



THE GAB-RRR APRIL 2009



Community • Integrity • Prosperity

Monthly News from the Duluth Merchants Association

April meeting

April Meeting:
Tues., April 7
6pm

Location:
All Event Rentals

3550 Buford Highway
Duluth, GA 30096

The April meeting will be hosted by:
Dana White

ALL EVENT RENTALS

(770) 476-1659

and,

Andy & Carol Kite

CORPORATE EXPRESSIONS

(770) 467-3257

Food served will be picnic style:

Hotdog, potato salad, slaw, chips, etc.



All Event Rentals offers:

- * Audio/Visual Equipment
- * Beds and Baby Items
- * Beverage Serving Equipment
- * Candelabras Chafing Dishes
Chinaware
- * Flatware Concession Equipment
- * Cooking Equipment
- * Glassware Linens and Skirting
- * Miscellaneous Party Items
- * Tables and Chairs Tents /
Canopies Trays
- * Serving Items Wedding Specialties

About Corporate Expressions

- * Plaques
- * Crystal
- * Badges
- * Acrylic Awards

Corporate Expressions, Inc. is located in downtown Duluth at 3475 Fox Street, the far side of Proctor Square Shopping Center. Carolyn and Andy Kite have owned Corporate Expressions for 27 years. They are members of the Duluth merchants Association; the Gwinnett Chamber of Commerce and the Awards and Recognition Association.

CALL US FOR YOUR NEXT EVENT!

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**DULUTH MERCHANTS
ASSOCIATION**

www.duluthmerchants.com



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Harold Stamey, President

Glenn Sarver, 1st Vice-President

Al Brown, 2nd Vice-President

John Monk, Treasurer

Cody Moran, Secretary

Marion Maloof, Past President

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Albert Marquez 770.932.8739

Richard Daluga 770.366.4561,

Kaye Slayton 678.473.6743

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Database, Printing and Distribution:

Norman Klugman

Accent Mail Service

www.accentmail.com

678.473.4643

nklugman@accentmail.com

Newsletter Design:

Terry Palmer

QuickCREATIVE Advertising

www.Quickcreative.net

404.502.5531

Gabrrr@duluthmerchants.com



from the
President

Harold Stamey DMA President 2009

Dear DMA Members,

Thanks to **Kurt** and his staff at **Kurt's Restaurant** for hosting last month's meeting. Some of us spent time wandering down memory lane recalling some of the events that occurred over the past twenty years. Several charter members were in attendance, Kurt was one of them, that precipitated our look back as DMA celebrates its twenty-year anniversary.

Spring has sprung which should remind those of you who have not as yet prepared or even thought of your tax return that we are nearing the end of this taxing season. From my perspective, it's like a box of chocolates, I never know what challenge each client will bring.

I would like to express my deep appreciation to those of you who attended the **Spring Benefit at the American Legion** for the benefit of the **Sentinels of Freedom-Gwinnett**. Further appreciation goes to the members of the planning committee who dedicated their time above and beyond the call of volunteer duty.

The hosts of the April meeting are **All Events Rentals and Corporate Expressions**. The meeting will be **Tuesday, April 7, at 6:00 P.M. at the All Events Rentals' location at 3550 Buford Highway**. Dana White and Andy & Carol Kite have reserved a spot for you. I will see you there if I'm not too taxed out.

Continued from cover

Carolyn and Andy are active in their trade organization, the ARA, and both have been state directors. Andy does education seminars for the ARA continuing education program. Andy has obtained the level of CRM (Certified Recognition Master) and Carolyn has achieved her CRS (Certified Recognition Specialist) Both require many hours of in class training as well as a written thesis to be certified.

Do I Need a Website for My Business?

by Albert Marquez
DMA Webmaster

With the economy at crisis levels, a natural inclination is to tighten belts and avoid extra expenditures. But as markets shrink, it's even more important for your company or organization to attract new business and retain current clients. So what's the most cost-effective method of promotion? A Web site.

Q: WHY A WEBSITE?

A: First of all, the public now expects businesses and organizations to have a Web site -- one that can, at the very least, supply basic information and a means of getting in contact. A Web site has become nearly as essential as a telephone or fax machine or printed brochure.

But apart from fulfilling the public's expectations, a Web site will also help your business increase profits. Increasingly, people search the Web rather than the Yellow Pages when looking for a service or product. If they don't find your business represented, they will find your competitor's.

Q: WHAT CAN A WEBSITE DO FOR ME?

A: A few examples of immediate, practical benefits:

- Expand the effect of a print ad. Addition of a Web site address to an ad, even a very small one, means that anyone intrigued by the ad can immediately access much greater amounts of information about your company. The effect is heightened when you add suitable photos to your site.
- Save time. Much company time and effort is often wasted by repeatedly

providing the same information either by phone or in person. Have a section on your site that provides answers to frequently asked questions.

- Make it easier for potential customers to find you. Include a detailed road map on your site, and make things even easier for customers by indicating parking lots and bus stops.

Q: WILL A WEBSITE MAKE MY BUSINESS IMMEDIATELY MORE SUCCESSFUL?

A: Does a phone, or fax machine or brochure? All are tools for communication and promotion, but need to be used effectively. On the other hand, neglecting to have one of these tools can put your company at a serious disadvantage. No company operates without a phone. A Web site -- and the services it can provide -- is equally essential for a 21st century business.

To get some indication of how immediate your need for a site is, check out the Web presence of your competitors. None of them have Web sites yet? Lucky you -- you've not only got some breathing space, you also have a good shot at being the first to attract new markets. Your competitors already have Web sites? Get to work -- fast.

Q: GIVE ME SOME EXAMPLES OF HOW A WEBSITE WILL HELP MY SPECIFIC BUSINESS:

A: The possibilities are limited only by imagination and budget, but following are some benefits that can be provided by even the simplest, most basic "brochure" site:

Restaurant: People choose restaurants not only for their food, but also for their ambiance and convenience.

- Show attractive photos of the interior, and sample entrees on a beautifully set table.
- Have you had good reviews? Reprint them on your site.
- Show your menu.

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Play 18

Change a Child's Future

6th Annual

Dream House Golf Classic



To benefit Dream HouseSM
for Medically Fragile Children, Inc.

Hosted by Professional Football Player

Michael Koenen

Foursomes and Individual Players Welcome

Donate Items for Player Prizes

Mix and Mingle with Sports Celebrities

Thursday, April 23, 2009

Olde Atlanta Golf Club in Suwanee

Registration: Noon

Shotgun Start: 1pm

Dream House Golf Classic



To benefit Dream House
for Medically Fragile Children, Inc.

6th Annual Dream House Golf Classic

April 23, 2009

Olde Atlanta Golf Club

Suwanee, GA

Hosted by professional football player, **Michael Koenen**
and the Dream House Board of Directors

Registration: Noon **Shotgun Start:** 1 p.m.
Dinner & Awards Ceremony will follow play.

SPONSORSHIP LEVELS

SPONSORSHIP PACKAGE

<input type="checkbox"/> Presenting ⁽¹⁾	\$5,000	Three (3) Foursomes, Event Publicity & Promotion, Event Signage, Program Recognition, Dinner & Awards Ceremony
<input type="checkbox"/> Platinum ⁽⁴⁾	\$2,500	Two (2) Foursomes, Event Signage, Program Recognition, Dinner & Awards Ceremony
<input type="checkbox"/> Gold ⁽¹⁸⁾	\$1,500	One (1) Foursome, Hole Sponsor Signage , Program Recognition, Dinner & Awards Ceremony

GENERAL ADMISSION

ENTRY PACKAGE

<input type="checkbox"/> Group	\$ 500	One (1) Foursome, Dinner & Awards Ceremony
<input type="checkbox"/> Individual	\$ 125	One (1) Entry, Dinner & Awards Ceremony

Register online today at www.DreamHouseForKids.org, fax or mail form with payment.

SPONSOR NAME (COMPANY OR INDIVIDUAL)

CONTACT PERSON

MAILING ADDRESS

CITY

STATE

ZIP

PREFERRED PHONE NUMBER

FAX NUMBER

EMAIL

Please select payment method:

Enclosed is our check for: \$ _____ (please make check payable to Dream House)

Please charge \$ _____ to my: AMERICAN EXPRESS MASTERCARD VISA (circle one)

ACCOUNT NUMBER

EXPIRATION

SECURITY CODE

I/We would like to donate the following item(s) for Player Prizes, Raffle Prizes or to Auction at the Awards Ceremony.

Golf themed items, Vacation Packages, Equipment, Accessories, Apparel, etc.

I/We are unable to participate in 2009. Please accept this donation for \$ _____

**Dream House For Medically Fragile Children, Inc. is a 501(c)3 charitable organization, Tax ID#58-2654766.
P.O. Box 1562, Snellville, GA 30078 · 770-717-7410 · 770-923-0659 (fax) · www.dreamhouseforkids.org**



Gwinnett Medical Center: Duluth Hosts Open House on the Glancy Campus.

Friday, April 24

Noon-3pm

For more than 60 years, the Glancy facility on McClure Bridge Road served the community's health needs. Today, the facility has taken on a new look - and some new services.

The community is invited to attend an **open house celebrating the new programs and services** offered on the Glancy Campus, located on **3215 McClure Bridge Road in Duluth**. On Friday, April 24, 2009, a free open house will feature **exercise class demons, patient education, exhibits, exercise and tours of the newly renovated facility** from 12:00 p.m. to 3:00 p.m. The event is sponsored by Gwinnett Medical Center's Center for Sleep Disorders and Diabetes & Nutrition Education Center. Participants can learn how to stay healthy and fit by improving their nutrition and sleep habits.

The Center for Sleep Disorders has a new facility on the Glancy Campus to serve the Duluth community. The Center tests for many sleep-related disorders, such as sleep apnea, insomnia and restless leg syndrome, and provides patients with detailed information and education on those disorders. All of the Center's technologists are credentialed polysomnographic (sleep) technologists for both sleep and respiratory care, and its physicians are board-certified in sleep medicine, which ensures a level of clinical excellence reflecting the highest quality of care.

The Diabetes & Nutrition Education Center is Gwinnett Medical Center's premier resource to meet the diabetes & nutrition education needs of the community. The program is accredited by the American Diabetes Association and is recognized for meeting and exceeding national education standards. Services include diabetes and pre-diabetes education and sound nutrition advice for weight management, high cholesterol, prenatal nutrition and overweight children.

The open house celebration is free and open to the public. For more information, call the Diabetes & Nutrition Education Center at 678-312-6040.

Need a Website - Continued from page 7

- Advertise special offerings and services such as business lunches, catering, etc.
- Post testimonials from satisfied patrons.
- Include a printable map, which shows the location of parking and bus stops.

Professional services (attorney, doctor, dentist): For these services, which can't use conventional advertising methods, a Web site is especially valuable. Here is an accepted way of showcasing your areas of specialization. Do you have publications? Cite them. Awards? Display them. Articles or case studies that demonstrate your credentials? Place them online.

Design services (architect, interior designer, home renovator, illustrator, etc.): Here a picture isn't worth a thousand words. It's worth a million. Before & after pictures can tell your story -- without the costs of 4-color printing, plus distribution.

Realty services: Here, too, pictures are a great tool. Show off properties with lots of full-color, large-format photos. Sites are easily kept current with new information and properties.

Retail store: Even if you're not yet ready for the expense of full-blown e-commerce, a site can effectively promote your business. A user-friendly online brochure is easily done -- and saves thousands in printing and mailing costs.

- You can publicize sales and special offers.

- Looking for employees? Post the positions and let prospects contact you by e-mail.

- Post a printable map showing your location.

- Customer service is faster and friendlier when customers can contact you immediately, 24 hours a day, by e-mail --

rather than have to wait on the phone, listening to Muzak, and getting more impatient by the second.

Writers:

- Post clips with copyright information, and refer editors to this page in your queries.

- Promote published books.

- Sell your books from your site via an affiliate link to an online seller such as Amazon or Barnes & Noble. You'll earn up to 15% in referral fees, apart from royalties.

Non-profit organizations: It's important to establish credibility — especially when you're engaged in fundraising.

Document your organization's progress, achievements, contributions. Once your site is launched and properly registered with search engines you may be found by sectors of the public that you'd never have been able to otherwise identify and reach.

Q: WILL I BE ABLE TO AFFORD A WEBSITE?

A: Prices vary widely, depending on the specifics of each individual site. But when considering the benefits that even the simplest Web site can provide, the question to ask is less "Can I afford to have a Web site?" than "Can I afford not to have one?"

NEED A WEB-SITE?

Get A Professional Looking Web-Site At An Affordable Price!

Get your Business on the Information Super Highway Today!

Give me a call for a free consultation: (770) 330-5469

**Albert Marquez
DMA Webmaster**

2009 DMA Meetings

Most Meetings begin at 6:00pm on the first Tuesday of each month (although this can vary). Locations vary monthly. Dates subject to change. For directions to locations visit www.duluthmerchants.com



JANUARY City of Duluth	FEBRUARY 	MARCH
APRIL All Event Rentals	MAY 	JUNE DMA 20th Year Reunion
JULY Southeastern Rail Museum 	AUGUST www.Duluthfallfestival.com	SEPTEMBER
OCTOBER 	NOVEMBER Duluth Historical Society	DECEMBER CHRISTMAS PARTY! Location TBA

Duluth Merchants Association
P.O. Box 559
Duluth GA 30096