



## Cambridge Local First Newsletter Mid-February 2010

Bringing Cambridge together to Buy Local and Be Local!

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Dear Laury,

Many of you have, in the past, asked me about the difference between the Newsletter and the Spotlight, our two monthly e-bulletins. I'm happy to say that, as of today, there IS no difference; the two monthly e-bulletins have taken over the exact same form and function, and will both be referred to as the CLF Newsletter from here on out. You will receive two Newsletters a month--one at the beginning of the month, and one in the middle of the month. For those of you who have news or promotions that you'd like to share with your fellow CLF members, please note the deadline for the next Newsletter, which will be printed clearly [at the bottom of each issue](#).

Also, please note that there will be no Newsletter in early March, as I will be away on vacation from Feb. 21st to March 9th. If you have immediate CLF concerns during this period, please contact one of our co-chairs, [Frank Kramer](#) or [Rachael Solem](#).

Cheers,  
Dan Meyers, CLF Administrative Coordinator

## CAMBRIDGE LOCAL FIRST NEWS AND EVENTS

### New Mexico House Votes Unanimously to Shift State Funds to Local Banks

In an unprecedented move of support for local financial institutions, the New Mexico House of Representatives has voted 65-0 to shift between two billion and five billion dollars of state funds to local banks and credit unions. The money, previously managed by Bank of America, would be transferred to a local banking institution or institutions

if the bill is also passed by the New Mexico Senate. Representative Brian Egolf (D - Santa Fe), said that the legislation would "direct the New Mexico



Department of Finance and Administration to give a preference to a community bank to act as the fiscal agent of the general fund operating cash depository account." Some members of the New Mexico Legislature have attributed the passage of the bill to public attention generated by the Huffington Post's "Move Your Money" campaign. For more information on this historic shift, [read the complete article here](#).

## On March 22nd, 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  
**RSVP by Friday March 12, 2010**

[Click Here To Register](#)

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CLF MEMBER NEWS

## The Cambridge Historical Society Explores The Roots of Folk Music in Cambridge

### Folk Records: The History of Folk Music in Cambridge

Millie Rahn tells the story of folk music in Cambridge; Bill Nowlin, one of the founders of Rounder Records, describes the history of recording in Cambridge; Dave Palmater, now on WUMB at UMass/Boston, talks about his radio shows, including 'Folk Tracks' at MIT; Gavin Kleespies, Executive Director of the Cambridge Historical Society, will discuss the folk music collections deposited at the CHS; and other special guests will tell their stories of folk music in Cambridge. The talks will be followed by a short Q&A, refreshments, and a chance to use the NEFMA Steamer Trunk, a free-standing, interactive display that lets people connect with oral histories and music. The Steamer Trunk is a project of the New England Folk Music Archives and Touchable Stories.

**Sunday, Feb. 28th 2 - 4 p.m.**

**[At the Cambridge Historical Society](#), 159 Brattle St.**

**Space is limited. To reserve a seat, write to [rsvp@cambridgehistory.org](mailto:rsvp@cambridgehistory.org) or call 617-547-4252.**

## The Clear Conscience Cafe and CEA Present Climate Change Art Project

The Cambridge Energy Alliance is debuting a poster art exhibit to inform the public about climate change and its impacts, the carbon emissions of Cambridge, and how local citizens can make a difference. Over 80% of Cambridge's Climate emissions come from residential and commercial buildings, so eliminating wasted energy in our homes and workplaces is a priority.

The Cambridge Energy Alliance art exhibit displays many ways people can conserve energy and get connected to efficiency programs and resources. **The Exhibit will be on display from Wednesday, February 16th, 2010 through March 20th, 2010 at the [Clear Conscience Café](#) located at 581 Mass Ave in Cambridge, Massachusetts.** Following the 4-week showing at the Clear Conscience Café, the CEA art exhibit will be rotated to other locations throughout Cambridge. The 2' X 3' color series include 12 posters with educational and pointed messages about what citizens can do to lower their environmental footprint.

## CAMBRIDGE CONNECTIONS

### Upcoming City of Cambridge Business Development Workshops

#### **Business Demographics Workshop**

**Tuesday, March 2, 2010, 9:30 A. M. to 11:00 A. M.**

**Free to all.**

Understanding your market and customer base is a key ingredient to every stage of your business. City staff will give an overview of the

Cambridge population and commercial districts.

### **SOMWBA Information Session**

**Tuesday, March 9, 2010, 10:00 a.m.-12:00 p.m.**

**FREE TO ALL**

Presented by the State Office of Women and Minority Business Assistance.

This free Certification Information Session by the State Office of Minority and Women Business Assistance (SOMWBA) will present the requirements for state certification of minority (MBE) and the woman business enterprises (WBE).

To register contact the State Office of Minority and Women Business Assistance at (617) 973-8692 or [click here](#).

### **Web-Based Business Development**

**Wednesday, March 10, 2010, 8:00 a.m. - 11:00 a.m.**

**Free to eligible Cambridge residents and businesses; \$20 for others**

Presented by the Center for Women and Enterprise.

Learn the basic tools and knowledge to set up an internet-based business or how to expand your current business on the web. Topics include: selecting and registering a business domain, what is a web host and why it is necessary, how to receive online payments, the use of shopping carts and internet marketing.

### **Mass. DOR's Small Business Tax Workshop**

**Tuesday, March 16, 2010, 10:00 a.m.-12:00 p.m.**

**FREE TO ALL**

Presented by Brian Lynch, Massachusetts Department of Revenue This workshop is designed for the tax novice. Topics include registering your business with the DOR, meeting employer responsibilities, reporting business income, filing sales and use tax returns, sales tax responsibilities and more. Contact the Department of Revenue at (617) 877-5660 or register online by [clicking here](#).

## **East Cambridge Light Bulb Exchange**

**Sunday, February 21, 2010**

**1:00pm - 4:00pm**

**East Cambridge, MA**

RSVP to <https://spreadsheets.google.com/viewform?formkey=dFJPRHBlb2RtbTdWSnpYc0FZQVBkcXc6MA>

### **Cambridge CEA and HEET needs your help!**

On Sunday, February 21, the [Home Energy Efficiency Team](#) and the [Cambridge Energy Alliance](#) are organizing a door-to-door CFL light bulb exchange in East Cambridge, to spread awareness about simple home improvements to save money, energy, and the planet.

Together in teams, we will offer free energy-efficient CFL light bulbs, initiate dialogue about simple home energy-saving steps, and invite folks to participate in an upcoming Community Weatherization Barnraising on February 28th. A few hours of your time will go a long way to spread this pressing information to people in our communities who may not otherwise receive it. Some folks can also opt to help with flyering instead.

If you can join us for this important work, please [sign up](#) to

participate in this fun afternoon event. Register for the event, so that you receive all necessary updates (eg. meeting location, inclement weather).

## 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 Monday, February 15th. All articles or press releases can be sent to [cambridgelf@gmail.com](mailto:cambridgelf@gmail.com)

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