



Arcata Main Street
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networking at business meetings. "It takes time, effort and guts to get out and do it. Most people just don't. I gave a presentation last year for the Redwood Technology Consortium. Someone came back to me several months later and said he got \$30,000 worth of new business from thank you notes," Frenzl said.

Another simple concept is to associate a symbol with a product or company. Frenzl cited the example of a Colorado manufacturer of lamp post electrical boxes. "They are everywhere, but nobody notices them. I put a rhinoceros mascot in their program and made their slogan 'Rugged as a Rhino.' It cost virtually nothing to add to their catalogs and trade show booth, and it gave the product an identity. Suddenly customers wanted to order the Rhino Box. It quadrupled business in one year just because of the identity with the rhino," he said.

"The reason why most business goes away is because business owners simply do not follow up. You get distracted, and it's scary to go back to a customer and ask, 'How did we do?' Guerrilla marketing forces people to stay in a follow up mode."

Reservations for the luncheon and talk are \$25 per person and should be made by May 9 by calling the Main Street office at 822-4500 or faxing the form found on page 5. Lunch will include rosemary roast chicken, wild mushroom strudel, salad, seasonal vegetables and dessert.

Godwit Days changes hands, leaves its nest

The Godwit Days spring bird migration festival took flight under its own power this year. For the past five years, Main Street grew the event into a successful turnkey operation. Now, a new nonprofit organization by the same name — Godwit Days — has assumed its operation this year as Main Street refocuses its energy on central business district issues.

The nonprofit board is comprised of people who played key volunteer roles in years past, with ties to environmental groups such as Audubon Society, Friends of the Marsh and Friends of the Dunes. Main Street is a sponsor this year, providing some technical support. Executive Director Michael Behney also volunteered his time serving on its board of directors. More information about the event can be found at www.godwitdays.com or by calling 442-0339.

Summer Music & Art Series enters third year

The Summer Music and Art Series returns to the Arcata Plaza 2 to 6 p.m. Sundays August 7 through September 25, except during the North Country Fair on September 18. Sunny summer Sundays find the plaza the perfect spot for an afternoon picnic. Main Street anticipates 40 artisan booths and is currently booking bands. Call the Main Street office at 822-4500 to learn about sponsorship opportunities.

Main Street meetings

All meetings are open to the public. Questions? Call the office at 822-4500.

- Board Meetings - April 14 and 28. Second and fourth Thursdays, 8:30 a.m. at Plaza View Room of Plaza Grill. Use elevator.
- Healthy Plaza Committee - April 15 & May 20. At 10 a.m. on third Fridays, Plan West Partners at 10th and I St.
- Design - April 27 and May 25. Fourth Wednesdays, 8:30 a.m. at Golden Harvest.
- Economic Restructuring - May 3. First Tuesdays, Noon at Jacoby's Storehouse conference room, fourth floor.
- Organization/membership - April 19, May 17. Third Tuesdays, 8:30 a.m. at Sacred Grounds.
- Promotions - April 20, May 4 and 18. First and third Wednesdays, 8:30 a.m. at Plaza Grill's Plaza View Room. Use elevator.

Main Street News is published each month for its members in the central business district.

Members are encouraged to submit news items by the first of each month to be included in the current month's newsletter. Your news item may even deserve wider publicity. Call 822-4500 or e-mail news@arcatamainstreet.com to discuss news release opportunities such as:

- Renovation or building expansion
- Special promotions or events
- Artwork being exhibited
- Industry Awards
- New services, contests

Newsletter inserts are \$25 for members. Provide 500 8"x11" sheets by the first of the month to be included in the current month's newsletter. Arcata MainStreet is a 501(c)(3) non-profit organization. Editor: Andrew I. Jones.