



July/August 2010

The mission of Historic Baker City, Inc. is to develop and promote a healthy and prosperous downtown, serving a community rich with culture and history.

**HISTORIC BAKER CITY INC.
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Monthly Board meetings are the third Thursday of the month, at 6:00 pm, HBC office.

Main Street USA

Beyond Surviving: It's All About Service

"If we don't take care of our customers, someone else will."

Business success comes from a variety of factors: a realistic business plan and strategy, knowing your market and your product, having a positive cash flow, and participating in sound management practices. Regardless of your talents or product, there would be no success at all without the customer. The old adage "The Customer is King" rings especially true in today's competitive market. Customer service is *everything*. We have all experienced a poor reception or bad experience in a store. We vow to never return and, more importantly, we tell our friends and family about our experience. Good customer service establishes a reliable and loyal customer base that is the backbone of business. Barbara Wold, consultant on sales management, marketing, and repositioning, suggests the following tips for building business through customer driven strategies:

1. Understand how your clients' expectations rise and change over time. What may have been good enough before no longer applies. Ask them and understand how to better serve them to help with their needs.
2. Differentiate yourself from the competition. Provide personalized and responsive service and go "beyond the call of duty." Treat them in a way that they will appreciate and remember.
3. Raise the bar for yourself. You've heard of "dazzling the client" -- now find ways to do it. Be more flexible, faster and more efficient.
4. Never be content. Find ways to stay ahead of the pack. I find every day there is so much to learn and new ways to implement. Make it your goal to learn and apply something new each day.
5. Manage expectations. Build a firm foundation of trust and deliver what you promise. If something comes up, you will find the client more understanding and forgiving. "Under-promise and over-deliver."
6. Take personal responsibility. You want your name to be golden to them and make sure you live up to that standard. Make it easy for them to do business with you.
7. Bounce back with effective service recovery. Things happen that are often out of our control. When it does, go into major "repair mode" and do whatever it takes to restore great customer goodwill.
8. Appreciate. When your clients complain, they can be your best allies because they will tell you what you really need to know. Listen with your ears totally tuned up and fix the problem. And thank them!
9. See the world from the customers' point of view. Take off any blinders and take time to step into their shoes. See what the client sees and the way they might feel and then work to make it better than ever.
10. Service is the currency that keeps our economy moving. Customer service is always in fashion!! Strive to improve each and every day.

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Around the Neighborhood

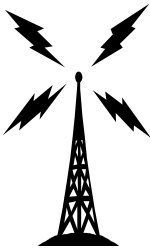
• *A Little Bit of This & That*, owned by Tomi Wilhelm and Eva Gray, at 1833 Main Street, is now open for business.

• *Flagstaff Sports*, 2101 Main Street, was sold to Jared Johnson. Best wishes to retiring owners Mark & Barbara Larson.

• *Care At Home, Inc.*, 1705 Main Street, is now open. Care at Home provides medical & non-medical care and in-home services.

• New to Crown Courtyard Complex: *Ambiance Salon*, 2108 Resort St.; with Julie Fuzi, Tammi Coley and Libby Carter.

The free downtown wireless Internet service, funded by Historic Baker City, Inc. for the benefit of downtown business owners, local citizens, visitors and tourists, has been upgraded. A free broadband connection was provided by The Greater Eastern Oregon Network (www.thegeo.net). Our sincere thanks to Davis Computer Services Inc. at 1809 Main Street for implementing this connectivity infrastructure and maintaining service for Historic Baker City, Inc. To use the free WiFi or direct visitors to the WiFi, look for the following WiFi signals provided by Historic Baker City and TheGEO.net : **HBC1, HBC2 and HBC-FreeWiFi** .



**HBC FREE
WI-FI**

Architecture should speak of its time and place, but yearn for timelessness.



Frank Gehry, Architect

Grant & Sponsorship Spotlight

The HBC Board of Directors, members of our organization, and the entire community are most appreciative of the following business and agencies for their generosity and support of our activities and programs. Thank you!

Donn Christy, Superior Towing: Sponsorship, Miners Jubilee Street Dance.

US Department of Agriculture: HBC has received from USDA Rural Development a Rural Business Enterprise Grant of \$7,000 to support HBC's Downtown Main Street Resource Center. Specifically, this grant is to fund specialized training of a part-time employee to gather and analyze downtown business data that will help in developing economic improvement strategies.

Baker County Cultural Coalition: We have received \$500 to assist HBC with Fall Festival (Sept. 18th) as we celebrate our western and agricultural heritage with this popular annual event.

2 BUCKS A DUCK

HBC Duck Race



The Duck Race during Miners Jubilee (1:00, Sunday, July 18th) has always been a highlight of the Jubilee for many years,

drawing a big crowd in the Geiser-Pollman Park at the Library bridge. With over 1200 plastic numbered ducks released into the rushing Powder River, the duck flotillas are a sight to behold! Thanks to our generous donors and dedicated ticket-sellers, the Duck Race continues to be a successful and significant fundraiser for Historic Baker City, Inc. The rest of the year we are busy promoting Baker City through events designed to showcase our historic downtown, marketing Baker City state-wide and regionally, installing streetscape amenities (trash receptacles, bike racks, banners, and benches), and writing grants for our Destination Downtown 50/50 matching fund façade improvement program. Over the past 20 years, HBC, Inc. has facilitated the restoration of over 80 buildings in the downtown historic district, which has contributed greatly to the economy and vitality of the entire community.

HISTORIC BAKER CITY, INC. ANNUAL DOWNTOWN AWARDS

For over 15 years Historic Baker City, Inc. has been recognizing outstanding projects, individuals and partnerships that are most innovative and successful at meeting the challenges of downtown development and Baker City's revitalization efforts. At HBC's Annual Celebrate Downtown Night April 22, 2010, awards were given to:

Volunteer of the Year - Jeff Nelson

Community Partnerships: BERA
(Baker Economic Resource Alliance)

Physical Improvement –The Pythian Castle,
Larry & Rosemary Abell

Stepping Up To the Plate– Eltrym Theater
Terry & Dan McQuisten

Business of the Year -Jimmy Chan's
Restaurant

Downtown Success Story
Short Term Gallery, Dick & Marge Haynes