

The Secret to WhizBang! Marketing

“Mining for Diamonds in Your Own Backyard” was the topic of the spring Opportunities program presented May 22nd by the Delta County Area Chamber of Commerce and the Economic Development Alliance along with Michigan Works! The Job Force Board, WLUC TV-6, Bay College, MEDC and First Step. Negen, who is from Grand Haven Michigan, is a popular presenter who got his start in retail business as one of the founders of the Mackinaw Kite Company.

Negen emphasizes that there are only three ways to grow a business-

1. Get more customers
2. Get more dollars per transaction
3. Get more transactions from every customer.



Bob Negen while presenting
“Mining for Diamonds in Your Own Backyard”

“You are going to go out of business if your sole strategy is hope marketing,” said Negen, citing examples such as hoping that it will be a warm summer, or hoping that there will be a lot of snow or hoping that the price of gas does not go to high. He emphasized the importance of marketing to people you already know because they are the most loyal, spend the most money and have the lowest price resistance.

To get more money per transaction, he stressed the value of an “add-on” constantly and consistently suggesting some additional item to every customer. Also important is selling up, getting customers to spend more by giving increased value, which in fact, the customer may actually want. As an example, the customer may ask for a particular model of appliance, but when a clerk describes the features of an upgraded model, it may be that the customer will be willing to spend extra to get

those additional features.

More transactions from every customer requires more communication with customers by way of promotions, “Preferred Customer Clubs,” providing the kind of service that keeps them coming back year after year and creating a feeling of guilt when they shop elsewhere.

Communications with customers has never been easier with more and more people having access to fax and e-mail. Make those pieces of information as important to your mailing list as the customer’s name, and address.

He went on to explain how critical it is to develop relationships, not transactions and then to do all that you can to make the most of the relationships. He reiterated that the goal should be creating customers for life.

The second half of Negen’s presentation was “How to develop a WhizBang staff.” Noting that 67% of customers stop shopping at a particular business because of a perceived indifference, he emphasized the importance of handling every customer transaction as if you really care. This of course, led to the discussion of how to hire the right people, those who can demonstrate caring and concern for every customer.

Recruiting good employees requires constant attention- maintaining a prospects file of any and all potential employees for that time when you need to hire. Consider placing a sign in your window that reads “Always looking for good help. If you are hard working, reliable and have common sense, come in and see us.” Networks –church, family, friends- can be the source of prospective employees, and shopping the competition can identify those who

Schoolcraft Chamber of Commerce List of Events

Manistique 4th of July celebrations,
and Manistique Art Fair
July 6

FolkFest
July 12/13

Blessing of the Fleet - Fayette State Park
July 21



are looking for a change.

Negen took question from the audience that revealed how his philosophy permeates all aspects of business. Regarding a return policy, he observed that the goal should be to bring a customer back, and so the number of days since the purchase or requiring a receipt or any other hoop is counter productive to that goal.

Eighty-five percent of attendees listed having learned at least one piece of information that they could put into action tomorrow. But it was one registrant’s comment on the evaluation that told the whole story- “He repeated so many things I’ve heard before- now the ball’s in my court!”

LSCP to hold two golf outings in July

Plan to participate in one or both of the Lake Superior Community Partnership golf outings this July.



Both of these events offer a wonderful opportunity to socialize and network with other business people in a relaxed and informal setting.

Wawonowin Country Club will once again play host to the Ishpeming LSCP golf event on Tuesday, July 9th with golfing action starting at 12 noon. Following a great afternoon of golf, social hour will start at 4:00 pm with dinner, prizes and a silent auction beginning at 5:00 pm.

Marquette Golf & Country Club will be the site of the Marquette golf outing on Thursday, July 25th. The day will begin with a shotgun start at 1:00 pm, continue with a social hour from 5:30-6:30 pm and conclude with dinner, prizes and a silent auction following the social time. Registration forms for both events are available by calling the Partnership at 906-226-9658 or toll free at 888-578-6489. Forms are also available on the LSCP website, www.marquette.org. Look under Chamber of Commerce and then click on the golf icon.

New Public Radio 90 manager outlines goals

Evelyn Massaro has returned to her alma mater of Northern Michigan University to serve as station manager of WNMU-FM, Public Radio 90.

After a few months at the helm, she has identified three primary goals: working to remedy signal interference created by the loss of one of the station's translator frequencies; building a more substantial support base of businesses and individuals; and upgrading the station's development and membership tracking software, which is 18 years old.

"Public Radio 90 is already a gem that the region values, but I think there is a lot of untapped potential," Massaro said. "I have some things to learn about the programming aspect – licensing, carriage rights, Federal Communications Commission requirements – but it's been going very well. I have a phenomenal staff that is open and receptive to change."

Massaro was a student employee at the station while enrolled at NMU. The Flint native helped in the traffic department and had on-air duties Sunday afternoons and during late-night jazz programs. Around the time she graduated, the Corporation for Public Broadcasting announced a training grant initiative as a way to recruit more women and minorities for full-time managerial and administrative positions.

"The station applied and was awarded two grants," Massaro explained. "One was for a development position filled by Susan Sherman (who retired last year as station manager). The other enabled me to become promotion director. It's interesting to note that the CPB's investment in women and minority training grants 20 years ago ultimately provided Public Radio 90 with two consecutive station managers."

After a few years as the radio promotion director, Massaro moved down the hall to fill a comparable position for Public TV-13. She spent nearly a decade as an NMU employee before moving to Florida. Massaro served about nine years as membership manager at WUSF, the National Public Radio affiliate at the University of South Florida in Tampa. She directed pledge drives and special events and managed individual donor gifts under \$1,000.

"When the opportunity surfaced at Northern, I jumped at it," she added. "I really missed the people and the feeling of community in the Upper Peninsula. Tampa was so big that you just didn't develop the same close-knit circle. We also knew it would be a great place to raise our daughter."

Massaro and her husband, David, met at NMU. They lived in the same co-ed campus residence hall. The couple moved back to Marquette in time for 3-year-old Anna to experience her first winter.

A week after joining the staff, Massaro hit the ground running by taking part in a Public Radio 90 pledge drive. The station hit its goal on the 9th day. She said the economy has had less impact on listener support than the station's loss of its Marquette translator frequency at 102.3 FM.

Public Radio 90 had operated the translator for nearly 16 years to improve the signal in the local area. But the FCC determined that it had to relinquish the spot when a U.P. commercial station claimed an adjacent frequency on the dial for its primary signal.

"Forty percent of our local membership can't get us without interference unless they listen through cable channel 20 or through a cable radio hookup in their homes," she said. "External antennas improve the sound and are available free of charge from the station. NPR is trying to resolve some of these issues with the FCC. But until there's a ruling, we can't pursue an alternate frequency. Our hands are tied."

Meanwhile, Massaro's attention is focused on making the station more financially independent.



Northern Michigan University

She said about half of its funding comes from the university. Public Radio 90 is in the midst of upgrading its software to improve efficiency and service to listeners.

"We have about 3,000 active members who give on an annual basis," Massaro said. "I would like to build a larger support base of businesses and individuals and expand our local presence as much as possible. If the community wants you, they will support you. We have noticed some growth in Escanaba and Houghton, though."

Massaro would like to join the Development Exchange, an NPR group that pools resources and knowledge from stations across the country. The exchange offers consultants with expertise in smaller markets like Marquette. She said research tools are expensive, so it would be worth about \$2,000 per year to cultivate information and tips from other stations that have already done the groundwork.

As for internal changes to complement the on-air programming, Massaro would like to do more with the station's Web site to make it both informative and interactive.

Bay Nursing Department Receives Supply Donation

It is often said in education that students learn from hands-on experience and as Bay College nursing instructor Joyel Brule, RN, stated, "It's apparent that the Dickinson County Hospital Foundation is a firm believer in that theory." Bay College recently received a donation from the Foundation of a particular type of IV catheters that are the latest in technology and used by the majority of hospitals where Bay College ADN students do their clinical rotations.

The Dickinson County Hospital Foundation, originally the Dickinson Memorial Hospital Improvement Fund, was started in 1965 by a dedicated group of doctors and other businessmen who knew the importance of offering opportunities for gifts to be made in support of the hospital. Their personal contributions gave the fund its start. During the years since the initial effort, many donations and gifts have been received by the Foundation from corporations, businesses, other foundations, and donors, benefitting the hospital and community.



Brule went on to say, "With recent budget restraints in effect at the college, it became virtually unfeasible for us to purchase such expensive supplies and we are grateful to Diana Jacobson and the Dickinson County Hospital Foundation for making such a generous contribution to the students at Bay College. It helps to ensure that people will continue to receive the best care possible when assisted by a Bay College nursing graduate. The training received with these catheters will have an important impact on our student learning at Bay."

For more information on the nursing programs at Bay College, contact the nursing department at (907) 786-5802, ext. 1187, toll free at 1-800-221-2001 or visit the website at www.baycollege.edu.

Michigan Updates Domestic Violence Laws

By: Stephen Adamini, State Representative, District 109

Recently, the Legislature approved and the Governor signed a bipartisan package of bills that will strengthen domestic violence laws in Michigan. These new laws are the result of a task force that studied the problem of domestic violence in our state and made recommendations to the Legislature.

In 1999, more than 100 women in Michigan were murdered as a result of domestic violence. Our goal as a Legislature and as a state should be to reduce that number to zero. In a 1996 statewide survey about women's lives, 12 percent of women in Michigan said they had experienced some form of violence at the hands of their husband or intimate partner in the previous year. One in five women reported that they experience violence in their current relationship. Nearly 40 percent of the women responding said they had experienced violence with a partner sometime in their lifetimes.

The new laws we recently approved include measures to protect women in dating relationships, which is an important addition to our current laws. These new provisions also will allow a victim's statement made at the time of the crime to be entered as evidence. Michigan will be required to honor personal protection orders issued in other states and we will begin

tracking violators of personal protection orders. Also, the measures include a provision to seal certain court records to protect victims.

Even as important are some of the new operational and reporting requirements of these laws. For instance, domestic violence incidents now will be reported to the Michigan State Police so we can gather accurate and reliable data on domestic violence in Michigan. A standard domestic violence incident report form will be developed to assist investigators, domestic violence service providers and victims. Police must start using the new form by October 2002.

Domestic violence fatality review teams will be created to review fatal and near-fatal domestic violence incidents, including suicides. Similar review teams are used in some Michigan communities to review infant deaths. The teams review all records, formulate community-based solutions, and uncover regional trends.

The state also recently launched an online directory of domestic violence prevention resources. You can access this site at www.michigan.gov/eml (click on the directory to the left of the page that says Family, Health

and Safety; then follow the domestic violence links). This directory includes a listing of shelters and services available around the state to assist victims of domestic violence.

Every person has the right to live in a home free of violence. These

new laws will give police officers and the courts a greater ability to arrest domestic violence perpetrators and protect those who want to move on with their lives.

We all know the brutal statistics of domestic violence. The numbers are staggering. The percentages are unfathomable. We look around our town and we think, "it doesn't happen here." But, sadly, it does. And that is why these new laws are needed to protect the women and children adversely impacted by this crime.



Stephen F. Adamini

Upper Peninsula Economic Development Alliance Meets in St. Ignace, Michigan

The Mackinac County Economic Development Board and Executive Directors hosted the largest membership meeting to date for the Upper Peninsula Economic Development Alliance



Alice Zdebski of the Mackinac County EDC welcoming the group to Mackinac County

on Thursday May 2, 2002. Thirty-two (32) members out of approximately forty (40), and two guests, from throughout the Upper Peninsula met at the Harbour Pointe Lakefront Inn in St. Ignace. Many of the members traveled from as far away as Ontonagon County and Green Bay, Wisconsin.

Each member shared some of his or her recent success stories and challenges. Discussed were many exciting projects and opportunities such as a new 57-seat call center in Delta County, an upcoming Tourism Summit in Mackinac County, a new Executive Director at the Iron County EDC and many more.

Mr. John Peck, US Department of Commerce,



provided information about his organization and funding opportunities. Ms. Jami Harrington, Michigan Department of Environmental Quality, Environmental Response Division, provided an update on Brownfield Redevelopment and other grant opportunities through her organization.

UPEDA will hold our next meeting in Sagola (Dickinson County) on July 11, 2002.

For more, contact Karen Olsen, Executive Director, at (906) 235-0108 or e-mail her at ko@superiormichigan.com. Visit our website at www.superiormichigan.com.

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