



Williams Main Street Association, Inc.

Office: 139 W. Route 66

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Williams, AZ 86046

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- Organization Committee

Open Chair

- Design Committee

Thad Johnson

- Business Enhancement

Open Chair

- Promotion-Merchants

Sierra Miller

Supporting Members

- APS
- Arizona State Railroad Museum
- Arizona Engineering Co.
- Arizona 9 Motor Hotel
- Best Value Inn
- Best Western Inn of Williams
- CarQuest
- Colors of the West
- Christmas Tree Gallery
- Clover Hill Shell
- Days Inn
- Downtowner on Route 66
- Eastman Fine Arts Studios
- Farm Bureau Insurance
- Glassburn Rentals
- Gracie's Clothing and More
- Grand Canyon Log Homes
- Highlander Motel
- Holiday Inn
- Howard Johnson
- James Wurgler
- Kim Kadletz
- L.P's Excavating
- Matt Ryan
- Maverick/Airstar Helicopters
- McDonald's of Williams
- Motel 6—East
- Mountain Joy Treasures & Gifts
- National Bank of Arizona
- Pancho McGillicuddy's
- Pine Country Restaurant
- Pioneer Title
- Pizza Factory
- Pouquette Real Estate
- Red Garter Bed & Breakfast
- Red Raven Restaurant
- RE/MAX Great Northern
- The Lodge on Route 66, LLC
- Williams Grand Canyon News
- Williams Wear

September 2009

Mainly Main Street September, 2009

Make customers feel special

Retailers and business owners hope that in tough times, people will long for the comfort of hometown shopping with people they know and trust. Customers like to feel important. Here are some things you can do to enhance that feeling and build sales:

- Call customers by name. If you don't know their name - - "We haven't see you in awhile, welcome back" -- let customers know you recognize them.
- Listen to their needs, wants, ideas and criticisms.
- Great timing for staff meetings and focus groups -- ask for "new" business building ideas and "new" services that can be offered.
- Remind employees to focus on the positive. Customers

don't want to come in and hear doom and gloom -- they may not return.

- Many customers may plan to scale back -- offer more services to build on the perceived value.

- Learn customer's preferences and respond to them. Example: Asking, "Do you still prefer ?" This lets them know you remember and helps you fine tune your merchandise selection.

- Get to know your customers and potential customers as people. Learn something about their families, professions, interests, etc.

- Compliment and reassure customers on their purchases.

- Keep in touch with your customers via newsletters, email, phone calls, events and local paper advertisements. This is the time to clean-up and build your contact information data-

base. Remember, monthly email Newsletters don't cost anything to send out. Make them informative, worth looking at, list your special events, added services, new merchandise, etc. Don't forget your complete contact information including area code for phone, address with city, state and zip code, website, etc.

- Get to know your local newspaper editor and help him work on a human interest story about you and your business -- far better than advertising and cheaper.

- Take customers' pictures. Example: A pet and supply store takes photos of customers with their pets and posts them on a bulletin board.

What a great way to bring them into the "family of happy customers!"

In short: Treat customers as guests you care about.

Agenda for September 14th - noon at City Council Chambers

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|------------------------|------------------------|-------------------------------|
| 1. Call to order | 7. Committee Reports | 9. Historic Commission Update |
| 2. Roll Call | Organization— | 10. Old Business |
| 3. Intro. of Guests— | Promotion - | 11. New Business- |
| Members Comments | Business Enhancement | 12. Adjourn |
| 4. Approval of Minutes | Design | |
| 5. Treasurer's Report | 8. Discussion / Focus: | |
| 6. Manager's Report | | |

David Haines-
President
Red Raven
Restaurant

Chuck Coleman-
Vice-President
Pizza
Factory

Carol Bultema
Banker's
Real Estate

Patty Williams
Williams
Wear

James Wurgler,
M.D.
Williams
City Council

Debi Zecchin
Treasurer
RE/MAX
Great Northern

Sierra Miller
Christmas
Tree Gallery &
Williams
Realty

Teresa Rodriguez
Holiday Inn
of Williams

Kim Kadletz
Goldie's Diner

Sue Atkinson
Events &
Main Street
Coordinator

Dates to Remember for September

- **September 10 City Council 7pm City Council Chambers**
- **September 14 Main Street Board meeting noon Council Chambers**
- **September 18 Ambassador/Habitat Mixer Wild West Junction 5pm**
- **September 25 Ambassador Mixer Red Garter B & B
30th Anniversary 5pm to 7pm**
- **September 24 City Council 7pm City Council Chambers**

When I was a kid in Plainview, Tex., my retail world encompassed just four local establishments. One was the grocery store my Uncle Bryan owned, where I was allowed the occasional free candy bar and thereby became the envy of all my friends. Another was the drug-store with a soda fountain where we sat on spinning stools and gulped root beer floats until dizziness showed us the error of our ways. Then there was Anthony's, a department store both depressing (it was where we shopped for back-to-school clothes) and fascinating (it had a system of pneumatic tubes that sucked up little containers with a loud *thoop!* and sent them flying off to who-knew-where). And there was Woolworth's, which for some reason was known in my family as "Woolsworth," and which sold just about everything a kid could want.

Bryan's Food, West's Pharmacy, Anthony's, Woolsworth. They all seemed utterly permanent, but they're gone. Not the buildings, you understand—the last time I visited my childhood hometown, the buildings I remembered were still standing. It's the *names* that have vanished.

Now that I think about it, the course of my entire life can be traced through the names of businesses that no longer exist. As a teenage would-be fashion plate in Lubbock, I bought my penny loafers and button-downs at Dunlap's or Hemphill-Wells. Later, when I lived in Richmond, Va., I could choose between Thalhimier's and Miller & Rhoads, giant emporia that loomed across the street from each other—or visit the hushed confines of the Berry-Burk men's store, whose entrance was crowned with the carved stone image of a dandy in a top hat.

Gone now, every last one of them, gone the way of Woodward & Lothrop and Strawbridge & Clothier, I. Magnin and B. Altman, Marshall Field's and Rich's, and scores of others. Once in a while, their names show up in florid script on boxes or shopping bags found in the back of a closet, and you can sometimes spot their dimly remembered logos carved above doorways or painted on the sides of buildings. But if you actually walk inside one of these erstwhile mercantile palazzos, don't expect to be greeted by solicitous salesclerks proffering neckties and foundation garments: The old Miller & Rhoads flagship store is a hotel now, and the Berry-Burk building houses upscale apartments. At least those stores fared better than Thalhimier's—partly torn down a few years ago to make way for a new performing arts center.

Well, *sic transit gloria mundi*, and what difference does it make? Actually, a pretty big one. As distinctive local brands disappear, everyplace gradually turns into anyplace. From Maine to Arizona, we all shop at the same stores and eat at the same ubiquitous (hmmm, rhymes with *iniquitous*) restaurants, and the whole country is becoming as thoroughly homogenized as a quart of milk. Goodbye Hi-D-Ho, where carhops delivered Hidy Fries; hello McDonald's, where machines extrude Whateverburgers.

What can we do? It's pretty simple: We can't resurrect all the long-gone institutions we once knew, but we can certainly cherish the ones that are left. Heeding the familiar admonition to "buy local" is good for the soul as well as the economy.

By Dwight Young | From *Preservation* | September/October 2009