

# DMA Gab-RRR

Volume 16 No. 8

DULUTH MERCHANTS ASSOCIATION

August 2004

## August 3, 2004 Meeting

Sponsored by

## The Duluth Fall Festival

and

## Schwan's

The Festival Center  
Town Green, Duluth

770/887-9991

The Duluth Fall Festival Committee along with Schwan's is hosting the August DMA meeting at the Duluth Festival Center. Schwan's is a very unique home delivery company that is still a family owned business. It operates in forty-eight states, and they have been providing restaurant quality and better foods to homes and offices for fifty-three years.



Schwan's is unique in that they offer over three hundred affordably priced premium products.

These include entrees, meats, breads, vegetables, sides and desserts. There is no delivery fee, no contracts, you pay on delivery, and they have a 100%

satisfaction guarantee. In addition to that delivery can be as early as the next day in the Duluth area. Whether a complete meal or a la cart, most of their products go from the freezer to the table in 30 minutes or less.

If you liked Web Van you will really like Schwan's. Ordering is easy. On the Internet go to [www.schwans.com](http://www.schwans.com), or by phone call 1-888-schwans (1-888-724-9267). They are located in Norcross, and the phone number is 770-662-8911. With the price of gas, and the time it takes at the food stores, just try Schwan's!

The Fall Festival Committee is very appreciative that Schwan's is furnishing the food for the August Duluth Merchants Association meeting. They have been very generous in their support of many Duluth community organizations. We would like to encourage everyone in turn to support Schwan's. There will be a representative from the company and more information about them at the meeting.

This is just in case some of you do not know where the Festival Center is. It is on the Town Green, across from City Hall, just beyond the fountain. We hope to see you there, at 6:00 on Tuesday, August 3.

The Duluth Fall Festival will be here before we know it. We will have brochures at the August meeting, and will tell you more about it at the meeting, plus answer any questions you might

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The DULUTH  
FALL FESTIVAL Committee  
and Schwan's Food

*Invite you to the*

**August  
Duluth Merchants  
Association Meeting**

*Held at the*

**Duluth Festival Center**

Tuesday, August 3, 2004  
6:00pm

*Hope to see you there!*



*from the  
Desk of the President*

Dear DMA Members,

Thanks to Dr. Marion Maloof for hosting the DMA for our July meeting. It was fascinating to hear how Dr. Maloof's existence was due to chiropractic medicine. We really enjoyed all those DMA members who "Testified" to his healing powers! And thanks for have Moe's cater the event...one DMA Member working together with another DMA Member...that is what it is all about!

We are trying to get a jump on the annual charity dinner for next year. If you have any suggestions or recommendations for a local charity (501 c 3) your think could use our help, contact anyone on the board or email us through the website.

The door prizes are starting to get kind of low. Door prizes are a great way to let people know who you are and what you do.

If you would like to get you name out there to members... once again you can contact the board or just bring it to our next meeting or send it with someone if you can't make it!

The Duluth Fall Festival is coming up the last weekend of September. The DMA has, again, volunteered to be responsible for manning all the transportation points. Now we look to the DMA membership to step forward and volunteer your time to be a part in manning these locations. We will have a

sign up sheet and additional information at the August meeting, or you can e-mail us if you can help.

Thanks,

*Dana White*  
President, 2004

## Welcome New DMA Members !

The DMA would like to welcome the following new members and thank you for your membership!

Streamline Financial Services,  
Gus Selinka

Hometown Threads,  
Dena Brackman

Gwinnett Place Nissan,  
Rick Williams

Melmar Dental Inc.,  
Dr. Donna Stone, DDS

Beckles & Associates;  
Ken Beckles

Breslow Chiropractic Clinic;  
Dr. Scott Breslow

Tavern on the Bridge:  
Mark Van Buren

Miss Cindy's Dance Studio;  
Ms Cindy

State Farm; Laurie Brand

## Don't Forget!

Please bring food to the meetings for donation to the *Hands of Christ Duluth Co-op*.

Please bring toiletries or clothing for donation to the *Foster Children's Clothing and Needs Center*.

### 2004 Duluth Merchants Association Officers & Board of Directors

#### OFFICERS

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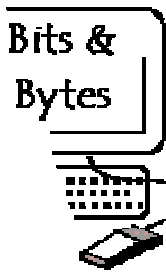
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## You've been Spoofed!



If you're receiving bounced (returned) emails that you have never sent that have your own domains

as the return address, and aliases that never existed, then almost always, this is a case of header forgery, aka "spoofing".

This is how it is done.

1. Spammer finds an email address or a valid domain. (Spammers spend their days looking for these.)
2. Spammer sends off a large email campaign using this domain, and various email tools that prohibit easy tracing of the origin. These tools cloak, scramble or remove the header entirely, removing them from initial blame, because most people just assume the mail actually came from the address it was "sent" from.
3. Innocent domain owner gets mail-flooded with bounce messages from the email addresses that weren't valid, or have blocking capabilities.
4. Spammer gets shut down by his/her ISP inside of a week, due to excessive bandwidth, complaints from people who figured out who actually owned the email, etc.
5. Spammer moves on to the next domain.

As you can see, this is incredibly hard to trace, and unfortunately, the general suggestion to get around this is to ignore the problem. You can create clearly

defined/unique aliases, and use only those aliases. Then, set the catch-all to trash anything else. This narrows the possibility of your email box being flooded by returns, while the spammer is finished using that domain.

This is possibly the most frustrating abuse issue to deal with, simply because it cannot be stopped. Spoofing is similar to hand-writing many letters, and signing someone else's name to it. You can imagine a situation like that would be almost impossible to trace.

*Source: Hypermart Knowledgebase updated 2/11/04.*

*Bits & Bytes is brought to you by our webmaster and Digital Diva, Pamela Adams, www.BizLynks.com, 770-564-0876.*

## Keep Customers Coming Back With Promotional Products

Customers who receive promotional products, on average, return sooner and more frequently, and spend more money than customers who receive coupons.

Customers who received promotional products reordered more quickly and ordered more often than those who received no promotional products.

New customers who received promotional products spent more and were more regular customers than those who did not receive promotional products.

### Build Customer Goodwill with Promotional Products

Promotional products foster customer goodwill (positive attitudes and feelings) toward a company and its salespeople.

This study, completed by Baylor University in 1992, involved a textbook publisher sending 4,000 educators either: (1) pocket calculator plus a letter, (2) a lower-priced highlighter pen plus a letter, or (3) a letter only.

### FINDINGS

Customers who received a promotional product expressed more good will toward the company and its salespeople than those who did not receive a promotional product.

The attitudes of those who received the calculator were consistently more positive than for those who received the less expensive highlighter pen.

Customers who received the pocket calculator or the highlighter pen rated the proficiency and ability of the sales representatives as 34% and 16% (respectively) higher than those who received only the thank you.

On questions relating to the customers' personal feelings toward the company and its sales representatives, customers who received the calculator scored 52% higher than the letter only group.

### Generate Customer Referrals Using Promotional Products

Promotional products help encourage customers to provide you with the names of friends and associates whom you can contact in the future. A 1993 study by Baylor University found that customers who receive promotional products are more willing to provide these leads than customers who don't receive promotional products.

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**Promotions...***continued from page 3*

## FINDINGS

Customers who received a promotional product were 14% more likely to provide leads than those who did not.

Salespeople who gave promotional gifts to their customers received 22% more referrals than salespeople who did not use promotional products.

40% of the salespeople who used the gifts commented on how well the gifts were received by their customers.

Providing promotional gifts to customers increases the likelihood of them providing your salespeople with business referrals, and increases the number of leads generated. Used within a one-time promotion to expand your customer base or as an approach to insure the continuous growth of your business, promotional products are effective tools.

Sunny Ramsay~Consultant  
Dan Cook Associates ~ Promotional Advertising Products  
sunnyramsay@charter.net

## Mr. Handyman® of Gwinnett Marks Second Anniversary

### Focus on Client Relationships

LAWRENCEVILLE, GA – July 7, 2004 – **Mr. Handyman® of Gwinnett**, the award-winning provider of maintenance, repair, and home improvement services, recently celebrated its second anniversary of service to

home and business owners throughout Gwinnett county.

Since its launch in July 2002, Mr. Handyman of Gwinnett has successfully grown their operations to 10 fulltime employees. Over the past year, the company has expanded its service area by 30%, and is now serving thousands of clients from their headquarters in Lawrenceville, Georgia. Other key communities comprising their client base include Dacula, Duluth, Snellville, and Suwanee.

Mr. Handyman provides a wide range of interior and exterior maintenance, repair, and installation services to both residential and commercial clients.

With the abundance of rain in the Atlanta area, it's no surprise that replacement of rotten wood siding, windows and doors are among the top projects performed for homeowners. Mr. Handyman is also popular with real estate agents who look to the company for repairs and maintenance during marketing of properties, and as a trusted source of value that they can recommend to their home buyers. Many of the services performed by the company are small jobs that are completed within one day, but they also manage numerous multi-day projects.

*"One of the most unusual services we performed recently was removing a bird from a specialty maternity store",* noted Darrell Bauer, President and Owner of Mr. Handyman of Gwinnett. *"We help many homeowners add the special touches that turn their house into personalized home."* Reflecting on his first two years in the handyman business, Bauer

added, *"This is a very rewarding profession for us. (Bauer's wife and business partner Sarah co-manages the business.) Over 50% of our business comes from repeat and referral clients, which tells us that people value our commitment to professionalism. We work daily to build long-term 'client' relationships, rather than short term 'customer' encounters. We want our clients to experience the confidence of being under our professional care for maintenance and repair issues, much like the trust they have with their family doctor for health care."*

About Mr. Handyman® of Gwinnett Mr. Handyman® is nationally franchised home and commercial services company headquartered in Ann Arbor, MI. It is a member of the Service Brands International family of companies, along with three other proven franchise concepts including Molly Maid®, 1-800-Dry Clean®, and The Restoration Drycleaning Network®.

Mr. Handyman® has received the 2004 Consumers Choice Award for business excellence in the category of Handyman Services for the Atlanta market. The Mr. Handyman Client Bill of Rights<sup>sm</sup> is the company's formal pledge to deliver a more professional and personalized handyman service experience to its clients. To learn more about Mr. Handyman®, or to schedule an appointment, visit the company's website at [www.MrHandymanGwinnett.com](http://www.MrHandymanGwinnett.com) or call 678.377.7717.

Mr. Handyman®  
Darrell Bauer, Owner & President  
Mr. Handyman of Gwinnett  
Phone: 678-377-7717  
[dbauer@mrhandyman.com](mailto:dbauer@mrhandyman.com)

## Internet Dating

By Gary M. Beckstedt Sr.  
Aaron Investigations Inc.

Internet dating is fast becoming a popular way for busy people to find and meet others who share common interests. The Internet, like other methods of meeting people has its ups and downs. Most people by now have heard all sorts of stories about what could or has happened on the net; some may even have experienced it first hand. It's unfortunate, but there are unscrupulous people everywhere and the Internet is no exception.

By using common sense and a little caution your Internet experiences can be one of the success stories. Here are a few things to watch out for:

- First, don't give out personal information unless you are really sure of who your talking to. Use just your first name for a while; give a cell phone number at first instead of your home or office number.
- Second, spend some time getting to know your new friend online before you agree to meet in person. Don't let yourself be rushed into something you're not comfortable with or ready for. If this is one of the right people for you, they'll understand and appreciate your need for patience.
- Remember that all of the internet suppliers like AOL, Bellsouth, EarthLink or MSN will not call, email or message you asking for credit card information or passwords. Unsolicited

emails requesting money, your checking or credit card account information are also generally not to be trusted. The old adage "if it sounds to go to be true it probably is", also holds true on the net.

Well, sometimes common sense and gut feelings alone aren't enough. Suppose you are using one of the dating or instant messenger services. You have been chatting with someone for a while, maybe even months. You have exchanged pictures and feel good that you have a lot in common. You feel you have made that connection and it's time to take things to the next level. The truth is what do you really know about them? Only what someone has typed to you. I know you're thinking, 'but I have talked to them for months, I know him or her.'

- But how do you really know this person is who he or she has said they are?
- Are they really single?
- After months, is the only way you can reach him or her is still by cell phone?
- Do they have a criminal background?
- Are they late on child support payments?
- How many times have they really been married?
- Where do they really work?

These are just a few of the questions you should have answers too! A Licensed Private Investigations Agency can help you make informed choices, not emotional decisions.

## DMA Member Profiled in Gwinnett Daily Post

This past month **Tunji A. Rabi**, *President of Expetec Technology Services*, was profiled in the in the Gwinnett Daily Post Newspaper, in the *Voices in Business Section* profiling men and women who help drive the success of local companies and small businesses alike. The paper reported that Tunji's profession is computer Service and Repair - what he does is cater to companies that need outside IT help - computer repairs, web services, and networking.

Tunji migrated to the US in 1981 and after living in a few areas of the US, receiving his master's degree from Drexel University in Philadelphia, he finally settled in Lawrenceville to establish his business.

The paper asked the following questions and his answers are in summary:

**What Book is on your nightstand:** *Plan of Attack* by Bob Woodward. Tunji enjoys reading and especially nonfiction and technical books

**Mentor:** His father. He taught him the meaning of hard work, goal setting and determination.

**Down to Business:** *What was the most difficult part of leaving Nigeria and coming to the United States? And has what has been the most rewarding part of this decision?* His objective initially was to study in the United States and then to return to Nigeria. Due to poor economic situations in Nigeria,

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## 2004 Farmers' Market

The market takes place every Saturday through September 18, on the Gravel Lot directly across from the Amphitheater in the Town Green from 8:00 am - 12:00 pm. Contact Alisa Williams at [awilliams@duluthga.net](mailto:awilliams@duluthga.net) or 678-475-3512 for information.

### Duluth

Aug. 7, 14

Sept. 4, 11

### Suwanee

Aug. 21, 28

Sept. 18



presents

### **Herman's Hermits featuring Peter Noone**

August 21, 2004, FREE  
4:00 pm - show time TBA

### **Fall Festival Concert: Robert Lee Smith and his TAMS**

September 25, 2004, FREE,  
7:00 pm

Premium tables with gourmet meals available. Call 770-497-5312 to reserve yours!  
[www.duluthga.net](http://www.duluthga.net)

### **Flicks on the Bricks:**



Movie Under the Stars  
presents **Miracle**

Saturday, July 31, 2004

### **Finding Nemo**

Friday, August 6, 2004

\*premium tables available  
for Nemo's Birthday Party

### **Monsters Inc. - Halloween on the Green**

Saturday, October 23, 2004

\*All movies begin at dusk\*

## The Southeastern Railway Museum

The Southeastern Railway Museum is pleased to announce special events & promotions for August & Sept 2004:

**Aug 21** - 2<sup>nd</sup> Annual "I scream for Engines" - Ice Cream social and fundraiser for engine restoration and maintenance.  
5:30pm - 7pm

**Sept 4** - "Labor day celebration" - BBQ & music from 11am - 2pm to wrap up the summer.

**Sept 25 & 26** - 2nd Annual "RailFair" - Rail related arts, crafts, memorabilia & models.  
10am - 5pm Saturday, 12noon - 5pm Sunday. Food & music from 11am - 2pm Saturday, 12noon - 2:30pm on Sunday. Music on Saturday by the NS Lawmen.

The museum has operated since 1970 and has been designated "Georgia's Official Transportation History Museum" by the state legislature. The museum was also recognized in 2003 as the Gwinnett Convention & Visitors Bureau Attraction of the Year. Two trains are displayed inside the main exhibit hall - one of 1920s vintage and the other from the 1950s. Over 80 other pieces of retired railway rolling stock including vintage steam and diesel locomotives, passenger coaches, private cars, a World War II troop kitchen, wooden freight cars, and maintenance of way equipment, are displayed on the museum's 30-acre site. Trains rides aboard restored cabooses are complementary with admission. The museum is accepting sponsorship applications for inclusion in the Wall of Honor that is being built and will be dedicated to all of the

men and women who built, operated, and maintained all of the transportation systems that have made this country prosper and those who have helped preserve the history of transportation. For more information about the museum, visit [WWW.SRMDULUTH.ORG](http://WWW.SRMDULUTH.ORG)

For more information, please visit [www.srmduluth.org](http://www.srmduluth.org), or call 770-476-2013. 3595 Peachtree Road, Duluth

### **Member Profiled**

...continued from page 5

Tunji made the decision to stay and become a United States citizen. He did find it a bit difficult to adjust to the new culture and new environment. However, his determination to succeed allowed him to overcome most of these obstacles. **Biggest Reward:** the economic gain, security and freedom!

**Most important lesson learned as an entrepreneur?** Previous companies he worked for were not as customer service - oriented as he would have liked. He made certain that in his business he would focus on client satisfaction. He wants to help small businesses make the most out of their technology and their investment. Over the next five years, he hopes to expand his business and cover more of the Atlanta metro area.

**The greatest challenge facing Gwinnett County:** Gwinnett is the most beautiful county he has seen in all his travels across the country. The growth here is exponential and tremendous. The greatest challenge is transportation and traffic congestion.

# Special Invitation! Please join us in a Celebration of Life, Love and Happiness



The Foster Children's Foundation, Inc. would like to extend a special invitation to you and

your family to come help us change lives at the

All we ask you to bring is a big heart. For the Foster Children in our community, this will be a day of food, fun, laughter and caring. For our invited guests, this will be an opportunity to share your time, love and experiences, helping these foster children to understand they too can dream, and those dreams do come true.

## 2004 Annual Foster Children's Picnic

**Sunday, August 22**  
**3:30 - 6:30 pm**

**Pickneyville Park**  
**Medlock Pavilion**  
**4758 South Old Peachtree Road, Norcross**

*Please RSVP to*  
Suzanne Geske  
Executive Director

770-623-6135  
770-623-3253

*For the safety and privacy of the children attending, RSVP is required.*

### 2004-05 Calendar of Events

All Meetings begin at 6:00 p.m. on the first Tuesday of each month, except where otherwise indicated with a \*. Locations will vary. \*\*Dates are subject to change.

- August 3 Duluth Fall Festival
- \*September 13 American Legion Post 251
- October 5 Atlanta Flooring Design Centers
- November 2 Mario's Duluth Corner Café
- December 7 Aurora Theatre
- January 4, 2005 Gwinnett Chamber of Commerce
- February 1 The Sharing Center for Women
- March 1 Gwinnett Community Bank
- \*\*April 5 Foster Children's Foundation
- May 3 Tavern on the Bridge
- June 7 Accent Mail
- \*July 5 The Printing Trade Company
- August 2 Duluth Fall Festival
- September 6 Century 21 Findley Real Estate
- October 4 Atlanta Flooring Design Centers
- November 1 Houston & Company CPA
- December 6 Aurora Theatre

Anyone interested in hosting a DMA meeting or providing refreshments, please contact Albert Marquez at 770-623-6069.

### Fall Festival...continued from page 1

have. Please take a brochure, look it over and then consider helping by becoming a sponsor.

There are many benefits that come with it for you personally, it is really good advertising for your business, and it certainly helps our town. If you feel that you cannot commit to being a sponsor there are other ways

that you can help. We need silent auction items, advertising commitments for newspaper inserts, road race runners, and of course, would love to have you as a one of our volunteers.

The Festival Center is on the Town Green across from City Hall, just beyond the fountain. We hope to see you there at 6:00 on Tuesday, August 3.



*I would like to help with the 2004 Duluth Fall Festival by doing the following:*

- Considering becoming a Sponsor**
- Advertising in 2004 Fall Festival Tabloids, if I can work it out with a newspaper representative**
- Donating something to the Silent Auction (You will be contacted later)**
- Becoming a member and working with the Duluth Fall Festival Committee**

**Name** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

Return to: Kathryn Willis 3585 Abbotts Bridge Road Duluth, GA 30096 770-476-3405 or 770-887-9991  
kwillis@parsonsgifts.com *We all appreciate your help!*

### **"Is Your Company Making News?"**

If it is, we want to spotlight you in the DMA Gab-RRR. If you have any significant news about your business: awards, big wins, new expansions, relocating, please e-mail them to Sunny Ramsay at gabrrr@duluthmerchants.com or fax it to 770-813-9923. It is your newsletter and we rely upon you.

Are you using your association's website to the fullest? Add your web address and a business description to your entry in the online membership directory.

Send an email to webmaster@duluthmerchants.com with your updates.

**ALL NEWSLETTER ENTRIES** must be submitted by the 12<sup>th</sup> of each month for the next issue.

### **"Change of Address"**

Please e-mail your address changes to Jim Wilson at jwilson@askstaffing.com or call him at 770-813-8947.

### **"Are You Next?"**

We want to showcase our DMA members in our meetings. If you would like to host a meeting or if you have an educational 30 minute presentation that you believe would be of benefit to our members, please call Albert Marquez, 770-623-6069 with your ideas.

### **"The Network Table Is Available!"**

Yes, we want you to invite all of you to bring your literature (in small quantities) about your products and services to our DMA meetings so fellow members can learn more about you. BUT, FAIR WARNING: at the end of the evening, you must take your literature with you, or it will be thrown away.