- 16 Almont Farmers Market Opens
- TBD A Taste of Almont



Almont Farmers Market

Saturdays: 10-2
 May 16, 23 and 30
 July 11-October, weather permitting
www.almontfarmersmarket.com

Almont Flea Market

Sundays: 8-4
 May through October

SMALL BUSINESS SURVIVAL STRATEGIES

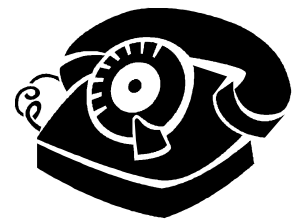
John Schallert, a small business expert has a few general suggestions for being proactive in navigating current economic conditions and preparing for the future.

- First—Don't Panic. Focus on what you can control and implement it in your business. Be upbeat, develop relationships with your vendors and be prepared to negotiate.
- Take this opportunity during a slow period to improve your business plan. Use this economic slow down to be creative and build competitive advantage and loyalty. For example: institute a buyers reward program. (e.g.: buy 10 meals, get 11th free., etc.)
- Keep inventory low. Many stores may want to focus on selling consumer necessities.
- Focus on your top, most loyal customers. Make them feel special.
- Avoid aggressive discounting. A small downtown independent cannot compete on price with large chain stores.

Use resources for marketing to get new customers and keep the ones you already have. The SBA has some online courses that take only 20 minutes or so and could give you an idea you may not have thought of.

Article submitted by:
 Debra Schumacher, owner,
 The Mill and Brewhouse.

QUESTIONS? COMMENTS?
 SUGGESTIONS? THE
 DDA WOULD LOVE TO
 HEAR FROM YOU!



798-8125
Tues—Thurs
9:00-3:00

YES! Please contact me regarding ways I can become involved in Downtown Almont.

NAME: _____
 BUSINESS NAME _____
 ADDRESS: _____
 PHONE NUMBER: _____

I'm interested in volunteering for the following:

- Special Events/Programming Marketing/Newsletter
- Downtown Beautification Committee General Volunteer Opportunities

Please return to: **Almont DDA, P.O. Box 226, 134 N. Main St., Almont, MI 48003**

DDA Board Meetings

The Almont Downtown Development Authority Board meetings are open to the public and are held on the fourth Wednesday of each month at 7:00 p.m. at the Almont Village Offices
817 N. Main Street

Next Meeting: April 22nd

www.AlmontDDA.com

2008-2009 DDA Board of Directors

Joe Janukaitis, Chairperson

Debra Schumacher—Vice Chairperson

Steve Schneider, Secretary

Carole Marsh, Treasurer

Michele Breen

Jim Henderson

Mary Ann Harmon

Mike Knapke

Diane Sadler

Frank Smith

Nancy Boxey, DDA Director

P.O. Box 226

134 N. Main Street

Almont, MI 48003

(810) 798-8125

134 N. Main Street
P.O. Box 226
Almont, MI 48003



ALMONT DDA