



Cambridge Local First Newsletter Mid-March 2010

Bringing Cambridge together to Buy Local and Be Local!

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Submission Guidelines

Dear Laury,

After a productive mini-retreat last month, CLF has reorganized our committee structure with an eye toward better serving our members, and accomplishing more in the Cambridge community. We are still overseen by a 16-member Steering Committee, and day-to-day operations are directed by a 5-member Executive Committee. In other respects, however, there have been some exciting changes. For a list of current CLF committees, please see the article in the "CLF News" section below.

At the moment, most of our smaller committees are made up of members from the Steering Committee, but we'd like to change this, and to involve a wider base of CLF members. If you'd like to serve on a specific committee, or have ideas that you think would be valuable in a certain area, please feel free to contact the chairperson of that committee and get involved! The time commitment is usually very manageable (most committees meet once a month), and you can help make a difference to CLF and to Cambridge businesses!

Cheers,
Dan Meyers, CLF Administrative Coordinator

CAMBRIDGE LOCAL FIRST NEWS AND EVENTS

This Coming Monday, Cambridge Local First Joins Somerville Local First In Presenting a Unique Workshop For Local Restaurateurs.

Learn How to Leverage Social Media to Build Your Restaurant Business: A special hands-on workshop for Cambridge and Somerville local restaurant owners on **March 22** at the [Cambridge Innovation Center](#).

Attend an interactive panel discussion moderated by Somerville

Local First Founding Executive Director Joe Grafton, and featuring:

- Aaron Cohen of eatBoston (7,000+ Twitter followers)
- Matt Lishansky, General Manager of Upstairs on the Square
- Christine Liu, editor of Citysearch Boston
- Jon O'Toole, SLF Board President and Co-Founder of BzzAgent
- Jordyne Wu of HubSpot



At this workshop, you will:

- Get hands-on instruction on how to create your own Facebook page and use Twitter to promote your restaurant.
- Learn about the future of social media and its impact on your business.
- Receive valuable tips on how to build and execute a social media plan and successfully manage your time.
- Hear from Christos Eliopoulos (of Cambridge-based Mobilaurus) about the newest smartphone application which allows restaurant customers to place their orders and pre-pay for takeout orders directly from their smartphones.

The cost is \$30 for CLF members, or \$40 for non-members
There are still a few slots left if you register immediately!

[Click Here To Register](#)

CLF Announces New Committee Structure--and You Can Contribute!

We're happy to announce a new committee structure, with several three or four-member groups focusing on specific aspects of the CLF mission. Our current committees and their chairpersons are:

Executive Committee (focused on day-to-day operations): [Rachael Solem](#) (Irving House/Harding House) and [Frank Kramer](#) (Harvard Bookstore, ret.), co-chairs

Steering Committee (focused on overall CLF policy and mission): a list of Steering Committee members is [here](#).

Marketing/Directory Committee (focused on all aspects of CLF marketing, and the Directory in particular): [Karen Marryat](#) (Cambridge Savings Bank) and [Gavin Kleespies](#) (Cambridge Historical Society), co-chairs.

Website Committee (focused on updating/improving the CLF website and other online resources): [Jonathan Henke](#) (Didriks and

Bamboo Fencer), chair.

Government Affairs Committee (focused on relations with the City of Cambridge): [Rachael Solem](#), chair.

Business Improvement Committee (focused on providing seminars and events for our members): [Michael Kanter](#) (Cambridge Naturals), chair.

Membership Committee (focused on expanding CLF membership, and improving our connection to existing members): [Gerry Wolf](#) (1369 Coffee House) and [Lee Joseph](#) (Easy Chairs Antiques), co-chairs.

We are also in the process of creating an **Events Committee**, focusing on maximizing CLF presence at City events, and making all of our public events more effective and enjoyable. **If you'd like to participate in the work of any of these committees, please feel free to contact the chairperson(s) listed above!**

CLF MEMBER NEWS

Didriks Launches New "Linens by Didriks" Website and Blog

Didriks recently announced the launch of their new website, "Linens by Didriks", at www.belgian-linen.com. The new site will spotlight the collections of Libeco Home linen, known worldwide as a premium provider of Belgian linen fabric and home linen. The web site offers the entire catalog of Libeco Home products, and expanded information on care and benefits of linen. An accompanying blog features up-to-date product features and information.

Jonathan Henke, owner of Didriks, said "Our customers and staff really love the linen products we sell and European table linen is of such quality that it is often passed between generations. This site should help those searching for Belgian linen to find our products more easily."

Kathryn Richardson, VP Sales Libeco-Lagae said "A long-time purveyor of Libeco Home's full product line, Didriks has done a superior job in communicating the beauty and understanding of Belgian linen. We are truly pleased to have the 'Linens by Didriks' web site offer a complete selection of Libeco Home linens."

CAMBRIDGE CONNECTIONS

Upcoming City of Cambridge Business Development Workshops

Is Your Business Profitable? Understanding Your Business' Financial Health

Wednesday, March 24, 2010

8:30 A. M. to 10:30 A. M.

Free to eligible Cambridge residents and business owners; \$20 for others.

Presented by the Center for Women and Enterprise

Participants will look at examples of profit and loss and cash flow statements to understand the health of a business. Learn how to decide what measures need to be taken to make their business more viable, such as hiring/reducing employees, cutting costs, selling or increasing inventory.

Advanced Social Media Marketing

Wednesday, March 31, 2010

8:30 A. M. to 10:30 A. M.

Free to all.

Presented by Clearly Creative. Cosponsored by the Cambridge Chamber of Commerce

This workshop will go beyond the basics and discuss Facebook, Twitter and LinkedIn and ways to use these sites to engage customers, promote events and promotions and market your business. The initial presentation will wrap up with a Q&A session, followed by an interactive workshop to show you how to use the tools you learned. Every participant is invited to bring a laptop for the workshop portion of the session where social media experts will assist you with your online profile on the social media sites of your choosing.

Pre-registration is required for all workshops. Unless otherwise noted under the workshop description, to pre-register and to determine your eligibility status, please call Rona Holmes at 617/349-4637 or by email at rholmes@cambridgema.gov or Pardis Saffari at 617/349-4654 or psaffari@cambridgema.gov.

Workshops will be held in the 2nd floor Community Room at [Cambridge City Hall Annex, 344 Broadway](#), Cambridge unless otherwise noted.

Looking For More Ways To Promote Your Business On Facebook?

Local entrepreneur Kieran Burke has just launched [Secret Boston](#), a Facebook page where Beantown (and Cambridge) residents can share their recommendations on their favorite places to shop, eat, meet people, and more. It's a free, viral way to promote your business, or to recommend other businesses in the CLF community that you support. Kieran is a Harvard alum and big supporter of local business in Cambridge, and he hopes that we'll use this "Bostonized" version of Yelp/CitySearch/Buzz to our advantage. Put

a comment on the page to promote your business, and/or encourage your customers to mention you here! They also have a Twitter feed and a blog, so it's a great way to get your name out to thousands of tech-savvy Boston/Cambridge residents.

Support Runners and Walkers In Cambridge, and Promote Your Business!

Again this year, the Cambridge Pedestrian Committee, along with Cambridge Community Development Department, is holding a Golden Shoes event throughout the month of May. This event will encourage walking by offering rewards and prizes to people who find a golden shoe while out walking (or being physically active to the best of their ability). **In their effort to promote the health and environmental benefits of walking, they also want to promote Cambridge as a walking city and to encourage people who walk to patronize local businesses.** People who are walking don't have to worry about parking and can go in and out of stores more easily.

The Pedestrian Committee is putting together FitKit bags that will include health products as well as gift certificates and donations from Cambridge merchants. They will acknowledge the contributions of all businesses who donate to these FitKit bags on our Golden Shoes webpage, in the Golden Shoes FitKit bags, and at events throughout May. **They have until May 1st to gather all contributions.** For more information please contact Stephanie Anderberg at 617-349-4671 (sanderberg@cambridgema.gov)

The Superhero 5K is also coming to Cambridge this fall. This popular costumed fun-run, sponsored by local business Have2Run in Brighton, will be held on Halloween in Cambridge this year-- and they're searching for local business sponsors. This year's beneficiaries will be local nonprofits On The Rise and the Women's Sports Foundation. In return for supporting this event, sponsors will be listed in race literature and on the race website, have their company name on race t-shirts, and have an opportunity to include promotional inserts in race bags. Take advantage of this easy and fun way to support local charities and make your business more visible to hundreds of local runners. **According to USA Running, 86 percent of runners surveyed indicated they are more likely to purchase a sponsor's product than a non-sponsor's competing product.** For more information on how to sponsor, contact Emma Bagnell at info@have2run.com

Submission Guidelines

Do you have news or an event that you want mentioned in the upcoming CLF Newsletter? The deadline for submission of events is 5:00 p.m. on Thursday, April 1st. All articles or press releases can be sent to cambridgelf@gmail.com

[Forward email](#)



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