



GALAX DOWNTOWN ASSOCIATION

Working to Benefit the Community of Galax, Virginia

PO Box 544
Galax, VA 24333

276-236-0668
galaxdowntown@yahoo.com

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Merchants, Professionals, and Community in Partnership

Issue 18

2008–2009 MEMBERSHIP

The time has arrived to renew your membership with the Galax Downtown Association. Our organization has made great progress and will continue to do so with a cohesive, proactive membership. There are many benefits to membership such as collaborative marketing campaigns, advertising discounts, networking opportunities, and inclusion in the Holiday Gift Certificate Program.

Saving money on advertising, free promotional campaigns like the Fiddler's coupons and the Swim Meet Welcome bags, and visibility on the GDA website are advantages offered to GDA members. But you have to be a member. Memberships are effective from July 1 of the current year to June 30th of the following year. Therefore, all memberships must be renewed to continue to receive the benefits provided by the downtown association.

Terri has contacted businesses to verify info on renewing members. Those who remit payment by the August 11th meeting will save \$5 on their 08-09 membership and pay \$25. Those who require invoicing and additional administrative time will pay the full membership of \$30.
Membership Continued...

WHAT'S GOOD FOR THE GOOSE...

There are two families of geese living on a small island across the river from our camper. My husband has been photographing them since spring when the goslings were mere fuzz balls. When we have an opportunity to spend some time on the riverbank, one of the highlights is in observing their behaviors and watching them interact as they continue to mature. Watching them brought to mind an article I read years ago about geese and teamwork. Thanks to Google, I found it.:

What Geese Have to Teach Us About Teamwork

Fact 1: As each goose flaps its wings, it creates an "uplift" for the birds that follow. By flying in a "V" formation, the whole flock adds 71% greater flying range than if each bird flew alone.

Lesson: People who share a common direction and sense of community can get where they are going quicker and easier because they are traveling on the thrust of one another.

Fact 2: When a goose falls out of formation, it suddenly feels the drag and resistance of flying alone. It quickly moves back into formation to take advantage of the lifting power of the bird immediately in front of it.

Lesson: If we have as much sense as a goose we stay in formation with those headed where we want to go. We are willing to accept their help and give our help to others.

Fact 3: When the lead goose tires, it rotates back into the formation and another goose flies to the point position.

Lesson: It pays to take turns doing the hard tasks and sharing leadership. As

with geese, people are interdependent on each other's skills, capabilities and unique arrangements of gifts, talents, and resources.

Fact 4: The geese flying in formation honk to encourage those up front to keep going!

Lesson: We need to make sure our honking is encouraging. In groups where there is encouragement, the production is much greater. The power of encouragement, which is to listen to one's own heart or core values, and to listen to the core values of others, is the quality of honking we seek.

Fact 5: When a goose gets sick, wounded or shot down, two geese drop out of formation and follow it down to help protect it. They stay with it until it dies or is able to fly again. Then, they launch out with another formation of geese and try to catch up with the flock.

Geese Continued...

Next GDA Meeting
Monday, August 11
6:15 pm at Rooftop

MEMBERSHIP COOKOUT & CAMPAIGN UNVEILING

In an effort to create a relaxed and enjoyable environment for members to interact and focus their energy, the executive committee has arranged a cookout on Sunday August 17th. The GDA will treat attending members and their families to traditional summer grilling fare, asking that attendees bring a beverage, dessert or side dish with them. Members will receive an invitation with all the details.

Through the skilled efforts of a GDA member, Sandy Mass of New River Cedar Homes, the GDA has an exciting, attractive advertising campaign will be unveiled

Geese Continued....

Lesson: If we have as much sense as geese, we will stand by each other in difficult times as well as when we are strong.

I believe lesson of the geese is a wonderful one – the premise that teamwork values collaboration and acts on the belief that “none of us is as good as all of us.” But, the obvious fact is: we’re not geese. Human beings have active, creative minds, a desire for individuality and fulfillment: and those very human traits of self esteem and ego. In our culture, there seems to be an emphasis on winning, being the best and coming out on top. In many ways, the basic principle itself is contrary to the nature of success for a small business.

So how do we, as an association, flock together to “uplift” downtown to a greater level of success without stifling the energy and creativity of our individual members? How do we learn when to give and ask for help? How can people who are independent be expected to behave interdependently for the success of the entire downtown? How do we make sure the honk of encouragement is heard above the noise of the “armchair quarterbacks”, the not so successful ventures, and the constant refrain of “why am I doing this” running through our minds?

It’s all easier said than done, for sure, but I believe the starting point is setting goals and establishing some ground rules. That’s where the plan comes in to play. To determine a common direction and establish the desired sense of community, we need your help. We have scheduled four planning meetings from August 10 - 12 at varying times of the day in hopes that you will help us to evaluate the basic points of the plan and offer your insight and experience in setting our priorities for the next 2 years. We will be working with a timed agenda of approximately 1 hour and 15 minutes. Please plan to attend at least one of the meetings (or any number you desire). Your help will create the thrust we need to move in the right direction.

Sunday August 10	3:00 PM
Monday August 11	7:00 AM
Tuesday August 12	Noon
Tuesday August 12	6:30 PM

Meetings held downstairs at
Rooftop of VA 206 N Main St

Membership Continued...

We are asking that renewing members look closely to verify their information with the GDA and make sure that we have **current contact names** and information for your business. Often times, an opportunity comes up suddenly that requires immediate attention for a business to take advantage. The most effective way for our volunteer board to contact the membership simultaneously is by email. It is very necessary that we have a current email address for our member businesses. The last chance for saving \$5 off your membership will be renewing or joining at the meeting on Monday August 11th.

Please call 236-0668 with any questions or email galaxdowntown@yahoo.com

The newsletter can be an effective tool for members to communicate with other merchants and potential customers. We are happy to publicize business briefs, grand openings, or special occasions and announcements. This information can be submitted to the GDA in writing to a board member or by email to galaxdowntown@yahoo.com Deadline for any information is the 15th each month.

**UNITED WAY MOVIE
HISTORIC REX THEATER
SAT. AUGUST 16 AT 7 PM**



If you missed the last Groovin' on Grayson, you missed a lot. The event is truly *Fun for All Ages*, as attendance tripled and the positive comments were overwhelming.

The Groovin' committee continues to create attractions to draw people downtown on the last Friday of the month. Aaron's Rental was on hand with PS3 games played by attendees with prizes for the best score. Ruth Lyons offered complimentary chair massages while Cornerstone Church and Chestnut Creek School of the Arts kept the youngsters busy with activities and games. This event plays to rave reviews and is praised by those who participate. The committee has already created several new ideas to entertain folks who come down.

The GDA would invite the participation of merchants at the planning meeting to create a campaign to get folks into the downtown stores that remain open late on that Friday night. For example, preliminary ideas include a “treasure hunt” that requires contestants to enter participating stores to get their “game piece” marked. When all stores have been visited, the game piece can be entered for a drawing.

Ultimately, the goal is to get folks downtown and to raise funds for the GDA to further our efforts to market the membership. The committee welcomes the help of residents and members. Please consider volunteering an hour of your time at the committee planning meetings or during the event to help the cause. For meeting notices and Groovin' updates, please call Katy Davis at 233-5837 or email galaxdowntown@yahoo.com **THANK YOU COMMITTEE MEMBERS!!**



