



Cambridge Local First Newsletter

November 2010

Bringing Cambridge together to Buy Local and Be Local!

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Submission Guidelines

Dear Laury,

This Year, Let's Celebrate "Plaid Friday" and "Shift Your Shipping"

You've all heard of "Black Friday" which is a clever marketing creation of national retailers to encourage shopping at big box and chain stores on the day after Thanksgiving. This newest "national holiday" has been so successful that some national chains are pushing for "Black Friday Week" or even "Black Friday Month."



Cambridge Local First is suggesting that we all do something different and join with many local New England Business networks and take a new approach to holiday shopping this year. Let's use this special time to slow down and really savor the places where we live: our public squares and historic buildings, our sense of community, and the rich variety of locally owned stores and restaurants that contribute so much to the flavor and spirit of our region.

There's no better place to begin than by reclaiming the day after Thanksgiving. Last year, a group in Oakland, California, came up with a great idea: "Plaid Friday." It's a simple concept. On Friday, shift away from the malls and "go local" instead. Stroll your neighborhood or downtown, stop by a few independent businesses, meet friends at a local coffee shop - in short, simply enjoy your community.

And, while you're at it, wear something plaid. This mainstay of New England wardrobes is the perfect alternative to Black Friday. With its endless variety of colors and combinations, plaid is a fitting symbol of the diversity of New England's cities and towns and the local entrepreneurs who give them life.

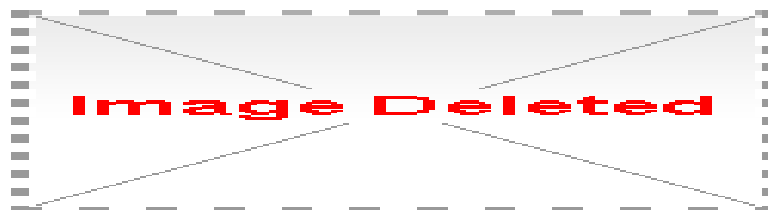
Plaid Friday will be the beginning of our annual "Think Local, Thank Local" campaign and our "Shift Your Shopping" campaign. For the second year, the Shift Your Shopping Holiday Campaign is being organized by the New England Local Business Forum (a group of

local business networks) and encourages residents and businesses to make the 10% Shift by buying local for the holiday season. Making the Shift to Local Independents is one of the fastest ways to build sustainable economies and create jobs in the local economy.

So please Wear Plaid on Plaid Friday, Think Local and Thank Local, and Shift Your Shopping this holiday season!

CAMBRIDGE LOCAL FIRST NEWS AND EVENTS

Think Local Thank Local Kicks Off Plaid Friday on November 26!



Cambridge Local First is launching its fourth annual "Think Local Thank Local" campaign for charity. This year, 36 locally owned, independent Cambridge businesses will donate a portion of their proceeds to Food For Free, which brings fresh, nutritious food to existing food programs and to people who cannot access traditional food programs.

Participating businesses in the "Think Local Thank Local" campaign pledge a percentage of their revenues during the first week of peak holiday shopping after Thanksgiving.

To support Food For Free, please shop where you see a "Think Local. Thank Local" sign. The campaign will begin on Black Friday, November 26th and runs until Friday, December 3rd.

2010 Think Local, Thank Local Participants:

Central Square: 1369 Coffeehouse, Harvest Co-op Market, University Stationery

East Cambridge: Mayflower Poultry Company

Citywide: Home Care Contractors

Harvard Square: Irving House at Harvard, Clothware, Cardullo's Gourmet Shoppe, Curious George Books and Toys, Harvard Book Store, Kango Gift, Patricia Mazza Real Estate, Tis tiK, The Games People Play, Veggie Planet, West Side Lounge

Huron Village: Easy Chairs Antiques, The Fishmonger, William Henry Furniture

Inman Square: 1369 Coffeehouse, Boutique Fabulous, Stellabella Toys

Kendall Square: Cambridge Brewing Company

Mid-Cambridge: Harding House, A Bed and Breakfast, Griffin Properties

Observatory Hill: Didriks, Reside Inc.

Porter Square: Cambridge Common, Cambridge Naturals, Christopher's Restaurant, Greenward, Henry Bear's Park, Home Care Contractors, Joie de Vivre, Salon Luna, Stellabella Toys, TAGS Hardware

Local First Coupon Book - Bring in new customers during the doldrums of winter!

Cambridge Local First's initial Local Economy Coupon Book will begin distribution in early January, just in time to help counter those slow months when few people seem to be coming through the door. Over 30 CLF members have already agreed to participate and we still have room for another 20 businesses to sign on to this Coupon Book. Local First networks around the nation have found these Coupon Books a highly successful way to reach new customers and to encourage repeat business from loyal customers.

The deadline for completing an application and sending in a check is **Tuesday, November 30**, so don't delay and miss out on this great marketing opportunity. Print off a copy of the application [here](#).

The Power of Networking in Growing Your Business!

As a part of the City of Cambridge netWorking Wednesdays, CLF entrepreneurs will share how networking has helped them grow and improve their business. This will be an interactive workshop where you'll not only learn how to do this networking, but you'll be able to practice networking on the spot that will help you improve your business today!

Don't miss this chance to learn, grow, and profit by being a more active member of the community. Please bring another business owner that would like to join or learn more about Cambridge Local First!

City of Cambridge netWorking Wednesdays: Building A Strong Local Economy - The Power Of Networking

Date: Wednesday, December 1, 2010

Time: 9:00 A. M. to 11:00 A. M.

Cost: Free to all.

Presented by Cambridge Local First.

CLF Workshop on Employee Law is a Big Hit!

About 30 business owners participated in this year's second Business Improvement Seminar sponsored by *Cambridge Trust Company*.

We are in the process of organizing the winter and spring Business Improvement Seminars and we're open to suggestions for topics that would be most valuable for you in helping you grow your business.

A few ideas suggested so far are:



Law Seminar Presenter Amy Carlin with

- Security Concerns Michael Kanter from Cambridge Naturals
- Customer Service
- Credit Card Rates
- Business Continuation Succession Plans and Strategy
- Medical Insurance
- Compensation/Benefits for Employees
- Additional information on Employee Law

Please share with [us](#) the topics or speakers that interest you.

New Directories have been Delivered!

The new 2011 directories have all been delivered! If you have not received them, please contact Janneke at (857) 998-7392 or cambridgelf@gmail.com to make sure our records are correct. If you need a new decal or display cases for the directories, please contact us!

CLF MEMBER NEWS

S+H CONSTRUCTION WINS 2010 CONTRACTOR OF THE YEAR AWARD

[S+H Construction, Inc.](#) of Cambridge, Massachusetts, one of greater Boston area's premier residential renovation and custom home building companies, is pleased to be the recipient of a Silver 2010 Contractor of the Year (CotY) Award - Eastern Massachusetts region - in the "Entire House over \$500,000" category. The annual CotY competition, sponsored by the National Association of the Remodeling Industry (NARI), is renowned throughout the remodeling industry recognizing exceptional achievement in remodeling and construction.

CORRECTION IN OUR 2011 BUSINESS DIRECTORY

Please let your friends and customers know that the correct address for [Salon Luna](#) is:
1878 Massachusetts Avenue
Cambridge, MA 02140

HAPPY BIRTHDAY CENTRAL BOTTLE!

[Central Bottle Wine + Provisions](#) in Central Square celebrated their 1 year anniversary on November 13th.

CAMBRIDGE CONNECTIONS

Shop Inman By Moonlight

The 8th annual [Shop Inman](#) By Moonlight is on Thursday, December 9th from 6:00 pm - 12:00 am.

Upcoming Workshops

Cambridge Historical Society

December 1, 2010

6:00-8:00 at the Hooper-Lee-Nichols House

How To Workshop: How to digitize and archive historic photos, art, and memorabilia

This workshop will teach the correct way to digitize historic images to create an archival quality file without damaging the original.

This program will be hosted by Cynthia Brennan, former Rights and Imaging Coordinator for the American Antiquarian Society and currently in charge of the IMLS grant funded photo digitization project at CHS.

Registration is required. Please contact Gavin Kleespies at gwkleespies@cambridgehistory.org

City of Cambridge

Thursday, November 18, 8:30 a.m. - 10:30 a.m.

Free to eligible Cambridge business owners, \$20 for others. This workshop will be held at Cambridge City Hall Annex, 344 Broadway, Cambridge.

Enhancing Your Marketing Strategy

This workshop is designed to help existing business owners learn how to be more strategic, effective, and efficient in designing and implementing their marketing plan. Topics include: rational vs. emotional marketing, cross channel marketing, audience segmentation, and the calculation of return on investment.

Participants are strongly encouraged to bring marketing materials for discussion.

To pre-register for these workshops, please contact Rona Holmes at 617-349-4637, rholmes@cambridgema.gov or Pardis Saffari at 617-349-4654, psaffari@cambridgema.gov

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 Friday, December 10th. All articles or press releases can be sent to cambridgelf@gmail.com

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